General Electric offers transmitters from 250 to 50,000 watts. Frequency stability, low noise level, audio fidelity, complete accessibility without disassembly—all contribute to long, dependable operation at low cost.

General Electric's 95-watt FM transmitter for S-T service in the 330-344 mc band (Type GF-B-A)—the best known method of transmitting your programs from studio to main transmitter without the loss of their original brilliance. Frequency swing = 75 kc for 100% modulation, meets F.C.C. requirements.

New multi-bay antennas, specially designed for FM broadcasting, are being developed by General Electric. Let us discuss your individual requirements for either broadcast or S-T service.
YOUR broadcasting needs for '42 have been anticipated by General Electric.

You'll find that our recent contributions to FM's progress have removed many of the hurdles from your path to FM. There is no finer, nor more complete, line of FM equipment available today. Our complete service extends from equipping your station to helping you build an FM audience.

From our complete line of transmitting tubes—pace-setters for more than 29 years—you'll find the right tubes to meet your requirements in standard broadcasting, international service, frequency-modulation, or television.

When you sign your next tube order specify General Electric tubes—proved in the laboratory, checked at our own broadcast stations, and verified by a long list of satisfied users throughout the radio industry. Ask our nearby representative for your copy of Bulletin GEA-3315C.
TOMMY RIGGS

AND

"BETTY LOU"

EXCLUSIVE MANAGEMENT

ROY WILSON

444 MADISON AVENUE

NEW YORK CITY
One of these is your LUCKY NUMBER!

Your nearest NBC spot sales office is your key to 11 "Golden Zones"!

IN THE TEN SECONDS it takes you to dial a phone number, you can be taking a really big step towards increasing your radio-advertising results!

For your nearest NBC Spot Sales Office can quickly show you how to reach the "Golden Zones" of America more effectively, more economically... through NBC Key Stations in 11 vital markets: stations that dominate those markets. Stations that have proved for many years their ability to deliver sales-messages into homes where sales-potentials are highest and sales-resistances lowest. For they offer you hand-picked audiences — NBC audiences — audiences with money to spend and the willingness to spend it!

Don't wait another minute... reach for that telephone now! We'll be glad to prove our claims!
This, The Fifth Edition of Radio Annual Is Dedicated To

RADIO IN THE DRIVE TO VICTORY

—let us be thankful that this great, dynamic, compelling and far reaching force for understanding, protection and morale is in the hands of the most experienced, competent and resourceful radio executives, technicians and workers in the world.

Jack Aliceate
PUBLISHER
TRANSAMERICAN

Expresses its sincere appreciation for the confidence of the following advertising agencies by whom we were employed during 1941:

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Benton & Bowles, Inc. ........................................ General Foods Corp.
Bermingham, Castleman & Pierce, Inc. ....... Roma Wine Co., Inc.
Blackett-Sample-Hummert, Inc. ............... General Mills Corp.
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J. Walter Thompson Company .............. Libby, McNeil & Libby
Ward Wheelock Company, Inc. .............. Johns-Manville Corp.
Young & Rubicam, Inc. ...................... General Foods Corp.

Transamerican programs will continue to maintain Transamerican's position of leadership in the field of radio production.
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1. TAKE A GOOD HELPING OF NEWS...

2. ...ADD GENEROUS AND FREQUENT NUGGETS OF SPORTS...

3. ...BREAK AND STIR IN PLENTY OF BARS OF GOOD FRESH MUSIC...

4. "SPREAD EVERYDAY... AND TURN ON THE RADIO---

RESULT...

MUTUAL'S DAILY DANCE PARADE NEVER GOES TO BED

MUTUAL BROADCASTING SYSTEM... FIRST IN THE FIRST 3

NEWS-SPORTS-AND POPULAR MUSIC

MILLIONS OF LISTENERS GLUED TO MUTUAL STATIONS—LISTENING TO THE KIND OF PROGRAMS CLOSEST TO EVERYONE'S HEART... LISTENING TODAY... BUYING TOMORROW!!
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Kate Smith
Presented by
GENERAL FOODS CORP.
"The Kate Smith Hour"
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CBS • FRIDAY • 8 to 8:55 P.M., E.W.T.
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TED COLLINS
PRODUCER-DIRECTOR

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MARTIN BLOCK

ON THE AIR THREE AND ONE-HALF HOURS DAILY
SELLING FOR 21 SATISFIED SPONSORS...
THANKS TO YOU, YOU, AND ESPECIALLY YOU!

7th YEAR—"The MAKE BELIEVE BALLROOM"
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SESAC IS ON TOP
because -

SESAC GIVES Over 830 licensed radio stations -
Diversified American Music for every type of program
every hour of the day - 200 different types of music -
128 publishers.

SESAC GIVES Advertising Agencies -
Freedom from "clearance" headaches. (Practically all
stations and networks are licensed to use SESAC music
on live talent - recorded - and transcribed shows.)
(Your client will also like the 2¢ recording fee)

SESAC GIVES Transcription Companies -
An unlimited storehouse of music - complete cooperation
and the 2¢ recording fee on commercial and library
transcriptions.

SESAC GIVES The Broadcasting Industry -
A firm pledge to continue - its 10 year policy of close
cooperation with broadcasters - to maintain and insure
an unlimited supply of good music - reasonable rates -
effective competition - the only station relations
staff in the field with actual broadcasting experience,
CLAUDE C. J. CULMER          EMILE J. GOUGH
GUS HAGENAH                  BURT SQUIRE

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THE BEST MUSIC IN AMERICA
113 West 42nd Street
New York
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MAKE YOUR TESTS IN

Key station of Michigan Radio Network

WXYZ
DETOIT
Blue Network

5000 WATTS DAY TIME  5000 WATTS NIGHT TIME

National Sales Representative: PAUL H. RAYMER CO.
Michigan

Over the Michigan Radio Network...

Operated like a coast-to-coast network...

Improved service...

Big time operations...

Available for blue network commercials as an unit...

Ideal test conditions
My Sincerest Appreciation To

BATHASWEET
BEECHNUT GUM
CANADA DRY
DUNHILL CIGARETTES
GENERAL MOTORS
MOLLE
MOUNDS CANDY
PROCTER & GAMBLE
RCA VICTOR
STERLING SALT
VICKS CHEMICAL
WESTERN ELECTRIC

AND THE NATIONAL BROADCASTING COMPANY

Sincerely,

George F. Putnam

NBC, NEW YORK
Deviled crabs, Baltimore style, cole slaw..........................80
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Is Your News Diet Balanced?

In this most crucial of all years, you can’t escape the public demand for news... more news... and fresher news.

But what a programming problem it is! What a job to keep most of your news periods from sounding repetitious, stale, deadly dull... the same dish merely "warmed over."

In each 24 hours, there’s only so much news—but many news periods. Successful programming therefore demands a supply of ready-prepared copy that has variety, spontaneity, sparkle!

That’s next to impossible when all the copy comes from a single source... when the same writers rehash it all day long for both you and your competitor.

Just as leading newspapers rely on more than one news service to get better balance, variety and readability, so are many leading stations with heavy news schedules supplementing their present wire service with Transradio.

There’s no re-processing to take the “vitamins” out of Transradio copy. Alone among the wire services Transradio prepares its copy directly for the mike... concentrates on material that has listenability rather than mere readability.

For a better-balanced news diet on your station, ask about Transradio’s new rates today.

Transradio Press Service Inc.
521 Fifth Avenue, New York, N.Y.
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Eager!—and ABLE!—
to serve you well
in Kansas City*

Don Davis, President  John Schilling, General Manager

*—and throughout the rich KANSAS STATE NETWORK TERRITORY

KEY STATION of the KANSAS STATE NETWORK
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ASCAP maintains direct branch offices, with permanent skilled personnel, ready at all times to service our clients, in the following cities:

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ASCAP clients will be promptly and cheerfully serviced by mail, telegraph or telephone, at any time, and on any matter relating to use of the largest repertoire of copyrighted music in this country, by the above offices, or by our General Office in New York City.

American Society of Composers, Authors and Publishers,

Phone: Columbus 5-7464
30 Rockefeller Plaza, New York City
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Here's a "million dollar" reason for using KPO throughout 1942

And the "million dollar reason" is KPO's new million dollar home. Hundreds of advertisers—both local and national—are going to profit more than ever because of the INCREASED SELLING POWER KPO will deliver in 1942, and years to come. For KPO's new home is much more than a new building to house new studios and technical facilities . . . it will be the center of San Francisco's ever-increasing interest and responsiveness to the type of "big-time" radio which NBC brings the public regularly.

1. Thousands toured the unfinished building. Hundreds of thousands more have listened to and watched "building broadcasts" . . . seen building pictures in newsreels, magazines, and newspapers, Smart advertisers are getting on KPO now . . . to "ride in" on this great barrage of publicity . . . to become a part of the great show which will open the new building in March.

2. The best evidence of a station's popularity, and its sales producing power is the manifest interest of local business firms in broadcast advertising. Without question, KPO is most highly regarded, its personnel best known to San Francisco business and civic leaders. AND . . . NBC's local sales in San Francisco are currently 80% ahead of last year.

3. NBC leads in the development of San Francisco radio talent. Weekly auditions are held. Promising new talent is put on the air to develop seasoned, salable personalities, and salable shows. Local advertisers are aware of the sales pulling power of this local talent. Nineteen local advertisers are currently using live talent shows on KPO.

4. Dollar-for-dollar, KPO offers you the best advertising buy in San Francisco for 1942 . . . as well as in the years to come. Every day KPO is making firmer its already established lead in listener-popularity. Greater popularity means greater audiences. Greater audiences mean greater sales. And that, after all, is the proof of the pudding!

KPO
50,000 WATTS
SAN FRANCISCO
680 KILOCYCLES

Represented Nationally by
NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
WASHINGTON
BOSTON
CLEVELAND
DENVER
HOLLYWOOD
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KEYED by WNAC, The Yankee Network's Community Stations have built the consistent, substantial type of listener loyalty that insures the utmost in friendly acceptance in all important sales sectors. This is the most valuable asset any radio network can offer sponsors.

The warmth of welcome accorded The Yankee Network's "good neighbor" stations assures effectiveness and economy in capturing your share of the high purchasing power audience represented by New England's 2,010,280 radios.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
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The Greatest Show on Earth

Sends Greetings to its Friends in Radio

RINGLING BROS. and BARNUM & BAILEY COMBINED SHOWS

[ A Happy Note In A Troubled World Symphony ]

CIRCUUS RADIO DEPARTMENT...............BEV. KELLEY.................FRANK MORRISSEY
THIS IS THE FIFTH EDITION OF

RADIO ANNUAL

1942

Dedicated to "Radio in the Drive to Victory" and edited and published to cover radio completely and comprehensively. Radio Annual is sent complimentary to Radio Daily subscribers as part of the service offered by Radio Daily.
"THE WORLD'S BEST COVERAGE
OF THE WORLD'S BIGGEST NEWS"

-----UNITED PRESS
RADIO IN DEFENSE

By

JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

THE year 1941 will go down in the history of radio broadcasting as the year in which the industry faced the challenge of our national defense program and, with few if any exceptions, met that challenge.

Broadcasters have cooperated with the Army, Navy, and civilian defense agencies to a marked degree. They have also served by providing the listening public with well-rounded discussions of many public issues. In return, broadcasters have already been amply rewarded, for they have won for themselves an unparalleled hold on the public's interest and attention.

The year 1942 will be chiefly featured by a continuing necessity to gear broadcasting into defense needs; but, as 1941 has amply illustrated, emergency requirements are wholly compatible with the normal aims and processes of broadcasting.

In addition to defense, the broadcast year has been marked by the coming-of-age of frequency modulation (FM) in broadcasting. At least 150,000 FM receivers should have been in operation at the close of 1941, and there are prospects for continued growth during 1942.

During 1941 the Commission completed its three year investigation of network broadcasting and issued regulations based thereon; instituted an inquiry into the effects of joint ownership of newspapers and broadcasting stations, with special reference to FM; and heard arguments on a proposed rule to eliminate joint control of two or more standard broadcast stations in a single service area.

Television growth has been impeded by the defense demands for strategic materials and skilled labor. But the Commission is fully aware of the importance of keeping television in readiness during the emergency period, so that when the end of the war effort comes, television can be expanded immediately to take up any slack of unemploy-ment and productive capacity which may follow demobilization. I see no reason why, with proper planning at this time, we cannot look forward to a 50,000,000-set television industry mirroring the present 50,000,000-set broadcast industry, within a comparatively few years after the emergency is at an end.

For Complete FCC Section Please Turn to Page 183

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Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To our sponsor—Colgate-Palm-olive-Peet Co.

To the Roosevelt Hotel.

And to our exclusive agents and friends, MCA.

Guy Lombardo
As the nation's most important single means of mass communication, unique in its ability to secure and hold the attention of a vast majority of the people of the nation simultaneously, radio will undoubtedly play a major role in the prosecution of the war. Probably the most favorable development thus far affecting broadcasting is the evidence that our government has decided not to take over and operate radio, but to leave it in the hands of experienced private operators who, through the years, have demonstrated an appreciation of their responsibilities to serve the national interest. With the advent of radio, Congress wisely determined that in America this medium of mass communication should remain free of government operation and control. As a consequence the American System of broadcasting has developed along lines that have made of it a most effective instrument for the preservation of liberty and freedom of thought and expression.

For Complete NAB Section Please Turn to Page 928
“Hedda Hopper’s Hollywood”
On The Air — In Print — On The Screen

Covers The Nation

Monday, Wednesday, Friday
6:15 N.Y.T. C.B.S.

THIRD YEAR
for
SUNKIST
Oranges and Lemons
California’s Sunshine Sponsor
RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

Radio's Tremendous War Effort, is obviously the highlight of its current existence. Due in no small measure to the fact that the industry during 1941 and even before, had already been well prepared through many months of aiding the cause of National Defense, the staggering load placed upon its shoulders now, is being carried off magnificently.

Any attempt to enumerate, evaluate or even show the extent of one particular item of 100 per cent cooperation with the U. S. government and its myriad agencies, is well nigh futile. Scope of the job the broadcaster has done, is now doing, or may be called upon to do is something that could only be accomplished through the American System of broadcasting. Suffice it to say that radio's part in the successful prosecution of the war, is as vital a role as any branch of the machinery of war. From the status of morale alone, all critics of the industry are silenced.

This is one assignment that is being carried out without regard to convenience or cost. For the average newspaper to make way for governmental aid is easy in comparison. The newspaper can shift news or advertising, can add extra pages if necessary; the broadcaster cannot add hours. Time is his basic element and commercial programs cannot be put on unless this is taken into account.

Thus the broadcaster carries on his wholehearted support of the entire governmental program ungrudgingly and at a sacrifice he is glad to make. In every instance he has accepted self-censorship and later sought to anticipate any further move or suggestion of defense agencies by promulgating his own code on handling news so that there would be no aid or comfort to the enemy. All this was accomplished in the Democratic way—receiving from and giving full cooperation to U. S. bureaus and officials.

And yet, the past year has not exactly been a sinecure insofar as commercial radio is concerned. To choose an adjective that would adequately describe the general situation as it applied to 1941 would be rather difficult. Perhaps to approximate the trend of events the word "turbulent" might do. The average listener complacently going about the business of "being the best informed man in the world," hardly knows of such things as the FCC Monopoly Report; the subsequent splitting of the Red and Blue networks; Order No. 79 which is still in the throes of probing newspaper ownership of stations; the suits filed by CBS and NBC backed by some independently owned affiliates to stave off the Monopoly Order; the counter actions filed by the U. S. against these two networks, and so on.

Perhaps one bright light in the course of events during the past year was the question of music performing rights being adjusted. The industry's own reservoir of music hastily set up managed to fill the breach and what's more was found practicable. Ascap, poorly advised apparently, stands to collect from radio $36,000,000 less over a period of 18 years, than it would, had not the showdown been strongly defended by the industry. This must be construed as radio's gain.

There never having been a year during which radio did not progress, the past year was no exception. Whether television, FM, international activity, program facilities or public service, improvement has been notable. Restrictions placed upon the industry via priorities have been accepted in stride yet the coming year will see further progress to the best of radio's ability. What the war may hold for the industry few can foresee, but come what may, it will always be the American System of broadcasting—first. The broadcasting industry's great contribution to Victory is an enviable monument in the making.
Jack Benny
JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE
DON WILSON
PHIL HARRIS
DENNIS DAY
"ROCHESTER"

My Authors:

BILL MORROW
ED BELOIN
TEN OUTSTANDING RADIO NEWS EVENTS OF 1941

Radio industry offers full facilities to all branches of the Government as war is declared against the Axis.

FCC held monopoly and newspaper ownership of radio station hearings, the former resulting in litigation against new rules and regulations issued by the Commission.

Network gross billing climbs, with NBC, CBS and MBS cumulative total hitting $110,000,000, a new all-time high.

Industry war against Ascap raged through the first 10 months of the year, ending when the networks signed with the society. Industry votes to maintain BMI.

Broadcasters, augmented by the entire advertising field, successfully defeated radio-billboard tax proposals.

FM started commercial operations January 1, followed by the commercialization of television six months later, July 1.

AFM called several short-lived strikes against NBC, CBS and affiliates on sustaining and remote programs; AFRA called its first strike and issued an ultimatum against MBS, the case finally being settled by mediation.

NBC and CBS both established Pan American networks which will begin functioning actively early in 1942.

Establishment of the Defense Communications Board; Bureau of Censorship, and Department of Information in connection with the war was completed in Washington.

Divorce of the Red and Blue networks speeded as NBC and CBS completed sale of respective Artist Bureaus.

**Outstanding New Program**
Eversharp’s “Take It Or Leave It.”

**Most Important Broadcast**
President Roosevelt’s message to Congress asking for a declaration of war.

☆ ☆ ☆ Radio In Defense ☆ ☆ ☆
"TIME TO SMILE"

with

Eddie Cantor
THE DEFENSE COMMUNICATIONS BOARD was created by Executive Order of the President on September 24, 1940. The Order provides that:

"The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire and cable communication facilities of all kinds.

b. The allocation of such portions of governmental and non-governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

c. The measure of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements."

DCB, A Planning Agency

The Board is basically a planning agency and receives valuable assistance from seventeen committees embracing all the fields of communications including amateur, aviation, cable, domestic and international broadcasting, wire, telephone and telegraph, radio point-to-point and maritime services, and Federal, State, and Municipal communications. Included in the setup are liaison committees for civilian defense and priorities for materials and equipment. The Coordinating Committee which has liaison with the Law Committee, Labor Advisory Committee and Industry Advisory Committee reviews the reports of the numbered committees representing the various branches of communications and prepares the material for final action by the Board. Reports of the Board pertaining to the findings and recommendations are submitted to the President through the Office for Emergency Management.

Throughout 1941, the Board and its various committees have been active in planning for the national defense. Meetings of the Board have been held at least one day each week to consider the large volume of material which has been prepared and assembled by the various committees. Press releases were issued during the year giving some of the accomplishments of the Board. These included statements of policy with respect to the uses to be made of broadcast and other classes of stations during wartime. Also announced were plans designed to insure continuous operation of stations under emergency conditions. The Chairman emphasized that broadcasting would remain in private hands and that all utilization of broadcast facilities would be on a cooperative basis except for possible areas of actual combat.

Wartime Communications

The Board has been fully informed with respect to the operation of the broadcasting stations in England under wartime conditions. A survey is now being made of the facilities of all broadcast stations in the United States to insure full use of all main equipment and auxiliary apparatus.

Since the outbreak of hostilities the Board has been given additional powers to prescribe regulations governing the use, control, and closing of radio stations and the preference or priority of communications. In his press release of December 10, 1941, Chairman Jett stated that the delegation of authority to the DCB by the President does not mean governmental operation of private radio, that the Board will act for the President in facilitating the use of radio by the Army and Navy where necessary and that the DCB is not undertaking censorship of broadcasting.
FRED ALLEN

TEXACO

STAR THEATRE

CBS . . . Sundays . . . 9-10 P.M., EWT.

WALTER BATCHelor, Manager
The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended.

MEMBERS
Chairman
JAMES LAWRENCE FLY
Chairman of the Federal Communications Commission
MAJOR GENERAL DAWSON OLMSTEAD
Chief Signal Officer of the Army
REAR ADMIRAL LEIGH NOYES
Director of Naval Communications
BRECKINRIDGE LONG
Assistant Secretary of State in Charge of the Division of International Communications
Secretary
HERBERT E. GASTON
Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities
Assistant Secretary
COMMANDER R. J. MAUERMAN
U. S. Coast Guard

ALTERNATES
E. K. JETT
Chief Engineer of the Federal Communications Commission
COLONEL OTIS K. SADTLER
Chief of the Operations Branch of the Signal Corps
CAPTAIN JOSEPH R. REDMAN
Assistant Director of Naval Communications
FRANCIS C. DE WOLF
Principal Divisional Assistant of the Division of International Communications
COMMANDER J. F. FARLEY
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE
The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.
Chairman
E. K. JETT
Chief Engineer, Federal Communications Commission
FRANCIS C. DE WOLF
Division of International Communications, State Department
MAJOR WESLEY T. GUEST
War Department
LT. COM. FRANZ O. WILLENBUCHER
Navy Department
COMMANDER J. F. FARLEY
Chief of Communications, U. S. Coast Guard

For Complete Committee Listings Please Turn to Page 961

45
MILTON BERLE

20th CENTURY-FOX

NBC's Ballentine
"THREE RING TIME"

Representative:
WILLIAM MORRIS AGENCY
Radio Great Aid to Many Activities of War Department

By Edward M. Kirby,

Civilian Advisor on Radio to Secretary of War, Radio Branch of the Bureau of Public Relations of the War Department

At this moment of writing (early January, 1942) history plays the role of a runaway horse whose mad pace will not be checked until the combination of American blood and toil reaches its greatest strength. On Sunday, December 7th, a pagan race chose to commit the crime that “will live long in infamy.” But in the few terrible hours at Pearl Harbor, they also created the force which will destroy them. American Unity, the force feared, too, by the desperate man of Berchtesgaden and his boastful puppet in Rome. No person in radio will forget the closing weeks of 1941, not merely because they marked the beginning of what inevitably must be the last stage in a colossal struggle between freedom and aggression, but because American Radio gave full, clear promise of rendering a service of which every person in the industry can be justly proud, and for which every citizen can be justly grateful.

On that dark Sunday, Radio, too, was surprised and stunned, but its recoil to an “alert” state took scarcely longer than a station break. Already, Radio is rapidly gearing to the greatest task it has faced in its young history, a task which is also a grave responsibility: (1) To inform our millions simultaneously, to inform them accurately and honestly; (2) To interpret major events calmly and wisely to the end that the Nation will maintain a mental unity, a high degree of common understanding of and reaction to these events; (3) To exert all its ingenuity and devote all its resources to keeping American inspiration and spirit at a high pitch “for the duration.”

Radio Branch

In the Radio Branch, Bureau of Public Relations, War Department, the foregoing principles have been treated with a great deal of respect since January, 1941. We date this report as of January simply because that month marks the birth of the Radio Branch. The birth was unceremonious. It was not broadcast. The War Department asked the National Association of Broadcasters for the services of the writer, at the usual rate of one dollar per year. The NAB board of directors promptly agreed and the writer promptly and gladly reported to a desk in one room, aided and abetted for a time by a telephone and secretary. Today, the Radio Branch occupies six rooms, operates straight around the clock—straight across the board. The day may shortly be reduced to a mere 18 hours!

Operations are departmentalized under section heads, all of whom have been brought to the War Department from the ranks of radio itself. Robert Coleson, assistant chief and administrative executive, directed radio at the Texas Centennial, San Diego Exposition and San Francisco's '39 and '40 World Fairs, is the principal liaison between the Radio Branch and the many units of the War

Radio In Defense
HOPE

PEPSODENT PROGRAM
PARAMOUNT PICTURES

1938-1942
Department structure. Jack Harris, director of news and special events, held a similar title at WSM, Nashville; Bill Bailey, former news editor of WLW, Cincinnati, serves in similar capacity and Brooks Watson of WMBD, Peoria, has rejoined the staff as associate director of news and special events. Captain Ed Curtin, formerly of NBC and BBD&O and Lieutenant Rankin Roberts, formerly with the Texas State Network, rounds out this division of news and special events. Major Harold W. Kent, director for educational stations and broadcasts, is also director of the Radio Council for the Chicago Board of Education. Jack E. Joy, program director, formerly held like positions with the Don Lee network and the two San Francisco expositions. Serving in a duo-writing-production capacity is Glenn Wheaton from the public relations firm of Lee & Losh, San Francisco.

Joseph E. Brechner, chief of script section, did freelance radio writing in the East, came in from the radio section of the Army recruiting department. With Brechner are William Coleman, Sol Panitz, Carl Mann and Stanley Field. Brought in for agency liaison are John Cullon and Lou Cowan, the latter in consultative capacity as he continues as major-domo with his show “The Quiz Kids.”

Prior to the Selective Service law the War Department’s Bureau of Public Relations itself was small, geared to the public relations problems of a relatively small Army—only a few hundred thousand soldiers. When public opinion and Selective Service gave the Nation its first great peace-time Army of some 1,500,000 men (and now moving toward 2,000,000) the need of explaining and interpreting this Army to the people quickly became an all-important need.

Broadcasting’s Job

The War Department recognized, first, Radio’s unique ability to tell the Army’s story, yes—to sell this new Army to the people for whom it exists; second, that the pre-National Emergency Army did not have sufficient men equipped to do this radio job quickly and effectively as was now the demand. The Radio Branch thus grew like a school boy on summer vacation, out of one room into six, and set about to tell the biggest story of peace-time 1941, a story with thousands of chapters interpreting all phases of this new citizens’ Army both to itself and to its great Nation. When the telling of this story shifted into high gear, an average week saw from 150 to 200 radio programs emanating from Army camps and posts, covering Army life, linking it to the life of citizens everywhere and to the National Defense industrial and economic effort.

Through cooperation with the Morale Branch, the volume of this interpretative work was further swelled by supplying each Corps Area Headquarters and each Division Headquarters with transcription and playback equipment, thus permitting the production and release of shows which, under certain local or temporary conditions, might otherwise have been difficult to accomplish. That this story was told with such coverage and variety is a tribute to the Radio Industry and evidence of the logic of the War Department’s decision to maintain a liaison between Army and Radio and thus with the public.

In the liaison capacity the Radio Branch has maintained a clearance policy with respect to all network shows emanating from Army posts and camps. All commercial broadcasts originating in camps are cleared first with the Branch. It may be noted that up to the spring of 1941, the Army did not permit commercial programs to originate from military establishments. The Radio Branch was able to sell the advantages of relaxing this policy, with the result that top-flight radio shows have not only helped further to strengthen the common bond between the Army and the Public, but have furnished a major source of entertainment for the men in the Service.

Experienced Personnel

In addition to building our own staff within the Radio Branch to serve the Radio Industry in its job of interpreting the people’s Army, we combed the camps for men with radio experience, professional and technical. As a result, many of these men were transferred to public relations departments in the camps and became foundations upon which radio production units have been built, many of sufficient caliber that they are frequently entrusted with entire program details by the stations carrying this non-commercial type of show.

And in the capable hands of recently inducted radio men, together with an
increasing number of reserve officers drawn from radio ranks, these radio productions from the Army camps have been highly popular program material. For in the American Army today are not only good-fighting-men-in-the-making, but at the same time highly talented men. who despite the seriousness of the times retain their high spirits, their talents and their senses of humor. One of the most reassuring phases of the present is the realization through camp radio programs that the American fighting man does have that high morale which enables him to wisecrack in the face of danger.

Perhaps the best-timed activity of the Radio Branch was its meetings with radio news and program directors at the NAB district meetings. Jack Harris, Paul Bailey and I met in informal discussions with these radio representatives and touched on many—in fact, most—of the problems of news and defense handling brought on by the war. These meetings were held in October, November and December, there being only two missed when the war called all hands to the home base in Washington. But largely on the basis of these discussions with news and program people throughout the nation, we were able to get out with the NAB a war-guide for news rooms and program desks when the war was less than one week old.

Consistently, the Radio Branch has tried to facilitate the efforts of stations and networks in telling the story of one of the great battle-fronts—production. While part of this story quite naturally has been handled by the Office of Emergency Management, still much had to be done at those plants with Army contracts where an Army office was in charge of what could and could not be said and done. Until the outbreak of the war, there were numerous programs each week relating the important story of production. Immediately with the war's beginning, such plants were closed to broadcasters and newsmen and practically all such data became secret. Even now, the restrictions are being lifted somewhat and we anticipate a further relaxation to permit the maximum telling of the production story within limits that will not give information to the enemy which need be withheld. But in respect to the production story, radio took Americans right into the factories, enabling millions to comprehend the change taking place in the national economy and the tempo of the national defense effort.

Coverage of Maneuvers

One of the notable jobs in radio in 1941 was its coverage of the maneuvers. The networks and individual stations developed a technique of coverage which gave the listeners a real break and gave the radio operatives and the army valuable lessons in radio problems and potentialities on an actual war-front. These maneuvers, unlike any others in previous American military history, were uncontrolled, meaning nothing could be staged for radio broadcasts. The radio correspondents went right into the field and out of their microphones came one of the significant stories of the year—the progress of the American armed forces in their stiffest test. The individual stations used mobile recording units to go right into the thick of battle. The networks used correspondents roaming the front lines and returning to broadcast points. Each type broadcast was magnificently handled, largely because of extensive advance preparations on the part of special events people in our own branch and the radio networks and radio stations. The Secretary of War complimented radio coverage.

This is modern American Radio's first experience with war. It is meeting the experience like a veteran. The confusion which was a natural result of the fantastic hours immediately following Pearl Harbor, quickly gave way to the Industry's self-made set of standards governing wartime news operations. By these standards, broadcasters pledged themselves to avoid sensationalism; to be accurate and factual; to shun rumors and to qualify the source of their news. Radio is meeting the crisis in stride, proving that today it has a guiding principle overshadowing all others—do nothing that would harm the national interest and to do everything to protect the national interest.

These are not times which permit prophecies, but one forecast can be made: Radio, in winning its chevrons but a few hours after America plunged into this war, will be equal to its tremendous responsibilities; will remain active and potent on the front line "for the duration," and when the peace-conference begins to build a better world, it will be the microphone of free radio under our treasured American System of Broadcasting which will tell that inspiring story of a better day.
PROFESSOR QUIZ

WILLIAM GERNANNT
521 Fifth Avenue
New York
AIR WAVES AND THE U. S. NAVY

By J. Harrison Hartley, Chief of Radio Section, U. S. Navy Department

IN OCTOBER of 1938 in a salute to Navy Day, the United States Navy participated in a broadcast which many in the service and the radio industry said was the greatest radio demonstration of our sea power ever presented in the short but colorful history of broadcasting.

As war overtook the old world and this nation came closer and closer to involvement, the activities which the Navy could make available to the broadcasters were limited more and more to insure our National safety and security. In 1939, America's sons were drafted and almost every American immediately had a personal interest in the Army.

As our National Defense effort grew, radio looked to the Navy for its usual cooperation. Times had changed. Programs from ships at sea were impossible, and activities at shore establishments worthy of radio coverage became very limited, and difficult to clear, with officers who rightly put security before all media of publicity. It is to the credit of networks and stations that they were not only understanding, but with all the restrictions, were able to present many interesting and entertaining Navy programs.

Navy Radio Section

In May of 1941, the Honorable Frank Knox established the Office of Public Relations in the Office of the Secretary of the Navy. Rear Admiral A. J. Hepburn, USN, former Commander-in-Chief, United States Fleet, was ordered to Washington as Director. Prior to this, Public Relations in its many categories was the responsibility of a few officers in the Office of Naval Intelligence. One of the first duties performed by Admiral Hepburn was the establishment of sections within the Office of Public Relations to service the many forms of publicity media calling on the Navy Department for cooperation. This included a Press Section, Photographic Section, Motion Picture Section, Script Section, Special Events Section to handle Naval participation in civilian activities, and a Radio Section.

The Radio Section is administered by men formerly connected with broadcast-

ing, Lieut. (j.) John P. Moore and Lieut. (jg) D. H. Saunders, both Naval Reservists, have had many years of experience in radio as employees of the Columbia Broadcasting System. The writer joined the National Broadcasting Co. in 1929 and is at present on leave of absence. In each Naval District, at least one man with radio experience is on the staff of the Public Relations Officer. The Radio Section in Washington works principally with national networks and cooperates with the Public Relations Officers of the Naval Districts in their efforts to service regional network and local station requirements.

It is the job of the Navy's Radio Section to clear program ideas, and to substitute ideas when any program or part of a program is unacceptable for military reasons. It is a further duty to clear with cognizant bureaus all scripts of factual and dramatic content in Navy participation programs, which are submitted for official review.

Industry Cooperation

The United States had hardly been attacked when the Navy Department received many offers of the facilities of broadcasting stations and sponsors. The Navy appreciates the national spirit of patriotism shown by the great American system of broadcasting.

Those officers charged with the defense of our country have in the past and will in the future, lean over backwards to cooperate with radio insofar as the cooperation does not endanger life and property. The Radio Section, Office of Public Relations, Navy Department, and those men in the District Public Relations Offices assigned to radio, will continue their efforts with renewed vigor to unearth for networks and stations alike, material about the Navy which lends itself to interesting and informative programming.

Most ideas for Navy participation are going to come from the broadcasting industry. Don't just decide without checking that something is impossible, for it might be one of the easiest ideas to clear.

☆ ☆ ☆ Radio In Defense ☆ ☆ ☆
FRED WARING
and his
PENNSYLVANIANS

Chesterfield Pleasure Time

Management, John O'Connor
1697 Broadway
New York City
WAR FOUND RADIO PREPARED

By David Sarnoff, President, Radio Corporation of America

Radio entered 1942 with but one aim—"to win the war and to win the peace that follows." National defense was radio's No. 1 program in 1941. Spurred by a determination for victory, the science of radio and electronics is driving ahead across new frontiers, as well as over battlefronts. Workers in every service of American radio are operating with redoubled energy to equip the United States on land, sea and in the air with the most efficient radio communications system in the world. War found radio At the Ready!

Indicative of the trend at the year-end in the RCA Manufacturing Company's plants, the volume of unfilled orders was 80 per cent for defense; 20 per cent commercial. Production for defense was rapidly increasing. Deliveries were being rushed. Employment in RCA at the opening of 1942 was at a new peak of more than 30,000 employees.

Any report on radio's 1941 activities, whether research, manufacturing, broadcasting or communications, must, of a necessity born of the times, be described in more general terms than in the past. The specific achievements of this period of national emergency will come to light in later years in much the same way that the wartime developments of the radiophone, short waves and the vacuum tube were revealed after the Armistice in 1918.

Developments

Each year reveals—and 1941 is no exception—that research and engineering are constantly strengthening the foundation of the radio industry in the United States. Fully aware of the vital significance of scientific research as the primary guarantee of progress and the creation of new resources, services and products, the Radio Corporation of America in November, 1941, laid the cornerstone of the new RCA Laboratories in New Jersey. These Laboratories, designed as the foremost center of radio and electronic research in the world, will open in 1942.

Spurred by necessity, chemists and physicists associated with radio have developed alternates to release materials for the urgent requirements of defense. New accomplishments in the utilization of metals and plastics are the result.

Modern radio, allied with the science of electronics, finds itself spreading into new fields. Outstanding in this category of development is the RCA electron microscope, which extended its service during 1941 and revealed tremendous possibilities in science and industry.

Morale

Radio manufacturing has geared every production machine with one goal in mind—Victory. Thousands of workers in the RCA Manufacturing Company's plants have pledged themselves to "Beat the Promise," with such eagerness and intensity of purpose that their efforts are acclaimed as one of the outstanding industrial movements of national defense as well as offense.

In RCA Institutes, the oldest radio training school in the United States, more than 1,200 students are enrolled in New York and Chicago classrooms for training in all branches of radio, including ship operators, service men, broadcast engineers, television operators and aviation-radio technicians.

The facility and speed with which radio has rallied the nation from "an unlimited emergency" to a wartime basis,
For you folks who wanted to see YIFNUFF, concert violinist... here she is! Actually a New Jersey housewife and a complete stranger to a violin, her penalty on TRUTH OR CONSEQUENCES was to play before a thousand unsuspecting music lovers at TOWN HALL. America's number one practical joke of the year and just one of 671 consequences that keeps 'em laughing every Saturday night. Coast-to-Coast on the NBC-Red.

Ralph Edwards
Creator-Conductor
emphasizes the value of network broadcasting as conducted in the United States. Interrupted by news bulletins, radio continues its musical programs, comedy and drama, for these are recognized as revitalizing tonics, needed more than ever in the busy days and nights of war.

**Coverage**

Radio's instantaneous reports from the Pacific and the eye-witness coverage of the war in Europe and Asia as the NBC-RCA circuits switched from continent to continent, from island to island, revealed as never before the flexibility with which broadcasting performs its service to the people.

The National Broadcasting Company, celebrating 15 years of network broadcasting, also intensified its short-wave activities and made the fan-shaped beams far more effective in reaching across the hemispheres to knit the Americas in a common cause.

The NBC Stations Planning and Advisory Committees on National Defense have been organized to meet the requirements of war as well as peace. Greater integrated broadcasting service, allied with the growing demands of the nation's defense, is the immediate aim.

**All-out Effort**

Enlisted in the all-out effort, key broadcasting stations are operating on a 24-hour basis. They are participating on an unprecedented scale in the Defense Bond and Stamp campaign. The "Treasury Hour" has become a headline program from coast to coast. Ears of listeners everywhere are hearing the messages of the Red Cross, the USO, Civilian Defense, and of numerous other organizations. Soldiers and sailors in training camps get the same entertainment as the folks at home; they also get the news.

Internationally, the United States holds supremacy in radio communications. When the United States Army went into Dutch Guiana, it found an RCA radio circuit linking Paramaribo with the U. S. A. Since 1928, without interruption, RCA has operated that direct circuit. Radio was more than usually important in this case since no cables reach Dutch Guiana.

To keep pace with the changing map, American radio has hurled new circuits across the seas. One of the triumphs of radio in 1941 was the flashing of radiophotos out of Moscow across 4,615 miles to the United States. Pictures of the war on the Russian front were received by RCA in New York, in 13 minutes.

Marine radio is one of the services protecting American life and property at sea. It is the voice of the eagle-eyed seaplane, just as it long has been the voice of ships. Along the American coasts powerful land stations watch over the oceans, while radio beacon stations flash like invisible lighthouses. No ship today need be out of communication with land because it is out of sight. The Radiomarine Corporation of America, which has equipped more than 1,500 American vessels with radio installations, now is engaged in the all-out wartime program.

**1941-1942**

Preliminary estimates for 1941 indicate that the American radio industry as a whole produced 13,000,000 receiving sets, and more than 100,000,000 radio tubes. Phonograph record output reached an all-time high, estimated at 110,000,000 disks revealing how radio in combination with the phonograph has lifted the popularity of recorded music to new heights. This figure is far ahead of the record-breaking year of 1921, before broadcasting began to compete with the phonograph.

Television in 1941 advanced in RCA Laboratories and in the field. It will continue to do so in 1942. As a post-war industry, television holds great promise of becoming a new radio service to the public. Television today is testing its wings over the New York area through NBC's pioneer television station WNBT. Its immediate assignment like that of all radio—research, manufacturing, communications and broadcasting—is National Defense.
ARThur GODFREy

"The Unpredictable Red-Head"

- 13 years of one-man mike performance without interruption.
- Fourth consecutive year coast-to-coast for Irradiated Carnation Milk.
- Columbia Records

Daily Except Sunday
6:30 to 7:45 A.M. WABC, New York
(see WABC Sales for participation)

Daily Except Sunday
7:00 to 9:15 A.M. WJSV, Washington
(see Radio Sales (CBS) for participation)

Exclusive Management
Arthur M. Godfrey Productions
808 Earle Bldg., Washington, D. C.
Margaret Richardson, Secy.
RADIO SELLS DEFENSE BONDS

By Vincent F. Callahan
Chief of the Press and Radio Sections of the Defense Savings Staff, Treasury Department

In the Spring of 1941, the Treasury Department in Washington was faced with the task of promoting the sale of new Federal Securities—United States Defense Bonds and Stamps. Realizing that radio was one of the most forceful mediums of public influence, Secretary Morgenthau established a radio section in the newly formed Defense Savings Staff to supervise the radio end of the campaign. Since the bonds and stamps went on sale May 1, 1941, every radio network, every radio station, every network sponsor and their advertising agencies have cooperated wholeheartedly in making the campaign a success. The Treasury Department is deeply gratified by their tremendous assistance.

The plan of promotion embodied five different phases of radio: one-minute announcements on all stations directed to various groups—general, women, foreign language, and farmers; commercially sponsored network programs; special event broadcasts; special transcribed programs for all stations; and network programs sponsored by or for the Treasury Department. In order that we might do a thorough and professional job, we called upon experts in the radio industry to assist us in our various problems.

Agency Co-op

Since May 1st, the Treasury Department has released five one-minute announcements a day to all radio stations in the United States—either live or transcribed. In preparing this tremendous amount of copy, Harry Marschalk, president of Marschalk and Pratt, Inc., offered us the services of his staff. W. G. Freeman has written all of our announcements, which according to hundreds of letters from radio stations is the most expertly written copy they receive from any Government Agency. Curt Peterson, head of radio production for Marschalk and Pratt, has supervised and directed the transcribed one-minute announcements which the Treasury released in the months of June, July, September and October.

In addition to the general radio announcements, copy especially prepared from the woman’s angle has been released to some 500 women’s program directors throughout the country. Anne Hummert has been responsible for writing this specialized copy. In preparing and translating special announcements for foreign language stations, we have had the help of Joseph Lang, General Manager of WHOM, Jersey City. For copy directed to the vast farm audiences, we turned to Jud Woods, authority on farm matters, and manager of KFAB, Lincoln, Nebraska.

Sponsor Tie-ups

Our second important means of selling Defense Bonds and Stamps by radio has been through the wholehearted cooperation of the major sponsors of network programs—cooperation which has trebled since the United States entered the war. Sponsors have worked with the Radio Section wholeheartedly, many of them taking the initiative in devising the most effective possible means of getting our material to their audiences. For instance, representatives of the five leading daytime radio advertisers—Colgate-Palmolive-Peet, General Foods, Gen-
Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA
eral Mills, Lever Brothers, and Procter and Gamble—met voluntarily in Washington during October to devise a plan through which they might most effectively cooperate with the Treasury Department. This meeting has resulted in a coordinated schedule of announcements on every daytime program on the three major networks, beginning at 9:45 a.m. and running through 5:45 p.m. each day of the week. In each case copy is especially prepared by the advertiser or his agency involving various approaches. Some programs are turned over in their entirety to the Treasury Department, others include special dramatized appeals to the listeners, others include Defense Bond and Stamp copy in the dialogue of the script, while still others have a dramatic appeal delivered at the beginning or end of the broadcast by the leading character of the script.

The same fine spirit of cooperation has existed in the case of all major sponsors of night-time programs. Since the beginning of our campaign, an average of three programs each night have assisted in the promotion of Defense Bonds and Stamps. The cooperation by all sponsors has been increased five-fold in the interests of raising money through Defense Bond and Stamp investments. Leading companies of our country have given their entire programs over to our cause—Defense Bond and Stamp copy has been incorporated into programs in every possible way to aid our sales. We are grateful for this opportunity to thank the executives of sponsoring companies, who with their agencies are working so closely with us.

Network Activities

In addition to the individual stations and radio advertisers, the networks have been most generous in their giving of time for special event broadcasts. On the first day of our campaign, NBC, CBS, and MBS contributed 8 hours to the opening of the Bond and Stamp sale. Since then more than sixty special event programs have been broadcast on coast to coast networks. These broadcasts have included half-hour roundtable discussions, special speeches on all networks by Secretary Morgenthau, and other Treasury Department officials, and speeches by prominent persons.

Shortly after our campaign got under way last May, the Treasury Department was approached by the Texas Company with an offer to contribute to the Defense Savings Program one full hour each week for thirteen weeks on the Columbia Broadcasting System. From this offer was born still another phase of our promotion—the Treasury Department's own radio programs.

Treasury Hour

With acceptance of the Texas Company's generous contribution, Secretary Morgenthau appointed a committee of radio experts, headed by Howard Deitz of MGM, with William Murray of the William Morris Office, and Paul Munroe of Buchanan & Company, to guide the destinies of The Treasury Hour. During the first thirteen weeks, when the Treasury Hour was sponsored for the Treasury Department on CBS by the Texas Company, over 85 of the leading stars of stage, screen and radio contributed their services to make the programs the leading variety show on the air during the summer months. In August, the Hooper Survey placed the Treasury Hour in first place of all programs on the air in popularity.

At the conclusion of the first thirteen weeks, the Treasury Hour was moved to the Blue Network, sponsored by another leading American industry—the Bendix Aviation Corporation. Under the sponsorship in behalf of the Treasury, an equal number of stars and artists contributed their services to the broadcasts during a second 13-week period.

Those who deserve special mention for the success of the Treasury Hours include Tom Buchanan, whose agency has worked so closely with us in putting the broadcasts on the air, Earle McGill of CBS who directed the first 13 programs and Lester O'Keefe who acted in a similar capacity on the NBC Treasury Hour series, and the artists who gave so generously of their time and talent.

MBS Series

Shortly after the initial broadcast of The Treasury Hour in July, another complete program was donated to the Treasury Department—this time by a network. The Mutual Broadcasting System arranged for a half-hour program each week to be given over to the promotion of Defense Bonds and Stamps, with time and production charges contributed by the network. Here again, noted artists gave their services. Under the title of "America Preferred," the program has been on the air weekly, and features each week the music of Alfred Wallenstein's orchestra, with Deems Taylor as narrator, and a guest artist. Designed to appeal particularly to those of foreign birth in the United States, the guest artists have been se-
MARION AND JIM JORDAN as "FIBBER McGEE AND MOLLY"

DON QUINN
WRITER

BILL THOMPSON
"OLD TIMER"
"NICK DEPOPOLOUS"
"HORATIO K. BOOMER"
"WALLACE WIMPLE"

ISABEL RANDOLPH
"MRS. UPPINGTON"

GALE GORDON
"MAYOR LATTRIVIA"

HARLOW WILCOX
ANNOUNCER

"THE KING'S MEN"

BILLY MILLS
AND HIS ORCHESTRA

SEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX
lected from among the great musicians who have come to our country from other lands.

**NBC Series**

On July 22, "For America We Sing," a third network program in behalf of the Treasury Department made its debut on the Blue Network. Conceived by Niles Trammell, president of the National Broadcasting Company, Frank Hummert and Dr. Frank Black, "For America We Sing" is designed to present to American radio audiences the music everyone loves—music of north, south, east and west. Frank Hummert has contributed his services in producing the programs, while the National Broadcasting Company has contributed the time for the programs and a forty-eight piece NBC orchestra under the direction of Dr. Frank Black. Each week two guest soloists have appeared without compensation.

To all of the artists and radio executives who have contributed to the success of "America Preferred" and "For America We Sing" the Treasury Department is sincerely grateful. These generous contributions have been of the utmost importance in the success and continuance of our campaign.

Still another contribution by the National Broadcasting Company in our behalf deserves special mention. On December 6th and 13th, Arturo Toscanini conducted the NBC Symphony on two special one hour Treasury Department Concerts. This represented the first time the NBC Symphony had ever been broadcast in the interests of any enterprise.

**Special Music**

It is virtually impossible to mention everyone who has helped us so splendidly in our job. However, I do want to take this opportunity to say a special word of thanks to Irving Berlin for his great song, "Any Bonds Today?", which has become the theme song of our work. Also, we are greatly indebted to Jack Lear of the Music Corporation of America for his generous help in promoting the Irving Berlin song throughout the country. Thanks, too, to Earle Ferris of Radio Feature Service Incorporated for publicizing our Treasury Department radio programs so successfully, to David Green of David Green Associates, and to Elaine Stern Carrington, who has given freely of her time and talent in supervising the writing of a series of five-minute dramatizations, and to the noted radio writers who worked with her. During 1942 there will be many more names which should appear here, I know, so to everyone involved in the success of this great Treasury Department Defense Savings Program, my deepest and sincerest appreciation.

**Radio Staff**

Since the outbreak of war, my desk has been flooded with telegrams and letters with offers to help and suggestions for making our campaign more successful. Those who work directly with me in the Radio Section have been largely responsible for the fine coordination of our undertaking—Charles J. Gilchrest, my assistant, Emerson Waldman, in charge of Foreign Language and Farm Programs, Marjorie L. Spriggs, Chief of Women's and Children's Programs, Frank L. King, E. Frederica Millet and William Rainey, in charge of our New York radio office.

We are at work on many new plans, some of which may already be in operation when you read this. We are arranging the organization of Radio Minute Men on a nationwide basis, who will make one-minute talks in our behalf on Treasury Department programs, on commercially sponsored network programs, and on local radio stations. We are also releasing two series of specially prepared transcriptions for use on all radio stations. The first series is entitled "Any Bonds Today?" and stars such as Henry Fonda, Walter Pidgeon, Fanny Brice, Hanley Stafford, Fay Wray, John Beale, and Dr. Frank Black's NBC Orchestra.

The second series of transcriptions will be a group of five-minute dramatizations featuring noted actors of stage and screen. These have been written by the best known radio script writers in America.

At this time it is impossible to know what turns our campaign may take. One thing is certain however, we must have money to finance this war—and the sale of Defense Bonds and Stamps is all-important in raising this money. None of us now what the future may be. But we all know this—we are in a war to the death. We've got to fight it and finance it. The radio industry has been a vital factor in this campaign—I know it will continue to be as long as our country needs it!
CONTINUING the steady march that has seen the broadcast industry advance to the fore as a major advertising and entertainment medium in less than a decade, radio in '41 was called upon to perform the most important task in its history—keeping a nation informed of defense activities in a national emergency, climaxd by coverage of actual warfare as of December 7 last. Despite the vast volume of broadcast hours devoted to the government agencies involved in the war and defense activities, the four major networks chalked up cumulative billings totaling $107,000,000 in the 12-month period, an 18 per cent increase over the all-time record established in 1940. Indications for the current year were highly optimistic as first-quarter billings continued that advance, despite priorities which so seriously affected other industries.

Television
Laurels for the outstanding development in the industry in 1941 went to television, established as a commercial medium on July 1, and advanced to a point where the new audio-visual art was hailed as the coming industry—the new art that would absorb the vast manpower that would be available at the conclusion of the world-wide strife. NBC, operating on a commercial license, had an even dozen accounts as the year waned, while plans for competitive outlets were completed in New York with the start of the New Year.

FM, getting off to a fast start, proved worthy of its advance notices, and also operating on a commercial basis, spread from coast to coast with unprecedented speed. There were new stations and sponsors flocking to the stateless stations steadily, and in every major city in the country the populace became acquainted with this flawless type of transmission.

International
As solidarity of the Americas became one of the foremost projects of the United States Government, radio's activities in that field increased by leaps and bounds. Both NBC and CBS completed plans for the establishment of Pan American links, with all the major outlets in more than 20 South American republics now linked to one of the two networks. Commercial accounts servicing the ever-increasing audiences in Latin America found results highly satisfactory, and billings were vastly increased as the year progressed.

Programs
With national defense as its keynote, radio programming in the hectic 1941 revealed few new trends in commercial or sustaining presentations. Variety shows, especially those presented in behalf of national defense institutions, came into their own after several years of inertia, while comedy, as a result of war, was also highlighted on both network and local program schedules. Quiz programs showed the strain of overproduction, while news broadcasts were responsible for steadfastly increasing Crossley's. The "March of Time" returned to the air as a result of the demand for news programs, while special events broadcasts were headed by President Roosevelt's declaration of war early in December.

Conclusion
Radio entered 1942 fully matured, and prepared to handle the national defense and war assignment. Coordination of government activities under William Lewis vastly aided the assignment, which included campaigns in behalf of the Treasury Department, the WPB, the Office of Facts and Figures, etc.

That censorship would continue on its abbreviated scale was seen as no serious handicap to the broadcasters, whose plans for the duration were unified—to fight this war as the government and the peoples wanted it fought, with all-out honesty and unabridged presentation of its news as well as its entertainment.

For Complete Production Section Please Turn to Page 669
For Complete Television Section Please Turn to Page 893
For Complete FM Section Please Turn to Page 913

Radio In Defense
On The Air
Sundays — NBC
CHASE and SANBORN Program

On The Screen
Current Release:
"RIDE 'EM COWBOY"
Universal Pictures

Completed:
"RIO RITA"
M-G-M

In Production:
"PARDON MY SARONG"
Universal Pictures

Exclusive Management
EDWARD SHERMAN

New York Philadelphia Hollywood
RADIO CENSORSHIP "CODE"

By J. H. Ryan, Assistant Director of Censorship (Radio Division)

Perhaps the most significant statement in the Code of Wartime Practices for American Broadcasters, issued in January of 1942 by the Office of Censorship is found in the second paragraph:

"... and the following (Code) is intended to be helpful in systematizing cooperation on a voluntary basis during the period of emergency."

In this sentence lies the whole concept of censorship as set forth by Mr. Byron Price, Director. Broadcasters must act as their own censors, merely guided by the broad policies established in the Code. The Office of Censorship, as the war effort progresses, must gradually become an advisory division, as distinguished from the purely creative function which first faced it when a set of general rules for the guidance of broadcasters had to be drawn up.

In this advisory capacity, the Office will be at the service of all broadcasters and all those whose businesses are related to broadcasting. Specific problems of programming, where a given production’s content might be questionable during time of war, will be reviewed by the Office of Censorship when so requested by the broadcaster. Instantaneous interpretations on the handling of specific news stories will be offered by the Office when requested.

The Office shall merely act as a correlating branch of the broadcasters in the industry-wide effort to keep information of value to the enemy out of his hands.

Of course, the success of censorship in radio during the war must be measured by the broadcasters’ willingness and ability to learn by experience. No precedent has been established for the censorship of free radio, as we know it in America. The broadcasting stations of Germany and Italy are but tools of the government. In England, the British Broadcasting Corporation is controlled by the government. Even in Canada, which comes nearest to paralleling our own method, the government owns several of the eighty-odd stations on the air.

But here, in the United States, all stations (with the exception of a few municipal and university outlets) are privately owned and operated, according to democratic rules of free enterprise. In developing a set of concepts which could be codified and employed by broadcasters as a guide, the Office of Censorship had to bear this in mind—that it was suggested certain restrictions in freedom of speech in order to prosecute a war which was being fought to protect the kind of government which guarantees freedom of speech. The very anomaly here demanded that the actual working of censorship must be voluntary, a problem for each broadcaster to solve for himself. If free speech—call it free radio, if you will—was important enough to fight and die for, then more than likely it was important enough to warrant the exercise of certain controls.

We have no fear that censorship, as we intend to practice it in the radio industry, will do anything but teach Americans again that the best kind of radio is free radio. Each broadcaster is on his honor and on his mettle to keep his listeners honestly informed, but to tell his enemies nothing. He will find a way to do it. No one will ever be able to censor his ingenuity.

The Code—Effective Jan. 16, 1942

Herewith is the text of a war-time code of practice for radio broadcasters, as issued January 16, 1942, by the Office of Censorship, Byron Price, Director. Statement embodied with the code, is included:

In wartime it is the responsibility of every citizen to help prevent the enemy, insofar as possible, from obtaining war, navy, air or economic intelligence which might be of value to him and inimical to our national effort.

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency.
HAL McIntyre and his ORCHESTRA
"America's Newest and Grandest Band"
VICTOR RECORDS

CLAUDE THORNHILL and his ORCHESTRA
"The Band That is Thrilling America"
COLUMBIA RECORDS

Personal Management DON W. HAYNES, 1270 Sixth Ave., New York City

CHARLIE SPIVAK and his ORCHESTRA
"The Man Who Plays The Sweetest Trumpet in the World"
Okeh RECORDS

GLENN MILLER and his ORCHESTRA
Chesterfield Program, Tuesday, Wednesday and Thursday, 10 P. M. Eastern War Time, Columbia Network
U.S.O. "Sunset Serenade" 5-6 P. M. Eastern War Time
BLUEBIRD RECORDS
Two possibilities exist:
(1) Enemy exploitation of stations heard only within our borders, to expedite the work of saboteurs; and
(2) Enemy exploitation of stations heard internationally (both short and long wave) to transmit vital information. All American stations desire to prevent such exploitation. The statement here-with set forth is presented under three headings:
   (1) News Programs.
   (2) Ad lib programs.
   (3) Foreign language programs.

Radio management can do much in other ways to win the war. It can act, in the light of experience, as its own censor above and beyond the suggestions contained in this statement of conduct.

**News Program**

It must be remembered that all newspapers, magazines and periodicals are censored at our national borders. No such post-publication censorship is possible in radio. Scores of stations operating on all classifications of frequencies are heard clearly in areas outside the United States. These stations especially should exercise skill and caution in preparing news broadcasts.

Ninety-nine per cent of the commercial station operating in the United States are serviced by one or more news agencies. News teletyped to stations and networks by these agencies will be edited at the source, with a view to observing certain requests set down by the press section of the Office of Censorship. These precautions notwithstanding, the Office of Censorship stresses the need for radio to process all news in the light of its own specialized knowledge. Broadcasters should ask themselves the question, “Would this material be of value to me if I were the enemy”. Certain material which may appear on the news service wires as approved for newspapers may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the air, except in cases when the release has been authorized by appropriate authority.

**Weather Reports**

(1) Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. Frequently weather reports for use on radio will be authorized by the United States Weather Bureau. This material is permissible. Confirmation should be obtained that the report actually came from the Weather Bureau. Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events and similar projects.

Information concerning road conditions, where such information is essential to safeguarding human life, may be broadcast when requested by a Federal, State or municipal source.

(2) Troop movements. The general character and movements of units of the United States Army, Navy and Marine Corps, or their personnel, within or without the continental limits of the United States: their location, identity or exact composition, equipment or strength; their destination, routes and schedules; their assembly for embarkation or actual embarkation. Any such information regarding the troops of friendly nations on American soil. (The request as regards location and general character does not apply to training camps in the United States, nor to units assigned to domestic police duty.)

(3) Ships. The location, movements and identity of naval and merchant vessels of the United States and of other nations opposing the Axis powers and of personnel of such craft; the port and time of arrival of any such vessel; the assembly, departure or arrival of transports or convoys, the existence of mine fields or other harbor defenses; secret orders or other secret instructions regarding lights, buoys and other guides to navigators; the number, size, character and location of ships in construction, or advance information as to the date of launchings or commissionings; the physical setup of existing shipyards, and information regarding construction of new ones.

(4) Planes. The disposition, movements and strength of army and navy units. The time and location of corps graduations or the equipment strength of any training school.

**New Inventions**

(5) Experiments. Any experiments with war equipment or materials, particularly those relating to new inventions. Any news of the whereabouts of camouflaged objects.

(6) Fortifications. Any information regarding existing or projected fortifications of this country, any information regarding coastal defense emplacements or bomb shelters; location, nature or numbers of antiaircraft guns.

(7) Production. Specific information about war contracts, such as the exact type of production, production schedules, dates of delivery, or progress of production; estimated supplies of strategic and critical materials available; or nationwide “round-ups” of locally-published procurement data except when such composite information is officially approved for publication. Specific information about the location of, or other information about, sites and
Now a CBS Sunday Double Feature on

"The Family Hour"
5:00-5:45 P.M., E.W.T.
Sponsored by Prudential Life Insurance Co. and

"Texaco Star Theater"
with
FRED ALLEN
9:00-10:00 P.M., E.W.T.
Sponsored by Texaco Co.
factories already in existence, which would aid saboteurs in gaining access to them; information other than that readily gained through observation by the general public, disclosing the location of sites and factories yet to be established, or the nature of their production. Any information about new or secret military designs, or new factory designs for war production.

(8) Casualty lists. Total or round figures issued by the Government may be handled. If there is special newsworthiness in the case of an individual name, such as that attending the release concerning Capt. Colin Kelly, it is permissible material. Stations should use own judgment in using names of important personages from their own areas killed in action. The Government notifies nearest kin BEFORE casualty's name is released to the press.

(9) Release of figures on selective service enrollments.

**Unconfirmed Reports**

(10) Unconfirmed reports. Reports based on information from unidentified sources as to ship sinkings or land troops reverses or successes should not be used. In the event enemy claims have been neither confirmed nor denied by established authority, the story ordinarily should be handled without inclusion of specific information; there should be no mention of ship's name—only its classification; there should be no mention of army unit designation—just its general description (tank, artillery, infantry, etc.). Commentators, through sensible analyses of reports from enemy origins, stressing the obvious fallacies, can do much to correct any false impressions which might be created.

(11) Communications. Information concerning the establishment of new international points of communication should be withheld until officially released by appropriate federal authority.

(12) General. Information disclosing the new location of national archives, art treasures, and so on, which have been moved for safekeeping; damage to military and naval objectives, including docks, railroads, or commercial airports, resulting from enemy action; transportation of munitions or other war materials, including oil tank cars and trains; movements of the President of the United States, or of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, or destination, within or without the continental limits of the United States; movements of ranking army or naval officers and staffs on official business; movements of other individuals or units under special orders of the army, navy or State Department.

**Summation:** It should be emphasized that there is no objection to any of these topics *if officially released*. These restraints are suggested:

(1) Full and prompt obedience to all lawful requests emanating from constituted authorities. If a broadcaster questions the wisdom of any request, he should take it up with the Office of Censorship.

(2) Exercise of common sense in editing news, meeting new problems with sensible solutions. Stations should feel free at all times to call on the Office of Censorship for clarification of individual problems.

**II**

**Ad Lib Programs**

Certain program structures do not permit the exercise of complete discretion in pre-determining the form they will take on the air. These are the ad lib or informal types of programs. Generally they fall into four classifications:

(a) Request programs.
(b) Quiz programs (*effective Feb. 1*).
(c) Forums and interviews (*ad lib*).
(d) Commentaries and descriptions (*ad lib*).

As experience dictates the need of changes, they will be made, and all stations notified. Stations should make certain that their program departments are fully acquainted with these provisions.

(a) Request programs. Certain safeguards should be adopted by the broadcaster in planning request programs. It is requested that no telephoned or telegraphed requests for musical selections be accepted for the duration of the emergency. It is also requested that all mail bearing requests be held for an unspecified length of time before it is honored on the air. It is suggested that the broadcaster stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Special note is made here of "lost and found" announcements and broadcast material of a similar nature. Broadcasters are asked to refuse acceptance of such material when it is submitted via telephone or telegraph by a private individual. If the case involves a lost person, lost dog, lost property or similar matter, the broadcaster is advised to demand written notice. It is suggested that care be used by station continuity departments in re-writing all such personal advertising. On the other hand, emergency announcements asked by police or other authorized sources may be accepted. Announcements bearing official authorization seeking blood donors, lost persons, stolen cars, and similar material may be accepted by telephone, but confirmation of the source is suggested.
Benny Goodman

Okeh Records

Exclusive Management
Music Corporation of America

Personal Management: WILL ROWLAND, 1619 Broadway, N. Y. C.
It is requested that announcements of mass meetings not be honored unless they come from an authorized representative of an accredited Governmental or civilian agency. Such requests should be accepted only when submitted in writing.

(b) Quiz program. It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short-wave, be discontinued, except as qualified hereinafter.

Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups where participants are selected from a theatre audience for example, the danger is not so great.

Care in Small Crowds

Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued. Included in this classification are all such productions as man-on-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be GUARANTEED PARTICIPATION.

(c) Forums and interviews. This refers specifically to forums in which the general public is permitted extemporaneous comment; to panel discussions in which more than two persons participate; and to interviews conducted by authorized employees of the broadcasting company. Although the likelihood of exploitation here is slight, there are certain forums during which comments are sought "from the floor," or audience, that demand cautious production.

(d) Commentaries and descriptions. (Ad lib). Special events reporters are advised to avoid specific reference to locations and structures in on-the-spot broadcasts following air raids or other enemy offensive action. Both such reporters and commentators should beware of using any descriptive material which might be employed by the enemy in plotting an area for attack.

THE BROADCASTER IN SUMMARY, IS ASKED TO REMEMBER THAT THERE IS NEED FOR EXTRAORDINARY CARE ESPECIALLY IN CASES WHERE HE OR HIS AUTHORIZED REPRESENTATIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III

Foreign Language Programs

It is requested that full transcripts, either written or recorded, be kept of all foreign language programs; it is suggested that broadcasters take all necessary precautions to prevent deviation from script by foreign language announcers and performers.

Miscellaneous

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing requests, amend or delete them, establish new ones or cover special emergency conditions.

These communications will be addressed to managers of radio stations and networks. They should have preferential handling and it is therefore advisable that certain alternate executives be appointed to execute them in the absence of the regularly constituted authority. All such communications will be coded in numerical order, i.e.: R-1; R-2; R-3; etc. Stations are advised to keep them in careful filing order.

The American broadcasting industry's greatest contribution to victory will be the use of good common sense. Too frequently radio in general instead of the individual offender is blamed for even the most minor dereliction. If material is doubtful, it should not be used; submit it to the Office of Censorship for review. Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio the freest in the world.

Broadcasters are asked merely to exercise restraint in the handling of news that might be damaging, for the Army behind the Army represents a great force in the war effort. Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly. In short, radio is endowed with a rich opportunity to keep America entertained and interested, and that opportunity should be pursued with vigor.
NBC presents these Famous Radio Stars

Joan Brooks

Hi Lo Jack and the Dame

Jean Cavall

Deep River Boys

The Victory Twins

Bob Douglas

Patti Pickens

Bob Simmons

The Eton Boys

The Polka Dots

Whispering Jack Smith

The 4 Belles

POPULAR CONCERT GUILD, INC.
RCA BLDG. - RADIO CITY - NEW YORK
Agriculture and the Radio

By Wallace Kadderly,
Chief of Radio Service, U. S. Department of Agriculture

The part that agriculture is taking in the war has been recognized in a vast production program, "Food For Freedom," under the leadership of President Roosevelt and Secretary of Agriculture Wickard. Agricultural radio, as an important cog in this campaign, stems out from the Department of Agriculture's radio division, which is acting as a focal point from which this work originates. In peace-time the farmer has learned the value of the farm radio, which in these times of emergency has become immeasurable. The character, quality and amount of farm service rendered by radio in the past—when the aim was simply to promote individual gain and national progress—bodes well for the service this year and in the future—while our existence as a free nation is at stake.

Farm Radio Service

Throughout the nation, more than 600 of the some 900 stations present regularly scheduled agricultural information in cooperation with the U. S. Department of Agriculture and the cooperating Federal-State Agricultural Extension Services. Extent of Farm Radio is indicated by the following air activity during 1941-1942:

90 to 100 stations—National Farm and Home Hour, Blue Network. Fifteen minutes of farm and home information presented Monday through Friday by Department of Agriculture.

11 to 13 stations—Western Agriculture, western regional leg of The Blue Network. Fifteen minutes of information presented Monday through Friday by Department of Agriculture and the Land Grant Colleges in the Far Western States.

50 to 60 stations—agricultural broadcasts directed by station's own full-time farm program directors, using manuscript information, transcriptions, and live talent programs prepared by Department of Agriculture and Extension Services.

433 stations — farm market reports supplied by Department's Agricultural Marketing Service.

420 stations — Farm Flashes, syndicated manuscript service of agricultural information prepared by the Department; released to stations in 42 States through State Extension Services (many of which add material of their own) and in 6 States direct to stations.

242 stations—Homemakers' Chats, five-days-a-week, syndicated manuscript service containing information on foods, nutrition, and home management, prepared by the Department, released in 14 States through State Extension Services and in 34 States direct to stations.

12 stations — 15-minute daily except Sunday programs by the New England Radio News Service, which is sponsored by Department agencies, State Departments of Agriculture, and certain Extension Services in New England.

19 stations—daily except Sunday 15 minute script program by the New England Radio News Service.

CBS Country Journal, presented nationally, provides time frequently for Department speakers and uses considerable information supplied by Department agencies.

Conclusion

This is not a complete list of station and network cooperation. State and county representatives of the Department agencies, and the Federal-State Agricultural Extension Services, prepare and present programs on many individual stations and on some regional and State networks. For example, 256 stations provide time for programs by county extension agents. And in 33 States the State extension services are presenting programs regularly over a station or network covering all or a major part of the State.

The Department welcomes the opportunity to cooperate with any station that desires to provide its listeners with farm and home information.

Radio In Defense

75
JEAN HERSHOLT

Fifth Year

as

"DR. CHRISTIAN"

CBS FOR VASELINE PRODUCTS
OUR national defense and the successful prosecution of the war requires a united people in our own land, but without a united hemisphere, we still stand imperiled. The southern republics of the western world have been under a propaganda barrage from the Axis for almost ten years. The insidious Nazi line has been blasted from radio speakers in every country, and until recently, we have made no attempt to combat it. Today, the vitality of radio is being added to the general effort to show the southern democracies that their cause and ours are inseparable, that our destinies are interlocked. The success of the “Good Neighbor” policy has already been felt in the swing of the southern republics to our side in the war. Today, over a hundred stations in Latin America carry impartial AP and UP news daily, replacing the admittedly biased Trans-Ocean news delivered free from Berlin. American advertisers sponsor these broadcasts.

U. S. International Networks

Today, three international radio chains are operating in Latin America, and in their development lies the possibility of a revolution in broadcasting in the southern republics such as followed the creation of chain broadcasting in this country. For the first time, the people of the other Americas will hear regularly international events, great attractions, world famous personalities. Network radio should be the beginning of real internationalism in this hemisphere.

Our operations in the Radio Section of the Office of the Coordinator of Inter-American Affairs, are two-fold. We must increase the flow of pro-American shows to reach more and more people over more and more stations in Latin America; and we must use radio in this country to gain an aroused and enthusiastic public opinion for the Good Neighbor policy. Our job in the U. S. is mainly one of coordination, stimulation and service.

OCIA Activities

Bulletins of information, special event scripts, some transcriptions, are sent to the local stations weekly. We work with networks in the production of features with a Latin American direction, and with agencies, advertisers, and artists for the use of topical material about our southern neighbors. All operations in the U. S. are based on a realistic approach. The material we send out must be timely, must be good radio. Material for artists must be exclusive. Since radio reflects the American scene, and since today the American scene reflects a real interest in the southern republics, then we must supply the material that radio wants and needs.

In the southern republics, our problems are more difficult. Betting on every horse in the race, we are placing shows point-to-point over commercial facilities, sending transcriptions to local stations, urging program service companies to expand their efforts, getting advertisers to use larger appropriations in Latin America, working to improve short wave program output and station facilities, cooperating with the U. S. networks in Latin America for better shows, offering script service to local stations.

The U. S. campaign is under way, still far short of our objectives. Most readers will have felt our presence by now, and can expect more from us in the future. We want more and better shows about Latin America over U. S. facilities, want more interesting and arresting material delivered by more artists. Only thus can we get more information about, more understanding of, more respect for the people of the other Americas. Radio can play a major part in creating a hemispheric understanding and a linking of the destinies of the Americas, no matter what the obstacles may be.

For Complete Inter-American Section Please Turn to Page 997

☆ ☆ ☆ Radio In Defense ☆ ☆ ☆

77
AMERICA’S ACE RADIO
POLICE NEWS COMMENTATOR

FRANCIS P. (TIP) O’NEILL
of BOSTON, MASSACHUSETTS

26 YEARS
A
NEWSPAPERMAN

10 YEARS
AMERICA’S TOP
POLICE NEWS
BROADCASTER

EDITOR
AND
PUBLISHER
“TIP” O’NEILL’S
POLICE NEWS
OF
BOSTON, MASS.

“TIP” O’NEILL

SPONSORS and ADVERTISERS:—
Why Not Sign Up This Dynamic Radio Police News Commentator for Your Program Now?

CURRENT RADIO TALK TITLED:—
“Police, Gangsters, Rackets, and Racketeers.”

ADDRESS ALL COMMUNICATIONS TO:—
Francis P. (Tip) O’Neill at 581 Boylston Street, Boston, Massachusetts.
**RADIO DAILY**

**Fifth Annual Poll of the Radio Editors and Critics for 1941-1942**

*(Released December 23, 1941)*

### Programs

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<tr>
<td>Bob Hope Program</td>
<td>486</td>
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<td>Fibber McGee &amp; Molly</td>
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<td>Chase &amp; Sanborn</td>
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<td>Fred Allen Hour</td>
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<td>Kraft Music Hall</td>
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<td>Ford Sunday Evening Hour</td>
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<td>Lux Radio Theater</td>
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<td>Take It Or Leave It</td>
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### Entertainers

<table>
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<td>BOB HOPE</td>
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<td>Jack Benny</td>
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<td>Eddie Cantor</td>
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<td>Kate Smith</td>
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<td>Red Skelton</td>
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### Dramatic Shows

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<td>Helen Hayes</td>
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<td>Invitation to Learning</td>
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<tr>
<td>National Farm and Home Hour</td>
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<tr>
<td>March of Time</td>
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"RADIO ARTISTS of the AMERICAS"

JOY HODGES
LAURA DEANE DUTTON
JUANITA JUAREZ
JORGE NEGRETE
FAUSTO CURBELO

and his ORCHESTRA

Radio Direction: Cy Mann

WALLACE DOWNEY, INC.
artists' management
1629 BROADWAY
NEW YORK, N. Y.
CIRCLE 6-4684
RESULTS OF RADIO DAILY
1941 CRITICS POLL

Dance Bands
(Sweet)

GUY LOMBARDO .......... 544
Wayne King .............. 466
Fred Waring ............. 282
Sammy Kaye ............. 194
Kay Kyser ............... 190
Glenn Miller ........... 184
Ray Noble ................ 96
Freddie Martin .......... 94
Eddie Duchin ........... 94
Claude Thornhill ........ 90

Comedians

BOB HOPE ............... 670
Jack Benny ............. 654
Fred Allen ............. 536
Fibber McGee & Molly ... 440
Edgar Bergen .......... 268
Eddie Cantor .......... 174
Abbott & Costello ...... 150
Red Skelton ........... 126
John Barrymore ........ 98
Rochester .............. 74

News Commentators

H. V. KALTENBORN .... 486
Raymond Gram Swing ... 370
Elmer Davis ........... 354
Lowell Thomas .......... 278
William Shirer .......... 160
Gabriel Heatter ........ 156
Fulton Lewis, Jr. ...... 140
Walter Winchell ........ 124
Boake Carter .......... 98
H. R. Baukhage .......... 76

Sports Commentators

BILL STERN ............. 746
Ted Husing ............ 688
Red Barber .......... 362
Bob Elson ............. 104
Don Dunphy .......... 74
Clem McCarthy .......... 60
Graham McNamee ...... 48
Fort Pearson .......... 46
Sam Balter .......... 44
Tom Slater .......... 42

Children's Shows

LONE RANGER .......... 266
Let's Pretend .......... 260
Quiz Kids ............. 160
Irene Wicker .......... 152
Coast to Coast on a Bus ... 124
Music Appreciation Hour ... 116
The Bartons .......... 108
Jack Armstrong ........ 104
CBS School of the Air ... 86
Little Orphan Annie .. 72

Dance Bands
(Swing)

GLENN MILLER .......... 490
Benny Goodman .......... 400
Tommy Dorsey .......... 280
Artie Shaw ............ 216
Jimmy Dorsey .......... 128
Kay Kyser ............. 120
Sammy Kaye ........... 106
Les Brown ............ 102
Harry James ........... 90
Gene Krupa ........... 86

Quiz Shows

INFORMATION PLEASE ... 748
Take It Or Leave It ..... 666
Quiz Kids ............. 286
Dr. I. Q. .............. 248
Truth or Consequences ... 186
Kay Kyser's Kollege ... 140
Double or Nothing ... 120
Battle of the Sexes ... 98
Prof. Quiz ........... 64
Vox-Pop ............. 64

CONTINUED ON FOLLOWING PAGE
The Nation’s Outstanding Transcribed Shows

★ "THE MEAL OF YOUR LIFE"
A half-hour transcribed (by World Broadcasting) show featuring such outstanding name personalities as Elsa Maxwell, Gertrude Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Paul Lukas, Boris Karloff, and many others. A different famous guest star appears on every show, supported by an outstanding cast of Broadway and Hollywood talent. A merchandising deal goes with the show that costs the sponsor ABSOLUTELY NOTHING . . . in fact, the merchandise give-away is, itself, included at no cost.

★ "RADIO THEATRE OF FAMOUS CLASSICS"
A half-hour transcribed (by World Broadcasting) dramatization of the world's greatest classics. De Maupassant, Stevenson, Zola, Ibsen, and Wilde: these are your writers. Each show is complete in itself, brilliantly produced and directed with an outstanding cast, and adapted for radio by today's foremost radio writers. The merchandising campaign included in the cost of this show consists of a give-away of a 500-page cloth-bound book of the collected works of each author. The campaign and books are GRATIS TO THE SPONSOR.

★ "CURTAINS UP FOR VICTORY"
presented by
THE AMERICAN THEATRE WING WAR SERVICE
(Radio Division)
A half-hour transcribed (by World Broadcasting) show which, without question, is the dream of every radio sponsor. The biggest names of stage, screen, and radio are starred in these half-hour productions which will be radio adaptations of famous American plays, written by the most outstanding playwrights in the country, and directed by radio's most competent directors. The net proceeds of the sale of this program are to be turned over to The American Theatre Wing War Service, Radio Division, for their allied war charities.

★ "FAMOUS FATHERS"
A fifteen-minute transcribed (by World Broadcasting) show that has been tested and proven on more than one hundred stations throughout the country. This program features Howard Lindsay (as master of ceremonies), the star and co-author of "Life With Father." Each week Howard Lindsay has as his guest a famous American father who tells of some of the outstanding events in his life, and there is a dramatization of these events with the guest star playing his own role. The guests are stars of stage, screen, radio, and many other fields. Success stories on this program are available upon request.

Audition transcriptions are available on all these shows. (A $5.00 deposit is requested on all auditions; this amount is refundable upon return of the transcription). Brochures and sample copies of merchandising items are also available upon request. WRITE . . . WIRE . . . TELEPHONE . . .

KERMIT-RAYMOND CORPORATION
745 FIFTH AVENUE, NEW YORK CITY

EL dorado 5-5511
Raymond Green, General Manager
<table>
<thead>
<tr>
<th>Symphony Conductor</th>
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<tbody>
<tr>
<td>ARTURO TOSCANINI</td>
<td>494</td>
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<tr>
<td>Leopold Stokowski</td>
<td>386</td>
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<tr>
<td>Dr. Frank Black</td>
<td>272</td>
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<tr>
<td>Eugene Ormandy</td>
<td>236</td>
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<tr>
<td>Andre Kostelanetz</td>
<td>234</td>
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<tr>
<td>Alfred Wallenstein</td>
<td>184</td>
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<tr>
<td>John Barbaroli</td>
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<tr>
<td>Walter Damrosch</td>
<td>98</td>
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<tr>
<td>Sir Thomas Beecham</td>
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<td>Arthur Rodzinski</td>
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<tr>
<td>NBC Symphony</td>
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<tr>
<td>Philadelphia Symphony</td>
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<tr>
<td>Coca-Cola (Kostelanetz)</td>
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<tr>
<td>The Voice of Firestone</td>
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<tr>
<td>Metropolitan Opera</td>
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<td>Frank Black Orchestra</td>
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<td>Cleveland Symphony</td>
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<td>Radio City Symphony</td>
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<td>RICHARD CROOKS</td>
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<td>James Melton</td>
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<td>Lawrence Tibbett</td>
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<td>Jan Peerce</td>
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<td>John Charles Thomas</td>
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<td>Nelson Eddy</td>
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<td>Nino Martini</td>
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<td>Frank Munn</td>
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<td>Paul Robeson</td>
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<td>Lauritz Melchior</td>
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<td>Gladys Swarthout</td>
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<td>Jessica Dragonette</td>
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<td>Lucille Manners</td>
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<td>Vivian della Chiesa</td>
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<td>Rise Stevens</td>
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<td>Margaret Speaks</td>
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<td>Francia White</td>
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<td>Jean Dickenson</td>
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<td>Marian Anderson</td>
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<td>BING CROSBY</td>
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<tr>
<td>Kenny Baker</td>
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<tr>
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<td>Lanny Ross</td>
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<td>Barry Wood</td>
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<td>Frank Munn</td>
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<td>Martha Tilton</td>
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<td>Mary Martin</td>
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<td>Bonnie Baker</td>
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<td>Bea Wain</td>
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<tr>
<td>Helen O’Connell</td>
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Radio editors, writers and critics on newspapers and periodicals throughout the United States, its possessions and in Canada took part in the fifth annual poll conducted by Radio Daily.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1,000.

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

Continued on following page.
DATA ON PROGRAM WINNERS IN RADIO DAILY'S FIFTH ANNUAL POLL OF RADIO CRITICS

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

Bob Hope Program
Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m. on the NBC Red network. **Agency:** Lord & Thomas, Inc. **Cast:** Bob Hope, Jerry Colonna, Frances Langford, Betty Hutton and guest stars. **Orchestra:** Skinnay Ennis.

Fibber McGee & Molly
Sponsored by S. C. Johnson & Son, Inc., for floor wax and polish; Tuesdays, 9:30-10 p.m. on NBC Red network. **Agency:** Needham, Louis & Brorby, Inc. **Cast:** Marion and Jim Jordan. **Orchestra:** Billy Mills.

Chase & Sanborn
Sponsored by Standard Brands, Inc., for Chase & Sanborn coffee; Sundays, 8-8:30 p.m. on the NBC Red network. **Agency:** J. Walter Thompson Co. **Cast:** Edgar Bergen and Charlie McCarthy, Abbott & Costello, with guest stars. **Orchestra:** Ray Noble.

Fred Allen Show
Sponsored by the Texas Co.; Wednesdays, 9-10 p.m. on the CBS network. **Agency:** Buchanan Co. **Cast:** Fred Allen, Portland Hoffa, Kenny Baker and guest stars. **Orchestra:** Al Goodman.

Information Please
Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Fridays, 8:30-9 p.m. on NBC Red network. **Agency:** Lord & Thomas, Inc. **Cast:** Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guest.

Kraft Music Hall
Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m. on NBC Red network. **Agency:** J. Walter Thompson Co. **Cast:** Bing Crosby, Connie Boswell, Jerry Lester and guest stars. **Orchestra:** John Scott Trotter.

Ford Sunday Evening Hour
Sponsored by Ford Motor Co.; Sundays, 9-10 p.m. on the CBS network. **Agency:** McCann-Erickson. **Cast:** Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and conductors.

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

Take It Or Leave It
Sponsored by Eversharp, Inc.: Sundays, 10-10:30 p.m. on the CBS network. **Agency:** Biow Co. **Cast:** Bob Hawk, emcee, and contestants from the studio audience.

(Program times indicated are in the Eastern Time Zone.)
## IMPORTANT RADIO Telephone Numbers in NEW YORK

### Radio Stations

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<th>Station</th>
<th>City</th>
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<td>WAAT (N.Y. Office)</td>
<td>Circle</td>
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<tr>
<td>WABC</td>
<td>Wickersham</td>
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<tr>
<td>WBBR</td>
<td>Main</td>
<td>4-9735</td>
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<td>WBNX</td>
<td>Melrose</td>
<td>2-8300</td>
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<td>WBYN</td>
<td>Bryant</td>
<td>9-3775</td>
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<td>WCAU (N.Y. Office)</td>
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<td>WEAF</td>
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<td>WEDV</td>
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### National Networks

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<td>Columbia Broadcasting System</td>
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<td>Mutual Broadcasting System</td>
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<tr>
<td>Wickersham</td>
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<td>Blue Network, Inc</td>
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### Station Representatives

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<td>Adams &amp; Adams</td>
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<td>The Brannham Co.</td>
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<td>Burn-Smith Co.</td>
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<tr>
<td>Free &amp; Peters, Inc.</td>
<td>Plaza</td>
<td>5-2811</td>
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<tr>
<td>Arthur H. Hagg &amp; Associates</td>
<td>Murray</td>
<td>2-8865</td>
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<td>Headley-Red Co.</td>
<td>Murray</td>
<td>5-5470</td>
</tr>
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<td>George P. Hollingbery Co.</td>
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<td>3-9447</td>
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<td>Longacre</td>
<td>5-4595</td>
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<td>Joseph Hershey McElvira</td>
<td>Murray</td>
<td>2-8755</td>
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<td>J. P. McKinney</td>
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<td>Radio Advertising Corp.</td>
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<td>Murray</td>
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<td>Sears &amp; Ayer</td>
<td>Ashland</td>
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<td>Spot Sales, Inc.</td>
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<td>Weed &amp; Co.</td>
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<td>The Walker Co.</td>
<td>Murray</td>
<td>6-9121</td>
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<tr>
<td>Howard A. Wilson Co.</td>
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### Advertising Agencies

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<tr>
<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>Badger &amp; Browning &amp; Hersey</td>
<td>Circle</td>
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<tr>
<td>Ted Bates, Inc.</td>
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<tr>
<td>Battin, Brown, Durst &amp; Osborn, Inc.</td>
<td>Eldorado</td>
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<td>9-9770</td>
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<tr>
<td>The Billboard</td>
<td>Mandallion</td>
<td>8-1616</td>
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<td>Broadcasting and Broadcasting Advertising</td>
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<td>5-8355</td>
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<td>Metronome</td>
<td>Circle</td>
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<td>Printers Ink</td>
<td>Ashland</td>
<td>6-4500</td>
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<tr>
<td>Radio Advertising (Rates and Data)</td>
<td>Circle</td>
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<tr>
<td>Radio Craft</td>
<td>Reector</td>
<td>2-9690</td>
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**Radio Daily** Wisconsin 7-6336
IMPORTANT RADIO
Telephone Numbers
in LOS ANGELES

Radio Stations

KECA ........................................... Fairfax 2121
KFAC ........................................... Fitzroy 1231
KFI ............................................. Fairfax 2121
KFOX ........................................... Mutual 2510
KFVD ........................................... DRexal 2391
KFWB ........................................... HEmpstead 5151
KGER ........................................... ADison 2551
KGFJ ............................................. PRospect 2434
KHZ ............................................. Hollywood 8111
KIEV ............................................ Chapman 5-2388
KMFC ............................................. Bradshaw 2-4411
KMTR ............................................. Hillside 1161
KNX ............................................. Hollywood 1212
KRKD ............................................. TUCKer 7111
XERO (L. A. Office) ......................... ADison 6272
XEMO-XERB (L. A. Office) ............... PRospect 9136

Networks

Columbia Broadcasting System .......... Hollywood 1212
Between 10 P.M. and 8:30 A.M. .... Hollywood 7052
Don Lee Broadcasting System .......... Hollywood 8111
Mutual Broadcasting System .......... Hollywood 8111
National Broadcasting Co. .......... Hollywood 6161
Blue Network, Inc. ......................... Hollywood 6161

Station Representatives

Walter Biddick Co. ......................... Richmond 6184
R. J. Bidwell Co. ........................... PRospect 3746
John Blair & Co. ............................ PRospect 3584
The Bransen Co. ............................. Michigan 1269
Free & Peters, Inc. ......................... GLadstone 3949
George F. Hollinbery Co. ............... VAN Dyke 7386
Joseph Hershey McGillvra ............... PRospect 5319
National Broadcasting Co. .......... Hollywood 6161
Edward Petry & Co. ......................... Michigan 8729
Radio Advertising Corp. ................. VAN Dyke 1901
Radio Sales .................................. Hollywood 1212
William G. Rambeau Co. ................. GRanite 3636
Paul H. Raymer Co. ......................... VANdike 1901
Reynolds-Fitzgerald, Inc. .............. TUCKer 2474
The Walker Co. .............................. GRanite 1726
Howard H. Wilson Co. ..................... GRanite 1726

Advertising Agencies

Alber R. H. Company ....................... PRospect 3331
Batten, Barton, Durstine & Osborn ... Hollywood 7337
Benton & Bowles Inc. ...................... Hillside 9151
Botsford, Constantine & Gardner ....... PRospect 0206
Braschier, Davis & Staff ............... PRospect 9368
Buchanan & Company, Inc. .............. Michigan 2156
Campbell-Ewald Company ............... PRospect 1275
The Caples Co. .............................. MUTual 4143
Erwin, Wasey & Company ................. PRospect 5317
Hillman-Shane Advertising Agency Inc. .VAndike 5111
Hixon-O'Donnell Advertising .......... MUTual 8331
Lennon & Mitchell ......................... GRanite 7181
Lord & Thomas .............................. Michigan 7651
McCann-Erickson Inc. ................. Michigan 4049
McKee & Albright, Inc. ................. Hollywood 8363
Miner, Dan B. ............................... Richmond 3101
Morgan, Raymond R. Co. ............... HEmpstead 4194
Needham, Louis & Brody ............... GRanite 7186
Ruthrauff & Ryan Inc. .................... Hillside 7593
Scholts Advertising Service ............ Michigan 2396
Russel M. Seeds Co. ...................... Hillside 7250
Barton A. Stebbins Advertising Agency .TRinity 8821
Thompson, J. Walter Co. .............. Hillside 7241
Ward Wheelock Co. ......................... Hillside 0191
Wineberg, Milton, Advertising Co. .... TUCKer 4111
Young & Rubicam Inc. .................... Hollywood 2734

Program Producers and Transcription and Recording Companies

Associated Releases ....................... Hollywood 2686
Bennett Downie Associates .............. GRanite 5722
Walter Biddick Co. ......................... Richmond 6184
G. C. Bird & Associates ................. Hollywood 3981
Columbia Recording Corp. ............... GRanite 4134
Paul Cruger ................................ Hollywood 9352
Patrick Michael Cunning ................. Hillside 5915
Davis & Schwegler ......................... Hollywood 7800
Decca Recording Division ............... Hollywood 5191
Earnshaw Radio Productions .......... GLadstone 2555
Eccles Disc Recordings .................. Hillside 8351
Electro-Vox Recording Studios ......... GLadstone 2189
Fidelity Recordings ...................... Hillside 7333
Irv Ingel & Associates .................... WALnut 6485
Tag Garnett Radio Productions ......... Hollywood 2-2254
Hollywood Recording Co. .............. GLadstone 2191
C. P. MacGregor ........................... Fitzroy 4191
Fred C. Mertens & Associates .......... Federal 0119
Miller Radiofilm Corp ................... Hillside 9106
Raymond R. Morgan Co. ................. HEmpstead 4194
Music Corporation of America ......... Bradshaw 2-3211
NBC Radio-Recording Division ......... Hollywood 6161
George Logan Price, Inc. .............. Exposition 1960
Radio Producers of Hollywood ......... Hollywood 6288
Radio Recorders, Inc ...................... Hollywood 3917
Radio Transcriptions Co. of America .. Hollywood 3545
RCA Manufacturing Co. ................. Hillside 5711
Rec-Art Studios ...................... PRospect 9232
Edward Sloman Productions .......... CRestyView 1-2242
Speed-Q Sound Effects .............. PRospect 2035
Standard Radio, Inc. ................. Hillside 0188
Wolf Associates, Inc ................. GLadstone 6766
World Broadcasting System .......... Hollywood 6321
Radio Artists Agencies

Columbia Management of Calif...............Hollywood 6365
Consolidated Radio Artists..................Crestview 1-1171
Everett N. Crosby, Ltd.........................Crestview 1-1171
Ken Dolan & Co................................Crestview 1-9185
Fanchon & Marco..............................Van Dyke 2041
General Amusement Corp.........................Bradshaw 2-4259
Irwin, Lou....................................Crestview 1-1131
Lyons, A. & S....................................Bradshaw 2-2893
Morris Agency, William.........................Crestview 1-6161
Morrison, Leo................................Crestview 1-9191
Music Corporation of America.................Crestview 6-2001
NBC Artists Service..........................Hollywood 6161
James L. Saphier..............................Hillside 9226
Selznick, Myron.................................Crestview 1-1917
Louis Shurr....................................Crestview 1-1116
Swanson, H. N................................Crestview 1-5155
Wolf Associates, Inc............................GLadstone 6676

Publications

Broadcasting & Broadcast........................GLadstone 7353
Advertising.....................................MUtral 1809
Printer's Ink....................................
RADIO DAILY....................................
GRanite 6607
Radio Guide....................................Crestview 6-2061
Variety.........................................Hollywood 1141
Western Advertising............................MAdison 1313

Air Lines

American Airlines............................STaly 7-1511
Grand Central Air Terminal..................Chapman 5-1222
Los Angeles Municipal Airport..............Oregon 8-1151
Pan American Airways.........................Michigan 2121
TWA............................................Michigan 8881
Union Air Terminal..........................STaly 7-2161
United Air Lines..............................MAdison 1212

Sport Arenas

American Legion
(Stadium-Hollywood)............................Hollywood 2951
Los Angeles Coliseum.........................Richmond 6391
Gilmore Stadium................................Whitney 1163

Railway Terminals

Santa Fe.......................................MUtral 0111
Southern Pacific..............................Michigan 6161
Union Pacific..................................TRinity 9211

Hotels

Ambassador Hotel..............................DReaxel 7011
Biltmore Hotel................................Michigan 1011
Christie Hotel................................Hollywood 2241
Clark Hotel....................................Michigan 4121
Del Monte Hotel (L. A. Offices)..............Exposition 9767
Garden of Allah Hotel........................Hollywood 3581
Hollywood Hotel..............................Hempstead 4181
Hollywood Knickerbocker......................GLadstone 3171
Hollywood Plaza Hotel.........................GLadstone 1131
Roosevelt Hotel...............................Hollywood 2442
The Town House................................Exposition 1234

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

Federal Departments and Agencies

White House..................................National 1414
State Department.............................Republic 5000
Treasury Department........................National 6400
War Department...............................Republic 6700
Justice Department..........................Republic 8200
Post Office Department.......................District 5326
Navy Department..............................Republic 7400
Interior Department
(Office of Education).........................Republic 1820
Agriculture Department......................Republic 4142
Commerce Department.........................District 2200
Labor Department.............................Executive 2420
Federal Trade Commission...................National 8206
FEDERAL COMMUNICATIONS
COMMISSION..................................Executive 3620
Securities & Exchange Commission..........District 3633
National Labor Relations Board.............National 9716
Wage & Hour Administration................Executive 2420
Social Security Board.......................Republic 6530
Supreme Court of the U.S....................Executive 1640
D. C. Court of Appeals........................Republic 3811
U. S. District Court (for D. C.).............District 2854
Capitol (Senate and House).................National 3120
Defense Savings Staff........................National 6400
Radio Script & Transmission Exchange......Extenson 2225, Republic 1820

Bureau of Census................................District 2200
Office of Emergency Management.............Republic 5050
Office of Civilian Defense....................Republic 2050
Division of Information......................Republic 5050
Office of Price Administration..............Republic 5050
Office of Production Management............Republic 7500
Supply, Priorities & Allocations Board.....Republic 7500

Non-Governmental

Clear Channel Group.........................Republic 3006
National Association of Broadcasters......National 2080
National Independent Broadcasters.........Republic 3607
National Press Club..........................Republic 2500
Radio Manufacturers' Galleries.............National 3120

RADIO DAILY...................................
Republic 2595
Radio Manufacturers' Association..........National 4901

Radio Stations

WINX........................................Republic 8000
WJZV..........................................Metropolitan 3200
WMAL-WRC....................................Republic 4000
WOL..........................................Metropolitan 0010
WWDC........................................National 7203

Hotels

Carleton Hotel................................Metropolitan 2626
Mayflower Hotel...............................District 3900
Raleigh Hotel.................................National 3810
Shoreham Hotel................................ADams 0700
Wardman Park Hotel.........................Columbia 2000
Willard Hotel.................................National 4420

News Services

Associated Press..............................District 1500
International News Service...............National 1733
Transradio Press..............................National 1178
United Press................................National 9052

Railway Terminals

Baltimore & Ohio R. R........................District 3300
Pennsylvania R. R.............................District 1424
Union Station................................National 2760
With the whistles, the wheels and the hammers of America's mightiest industries forging the greatest armament the world has ever known... it becomes increasingly important to maintain morale at the highest possible level to defeat our enemies on land, on sea and in the air.

...V

With the purchase of NBC's talent and artists business by NCAC on January 1, 1942, NCAC was streamlined for Victory!

...V

Booking over 500 major attractions from coast to coast, including top-flight artists and instrumentalists of Concert, Radio, Motion Picture, Theatre, Lecture, Ballet and all other forms of entertainment, the officers and personnel of NCAC have pledged an all-out effort to provide the best possible music and entertainment available in the United States today.

...V

NATIONAL CONCERT and ARTISTS CORPORATION

711 FIFTH AVE. • NEW YORK, N. Y.
ALFRED H. MORTON, PRESIDENT     D. S. TUTHILL, DIRECTOR OF POPULAR DIVISION
Chicago • Hollywood • San Francisco • Los Angeles • Boston
IMPORTANT RADIO
Telephone Numbers in CHICAGO

Radio Stations

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<tr>
<th>Station</th>
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<tr>
<td>WAAF</td>
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<tr>
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<td>WCBM</td>
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<td>WCFL</td>
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<td>WHN</td>
<td>SUprior 5254</td>
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<td>WIND</td>
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<td>WJJD</td>
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<td>WOR</td>
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<td>WSCC</td>
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National Networks

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<td>National Broadcasting Co.</td>
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<td>Blue Network, Inc.</td>
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Station Representatives

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<tbody>
<tr>
<td>John Blair &amp; Co.</td>
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<tr>
<td>The Branham Co.</td>
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<td>Burn-Smith Co.</td>
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<td>Capper Publications</td>
<td>CENTral 5977</td>
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<td>Cox &amp; Tanz</td>
<td>FRAnklin 2095</td>
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<td>The Foreman Co.</td>
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<td>Forjoe Co.</td>
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<td>Free &amp; Peters</td>
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<td>International Radio Sales</td>
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<td>The Katz Agency</td>
<td>CENTral 4238</td>
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<td>Joseph Horshay McCullura</td>
<td>SUprior 9866</td>
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<tr>
<td>J. K. McKinney &amp; Son.</td>
<td>SUprior 7000</td>
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<td>National Broadcasting Co.</td>
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<td>John E. Pearson</td>
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<td>Edward Potry &amp; Co.</td>
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<td>Paul H. Raymer Co.</td>
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<td>SUprior 5262</td>
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<td>Weed &amp; Co.</td>
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<td>Howard H. Wilson Co.</td>
<td>CENTral 8744</td>
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Advertising Agencies

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<td>Aubrey, Moore &amp; Wallace Inc.</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
<td>RANdolph 3456</td>
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<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td>SUprior 9201</td>
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<td>Blackett-Sample-Hummitt, Inc.</td>
<td>DEArborn 0900</td>
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<td>Buchanon &amp; Co.</td>
<td>SUprior 3047</td>
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<td>Leo Burnett Co.</td>
<td>CENTral 5959</td>
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<td>Campbell-Mead Co.</td>
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<td>The Caples Co.</td>
<td>SUprior 6016</td>
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Criticfield & Co. | SUprior 3061 |
| Doromus & Co. | CENTral 9135 |
| Sherman K. Ellis & Co. | HARRison 8612 |
| Erwin, Wasey & Co., Ltd. | RANdolph 4054 |
| Albert Frank-Guenther Law, Inc. | DEArborn 8910 |
| J. Stirling Getchell | HARRison 2606 |
| Goodkind, Joce & Morgan | SUprior 6747 |
| Grant Advertising, Inc. | SUprior 9054 |
| Herrl, Hurst & McDonald, Inc. | SUprior 3000 |
| H. W. Kastor Advertising Co., Inc. | CENTral 5331 |
| W. E. Long Co. | RANdolph 4066 |
| Lord & Thomas | SUprior 4080 |
| Mason, Inc. | DELaware 3336 |
| MacFarland, Aveyard & Co. | RANdolph 9360 |
| McCann-Erickson, Inc. | WEBster 3701 |
| McJunkin Advertising Co. | SUprior 5060 |
| C. L. Miller Co. | CENTral 1640 |
| Mitchell-Faust Advertising Co. | SUprior 6610 |
| Needham, Louis, & Borby, Inc. | SUprior 5151 |
| Presba, Fellers & Presba | CENTral 7683 |
| L. W. Ramsey Co. | FRAnklin 8155 |
| Roche, Williams & Cunyngham | HARRison 8490 |
| Rutherfurd & Ryan, Inc. | RANdolph 2625 |
| Russell M. Sedor Co. | DElaware 1045 |
| Schwimmer & Scott | DELaware 8185 |
| Sherman & Marquette, Inc. | DELaware 8000 |
| Stack-Goble Advertising Agency | SUprior 0160 |
| J. Walter Thompson Co. | SUprior 0303 |
| Wade Advertising Agency | SUprior 7369 |
| Weston-Barnett | WHItchell 7725 |
| Young & Rubicam, Inc. | CENTral 9389 |

Program Producers and Transcription and Recording Companies

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<td>Columbia Recording Corp.</td>
<td>WHItchell 6000</td>
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<td>Decca Records, Inc.</td>
<td>DELaware 8800</td>
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<tr>
<td>Estelle Lutz Artists Bureau</td>
<td>HARRison 3435</td>
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<tr>
<td>International Radio Productions</td>
<td>CENTral 1000</td>
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<tr>
<td>Hal R. Makelmin Productions</td>
<td>SUprior 3472</td>
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<tr>
<td>Music Corporation of America</td>
<td>DELaware 1100</td>
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<tr>
<td>NBC Radio Recording Division</td>
<td>SUprior 8300</td>
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<tr>
<td>James Parks Co.</td>
<td>DELaware 7960</td>
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<tr>
<td>RCA Manufacturing Co.</td>
<td>DELaware 4774</td>
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<tr>
<td>Radio Recording Studios</td>
<td>EDGewater 6461</td>
</tr>
<tr>
<td>Standard Radio, Inc.</td>
<td>SUprior 3153</td>
</tr>
<tr>
<td>Carl Waster &amp; Co., Inc.</td>
<td>RANdolph 6922</td>
</tr>
<tr>
<td>World Broadcasting System</td>
<td>SUprior 9114</td>
</tr>
</tbody>
</table>

News Agencies and Associations

<table>
<thead>
<tr>
<th>Agency</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Press</td>
<td>SUprior 7700</td>
</tr>
<tr>
<td>International News Service</td>
<td>ADAnDover 1234</td>
</tr>
<tr>
<td>RADIO DAILY</td>
<td>SUprior 7596</td>
</tr>
<tr>
<td>Transradio Press Service</td>
<td>SUprior 8091</td>
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<tr>
<td>United Press</td>
<td>RANdolph 3666</td>
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</table>

Organizations and Unions

<table>
<thead>
<tr>
<th>Organization</th>
<th>Address</th>
</tr>
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<tbody>
<tr>
<td>American Federation of Musicians</td>
<td>SUprior 0063</td>
</tr>
<tr>
<td>American Federation of Radio Artists</td>
<td>SUprior 6517</td>
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<tr>
<td>ASCAP</td>
<td>RANdolph 1305</td>
</tr>
<tr>
<td>Association For Education By Radio</td>
<td>DELaware 7801</td>
</tr>
<tr>
<td>National Association of Broadcast Engineers &amp; Technicians</td>
<td>RANdolph 8884</td>
</tr>
<tr>
<td>Radio Council</td>
<td>DELaware 7801</td>
</tr>
</tbody>
</table>
A. & S. LYONS INC.

Managers of Distinguished Artists

RADIO • STAGE • SCREEN • TELEVISION

NEW YORK
515 Madison Ave.

CALIFORNIA
356 North Camden Drive
Beverly Hills
THE BUSINESS SIDE of RADIO

Major Network Billings
Agency and Sponsor Network Expenditures
News Services
Station Representatives
Radio Publications
American Association of Advertising Agencies
Advertising Agencies
Research Firms
Federal Communications Commission
U. S. Census Data
Federal Trade Commission
GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, President

Producers, Creators and Managers
of
Outstanding Radio Ideas, Talent and
Orchestras For Over Eleven Years

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD
THE BUSINESS SIDE OF RADIO

By Tod Swalm, Radio Daily Staff

FOR the radio industry, the coming of war brought both a challenge and an opportunity. A challenge to fulfill in the broadest manner that principle to which the industry is dedicated, "the public interest, convenience and necessity"; and an opportunity to serve in greater measure the cause of humanity throughout the world in transmitting to all peoples that "truth which will set men free." Only an informed people, in possession of all the facts, can govern intelligently and direct their own destiny along the paths of peace and democracy. And to American radio—the only free system of broadcasting in the world—fell the task on Dec. 7 of helping to meet the obligations of a nation at war.

Problems

The coming of war brought new and disturbing problems to the industry, chief of which was the threat to revenue through possible curtailment of advertising plans by industries converted to full war production or hindered in the manufacture of consumer goods through unavailability of vital supplies pre-empted for war needs. Offsetting this, however, was the promise of continued advertising to maintain brand names, the expected entry into the national field of new products and stepped up advertising efforts for products unaffected by priorities both seeking to obtain greater shares of the expanding purchasing power of the nation resulting from the stimulus of full scale war production.

A further threat was the restriction placed on erection of new physical equipment, but it was indicated by the Government that replacement goods would continue to be made available. In this respect, the industry was placed by the Government in the first line of civilian defense, both from the instructive and morale viewpoints and its continued if static existence was guaranteed. Early in January, 1942, certain restrictions on programming were laid down by the Office of Censorship as war time precautions, but these for the most part were taken in their stride by the broadcasters.

The year 1941 was a record year in many respects. Network billings advanced approximately 10 per cent over 1940 reaching a total of roughly $107,000,000. National spot showed even greater gains, advancing some 29 per cent over the preceding year for an estimated total of $67,000,000. The total of both categories, $174,000,000, represented a 17 per cent gain over the 1940 combined total of $148,656,000. Radio advertising of a purely local nature made equally consistent gains during 1941.

New Developments

New developments were many and varied. Two new facets of the industry, Frequency Modulation and television entered the competition for the advertising dollar on a full commercial scale, but due to defense requirements and the natural limitations of a new industry made little appreciable inroad on the other media. However, both, and particularly television, were viewed as key industries for after-the-war development to aid in taking up the slack of unemployment resulting from abrupt return to peace time operations.

A third development was the formation of Latin American networks by NBC, CBS and WLWO. These were set up on a large scale with commercial operation getting under way early in 1942. With furthering of cultural relations among the American nations a primary objective of the defense effort, this phase of broadcasting was expected to make rapid gains during the year.

The Job Ahead

Summing up, 1941 was a banner year for the industry, but with the entry of the country into war past achievements and post mortems became purely academic as the industry joined with the nation and our allies in the bitter struggle to preserve and extend freedom. For U. S. radio there could be no compromise in the fight for at stake was the very existence of the American System of Broadcasting.
THIS IS A LAUGHING MATTER!

A million laughs for your Radio Audience by

"America's Most Non-sensical Dance Band"

KORN KOBBLERS

BEST SELLERS ON "OKEH" RECORDS
★

COAST-TO-COAST BROADCASTS ON ALL MAJOR NETWORKS
★

CURRENTLY ON TRANSCRIPTIONS, PLAYING MORE THAN 120 RADIO STATIONS
★

A RECORD-BREAKING CAFE AND THEATRE ATTRACTION!

Management

STANFORD ZUCKER AGENCY

New York — Cleveland — Chicago
## Comparative Major Network Billings For 1941-1940-1939-1938

### Columbia Broadcasting System

<table>
<thead>
<tr>
<th>Month</th>
<th>1941</th>
<th>1940</th>
<th>1939</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$3,575,946</td>
<td>$2,674,057</td>
<td>$2,879,945</td>
<td>$2,680,335</td>
</tr>
<tr>
<td>February</td>
<td>$3,330,627</td>
<td>$2,541,512</td>
<td>$2,650,335</td>
<td>$2,680,335</td>
</tr>
<tr>
<td>March</td>
<td>$3,513,170</td>
<td>$2,025,681</td>
<td>$3,034,317</td>
<td>$3,034,317</td>
</tr>
<tr>
<td>April</td>
<td>$3,222,689</td>
<td>$2,851,026</td>
<td>$2,424,180</td>
<td>$2,424,180</td>
</tr>
<tr>
<td>May</td>
<td>$3,570,727</td>
<td>$3,097,484</td>
<td>$2,412,283</td>
<td>$2,412,283</td>
</tr>
<tr>
<td>June</td>
<td>$3,144,213</td>
<td>$2,860,180</td>
<td>$2,121,495</td>
<td>$2,121,495</td>
</tr>
<tr>
<td>July</td>
<td>$3,071,398</td>
<td>$2,311,953</td>
<td>$1,367,357</td>
<td>$1,367,357</td>
</tr>
<tr>
<td>August</td>
<td>$3,144,213</td>
<td>$2,860,180</td>
<td>$2,121,495</td>
<td>$2,121,495</td>
</tr>
<tr>
<td>September</td>
<td>$3,109,863</td>
<td>$2,563,132</td>
<td>$1,601,755</td>
<td>$1,601,755</td>
</tr>
<tr>
<td>October</td>
<td>$4,001,492</td>
<td>$3,366,654</td>
<td>$2,387,395</td>
<td>$2,387,395</td>
</tr>
<tr>
<td>November</td>
<td>$3,689,778</td>
<td>$3,174,163</td>
<td>$2,433,410</td>
<td>$2,433,410</td>
</tr>
<tr>
<td>December</td>
<td>$3,819,989</td>
<td>$3,529,154</td>
<td>$2,529,060</td>
<td>$2,529,060</td>
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</tbody>
</table>

**Total:** $44,584,378

*In accordance with network policies, monthly CBS billing figures were not available.*

### Mutual Broadcasting System

<table>
<thead>
<tr>
<th>Month</th>
<th>1941</th>
<th>1940</th>
<th>1939</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$505,231</td>
<td>$317,729</td>
<td>$315,078</td>
<td>$269,894</td>
</tr>
<tr>
<td>February</td>
<td>442,157</td>
<td>337,649</td>
<td>330,654</td>
<td>253,250</td>
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<tr>
<td>March</td>
<td>513,774</td>
<td>390,813</td>
<td>306,976</td>
<td>232,877</td>
</tr>
<tr>
<td>April</td>
<td>480,284</td>
<td>363,618</td>
<td>262,626</td>
<td>189,515</td>
</tr>
<tr>
<td>May</td>
<td>503,922</td>
<td>322,186</td>
<td>234,764</td>
<td>194,201</td>
</tr>
<tr>
<td>June</td>
<td>534,513</td>
<td>299,478</td>
<td>228,186</td>
<td>202,112</td>
</tr>
<tr>
<td>July</td>
<td>512,743</td>
<td>235,182</td>
<td>216,583</td>
<td>167,108</td>
</tr>
<tr>
<td>August</td>
<td>532,056</td>
<td>227,865</td>
<td>205,410</td>
<td>164,626</td>
</tr>
<tr>
<td>September</td>
<td>529,013</td>
<td>283,163</td>
<td>210,589</td>
<td>200,342</td>
</tr>
<tr>
<td>October</td>
<td>839,829</td>
<td>784,676</td>
<td>428,221</td>
<td>347,771</td>
</tr>
<tr>
<td>November</td>
<td>958,935</td>
<td>627,562</td>
<td>327,045</td>
<td>360,929</td>
</tr>
<tr>
<td>December</td>
<td>948,498</td>
<td>576,983</td>
<td>317,699</td>
<td>337,369</td>
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</tbody>
</table>

**Total:** $7,300,955

### National Broadcasting Company

(Combined Blue and Red Networks)

<table>
<thead>
<tr>
<th>Month</th>
<th>1941*</th>
<th>1940</th>
<th>1939</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$4,465,208</td>
<td>$4,033,900</td>
<td>$3,793,516</td>
<td>$3,498,053</td>
</tr>
<tr>
<td>February</td>
<td>4,132,084</td>
<td>3,748,695</td>
<td>3,406,381</td>
<td>3,105,050</td>
</tr>
<tr>
<td>March</td>
<td>4,903,341</td>
<td>4,170,852</td>
<td>3,806,831</td>
<td>3,414,200</td>
</tr>
<tr>
<td>April</td>
<td>4,014,518</td>
<td>3,560,984</td>
<td>3,310,505</td>
<td>3,200,569</td>
</tr>
<tr>
<td>May</td>
<td>4,034,622</td>
<td>3,702,102</td>
<td>3,200,569</td>
<td>2,958,710</td>
</tr>
<tr>
<td>June</td>
<td>3,641,000</td>
<td>3,382,104</td>
<td>3,200,569</td>
<td>2,958,710</td>
</tr>
<tr>
<td>July</td>
<td>3,830,438</td>
<td>3,283,555</td>
<td>3,200,569</td>
<td>2,958,710</td>
</tr>
<tr>
<td>August</td>
<td>3,738,262</td>
<td>3,125,570</td>
<td>2,941,099</td>
<td>2,797,241</td>
</tr>
<tr>
<td>September</td>
<td>3,879,779</td>
<td>3,351,507</td>
<td>3,773,941</td>
<td>3,688,919</td>
</tr>
<tr>
<td>October</td>
<td>5,045,694</td>
<td>4,219,253</td>
<td>3,773,941</td>
<td>3,688,919</td>
</tr>
<tr>
<td>November</td>
<td>4,699,078</td>
<td>4,234,984</td>
<td>3,688,919</td>
<td>3,688,919</td>
</tr>
<tr>
<td>December</td>
<td>4,909,873</td>
<td>4,279,748</td>
<td>3,688,919</td>
<td>3,688,919</td>
</tr>
</tbody>
</table>

**Total:** $50,663,000

*In accordance with policies, figures for 1941 not officially available.*

97
The

MERRY MACS
Singing Stars
UNIVERSAL PICTURES
RADIO
Exclusive Decca Recording

HERBERT MARSHALL
Emcee

BEN ALEXANDER
Announcer

Personal Management
HARRY NORWOOD
6425 Hollywood Blvd.

BERT WHEELER and HANK LADD
THE OLD GOLD PROGRAM

The Blue Network
## AGENCY—SPONSOR

### NETWORK EXPENDITURES

<table>
<thead>
<tr>
<th>Agency</th>
<th>1941 Agency Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Broadcasting System</td>
<td>$14,584,378</td>
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</table>

<table>
<thead>
<tr>
<th>Agency</th>
<th>1941 Agency Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual Broadcasting System</td>
<td>$87,306,956.02</td>
</tr>
</tbody>
</table>

### Expenditures

- **Kuthan and Ryan, Inc.**
- **Young & Rubicam, Inc.**
- **Ward Wheelock Co.**
- **Benton & Bowles, Inc.**
- **Blackett-Sample-Hummert, Inc.**
- **Lord & Thomas**
- **William Esty & Co., Inc.**
- **Ted Bates, Inc.**
- **The Bow Co., Inc.**
- **Newell-Emmett Co., Inc.**
- **McCann-Erickson, Inc.**
- **Compton Advertising, Inc.**
- **Sherman & Marquette, Inc.**
- **J. Walter Thompson Co.**
- **Buckham & Co., Inc.**
- **Arthur Meyerhoff & Co.**
- **Pedlar & Ryan, Inc.**
- **Gardner Advertising Co.**
- **Ratten, Barton, Durstine & Osborn, Inc.**
- **Arthur Rudner, Inc.**
- **Geyer, Cornell & Newell, Inc.**
- **O’Reilly Advertising Co., Inc.**
- **Knox Reeves Advertising, Inc.**
- **The Joseph Katz Co.**
- **Ambre, Moore & Walker, Inc.**
- **H. W. Kastor & Sons Advertising Co.**
- **J. M. Mathes, Inc.**
- **O’Dea, Sheldon & Canady, Inc.**
- **H. M. Kiesewetter Advertising Agency**
- **Raymond R. Morgan Co.**
- **Sorenson & Co.**
- **Maxon, Inc.**
- **C. L. Miller Co.**
- **Walsh Advertising Co.**
- **Lee Anderson Advertising Agency**
- **Morse International, Inc.**
- **Erwin, Wasey & Co.**
- **Badger, Brownlow & Hersey, Inc.**
- **Fuller & Smith & Ross, Inc.**
- **Smith & Dunn, Inc.**
- **Leinen & Mitchell, Inc.**
- **U. S. Advertising Co.**
- **Brissacher, Davis & Staff**
- **Veal & Preshey, Inc.**
- **J. D. Turecher Co.**
- **Hillman-Shane Adm Adv., Inc.**
- **Kenyon & Echardt, Inc.**
- **Lockwood-Shaekelford Adv. Agy.**
- **Glasser-Galley & Co.**
- **The McCarty Co.**
- **N. W. Ayer & Son, Inc.**
- **Anderson, Davis & Plate, Inc.**
- **Gillham Advertising Agency**
- **Brooks Advertising Agency**
- **Leon Livingston Agency**
- **Long Advertising Service**
- **General Adv., Inc.**
- **Vickers & Benson, Ltd.**
- **Logan & Arnold**

**TOTAL**........................................ $14,584,378

---

**National Broadcasting Co. 1941 Agency Gross Billings**

**Not Available**
Garnett Marks

Announcer • Narrator
Actor
Sports and News Commentator

Announcing at WKRC, Cincinnati, Ohio
## Columbia Broadcasting System 1941 Sponsor Expenditures

<table>
<thead>
<tr>
<th>Sponsor Name</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Foods Corp.</td>
<td>$1,550,421</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>7,264,141</td>
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<tr>
<td>Lever Brothers Co.</td>
<td>3,792,812</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>3,774,514</td>
</tr>
<tr>
<td>Froster &amp; Gamble Co.</td>
<td>2,806,332</td>
</tr>
<tr>
<td>Lane &amp; Myers Tobacco Products Co.</td>
<td>667,098</td>
</tr>
<tr>
<td>William Wrigley, Jr. Co.</td>
<td>1,533,366</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>1,176,236</td>
</tr>
<tr>
<td>Chas. Pfizer Co.</td>
<td>1,130,705</td>
</tr>
<tr>
<td>The Texas Co.</td>
<td>1,114,125</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>947,501</td>
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<tr>
<td>American Tobacco Co.</td>
<td>973,353</td>
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<tr>
<td>Sterling Products, Inc.</td>
<td>971,541</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>900,518</td>
</tr>
<tr>
<td>General Mills, Inc.</td>
<td>876,466</td>
</tr>
<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>708,890</td>
</tr>
<tr>
<td>Thomas J. Lipton, Inc.</td>
<td>658,362</td>
</tr>
<tr>
<td>Prudential Insurance Co. of America</td>
<td>619,945</td>
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<tr>
<td>Coca-Cola Co.</td>
<td>556,050</td>
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<tr>
<td>Eversharp Inc.</td>
<td>571,069</td>
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<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>315,200</td>
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<tr>
<td>Lady Esther Co.</td>
<td>357,018</td>
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<tr>
<td>Gulf Oil Corp.</td>
<td>503,475</td>
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<tr>
<td>Thomas J. Lipton, Inc.</td>
<td>198,465</td>
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<tr>
<td>American Tobacco Co.</td>
<td>183,363</td>
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<tr>
<td>Cheesbrough Manufacturing Co.</td>
<td>141,137</td>
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<tr>
<td>Pacific Fruit &amp; Vegetable Co.</td>
<td>132,721</td>
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<tr>
<td>United States Tobacco Co.</td>
<td>111,228</td>
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<tr>
<td>Continental Baking Co., Inc.</td>
<td>430,564</td>
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<tr>
<td>Armour &amp; Co.</td>
<td>104,363</td>
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<td>Company Sales Co.</td>
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<td>International Silver Co.</td>
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<td>Florida Citrus Commission</td>
<td>271,145</td>
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<td>Commercial Credit Co.</td>
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<tr>
<td>Macfadden Publications Co.</td>
<td>297,494</td>
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<tr>
<td>Pacific Coast Borax Co.</td>
<td>258,846</td>
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<tr>
<td>Luxor, Ltd.</td>
<td>218,515</td>
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<tr>
<td>Esmo Drug Co.</td>
<td>216,264</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>215,411</td>
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<tr>
<td>Penn Tobacco Co.</td>
<td>215,128</td>
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<tr>
<td>Best Foods, Inc.</td>
<td>201,645</td>
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<tr>
<td>Roxywe, Inc.</td>
<td>185,416</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>132,105</td>
</tr>
<tr>
<td>Curtiss Candy Co.</td>
<td>136,872</td>
</tr>
<tr>
<td>Los Angeles Soap Co.</td>
<td>131,765</td>
</tr>
<tr>
<td>Boney-Owens Co., Inc.</td>
<td>291,073</td>
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<tr>
<td>Cudahy Packing Co.</td>
<td>91,872</td>
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<tr>
<td>Armstrong Cork Co.</td>
<td>91,901</td>
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<tr>
<td>Menko Co.</td>
<td>90,028</td>
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<tr>
<td>Travel &amp; Publicity Bur. of Ontario Govt.</td>
<td>80,718</td>
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<tr>
<td>Vick Chemical Co.</td>
<td>75,214</td>
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<td>Johns-Manville Corp.</td>
<td>73,915</td>
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<td>Lusters &amp; H. &amp; Chocolate Co.</td>
<td>72,396</td>
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<tr>
<td>American Chicle Co.</td>
<td>56,956</td>
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<td>General Petroleum Corp. of Calif.</td>
<td>47,956</td>
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<tr>
<td>International Celulose Products Co.</td>
<td>16,622</td>
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<td>Elgin National Watch Co.</td>
<td>4,468</td>
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<td>P. Lorillard Co.</td>
<td>14,044</td>
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<td>Richard Hudnut</td>
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<tr>
<td>National Lead Co.</td>
<td>35,757</td>
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<tr>
<td>Macfadden Publications, Inc.</td>
<td>32,873</td>
</tr>
<tr>
<td>John Paul, Inc.</td>
<td>31,659</td>
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<tr>
<td>Art Metal Works</td>
<td>25,974</td>
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<tr>
<td>Union Oil Co.</td>
<td>25,514</td>
</tr>
<tr>
<td>Smith Brothers</td>
<td>21,463</td>
</tr>
<tr>
<td>C. F. Mueller Co.</td>
<td>20,699</td>
</tr>
<tr>
<td>Soil-Off Manufacturing Co.</td>
<td>20,217</td>
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<tr>
<td>S. B. &amp; E. Co.</td>
<td>19,052</td>
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<tr>
<td>Knox Gelatin Co.</td>
<td>19,702</td>
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<tr>
<td>Breakfast Club Coffee</td>
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<tr>
<td>Albers Brothers Milling Co.</td>
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<tr>
<td>Colonial Banes, Inc.</td>
<td>15,486</td>
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<tr>
<td>Seaside Oil Co.</td>
<td>15,701</td>
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<tr>
<td>Wilmington Transportation Co.</td>
<td>13,737</td>
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<tr>
<td>Antelope Refining Co.</td>
<td>11,365</td>
</tr>
<tr>
<td>Alexander Smith &amp; Sons Carpet Co.</td>
<td>10,365</td>
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<tr>
<td>Bekins Van &amp; Storage Co.</td>
<td>7,881</td>
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<tr>
<td>General Motors Corp.</td>
<td>6,431</td>
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<tr>
<td>Hudson's</td>
<td>6,089</td>
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<tr>
<td>Nestle's Milk Products, Inc.</td>
<td>5,192</td>
</tr>
</tbody>
</table>

**TOTAL**                                            **$41,584,178**

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## Mutual Broadcasting System 1941 Sponsor Expenditures

<table>
<thead>
<tr>
<th>Sponsor Name</th>
<th>Expenditures</th>
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<tbody>
<tr>
<td>Bayuk Cigars, Inc.</td>
<td>$786,415.20</td>
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<td>General Mills, Inc.</td>
<td>602,273.92</td>
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<td>Gospel Broadcasting Association</td>
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<tr>
<td>General Cigar Company</td>
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<tr>
<td>Wampler Company</td>
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<td>*Pharaco, Inc.</td>
<td>333,568.62</td>
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<tr>
<td>American Safety Razor Corp.</td>
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<tr>
<td>Coca-Cola Co.</td>
<td>301,567.28</td>
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<td>Gillette Safety Razor Co.</td>
<td>324,429.25</td>
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<td>R. B. Sealer, Inc.</td>
<td>274,791.21</td>
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<td>Land O'Lakes Creameries, Inc.</td>
<td>283,369.79</td>
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<td>Whitehall Pharmaceutical Co.</td>
<td>227,165.50</td>
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<td>*Richfield Oil Corp. of New York</td>
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<td>Lutheran Laymen's League</td>
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<td>Wheeling Steel Corp.</td>
<td>135,239.56</td>
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<tr>
<td>Axton-Fisher Tobacco Corp.</td>
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<td>P. Ballantine &amp; Sons</td>
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<td>Zone Products, Inc.</td>
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<td>American Can Company</td>
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<td>Barbasol Company</td>
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<tr>
<td>Delayware, Lackawanna &amp; Western Coast Co.</td>
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<td>Young People's Church of the Air</td>
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<tr>
<td>Howard Clothes, Inc.</td>
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<tr>
<td>Marrow's, Inc.</td>
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<td>Piel Bros.</td>
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<td>Macfadden Publications, Inc.</td>
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<tr>
<td>Parker Pen Company</td>
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<tr>
<td>Iglehart Brothers</td>
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<tr>
<td>American Tobacco Foundation</td>
<td>87,452.00</td>
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<tr>
<td>Detroit Bible Class</td>
<td>33,184.18</td>
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<tr>
<td>Griffin Manufacturing Company</td>
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<td>Studebaker Corporation</td>
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<td>Illinois Meat Company</td>
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<td>Cudahy Packing Company</td>
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<td>Hecker Products Corp.</td>
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<td>Land O'Lakes Creameries, Inc.</td>
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<td>Chrysler Sales Division</td>
<td>21,832.00</td>
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<tr>
<td>V. LaRosa &amp; Sons, Inc.</td>
<td>21,365.16</td>
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<td>Peter Paul, Inc.</td>
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<td>American Tobacco Foundation</td>
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<td>Paul F. Beich Co.</td>
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<td>Texaco Company</td>
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<td>United Air Lines, Inc.</td>
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<td>Charles R. Knox Gelatine Co.</td>
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<td>Paramount Pictures Corp.</td>
<td>7,069.50</td>
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<td>Ruma Wine Company</td>
<td>5,864.10</td>
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<td>Pabst Sales Company</td>
<td>4,812.20</td>
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<td>Hebrew Evangelization Society</td>
<td>4,157.00</td>
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<tr>
<td>Shrine East-West Football Game</td>
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<td>Cessna Aircraft, Inc.</td>
<td>3,217.00</td>
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<tr>
<td>National Fellowship for Prayer and Evangelization</td>
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<tr>
<td>Walter Wanger Productions</td>
<td>1,557.88</td>
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<tr>
<td>John B. Canepa Co.</td>
<td>1,151.00</td>
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<tr>
<td>El Paso Board of Development</td>
<td>856.75</td>
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</tbody>
</table>

** Locally sponsored (Co-Op. Clients) ** 145,974.64

**Grand Total**                                              **$7,390,956.02**

*Includes billing for White Laboratories. 
*Includes billing for Sherwood Brothers.

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## National Broadcasting Co. 1941 Sponsor Expenditures

**Not Available**

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**101**
TEAM-WORK IN RADIO SELLING

By Frank E. Pellegrin, NAB Director of Broadcast Advertising

"LET'S make it easier to buy radio!"

That was the rallying cry of sales managers at the 1941 convention of the National Association of Broadcasters. There was plenty of eloquence—and cold, hard facts—to support the plea. Attending the convention were about 200 radio sales managers, and station managers in charge of sales. Most of these had some incident or example to cite. Also attending were national station sales representatives, who were faced with the problem unceasingly in their daily contacts with buyers of radio advertising. And also in attendance were some of the leading agency time buyers of the country—men and women whose sympathies were with radio, but who, through hard experience, had learned that radio of all media is most difficult to buy.

Out of the breakfast meetings, the round-table discussions and the general sessions of that convention came the conviction that the major aim of the NAB Department of Broadcast Advertising for the year would be "to make it easier for more advertisers to buy more time on more stations."

Committee Set-up

The department lost no time in going to work. The new Sales Managers' Executive Committee was quickly appointed, along the lines authorized last spring by the NAB Board of Directors. This new committee is headed by a chairman, chosen at large—Eugene Carr, Assistant Manager of WGAR, Cleveland, a veteran in NAB sales work. On the committee are representatives of small, medium and large stations; Dietrich Dirks of KTRI, Sioux City, Ia.; E. Y. Flanigan of WSPD, Toledo, and John Butler of WSB, Atlanta. Also on the committee are representatives of the three networks; George Frey of the National Broadcasting Co., New York; Arthur Hull Hayes of the Columbia Broadcasting System and WABC, New York; and Linus Travers of the Mutual-affiliated Yankee and Colonial networks and WAAB, Boston.

In each of the 17 NAB Districts a Sales Managers' chairman is appointed by the NAB District director. These 17 serve as a General Committee for the department and assist in the conduct of sales managers' meetings in their respective districts. Calls were sent out for a series of fall (1941) meetings, one in each district. Meantime, the Executive Commit-

tee called a meeting in New York, and invited the Radio Executives Club of New York to send its own committee to work on joint problems. National station sales representatives, who are also associate members of the NAB, were likewise invited. They came, and found that radio sales problems, hitherto confined largely to meetings of NAB sales managers, were likewise their own problems. Out of this and subsequent joint meetings, plus a constant exchange of ideas in personal calls and by correspondence, came a new spirit of team-work—a spirit of give-and-take and mutual understanding on the part of sales managers and agency time buyers.

Accomplishments

Throughout, the emphasis was placed on definite, concrete action. Consequently when we attended the fall series of NAB District Meetings to report on industry sales problems, it was possible to take along a series of definite proposals, specific recommendations, evidence of work already accomplished, and an outline of new problems to be solved. For example, buyers of radio time had long complained that radio rates were difficult to apply to any given campaign. All stations publish a rate card, and Radio Advertising Rates and Data carries the published rates of all stations. Yet, the time buyers pointed out that because of lack of standardization and lack of uniformity as to frequencies allowed, discounts, etc., it was extremely annoying and actually difficult to make up a station list for presentation to a client. Therefore they made two specific requests: that stations extend all rates to show the net under each frequency, and that frequency discounts be established on the basis of frequent use, such as 13, 26, 52, 104 and 260. When this problem, fairly simple in itself and yet a part of the whole job of "making it easier to buy radio," was discussed at the district meetings, broadcasters throughout the country were quick to express their willingness to cooperate. Similarly helpful proposals were made and adopted on such items as weekly program schedules; station coverage maps and surveys; standard contract forms; local and national rates, and many others.

Extensive work was done by the NAB in building a list of manufacturers with dealer-co-operative advertising policies,
believed to be the only such list in existence. Definite steps were taken with agencies to curtail the free-time and pre-inquiry abuses, and to establish the industry-wide policies in this respect that had long ago been adopted by the broadcasters. “The Broadcast Advertising Record,” produced jointly by the NAB Department of Research and Department of Broadcast Advertising, was fully explained to the industry as radio’s media record, and also as a definite selling tool.

**Industry Cooperation**

Because of information gained through the new program of cooperation with time buyers and others interested in radio, it was possible to focus the industry’s serious attention on the implied and direct threats aimed at the medium by recently formed radio “checking services,” and to make these expensive services unnecessary to clients by putting into effect, wherever needed, self-checking systems that would be complete, accurate and thoroughly reliable. A nationwide survey on merchandising policies and practices was conducted and released to the industry. These and many other special activities high-lighted the accelerated program of the Department of Broadcast Advertising during the last nine months of 1941. Trade studies were published and distributed; a national clearing-house for radio case histories of all types was instituted; numerous special manuals and bulletins were released; helpful speeches and articles on radio advertising were gathered and printed, and “summary tables” on a variety of account classifications, giving factual data never before available, were released to members as an aid to increased sales.

New and pressing problems in radio selling, brought about by the first war period to be faced by American broadcasters, were given searching consideration. Numerous phases of these problems were explored and courses of action were recommended. Of particular significance and value was a special study on “The Effect of Priorities on Radio Advertising,” combining the known experiences of England and Canada with the best American thought on the subject.

Sales managers were urged to realize as never before that, despite the many grave problems facing American broadcasters—problems related to the war as well as others totally unrelated to it—the most basic and fundamental problem of all is that of maintaining station revenue, in order that the free American system of broadcasting may be preserved.

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**RADIO COVERAGE REPORTS SALUTE THE TIME BUYER**

To most people, broadcasting is music, entertainers, familiar voices. It is laughter and song, the great American political arena, the world of sports, drama, orchestra and quiz.

But these are only the outer facets of a complex structure of skills and instruments. There is an essential though hidden world of engineers who distribute radio features and the advertising accompanying them.

Of late years, the allocation engineer has been able to produce a dozen radio stations where but one appeared before. He has produced fantastic coverage patterns, suppressing here and expanding there. He has discovered many queer nooks and crannies for new additions to station lists. And, in this process, familiar stations have been rivals or displaced by new sources of good service or have been eliminated entirely from the listener’s visiting list by interference, bringing a new alignment of service to the listener in every population concentration of the land.

The time buyer has dealt patiently and understandingly with this world of increasing confusion and has done his part to keep broadcasting useful and profitable to the advertiser. Although an essential link to successful broadcasting, his work is largely taken for granted by agency clients and often by agency executives themselves. The time buyer’s task has hundredfolded in complexity in ten years. In some agencies, time buying staffs are decidedly underpaid and undermanned.

Radio Coverage Reports are the only comprehensive, comparable and uniform source of information on broadcasting distribution for all important communities and for all stations, regardless of affiliation. No agency, conscientious in its service to its clients, up-to-date in its thinking and methods and prepared to meet the even greater confusion and complexity of the coverage situation of the immediate future, operates its radio department without Radio Coverage Reports and a staff experienced and competent to use them. Some of the largest users of radio advertising would not entrust the servicing of their account to any agency which does not have Radio Coverage Reports. They are as essential to the time buyer as the microphone is to the program director.

**EDGAR FELIX, Director, RADIO COVERAGE REPORTS**

18 East 48th Street  New York, N. Y.
CHECK-LIST FOR SPOT BUYING AND SELLING

By N. Charles Rorabaugh, President, National Radio Records

A. Coverage
1. Power and Frequency.
2. Directional—if so, what it proves (B).
3. Significance of FCC classification relative to competition.
4. Soil conductivity.
5. Unusual interference situations due to foreign cross channel or other interference.
6. Day vs. night distinctions and differences.
7. Cost per 1000 homes (F).
8. Organization of coverage maps.
9. Comparative importance of markets served vs. other neighboring stations.
10. Coverage statistics relative to population, retail sales, radio homes, farm facts, etc.

B. Facilities
1. Date and make of transmitter.
2. Directional equipment and what it proves (A).
3. Studios—make and condition and location as to public attendance, also seating capacity.
4. Remote equipment permanently maintained (D).
5. Transcription equipment.

C. Affiliations
1. Newspaper or Farm paper.
2. Local organizations of prestige.
3. Is competitor affiliated with any organization tending to limit or bias his operation?
4. With other stations tending to improve management.
5. Importance of individual owner in community.
6. With colleges, universities, boards of trade, government agencies, etc.—indicating excellence of operation (D).
7. History of station and events leading up to and securing its audience acceptance.

D. Programs
1. Network affiliation.
2. Number of network hours.
3. Exclusivity of network in area or duplication of competitors' network area.
4. Surveys and what they say: CAB, Hooper, and others.
5. Various station awards.
6. Outstanding local shows—the names of them and the results from them.
7. Audience mail.
9. Size of orchestra and production staff.
10. Program and production personnel—who are they and what do they mean locally?
11. Community cooperation and tangible recognition thereof by local authorities.
12. Dominance in any particular type of program; news, sports, etc.
13. Relation of station to accepted outlets in Chicago and New York.
15. Special program events or packages to be sold.
16. Special programs appealing to a particular group.
17. Programs produced for networks.

E. Results and Accounts
1. Local prestige accounts.
2. National prestige accounts.
3. Result stories of especial import.
4. Commercial mail—geographic distribution and also by programs (D).

F. Rates
1. Rate card analysis.
2. Competitive advantages in rate card.
3. Are service features packaged separately with package rates?
4. Cost per M homes.
5. Spot vs. network costs.
6. Special combination rates available.
7. Retail and/or National differentials.

G. Promotion and Merchandising
Nature of merchandising service maintained by station:
1. Newspaper promotion.
2. Taxicab covers or signs.
3. Street car and bus posters.
5. Point of sale promotion.
6. Package stuffers.
7. Pre-Announcements.
8. Letters to trade.
9. Window displays.
10. Theatre displays.
11. Calls on trade.
12. Survey work.

H. Criticism
1. Of Representative:
   Standing, etc.
   Nearby conflicts.
   Character of list out of keeping with a given station.
2. Of Station’s sales effort: Promotion.
This is London... Ankara... Singapore...
Through Studio 9 flows the news of the world

Center of a newsgathering organization whose outposts span the meridians, Studio 9 never sleeps. Day and night, over the CBS network, it reports the news to all America—the news that heartens when it is good, that renews determination when it is bad.
From Ankara to Sydney, from Buenos Aires to Moscow, from San Francisco to Singapore, CBS reporters are there when it happens. From 56 foreign cities in 1941, CBS broadcast a thousand first hand accounts of world developments. And today, at strategic news points all over the world, CBS men are telling their stories into distant microphones, or reporting their news to general headquarters back in New York.
Through Studio 9 flows the news of the world

Center of a newsgathering organization whose outposts span the meridians, Studio 9 never sleeps. Day and night, over the CBS network, it reports the news to all America—the news that heartens when it is good, that renews determination when it is bad.

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In twenty-one languages...

the CBS "listening post" plucks from the air the news of the world—news in Japanese, German, Italian, Spanish, Portuguese and Russian and fifteen others. Wherever and whenever news is being made, it is heard and recorded at the CBS listening post.

Out of radio has been born this kind of journalism unknown to past wars. And under the direction of one of the world's great editors, CBS has played an important role—perhaps the major one—in bringing radio journalism to maturity. CBS news men have been called the greatest reporters of our time. Davis, Murrow, Shirer, Brown, Trout, Daly—are names well in the forefront among radio's newsmen. And through them—CBS upholds its now traditional standing as the prime radio news source for the American people.

The Columbia Broadcasting System
RADIO IS BUILDING MORALE

By Major Jean V. Grombach, 165th Infantry (69th N.Y.)
Morale Officer, 27th Division

PSYCHIATRY approaches its problem by extremes. Therefore psychiatric consideration of morale begins with the study of demoralized people on the road to panic, terror, and the “muthouse.” Morale outside of psychiatry has a simple and non-lunatic meaning. Morale is “guts.” However, in an age of the sound-track and the carrier-wave there can be no courage without conviction.

Morale is mental and vital because modern wars are no longer won—they are lost. Infantry assault is prepared by dive-bombers at six hundred miles per hour. But dive-bombers are preceded by words at 186,000 miles per second.

Today psychiatrist, soldier, and showman agree that morale means conviction, inspiration, confidence, and relaxation.

Powerful Medium

Radio is the most powerful medium, if properly used, to convince every individual through the many millions of radio sets in the continental limits of the United States of his place, responsibility, and rewards, and the like conviction of his fellow-citizens.

Radio is an artistic medium for the inspiration of the individual and all groups in the principles and purposes of Democracy and Democracy's ability to cope with the economic problems of the world more fairly and more effectively than either Communism or Fascism.

Radio is an intimate medium which can teach millions of individuals and hundreds of groups confidence in themselves, in their neighbors, in their leaders, and in their country.

Radio is the entertainment medium that can reach the “mostest” people to relax the individuals and groups from the crises imposed on them by the war and war’s responsibilities and sacrifices.

Commercial radio has aided the morale of the Nation through entertainment, the sugar-coating for the messages of everything from soup to nuts and from laxatives to locomotives. Now it can continue to do that as well as convincing and inspiring.

The statement that we are fighting to make the world safe for Democracy may no longer suffice. The fact that we are not fighting to preserve capital or private monopoly against Socialism or government dictatorship must be actually dealt with on the radio and handled as cleverly and carefully as Germany sold National Socialism in Europe and advertisers sold their products in America.

Army Morale

Radio has been of tremendous importance in Army morale, and in civilian morale which is the greatest single factor influencing military morale. It will not be long, in the writer's opinion, before the government begins programs through the Coordinator of Information aimed to convince and inspire the mass radio audience while other programs of pure entertainment already relax and give confidence. Also, within another year the Army, through the Special Services Branch, should have a program employing the commercial broadcasting principles of cumulative interest, identity through sameness of pattern and effectiveness through entertainment and craftsmanship. These programs will be professional in their presentation and national and international in their scope.

Conclusion

So far Army radio programs have done much locally, but because they are sporadic and radio is cumulative, and because they have bordered on education while radio concentrates on entertainment, none have ever gotten an audience rating of 1.5 per cent nor even a listening audience in the camp from which they initiated of more than 5 per cent.

Now with an entertainment vehicle and with attention to cumulative power and regular days and times of broadcast, an Army program will command real audiences and increase its specific value to Army morale.

Radio in general will probably prove itself before this war is over the greatest single factor in morale throughout the world. From the Arctic to the Antipodes and from Cathay to the Caribbean, it will inspire all to greater effort.
Esther Ralston

as

"WOMAN OF COURAGE"

exclusively for Colgate-Palmolive-Peet

Ted Bates, Inc.

CBS—Mon. thru Fri.—10:45 A.M., EWT. (Repeat broadcast: 3:45 P.M., EWT.)

Ken Dolan & Co.
New York-Hollywood
NEWS SERVICES

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

Executives
President........................................Joseph V. Connolly
Editor-In-Chief........................................Barry Faris
News Editor............................................Leo Dolan
Business Manager........................................Walter E. Moss
Sales Manager...........................................John A. Brogan, Jr.

Press Association, Inc. (Associated Press)
New York—50 Rockefeller Plaza..........................Circle 7-1357

Executives
General Manager.......................................William J. McCambridge
Assistant General Manager...........................Oliver Gramling
Radio News Editor......................................Tom O'Neill

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

Executive
President................................................Frederick M. Harmon

Transradio Press Service, Inc.
New York—521 Fifth Avenue............................MUrray Hill 2-4053-4

Executives
President................................................Herbert Moore
Vice-President-Editor..................................Dixon Stewart
V-P and General Sales Manager......................Sims Guckenheimer

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

Executives
President................................................Hugh Baillie
Vice-President-General Sales Manager..............E. M. Williams
Radio News Manager...................................A. L. Bradford
Radio Sales Manager...................................A. F. Harrison
OFFICERS of SPOT SALES, Inc.

JAMES D. SHOUSE, President
LOREN L. WATSON, Executive Vice-President and General Manager
WILLIAM B. DOLPH, Vice-President and Treasurer
ROBERT DUNVILLE, Vice-President
E. M. (Peggy) STONE, Secretary

IN NEW YORK
Loren Watson, Sales
Peggy Stone, Sales

IN CHICAGO
Petersen Kurtzer, Sales

IN SAN FRANCISCO
John Livingston, Sales
Radio station representatives have been responsible in no small measure for the phenomenal growth of broadcasting in the past two decades. Their cumulative efforts in selling both spot and network time to national and regional advertisers, in servicing agencies and in supplying pertinent information, availabilities and other data, have contributed much to the industry which, because of its national characteristics, depends on the station representative to perform a most valuable and indispensable service.

**ADAMS & ADAMS**

New York—11 East 44th St. ........................................... MURray Hill 2-6148
John T. Adams.


**JAMES L. ALEXANDER**

Toronto—Concourse Bldg., James L. Alexander, Manager .......................... Adelaide 9594
Montreal—Drummond Bldg., James Lafarro, Manager ............................... MR 5838


**ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.**

(Latin American Representative)

New York—420 Lexington Ave ........................................... MURray Hill 5-6515
Edwin Seymour, Vice-President.

Bogota, Colombia—Calle 13, No. 9-63, Apartado Aereo 4248.

M. Garcia Pena, President; Bernard Jennings, Program Producer.

Stations—All stations in Colombia, South America.

**ALL-CANADA RADIO FACILITIES LIMITED**

Calgary—Southam Bldg. .................................................. M 7691
H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

Montreal—Dominion Square Bldg., B. Hall ................................. Lancaster 6400

Toronto—Victory Bldg., G. F. Herbert ............................................ Elgin 2464

Winnipeg—Free Press Bldg., P. H. Gayner ........................................... 8-466

Vancouver—543 Seymour St., J. E. Baldwin ...................................... Marine 3344


**THE AMERICAN NETWORK**

New York—60 East 42nd St. ........................................... MURray Hill 2-2737
John Shepard, 3rd, President; John R. Latham, Executive Vice President; Walter Damm, Vice President; Gordon Gray, Secretary-Treasurer.

**ASSOCIATED BROADCASTING CO., LTD.**

Montreal—Dominion Square Bldg. Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; G. Ticktin, Secretary-Treasurer; R. Wilson, Sales Director; S. Vineberg, Program Director; J. Fuller, Script Director; E. Berkley, Talent Director; J. O. Denis, French Director; R. Desrochers, French Scripts; J. Feldman, Recording Department.

**ASSOCIATED RADIO MARKETS**

Minneapolis—914 Northwestern Bank Bldg. Atlantie 3774
Alden R. Grimes, Manager; Robert E. Stark, Assistant Manager; Marjorie Collins, Merchandising; Larry Graham, Station Relations.

**BERTHA BANNAN**

(New England Representative*)

Boston—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary HUBbard 4370


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

---

**WE SELL TIME**

**For joe**

AND COMPANY

NATIONAL REPRESENTATIVES

- NEW YORK OFFICE
  JOSEPH BLOOM, Mgr.
  19 West 44th Street
  VAnderbilt 6-5080

- CHICAGO OFFICE
  FORREST U. DAUGHDRILL, Mgr.
  333 N. Michigan Avenue
  FRAnklin 7100

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**WILLIAM G. RAMBEAU COMPANY**

RADIO'S FIRST SPECIAL REPRESENTATIVES

- CHICAGO
  NEW YORK
  LOS ANGELES
  SAN FRANCISCO
WALTER BIDDIK COMPANY

Los Angeles—568 Chamber of Commerce Bldg..................................................Richmond 6184
Walter Bidwell, Manager; M. Cornell, Guy Mead, M. Thompson.
San Francisco—673 Monadnock Bldg., R. J. Bidwell, Manager.........................Garfield 0947

San Francisco Stations—WSGN, Birmingham, Ala.; KIEF, Glendale, Calif.; KFOX, Long
Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento,
Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; KFXD, Nampa, Idaho; WJJD, Chicago, Ill.; WIBW, Topeka, Kansas; WGRG, Louisville,
Ky.; KFBB, Great Falls, Montana; KORN, Fremont, Nebraska; KENO, Las Vegas, Nevada; WIBX, Utica, N. Y.; KAST, Astoria, Oregon; KBKR,
Baker, Oregon; KBND, Bend, Oregon; KODL, The Dalles, Oregon; KLBM, La
Grande, Oregon; KOOS, Marshfield, Oregon; KXRO, Aberdeen, Washington; KDFN,
Casper, Wyoming; KPOW, Powell, Wyoming.

R. J. BIDWELL COMPANY

San Francisco—681 Market St., R. J. Bidwell, Manager......................................Garfield 0947
Los Angeles—1031 South Broadway.................................................................Prospect 3746

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.................................................................Superior 8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles
Ditcher, Blake Blair, William R. Cline.
New York City—341 Madison Avenue...............................................................Murray Hill 9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Thomas
B. Coleman, Jr.
Detroit—New Center Bldg., R. H. Bolling.......................................................Madison 7889
Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveney..............Prospect 3584
San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.......................Douglas 3188
St. Louis—350 Paul Brown Bldg., J. Chris Hetherington.................................Chestnut 5688

San Francisco Stations—KOY, Phoenix, Arizona; KTHS, Hot Springs, Arkansas; KHJ, Los Angeles,
California; KGB, San Diego, California; KFRC, San Francisco, California; KDB, Santa
Barbara, California; KFEL, Denver, Colorado; WJAX, Jacksonville, Florida; WQAM,
Miami, Florida; WFLA, Tampa, Florida; WAGA, Atlanta, Georgia; KIDO, Boise,
Idaho; WLS, Chicago, Illinois; WFBR, Baltimore, Maryland; WOW, Omaha, Nebraska; WNBF,
Binghamton, New York, New York; KFMY, Bismarck, North Dakota; WBNS, Columbus,
Ohio; WHP, Harrisburg, Pennsylvania; WGBI, Scranton, Pennsylvania; WROL,
Knoxville, Tennessee; KTRH, Houston, Texas; KTSK, San Antonio, Texas; KDYL,
Salt Lake City, Utah; WBMB, Richmond, Virginia; WMMN, Fairmont,
West Virginia; Wheeling, West Virginia; KMO, Tacoma, Washington; KIT, Yakima,
Washington; KGMB-KHBC, Honolulu, Hawaii; Don Lee Network.

BOGNER & MARTIN

New York—295 Madison Avenue.................................................................Ashland 4-6698
P. Joseph Bogner, John P. Martin.
Chicago—540 N. Michigan Avenue, Frank R. Buck, Manager..........................Delaware 1055

San Francisco Stations—WHDF, Calumet, Michigan; WJMS, Ironwood, Michigan; WBTA,
Batavia, New York, New York; WATW, Ashland, Wisconsin; WIGM, Medford, Wisconsin.

THE BRANHAM COMPANY

New York—230 Park Avenue.................................................................Murray Hill 6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly,
Manager of radio department.
Chicago—360 N. Michigan Avenue.................................................................Central 5726
John Petrie, President; E. F. Corcoran, Vice-President; Joseph Timlin, Manager
of radio department.
Detroit—General Motors Bldg., Harry Anderson............................................Trinity 1-04-10
Dallas—Texas Bank Bldg., A. J. Putman.........................................................Dallas 2-8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough................................................Walnut 4851
St. Louis—Arcade Bldg., Sloane McAuley.....................................................Chesnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon...........................................Harrison 1023
San Francisco—5 Third Street, George D. Close............................................Garfield 6740
Los Angeles—448 S. Hill Street, J. H. Hornung............................................Michigan 1269
Seattle—1004 Second Avenue, A. G. Neitz....................................................Melrose 9193

115
Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls....Charlotte 8839

Stations—KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; KBIX, Muskogee, Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg).

BRITISH BROADCASTING CORPORATION

New York—630 Fifth Avenue..........................................................Circle 7-0656

L. Wellington, North American Director.

BROADCASTING ADVERTISING, INC.

(New England Representative®)

Boston—8 Newbury St..........................................................KENmore 0851

J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Space Buyer.

Stations—WTIC, Hartford, Conn.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WJAR, Providence, R. I.; The Marjorie Mills Hour (program).

/Stations represented on a regional basis in New England only for the Marjorie Mills Hour.

HOWARD C. BROWN COMPANY

Hollywood—6418 Santa Monica Blvd..........................................Hollywood 6045

Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand; Legionnaire Transcription Co., Melbourne, Australia; Amalgamated Wireless Transcription Co., Sydney, Australia.

BURN-SMITH COMPANY, INC.

New York—9 East 40th St., C. Otis Rawalt, Louis J. Moore...........Murray Hill 6-9151

Chicago—307 N. Michigan Ave., John Toothill, President; John Murphy....Central 4290

Stations—KMTR, Los Angeles, Calif.; WNLC, New London, Conn.; WATR,

National Foreign Language Broadcasting Service

* Pioneers in the specialized field of Foreign Language Broadcasting.

* We offer Productive Program ideas in every language.

* Pertinent Facts, Figures and capable Station Presentation.

J. FRANKLYN VIOLA & CO.

152 WEST 42nd STREET

NEW YORK CITY

RADIO
REPS
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<td>Stations-WJAX, Jacksonville, Fla.;</td>
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<td>DE LISSER, INC.</td>
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<td>New York—10 Rockefeller Plaza</td>
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<td>William F. Gallagher, President;</td>
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<td>William T. Moles, Sales Manager.</td>
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*Stations represented on a regional basis in Southeastern United States only.

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DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street. 

Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.

Stations—CJLS, Yarmouth, N. S.; CKTB, St. Catharines, Ont.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

THE FOREMAN COMPANY

Chicago—Wrigley Bldg. 

Edwin G. Foreman, Jr., President; George Roesler.

New York—247 Park Ave, Stanley Young, Lillian E. Selb. 


FORJOE & COMPANY

New York—19 West 44th Street. 

Forrest U. Daughdrill, Partner; Egmont Sonderling; William L. Klein.

Joseph Bloom, Partner; Frank S. Daniels; Z. Golobe.

Chicago—201 N. Wells St. 


Foreign Language Representation—National Foreign Language Broadcasting System.

R. C. FOSTER & COMPANY

Boston—507 Statler Bldg. 

Ralph C. Foster, Manager; Gertrude Saxe, Secretary.


Represented on regional accounts only.

FREE & PETERS, INC. 

(and Free, Johns & Field)

New York—247 Park Avenue. 

H. Preston Peters, Vice-President; Russel Woodward, Sales Manager; C. Terence Clyne, Ewart M. Blain, Edward H. Benedict, William A. Chalmers.

Chicago—180 N. Michigan Avenue. 


Atlanta—322 Palmer Bldg., James M. Wade.

San Francisco—111 Sutter Street, A. Leo Bowman.

Detroit—New Center Bldg., Charles G. Burke.

Los Angeles—1512 N. Gordon St., Hal W. Hoag.

Stations—KARM, Fresno, Calif.; KECA, Los Angeles, Calif.; KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, la.; WHO, Des Moines, la.; KMA, Shenandoah, la.; WAVE, Louisville, Ky.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; WGR-WKWB, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati,

**ROMIG C. FULLER & ASSOCIATES**

(Northwest Representative®)

Seattle—1411 Fourth Ave. Bldg.  

*Stations represented on a regional basis only.*

**W. S. GRANT COMPANY**

San Francisco—580 Market St., W. S. Grant, General Manager  
Los Angeles—Hellman Bldg., H. H. Conger  
**Stations—** KHSL, Chico, Calif.; KYOS, Merced, Calif.; KVCV, Redding, Calif.; (also represents stations on William G. Rambeau Co. list).

**HOMER OWEN GRIFFITH**

**Hollywood—** 6362 Hollywood Blvd.  

**MELCHOR GUzman COMPANY, INC.**

(Latin American Representative)

**New York—** 9 Rockefeller Plaza, A. M. Martinez  
**Stations—** Argentina: LR1, LRX & LRU, Buenos Aires; Blue & White Network: LU2, Bahia Blanca; LU4, C. Rivadavia; LV2, Cordoba; LV10, Mendoza; LT5, Resistencia; LU12, Rio Gallegos; LT3, Rosario; LV9, Salta; LV3, San Juan; LT9, Santa Fe; LV7, Tucuman.

Bolivia: CP3, CP38 & CP2, La Paz.

Brazil: 75 stations.

Chile: CB57 & CB1180, Santiago; CB90, Valparaiso; RADIO Nacional de Agricultura Network: CA141, Antofagasta; CC56, Concepcion; CA65, Iquique; CD113, Magallanes; CD101, Puerto Montt; CD69 & CD1190, Valdivia.

Colombia: HJAN-B, Barranquilla; HJJCZ-X, Bogota; HJGB-K, Bucaramanga; HJEB-D, Cali; HJAE-F, & HJAD, Cartagena; HJBB-C, Cucuta; HJFX & HJED-D, Manizales; HJEA-E, Pereira.

Costa Rica: TIPG & TIGPH, San Jose.

Cuba: CMCK-COCQ & CMO-COCQ, Havana; CMQ Network: CMJL & CMJK, Camaguey; CMKJ & CMKF, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMGE, Cardenas; CMKW, CMKG & COKG, Santiago.

Dominican Republic: HIZ-HI1Z, C. Trujillo.

Ecuador: MCBR, Guayaquil, HCJB, Quito.

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

Honduras: HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEFI, Chihauhua; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEDS, Mazatlan; XEZ, Merida; XEW-XFWW, XEQ-XEQQ, Mexico City; XET-XETA, Monterrey; XEGL, Navajoa; XEFW-XETW, Tampico; XETB, Torreon.

Nicaragua: YNRS & YNPH, Managua.

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

Peru: OAX6B, Arequipa; OAX1A, Chicayo; OAX5B-C, Ica; OAX4A-T-Z, Lima.
Puerto Rico: WIAC & WKAQ, San Juan.
El Salvador: YSR, San Salvador.
Venezuela: YV6RA-U, C. Bolivar; YV5RA-N, Caracas; YV1RF-X, Maracaibo.

ARThUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Ave. .................................................. Central 7553
Arthur Hagg, President; Myrtle Luhnow, Secretary.

New York—366 Madison Ave., Phil A. Broderick, Manager .............. Murray Hill 2-8865

Kansas City, Mo.—P. O. Box 5908, West Port Station, George W. Bauer

Denver—1863 Wazee St., Jack Perry, Manager .......................... Keystone 2371

Omaha—300 Brandeis Theatre Bldg., Frank P. Samuels, Manager .... Jackson 7319

Oklahoma City—2715 N. 12th St., Ted McCorkhill, Manager ......... 5-7272

Stations—KGNO, Dodge City, Kan.; Oklahoma Network; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KTK, Oklahoma City, Okla.; KGFF, Shawnee, Okla.; KOME, Tulsa, Okla.

HEADLEY-REED COMPANY

New York—420 Lexington Ave. .................................................. MURray Hill 3-5470
Frank M. Headley, President; Lester J. Blumenthal, Sterling B. Beeson, John D. Allison.

Chicago—180 N. Michigan Ave. ................................................. Franklin 4686
Dwight S. Reed, Vice-President; John W. Davis.

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

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


HOMER HOGAN

Chicago—410 N. Michigan Ave., Homer Hogan ............................ Whitehall 4488
Dallas—912 Commerce St. ......................................................... Dallas 2-8868
Carr P. Collins.

Stations—XEAW, Reynosa, Mexico.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue .......................................... State 2898
George P. Hollingbery, President; Walter S. Holden, Fred F. Hague, Paul J. Senft.

New York City—420 Lexington Avenue ....................................... MURray Hill 3-9447
F. E. Spencer, Jr., Manager; Robert Davies, Donald A. Donahue, Harry Betteridge.

Detroit—Park & Adams Street, Fred F. Hague, Manager ................. Cherry 5200

Atlanta—Walton Bldg., G. M. Kohn, Jr. ...................................... Walnut 4039

San Francisco—115 Sansome St., R. J. Birch, Manager ................... Douglas 4393

Los Angeles—607 S. Hill St., J. V. Fisher, Manager ...................... Van Dyke 7386


GEORGE T. HOPEWELL

New York—101 Park Ave., George T. Hopewell .......................... Lexington 2-3783

Chicago—75 E. Wacker Drive, E. J. Powers, Manager .................. Central 4461

Stations—WHYN, Holyoke, Mass.

INLAND BROADCASTING SERVICE

Winnipeg, Man.—171 McDermot Ave........................................... 92531
Dawson Richardson, President; L. J. Ham, Secretary-Treasurer; R. H. Elleker, Manager.

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

**INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES**

**New York**—507 Fifth Ave.........................................Vanderbilt 6-6075

George Abraham, President; Louis M. Bloch, Jr., Business Manager; David W. Borst, Technical Manager; Jean MacInnis, Executive Secretary; Lawrence Lader, Director of Programs and Production.

**Schenevady**—720 State St., David W. Borst.

**College Stations**—Brown University, Providence, R. I.; Colorado College of Education; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Knox College, Galesburg, Ill.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; Union College, Schenecaday, N. Y.; University of California, Berkeley, Calif.; University of California at Los Angeles, Los Angeles, Calif.; University of Connecticut, Storrs, Conn.; Wesleyan University, Middleton, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.

**THE KATZ AGENCY, INC.**

**New York City**—500 Fifth Avenue....................................Longacre 5-4594


**Chicago**—507 N. Michigan Avenue..................................Central 4238

G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, Stanley Reulman, Buell Herman, Earl Hodgson, David H. Decker.

**Detroit**—General Motors Bldg......................................Trinity 2-7685

Ralph Bateman, Manager; Joseph T. Ott.

**Kansas City**—Bryant Bldg..........................................Victor 7095

Gordon Gray, Manager; Thomas J. Flanagan, Jr.

**Atlanta**—22 Marietta Street Bldg................................Wheat 4795

Fred M. Bell, Manager; Marvin Smith.

**Dallas**—Republic Bank Bldg., Frank Brimm........................................Dallas 2-7936

**San Francisco**—Monadnock Bldg....................................Sutter 7498

Richard S. Railton, Manager; Thomas M. Ray.


**JOHN KEATING**

**Portland, Ore.**—Studio Bldg.....................................BEacon 1009

John Keating, Manager; James McLaughlin, Assistant Manager.


*Represented on regional accounts only.

**JOSEPH HERSHEY McGILLVRA**

**New York**—366 Madison Avenue (Main Office)..........................MUrray Hill 2-8755

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Joseph H. McGillvra, Owner; Adam J. Young, Jr., Sales Manager; James W. LeBaron, George J. Arkedis.

Chicago—919 North Michigan Avenue ..................................... Superior 3444
Allen R. Koehler, Joseph R. Spadea.

Los Angeles—445 Western Pacific Bldg., Philip Bissell, Manager ............... Prospect 5319
San Francisco—637 Mills Building, Duncan A. Scott, Manager ................. Sutter 1393

Stations—KELD, El Dorado, Ark.; KLX, Oakland, Calif.; WBBY, Waterbury, Conn.;
KINY, Juneau, Alaska; WNEL, San Juan, Puerto Rico; CJCJ, Calgary, Alta.;
CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; XEW-XEQ, Mexico City, Mexico.

J. P. McKinney & Son, Special Agent

New York City—30 Rockefeller Plaza, N. L. O'Brien ...................................... Circle 7-1178
Chicago—400 N. Michigan Avenue, C. W. Erwin ..................................... Superior 9866
San Francisco—681 Market St., R. J. Bidwell ........................................ Sutter 5333


Midnight Sun Broadcasting Co.

Seattle—1011 American Bldg., Gilbert A. Wellington, Manager ................. Eliot 3933

Stations—KFAR, Fairbanks, Alaska.

National Broadcasting Company

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza ................................................ Circle 7-8300
James V. McConnell, National Spot and Local Sales Manager; W. O. Tilinenius, Assistant Manager.

Boston—Bradford Hotel, E. Kettell .............................................. Hancock 4261
Cleveland—815 Superior Ave., N. E., Donald G. Stratton ................................ Cherry 0942
Chicago—Merchandise Mart .......................................................... Superior 8300
Maurice M. Boyd, Manager; Oliver Morton.

Denver—1625 California Street, James MacPherson ................................ Main 6211
Hollywood—Sunset Blvd. & Vine St., Sidney Dixon ................................... Hollywood 6161
San Francisco—111 Sutter Street, William B. Ryan ................................ Sutter 1920
Washington, D. C.—Trans-Lux Bldg., John Dodge ................................ Republic 4000


Northern Broadcasting & Publishing, Ltd.

Timmins, Ont.—Thomson Bldg. ......................................................... Timmins 1500
Roy Thomson, President; Jack K. Cooke, General Manager of Broadcasting Division; S. Chapman, Secretary-Treasurer; F. Darling, Manager of Production Department.

Toronto—307 Victory Bldg., G. E. Tonkin, Manager ................................. Elgin 2464
Montreal—310 Keefer Bldg., R. A. Leslie, Manager .................................. HA 3051

Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.

Northwest Radio Advertising Co., Inc.

Seattle—American Bldg. ............................................................. Elliot 5488
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.

Station—KINY, Juneau, Alaska.
PAN AMERICAN BROADCASTING COMPANY
(Latin-American and Philippine Station Representative)

New York City—330 Madison Avenue, E. Bernald, Manager ...Murray Hill 2-0811
Chicago—228 North La Salle St., E. R. Jones, Manager ...State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley ...Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith ...Granite 1726
San Francisco—681 Market St., S. P. DaDue ...Douglas 4475
Seattle—White Bldg., Hal Pearce ...Main 6626


JOHN E. PEARSON

Chicago—300 N. Michigan Avenue. ...Franklin 2359
John E. Pearson, Owner; Shirley Hollender, Secretary.

stations—KDTH, Dubuque, Ia.; KFVS, Cape Girardeau, Mo.; KJMO, Hannibal, Mo.; KCMO, Kansas City, Mo.; KCOO, Poplar Bluff, Mo.; KWEW, St. Louis, Mo.; KDRO, Sedalia, Mo.; KGBK, Springfield, Mo.; KWTG, Springfield, Mo.

JOHN H. PERRY ASSOCIATES

New York—310 East 45th St. ...Murray Hill 4-1647

Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager ...Harrison 8085
Detroit—7538 Woodward Avenue, J. J. Higgins, Manager ...Madison 0790
Atlanta—201-101 Marietta St. Bldg., R. S. Kendrick, Manager ...Walnut 3443
Philadelphia—1506 Chestnut St., Robert Hitchings, Manager ...Rittenhouse 7290

stations—WALA, Mobile, Ala.; WMFJ, Daytona Beach, Fla.; WJHP, Jacksonville, Fla.; WTMG, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMN, Ashland, Ky.; WLP, Lexington, Ky.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street ...Murray Hill 2-4101
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington.

Chicago—400 N. Michigan Avenue ...Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boney, James L. Thompson, A. K. Boucholz.

Detroit—General Motors Bldg. ...Madison 1035
William Cartwright, John W. Brooke.

San Francisco—111 Sutter Street, Earle H. Smith ...Garfield 4010
Los Angeles—601 W. 5th Street, Chester Matson ...Michigan 8729

St. Louis—Shell Bldg., George Kercher ...Chester 7191

PHILIPPINES AGENCY SERVICE CO.

New York—33 West 42nd St. ................................. PEnnsylvania 6-1485
L. H. Thibault, General Manager; R. T. Dulmage, Office Manager; R. D. Bos-
tell, Publicity Director.

Manila, Philippine Islands—Radio Station KZRM-KZRF .......... Manila 2125
Francisco Velasco, Manager.

Stations—KZRF, Manila; KZRM, Manila.

RALPH L. POWER
(Australian Representative)

Los Angeles—407 Van Nuys Bldg. .......................... Madison 5617

Stations—Macquarie Broadcasting Services, Macquarie Network (24 sta-
tions), Sydney; Artransa, Pty., Ltd., Sydney; Australian Record Co., Sydney.

RADIO ADVERTISING ASSOCIATES
Southeastern Representatives*

Atlanta—925-6 Grant Bldg., R. L. Watkins, President ........ Walnut 1833

Stations—WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMML, Mon-
roe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lub-
bock, Texas.
*Stations represented on a regional basis only.

RADIO ADVERTISING CORP.

New York—9 E. 40th St. ................................. MUrray Hill 3-7865
Paul S. Wilson, General Manager.

Chicago—333 N. Michigan Ave., James T. Kelley, Manager ........ Central 1743

Cleveland—Terminal Tower, Charles A. Stevens, Manager .......... Prospect 5800

San Francisco—Russ Bldg., David H. Sandeberry, Manager .......... Exbrook 2093

Los Angeles—530 W. Sixth St., J. Leslie Fox, Manager .......... Van Dyke 1901

Stations—KSAN, San Francisco, Calif.; KMYR, Denver, Colo.; WJTN,
Jamestown, N. Y.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio;
WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; KRSC, Seattle, Wash.

RADIO CENTRE LIMITED

Toronto—74 Wellington St., West ................................ WAverly 2036
D. Spencer Grow, Manager.

Stations—CJCL, Calgary, Alberta; CHLN, Three Rivers, Que.

RADIO SALES
Division of the Columbia Broadcasting System

New York—485 Madison Avenue ............................... Wickersham 2-2000
Howard Meighan, Eastern Sales Manager; Beverly Middleton, Carl Burklund;
Frank McDonnell, Edwin Reynolds, Howard Schreiter, Eldon Hazard,
A. H. Flaten.

Chicago—410 N. Michigan Avenue ............................. Whitehall 6000
Kelly Smith, General Sales Manager; Henry Jackson, Western Sales Man-
ger; David Sutton, Wendell Campbell, William Parker.

St. Louis—KMOX, Mart Bldg. ................................. Central 8240

San Francisco—Palace Hotel .................................. Yukon 1700
Wayne Steffner, Sales Manager for Northern California & the Northwest.

Los Angeles—Columbia Square ................................. Hollywood 1212
Roger K. Huston, Sales Manager for Southern California.

Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV,
Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO,
Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York,
N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England
Network; CBS Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave. ............................. Andover 5566
William G. Rambeau, Owner; M. R. Tennerstedt.

New York City—Chanin Bldg. .............................. CAledonia 5-4940-4975
William M. Wilson, Manager; Norman MacAvoy.

Los Angeles—Markham Bldg., Fred L. Allen ................. Granite 3636

San Francisco—580 Market St., Will S. Grant ................. Garfield 7700
Stations—KFWB, Los Angeles, Calif.; KJBS, San Francisco, Calif.; WELI,
New Haven, Conn.; KBUR, Burlington, Ia.; WESX, Salem, Mass.; WDSM,

PAUL H. RAYMER CO.

Chicago—135 N. Michigan Avenue. Superior 4473

New York—366 Madison Avenue. Murray Hill 2-8689
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.

Detroit—General Motors Bldg., W. Ward Dorrell. Trinity 2-8060

San Francisco—Russ Bldg., David H. Sandberg. Exbrook 2093

Los Angeles—530 West 6th St., J. Leslie Fox. Vandike 1901


VIRGIL REITER & CO.

Chicago—400 N. Michigan Ave. Superior 5072
Virgil Reiter, Jr., J. M. Ward.


REYNOLDS-FITZGERALD, INC.

New York City—515 Madison Ave. Eldorado 5-7020

Chicago—360 N. Michigan Ave. State 4294
John T. Fitzgerald, George A. Jones, Lee Smal.

Detroit—General Motors Bldg., Richard T. Healy. Madison 4250

Philadelphia—Land Title Bldg., J. David Cathcart. Rittenhouse 3839

Seattle—1423 Joseph Vance Bldg., Fred A. Bartlett. Elliott 6452

San Francisco—58 Sutter Street. Garfield 6144

Judson H. Carter, Ralph E. DeMotte.

Los Angeles—117 West Ninth Street, Charles E. Fisher. Tucker 2474


SEARS & AYER, INC.

Chicago—612 N. Michigan Ave. Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

New York City—295 Madison Ave., P. Joseph Bogner, Jack Martin. Ashlander 4-6698

Stations—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WMSE, Muscle Shoals, Ala.; WKEU, Griffin, Ga.; WDWS, Champaign, Ill.; WSOY, Decatur, Ill.; WTMY, East St. Louis, Ill.; WGGI, Galesburg, Ill.; WJPF, Herrin, Ill.; WCBS, Springfield, Ill.; KVAK, Atchison, Kans.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, 125
SPOT SALES, INC.

New York—20 East 57th Street .............. Plaza 8-2600
James D. Shouse, President; Loren L. Watson, Executive Vice-President- General Manager; William B. Dolph, Vice-President-Treasurer; E. M. (Peggy) Stone, Secretary.
Chicago—360 N. Michigan Ave., Peterson Kurtzner, Manager.
San Francisco—Third & Market Sts., John Livingston, Manager ............... Douglas 2536

STOVIN & WRIGHT

Toronto—907 Victory Bldg., ADeido 9184
H. N. Stovin, Partner; C. W. Wright, Partner; A. A. McDermott, W. Enger, R. Bowden.
Montreal—L. Mickle, Jr., Manager; c/o Radio Station CKY ............... Plateau 8749
Winnipeg—A. J. Messner, Manager; S. J. Irwin, F. Ward.

EDWARD S. TOWNSEND COMPANY

San Francisco—Russ Bldg., Edward S. Townsend, Owner ............... Douglas 2373
Stations—KROY, Sacramento, Calif.; WIOD, Miami, Fla.; WOR, Newark, N. J.; WJAS, Pittsburgh, Pa.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Carl B. Ogilvie, Manager ............... Lynchburg 3032

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative®)

New York City—152 W. 42nd St., J. Franklyn Viola, President ............... Chickering 4-3254
Stations represented for the broadcasting and producing of foreign language programs only.

THE WALKER COMPANY

Chicago—360 North Michigan Ave. .............. State 5262
J. Wythe Walker, President; Earl J. Fenton, Charles O'Malley.
New York—9 East 40th St., C. Otis Rawalt, Manager .............. MUrrey Hill 6-9151
Los Angeles—6362 Hollywood Blvd., Homer Griffith, Manager .............. Granite 1726
Seattle—White Bldg., Hal Pearce, Manager .............. Eliot 6662
San Francisco—681 Market St., Slaton Polleys La Due, Manager ............... Douglas 7404
Kansas City, Mo.—1012 Baltimore, Joe Farrell, Manager .............. Grand 0810
SIDNEY C. WARDEN

Chicago—30 N. La Salle St., Sidney C. Warden, W. R. Harvey, Randolph 3938

Stations—WINN, Louisville, Ky.

WEED & CO.

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

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

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

San Francisco—111 Sutter St., Roy Frothingham, Manager. Douglas 2445


HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive. Central 8744
Howard H. Wilson, Owner; Harlan G. Oakes, S. M. Ashton, George E.
Wilson.

New York—551 Fifth Ave. Murray Hill 6-1230
J. F. Johns, Manager; Edward J. Devney, W. C. Whitemore, Jr.

Kansas City, Mo.—1004 Baltimore, A. H. Petrus, Manager. Harrison 8136


San Francisco—681 Market St., Slayton Polleys La Due. Douglas 7404

Seattle—White Bldg., Hal Pearce. Eliot 6662

Stations—KPRO, Riverside, Calif.; KGHI, Pueblo, Colo.; WHBF, Rock
Island, Ill.; WDG, Tuscola, Ill.; KFBI, Wichita, Kans.; KYSM, Mankato,
Minn.; WDGY, Minneapolis, Minn.; KROC, Rochester, Minn.; WDNC,
Durham, N. C.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC,
Amarillo, Texas; KFDM, Beaumont, Texas; KBWD, Brownwood, Texas;
KROD, El Paso, Texas; KFRO, Longview, Texas; KFYO, Lubbock, Texas;
KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.;
WSVA, Harrisonburg, Va.; WSAZ, Huntington, W. Va.; WKBH, La
Crosse, Wisc.
In America's finest homes, CHATEAU MARTIN is replacing "lost" imports. For connoisseurs agree that in bouquet—in sparkle—in flavor and life... CHATEAU MARTIN American Champagne is equal to the world's best. It's exported to more than 25 countries. Try a bottle the next time you entertain.

EASTERN WINE CORPORATION • NEW YORK CITY
PUBLICATIONS

Covering the Field of Radio

TRADExFANxTECHNICALxGENERAL

The Advertiser
MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill. Phone, Delaware 9083. L. R. Dean; 3275 Wilshire Blvd., Los Angeles, Calif. Phone, Federal 8687. A. M. Rothenberg. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio and advertising fields.

Advertising Age
WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y.; Irwin Robinson, Managing Editor; 1226 National Press Bldg., Washington, D. C. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling
MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-0770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif.; Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

The Billboard
WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Editors, Elias E. Sugarman, Claude R. Ellis; Radio Editor, Paul Ackerman (New York); Los Angeles Correspondent, Sam Abbott; President-General Manager, E. W. Evans; Advertising Manager, C. J. Latsehra. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., R. S. Littleford, Jr., Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

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

Broadcasting—Broadcast Advertising
WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, S. J. Paul; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

Business Promotion
MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting; Business Manager, R. J. Christopher; Radio Editor, H. R. Williams. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone,
Men who make radio lists use Radio Advertising Rates and Data day after day...many times a day. This means that station and network sales messages in RARD get continuous exposure at the time these men are doing their planning and buying.

What better time to reach them with selling facts?

Radio Advertising Rates and Data
LOngeacre 3-4684. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

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

Canadian Radio Data Book
ANNUAL. (For further information see listing under Radio & Electrical Sales.) Canadian Radio Data Book contains articles reviewing Canadian radio and broadcasting, directory listings of various phases of the industry, stations, etc.

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

Editor and Publisher
WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, Blyant 3-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Warren L. Basset; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

Education by Radio
QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, Ruth L. Goodnough. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized education, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters.

Electrical Digest
MONTHLY. 122 Richmond St., West Toronto, Ont., Canada. Phone, Adelaide 1061. Publisher, B. L. Smith Publishing Co. Editor, J. Murray Muir; Assistant Editor, J. D. Welsh. Electrical Digest presents digests of leading articles on developments and progress in all electrical fields, including radio and communications. Content is edited from a technical standpoint.

Electronics
MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEDallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Mauldsby. A maga-
SELL THE MEN WHO HAVE TO SELL THE GOODS!!!

... That's a simple but effective rule followed by the progressive executives of these 72 radio organizations. All of them promoted their facilities and markets through SALES MANAGEMENT in 1941:

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Markets never were created equal... and war activities make them more unequal than ever before... More than ten thousand sales and advertising executives depend upon SALES MANAGEMENT for up-to-the-minute news and figures on sales opportunities.

If there are any omissions in this list, please be charitable. It was compiled the day war was declared!

Sales Management

NEW YORK       CHICAGO       SANTA BARBARA
zine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

Film Daily
DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Aliche; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

FM—Engineering & Design Practice
MONTHLY. 112 East 36th St., New York, N. Y. Phone, LEXington 2-8070. Editor-Publisher, Milton B. Sleeper. FM (magazine) is devoted to radio broadcast, communications and television engineering design and practice.

Hollywood Reporter
DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, HILLSide 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Chip Cleary; Business Manager, Thomas F. Seward; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Charles Spangler. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzbeut Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

Industrial Marketing
MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 350 West 42nd St., New York, N. Y. This publication prints all available news stories about the use of radio by industrial marketers.

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

Markets of America
ANNUAL. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. L. M. MacMillan; 1538 Lake Shore Drive, Chicago, Ill. Phone, Delaware 9083. L. R. Dean; 3275 Wilshire Blvd., Los Angeles, Calif.; Phone, Federal 8687. A. M. Rothenberg. Markets of America is an annual publication consisting of articles written by advertising agency executives who describe and analyze the market in which each are located.

Metronome
MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum; Chicago Correspondent, Jack Haskell; Hollywood Correspondents, Robert Laughlin and Dave Hylton. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields, radio, band and record reviews, interviews and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

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

Movie-Radio Guide
WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Ed. Zaty; Supervising Editor, Carl A. Schroeder (Hollywood); Executive Editor, Martin Lewis (New York); Managing Editor, Gordon Swarthout (Chicago); Advertising Manager, Harry Hayden (New York); Circulation Manager, Gilbert Keene (Chica-
in total advertising linage
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number of exclusive radio advertisers
number of radio insertions

That's how ADVERTISING AGE stacks up for 1941, in maintaining its unchallenged position as the primary promotional medium of the broadcasting field. It is used by more broadcasting companies than any other general advertising publication. It's the preferred medium for contacting the national advertising field.

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Music News
TWICE MONTHLY (Except monthly in July, August and September). Suite 615, 310 S. Michigan Ave., Chicago, Ill. Phone, WABash 5595. Editor, Lois Watt North; Assistant Editor, William W. Lysaght; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and news publication, departmentalized. In each issue there are reviews of the better class music.

Music Trade Review
MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Executive Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

The Music Trades
MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, William J. Dougherty; Vice-President, Morrison Swanwick. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

Musical Advance
MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber. BRANCH OFFICES: Publisher has representatives in London, Paris, Berlin, Rio de Janeiro as well as the large cities in U. S. and Canada.

Musical America
TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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

Musical Digest
MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

The Musician
MONTHLY. 113 West 57th St., New York, N. Y. Phone, Columbus 5-0470. Editor, Nicholas de Vone; Publisher, Eugene Belier. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music.

Pan-American Radio
MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRYant 4-3224. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

Parts
MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor,
These are serious times and demand serious thinking. THINKING MEN read Advertising & Selling because THINKING MEN write Advertising & Selling—the only specialized journal of advertising EXCLUSIVELY DEVOTED to PROBLEM INFORMATION.

Radio Networks and Stations (a total of 21 used space in 1941) know the advantage of reaching the pace-setters of advertising—especially at a time when radical readjustments must be made in advertising and merchandising policies for both immediate and long-term results.

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Daniel Webster; Merchandising Editor, Eugene Heslin; Associate Editors, Ben Joseph, Herb Erickson. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

**Presto Music Times**
MONTHLY. 332 S. Michigan Ave., Chicago, Ill. Phone, Harrison 0234. Editor-Publisher, J. Bradford Pengelly.

**Printers' Ink**
WEEKLY. 185 Madison Ave., New York, N. Y. Phone, AShland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

**Radex**
EIGHT ISSUES PER YEAR. 148 Copley Ave., Teaneck, N. J. Publisher, The Radex Publishing Co.; Editor, Ray La Roque; West Coast Editor, Melvin Fisher; Amateur News Editor, Owen Callin; Technical Editor, B. Francis Dashiell. BRANCH OFFICE: 105 Highland St., Worcester, Mass. This publication consists of articles principally for shortwave and other radio DX fans. It also contains FM and television news and notes on the technical staffs of broadcast stations. A complete world radio log is revised in each issue.

**Radio**
MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Editors & Engineers, Ltd.; Publisher, K. V. R. Lansing; Editorial Director, W. W. Smith; Editor, R. Dawley; Sales Promotion & Advertising Manager, J. A. Thompson. This publication is devoted to technical and constructional material for industrial, amateur, professional and experimental high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

**Radio Advertising Rates and Data**
MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President-Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y. Phone, LEXington 2-6611; 420 Market St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

**Radio Amateur Call Book**
QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Simpson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

**Radio-Craft**
MONTHLY. 25 West Broadway, New York, N. Y. Phone, RExtor 2-9690. President and Publisher, H. Gernsback; Managing Editor, H. W. Secor. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

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

**Radio and Electrical Sales**
EVERY OTHER MONTH. 137 Well-
Reflecting an industry, hardly out of short pants, but in 1941 selling 12,000,000 radio sets; 106,000,000 records.

Now over 50,000,000 radio sets in homes...the greatest single force of public utility the world has ever known.

419 manufacturers; 2,206 whole-salers; 19,617 dealers and 57,555 salesmen—in all, a $500,000,000 business in 1941. All in a period of 19 years.

And during all this time, the Journal has been the "right arm" of the business.
ington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)

**Radio News**

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Oliver Read. BRANCH OFFICE: 270 Madison Ave., New York, N. Y.; Executive Assistant, Charles R. Tigue. This publication is a technical radio magazine catering to the interests of the radio serviceman, the radio amateur, recordist, the short wave listener, experimenter, set constructor, set dealer and engineer.

**Radio Press Service**

WEEKLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Published by Heros Service; Editor, Herbert Rosen. Radio Press Service is an international news service published in three languages. Service consists of information, articles and photographs.

**Radio Showmanship**

MONTHLY. 11th at Glenwood, Minneapolis, Minn. Phone, BI. 6228. Editor-Publisher, Don Paul Nathanson; Managing Editor, Tod Williams; Associate Editors, Marie Ford, Norman V. Carlisle, Harold Kahm, Paul Hellman; Business Manager, N. Lunde; Circulation Manager, Thelma Kay. Radio Showmanship is a medium of exchange bringing business men the promotion and program ideas of others in the same business field.

**Radio-Television Journal**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster.

**Radio and Television**

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Editor and Publisher, Hugo Gernsbach; Managing Editor, H. W. Secor. The editorial policy of this publication includes the presentation of articles of interest to the servicemen, radio experimenter and radio amateur. The “Radio Month in Review” section gives the general reader a resume of the latest inventions in radio.

**Radio and Television Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Assistant Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

**Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

**Radio Retailing—Today**

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

**Radio Trade-Builder**

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

**Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager,
56 YEARS--THE VOICE OF AUTHORITY IN THE FIELD OF POPULAR MUSIC
Mervil V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

Service
MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0433. Publisher, Bryan Davis Publishing Co.; Editor, Robert G. Herzog; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

Standard Rate and Data Service
MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, Lexington 2-6611; 420 Market St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Tide
SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, Ashland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 153 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

The Tunesmith
MONTHLY. 211-213 Main St., Buffalo, N. Y. Editor, Irving Bell. The Tunesmith is a news magazine for songwriters, presenting news items to keep composers and lyricists in touch with radio, band and publishing requirements as an aid in writing and promoting popular music.

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

Variety Daily

Western Advertising
SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone. GArfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.
The entire radio industry
NETWORKS • STATIONS • ADVERTISING AGENCIES • PUBLICISTS
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THIS IS ONLY ONE OF THE MANY SERVICES THE BILLBOARD PERFORMS FOR THE RADIO INDUSTRY AS WELL AS ALL OTHER BRANCHES OF THE SHOW BUSINESS . . . WEEK IN AND WEEK OUT . . . EVERY YEAR!

The Billboard FOR 48 YEARS THE SHOW BUSINESS’ LEADING WEEKLY
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The Adrafter
MONTHLY (with weekly news-sheet). 2237 Book Tower, Detroit, Mich. Phone, RAndolph 7225. Managing Editor, H. M. Hastings; Business Manager, H. T. Bret-telle; Chairman, Robert Copeland; Business Advisor, James D. Kysor; Mechanical Advisor, Arthur W. Winter. The Adrafter is primarily a local advertising magazine covering news, events and campaigns in the Detroit area. Regular issues carry news items of important radio developments, personnel changes, new programs, etc. Annual radio number carries special articles designed to give the advertiser information on how to get the most from the medium, services of radio in the national emergency, civic campaigns, etc. Special committee of Detroit Advertising Club members acts as editorial board for the radio number.

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

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

Bell Telephone Magazine
QUARTERLY. 195 Broadway, New York, N. Y. Phone, FXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Magazine publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

Broadcast News
FOUR TIMES YEARLY. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broadcast News publishes technical material of interest to broadcast station engineers.

Electrical Communication
QUARTERLY. 67 Broad St., New York, N. Y. Phone, BOgardus 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is a technical journal published by the International Standard Electric Corp. and is devoted to progress in the telephone, telegraph and radio art.

Federal Communications Bar Journal
MONTHLY (10 months yearly). C/O Harry P. Warner, Woodward Bldg., Washington, D. C. Publisher, Federal Communications Bar Association; Editor-in-Chief, Harry P. Warner; Associate Editors, Alan B. David, Stephen H. Fletcher, Joseph E. Keller, Kenneth Yourd, Joseph F. Zias. This publication is a house organ for the Federal Communications Bar Association and contains news and information concerning the legal activities of the FCC as well as other radio legislative material.

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

General Radio Experimenter
MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObridge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical measuring instruments and their applications. The appeal is to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

The International Musician
MONTHLY. 39 Division St., Newark, N. J. Phone, HUmboldt 2-3400. Publisher-Editor, Fred W. Birnbach; Radio
Broadcasters . . .

• To SELL TIME ON YOUR STATIONS YOU must reach those executives who can buy time—and are interested in buying—today—and tomorrow . . . Tell them YOUR Station’s Market Sales story — in the pages of The ADVERTISER—you’ll register SALES INTEREST!

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What BUYERS of TIME say about The ADVERTISER . . .

"At least six in our office read The ADVERTISER, and I find it one of the best magazines that comes to my desk. Congratulations also on your annual edition, MARKETS of AMERICA, which we use repeatedly throughout the year" writes Robert B. Brown, Asst. V. P. and Adv. Mgr., Bristol-Myers Co., New York.

"I read The ADVERTISER every month, and it is read by many other members of our staff. Also, congratulations on MARKETS of AMERICA, which we find very valuable in studying market conditions," writes Miss Helen Kennedy, Radio Adv. Dir., The Kroger Grocery and Baking Co., Cincinnati.

For further details Write, Phone, Wire

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   Rep.: Lorraine R. Dean
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   Rep.: A. M. Rothenberg
Editor, Harrison Wall Johnson. BRANCH OFFICE: 366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-5979. The International Musician’s editorial content is devoted to all branches of the music business from circus to grand opera. Special mention is made of radio broadcasts of symphony and opera performances.

**International Short Wave Radio**
MONTHLY. 923 Vine St., East Liverpool, Ohio. Phone, Main 3546 W. Editor, Arthur J. Green. This publication is a house organ for the International Short Wave Radio Club and is devoted to short wave radio. It publishes a tuning guide for listeners, news on new stations, changes in frequency, verifications, identifications of stations and personal items about the reader-members.

**Journal of the Association of Education by Radio**
MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. Chairman, Harold W. Kent; Chairman, Publications Committee, Elizabeth Goudy; Editor, Jim Hanlon; Business Manager, George Jennings. This publication is devoted to news articles and program listings of educational radio and recordings.

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

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

**Proceedings of the Radio Club of America**
SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngeacre 5-6622. Publisher, Radio Club of America, Inc.; President, John L. Callahan; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

**Q S T**
MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodmon; Advertising Manager, F. Cheyne Beeley; Circulation Manager, David H. Haughton, Technical Editor, George Grammar. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

**Radio Review**
BI-MONTHLY (September to June inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women’s National Radio Committee; Executive Secretary, Mrs. Rosalie Wolf. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of the Women’s National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.

**RCA Review**
QUARTERLY. 75 Varick St., New York, N. Y. Phone, WA1ker 5-3716. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Horton H. Heath; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; C. W. Latimer; Frank E. Mullen; E. W. Ritter; Charles H. Taylor; Arthur F. Van Dyck; C. S. Anderson, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.
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Lord & Thomas
247 Park Ave., New York

MAC WILKINS
Mac Wilkins & Cole, Inc.
Corbett Bldg., Portland, Ore.
The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . American Association of Advertising Agencies
ABC . . . Audit Bureau of Circulation
ABP . . . Associated Business Papers
ANPA . . . American Newspaper Publishers’ Association
APA . . . Agricultural Publishers’ Association
NOAB . . . National Outdoor Advertising Bureau
PPA . . . Periodical Publishers’ Association
PRB . . . Pacific Recognition Bureau
SAAA . . . Southwestern Association of Advertising Agencies

SNPA . . . Southern Newspaper Publishers’ Association

ADVERTISERS BROADCASTING CO.
117 West 46th St., New York, N. Y.
Phone BRyant 9-1176

Officers
President . . . . Z. H. Rubinstein
Treasurer . . . . M. Keilson
Radio Director . . . Sholom Rubenstein
Producer . . . . Jacob F. Keilson
Musical Director . . . Harry Lubin
Script Writer . . . Jacob Freedman

Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee-Sanka); Horowitz, Morganstern Co.; I. Rokeach & Sons; Ex-Lax, Inc.; B. T. Babbitt Co.; International Cellucotton Products Co.; R. B. Davis Co.; Joseph Tetley & Co.; Francis H. Leggett Co.; The Sun-Rayed Co.; Chr. Hansen’s Laboratory, Inc. (Junket); Lever Bros. (Spry); Nestle’s Milk Products, Inc. (Lion Milk).

ADVERTISING, INC.
1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA

First Advertising Agency Group

Officers
President . . . J. Lynn Miller
Vice-President . . . M. T. Miller
Secretary-Radio Director . . . A. G. Smithers
Art Director . . . M. F. Riggs
Production Manager . . . Aubrey F. Watson
Office Manager . . . Mildred Valentine


AIRCASTERS, INC.
423 New Center Bldg.
Detroit, Mich.
Phone Trinity 1-2552

ABP—ANPA

Officers
President . . . S. G. Boynton
Vice-President . . . L. C. Boynton
Vice-President . . . Gordon B. Castle
Secretary . . . J. Burbank

nacle Pentecostal Church, Detroit Bible Class, Wesley Radio League, Chicago Evangelistic Institute. Thomas Bros' Flying Service, Wayne Oakland Bank, Demery's, My Old Kentucky Home.

THE AITKIN-KYNETT COMPANY
1400 South Penn Square
Phone Rittenhouse 7810
AAAA — ABC — NOAB — ABP — ANPA
APA — PPA
Officers
Senior Partner-Radio Director. H. H. Kynett
Partner .......................... A. K. Aitkin
Partner .......................... M. E. Goldman
Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.

ALLEN, HEATON & MCDONALD, INC.
1001 Enquirer Bldg., Cincinnati, Ohio
ABP—ANPA—PPA
Officers
President .................. Douglass M. Allen
Vice-President ............... Donald McDonald
Secretary .................... Josephine L. Quigley
Treasurer .................... Templeton Briggs

ALLEN & REYNOLDS, INC.
833 Insurance Bldg.
Omaha, Nebr.
Phone Atlantic 4445
ANPA—APA
Officers
President-Treasurer .................. Earl Allen
Executive-Vice-President-Secretary. Milton H. Reynolds
Vice-President .................. Robert Savage
Vice-President-Radio Director .......................... Harold Roll

LEE ANDERSON ADVERTISING CO.
3415 East Jefferson Ave., Detroit, Mich.
Phone Lenox 5000
AAAA—ABP—ANPA—PPA
Officers
President .................. Lee Anderson
Executive Vice-President—Haldeman Finnie
Vice-President .................. J. Widman Bertch
Director of Media .................. Fred Barrett
Radio Accounts Placed—Chrysler Corp. (Network and national spot).

ANDERSON, DAVIS & PLATTE, INC.
50 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-4368
PPA — ANPA
Officers
President .................. T. H. Anderson, Jr.
Executive Vice-President .......................... A. F. Platte
Vice-President .................. H. H. Smith
Secretary-Treasurer .................. H. L. Ives


AUBREY, MOORE & WALLACE, INC.
270 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA
Officers
President .................. James T. Aubrey
Vice-Presidents .................. John C. Moore, L. T. Wallace, John J. Finlay, L. O. Wilson
Radio Time Buyer-Production. John H. North

N. W. AYER & SON, INC.
Phone Lombard 0100
ANPA — PPA — ABP
Officers
President .................. H. A. Batten
Executive Vice-President, Gerold M. Lauck, Clarence L. Jordan
Vice-President In Charge of Radio, H. L. McClinton
Assistant .................. H. C. Sanford
Business Manager .................. Robert Collins
Chief Time Buyer .................. T. J. McDermott
Talent .................. N. E. Keeelsey
Copy Chief .................. James E. Hanna
Program Promotion .................. Russell E. Pierce
Branch Offices
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200
Vice-President .................. Edward R. Dunning
Vice-President in Charge of Radio, H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager .................. E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President .................. Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2354
Vice-President .................. Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President .................. Frank L. Scott, Jr.
ADVERTISING AGENCIES

Badger and Browning & Hersey, Inc.
30 Rockefeller Plaza, New York, N.Y.
Phone Circle 7-3720
ANPA — PPA — ABP
Officers
President .................. R. W. Hersey
Chairman of Board ......... J. L. Badger
Treasurer .................. F. S. Browning
Radio Director ............ Mrs. Marjorie de Mott
Time Buyer .............. H. W. Mallinson, Jr.
Affiliated Agency
Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364
Radio Account Placed—American Chieco Co.

Barlow Advertising Agency, Inc.
309 Starrett-Syracuse Bldg., Syracuse, N.Y.
Phone 3-0131
APA — PPA — ABP
Officers
President .................. E. S. Barlow
Vice-President .............. E. S. Crawford
Vice-President .............. H. H. Goodhart
Secretary .................. F. V. Cole
Production Manager .......... I. M. Smith
Copy Chief .................. J. J. Hines
Art Director .............. H. C. Millard
Radio Manager ............. J. R. Coleman

Barrons Advertising Co.
1737 McGee St., Kansas City, Mo.
Phone Harrison 7730-1
ABP—ANPA—PPA
Officers
President & Treasurer .......... M. J. Barrons
Vice-President .............. Wheeler Godfrey
Secretary .................. A. W. Durrin
Radio Dept. Heads .......... Frank H. Little,
W. B. Finney

Barton & Goold, Inc.
420 Lexington Ave., New York, N.Y.
Phone Murray Hill 5-6250
ANAA—ANPA—ABP—PPA
Officers
President .................. James L. Barton
Treasurer—Space Buyer .......... Gilbert Gould
Secretary—Art Director ......... Richard S. Chenault

Bass-Luckoff, Inc.
Lafayette Bldg., Detroit, Mich.
Phone Randolph 0707
ANPA—PPA
Officers
President .................. Louis Bass
Vice-President .......... Louis H. Luckoff

Ted Bates, Inc.
630 Fifth Avenue, New York, N.Y.
Phone Circle 6-9700
ANAA—ANPA—PPA
Officers
President-Treasurer .......... Theodore L. Bates
Vice President-Secretary .......... Thomas J. Carmes
Vice-President .......... Thomas Buechler
Director of Media—
Asst. Secretary ............ Edgar Small
Time & Space Buyer .......... Alman Taranto
Assistant Treasurer .......... Carlos Justiz
Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co.

Batten, Barton, Durstine & Osborn, Inc.
333 Madison Ave., New York, N.Y.
Phone Eldorado 5-5500
ANAA
Officers
Chairman of Board .......... William H. Johns
President .................. Bruce Barton
Chairman of Executive Committee—
Treasurer .............. F. R. Feland
Executive Vice-President .......... Alex F. Osborn
Vice-President for Western Offices .......... John C. Cornelius
Vice-President-Director of Radio .......... Arthur Pryor, Jr.
Associate Director of Radio—C. M. Underhill
Radio Producers and Writers—
Business Manager—
Radio Dept. .......... Carroll P. Newton
Branch Offices
919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201
Vice-President .................. R. B. Barton  
Radio Director ................. J. G. Cominos  
Rand Bldg., Buffalo, N. Y.  
Phone Cleveland 7915  
Vice-President .................. Stanley P. Irwin  
Grant Bldg., Pittsburgh, Pa.  
Phone Grant 3060  
Vice-President .................. Leon D. Hansen  
178 Tremont St., Boston, Mass.  
Phone Hubbard 0430  
Vice-President .................. Francis W. Hatch  
Northwestern Bank Bldg., Minneapolis, Minn.  
Phone Bridgeport 3881  
Vice-President .................. H. H. Haupt  
Radio Director ................. Wayne Tiss  
Vice-President .................. John C. Cornelius  
1515 Terminal Tower, Cleveland, Ohio  
Phone Prospect 3621  
Vice-President .................. C. L. Davis  
404 Guaranty Bldg., Hollywood, Calif.  
Phone Hollywood 7337  
Manager .......................... Jack Smallley  
Radio Director ................. Wayne Griffin  
Russ Bldg., San Francisco, Calif.  
Phone Garfield 1017  
Manager .......................... R. L. Hurst  

Radio Accounts Placed—American Cranberry Exchange; American Unitarian; Arm-  
strong Cork Co.; Berwind Fuel Co.; Boston Edison Co.; The Boston Globe; Brown &  
Williamson Tobacco Corp.; Cream of Wheat Corp.; E. I. du Pont de Nemours & Co.;  
Ethyl Gasoline Corp.; Fenn Bros.; First National Bank of Boston; Fort Pitt Brewing  
Co.; Fruit Dispatch Co.; Gamble Stores; General Electric Co.; B. F. Goodrich Co.;  
Griesedieck Bros. Brewing Co.; Hoffman Beverage Co.; George A. Hormel & Co.;  
Household Finance Corp.; Leisy Brewing Co.; Lever Bros. Co.; Liberty Mutual Insurance  
Corp.; Lyon Van & Storage Co.; M. J. B. Co.; Marine Midland Trust Co.; Minneapolis  
Brewing Co.; Mount Royal Importers; Mutual Savings Bank Ass'n of Mass.; Murine  
Bldg.; Nehi Corp.; N. Y. Telephone Co.; Oneida, Ltd.; Pennick & Ford, Ltd.; Pitts-  
burgh Plate Glass Co.; Reader's Digest Ass'n.; Remington Arms Co.; Remington-Rand, Inc.;  
Sader Sales, Inc.; Saturday Evening Post; F. & M. Schaefer Brewing Co.; Servel, Inc.;  
Southern New England Telephone Co.; Standard Oil Co. of Calif.; The Tayton Co.; Ten-  
Wildroot Co.  

BEAUMONT & HOHMAN, INC.  
6 N. Michigan Ave., Chicago, Ill.  
Phone Central 4230  
PPA—ANPA—SNPA—APA  

Officers  
Chairman ....................... W. C. Beaumont  
President ........................ Henry A. Hohman  
Secretary-Treasurer ............ George Hoefner  
Vice-Presidents,  
T. R. McCabe, H. D. Cayford  

Branch Offices  
1012 Baltimore Ave., Kansas City, Mo.  
Phone Victer 3063  
Manager ........................ Paul Markham  
630 Fifth Ave., New York, N. Y.  
Phone Circle 6-7040  
Manager ........................ I. C. Bettiker  
William-Oliver Bldg., Atlanta, Ga.  
Phone Main 4770  
Vice-President .................. J. L. Laube  
NBC Bldg., Cleveland, Ohio  
Phone Cherry 3658  
Vice-President-Manager ....... T. R. McCabe  
Russ Bldg., San Francisco, Calif.  
Phone Garfield 0846  
Vice-President-Manager ........ H. D. Cayford  
Insurance Bldg., Omaha, Nebr.  
Phone Atlantic 0369  
Manager ........................ Wendell O'Neal  
Tower-Petroleum Bldg., Dallas, Texas  
Phone Central 5388  
Manager ........................ Paul Leech  
Central Bldg., Seattle, Wash.  
Phone Seneca 0060  
Manager ........................ T. M. White  
Pacific Bldg., Portland, Ore.  
Phone Beacon 5151  
Manager ........................ Elwood Enke  
816 West 5th St., Los Angeles, Calif.  
Phone Trinity 8173  
Knight Bldg., Charleston, W. Va.  
Phone 34-431  

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BENNETT, WALther & MENADIER, INC.  
234 Boylston St., Boston, Mass.  
Phone Kenmore 3820  

Officers  
President ........................ Nelson Bennett  
Vice-President .................. Arthur M. Menadier  
Vice-President .................. Frederick P. Walther, Jr.  
Treasurer ....................... Royal W. Leith  
Secretary ........................ Dorothy Dodge  
Production Manager ........... Selden M. Loring  

Radio Accounts Placed—Washburn Candy  
Co., Hudson Coal Co., Massachusetts Wharf  
Coal Co., Sulpho Naphthol Co.  

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BENTON AND BOWLES, INC.  
444 Madison Ave., New York, N. Y.  
Phone Wickersham 2-0400  
AAAA — ANPA — PPA — ABP  
ABC — NOAB — APA  

Officers  
Chairman of Board .............. Chester B. Bowles  
President ....................... Atherton W. Hobler  
Vice-President-General Manager,  
James G. Rogers, Jr.  
Radio Dept. Business Mgr........ Esty Stowell  
Production Head, Radio Programs,  
Kirby Hawkes  

Branch Offices  
Equitable Bldg., Hollywood, Calif.  
Phone Hillside 9151  

Production Head ................ Mann Holiner  
Radio Accounts Placed — General Foods  
Corp. (Maxwell House Coffee, Diamond
Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes; Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hecker Products Co. (Shinola); Hudnut Co.; Procter & Gamble Co. (Ivory Snow).

**BERMINGHAM, CASTLEMAN & PIERCE, INC.**
136 East 38th St., New York, N. Y. Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA

**Officers**
President ..................... Arch Berman
Executive Vice-President ...... Stewart Wark
Secretary-Treasurer .......... Winston H. Hagen
Radio Director ............... George C. Castleman


**GEORGE BIJUR, INC.**
9 Rockefeller Plaza, New York, N. Y. Phone Circle 6-6300
ANPA—PPA

**Officers**
Radio Director ................ George Bijur

**THE BIOW CO., INC.**
9 Rockefeller Plaza, New York, N. Y. Phone Circle 6-9300
ANPA—PPA—ABP

**Officers**
President and Treasurer ...... Milton H. Biow
Secretary ..................... Anna Hauptman
Director of Radio ............. Regina Schuchel
Dramatic Radio Director ..... Charles Martin


**BLACKETT-SAMPLE-HUMMERT, INC.**
221 N. La Salle St., Chicago, Ill. Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB

**Officers**
President-Director ............ H. M. Dancer
Vice-President-Director ...... J. G. Sample
Vice President-Director ....... Hill Blackett
Director ..................... N. H. Pritched
Assistant to President ...... Paul Keenan
Vice-Presidents ............... Lucius A. Crowell, Marvin Harms, C. L. Fitzgerald, Kenneth T. Spansel, Robert C. Wilson
Secretary ..................... J. R. Lieber
Space Buyer ................... Jack Loucks

Radio Director ................ Max Wylye
Radio Time Buyer .............. J. James Neale

**Branch Offices**
247 Park Ave., New York, N. Y. Phone Wickersham 2-2700

**Officers**
Vice President-Director ...... E. Frank Hummert
Vice- Presidents ............. Anne Hummert, Maurice H. Bent, George G. Tormey
Radio Time Buyer ............. Robert A. McNeil

**THE BLAINE THOMPSON CO.**
234 West 44th St., New York, N. Y. Phone BRyant 9-2140
ANPA—PPA

**Officers**
President-Treasurer .......... Myer Lesser
Vice-President ............... John J. Shubert, Jr.
Assistant Secretary .......... G. L. Surrey
Art Director ................. James A. Lannon
Production Manager ........... J. Adams
Radio Director ............... Marlo Lewis

**W. EARL BOTHWELL**
**ADVERTISING AGENCY**
Standard Life Bldg., Pittsburgh, Pa. Phone Court 6565

**Officers**
President ..................... W. Earl Bothwell
Secretary-Treasurer .......... A. A. Logan
Radio Director ............... V. A. Dahlman

**BOTSFORO, CONSTANTINE & GARDNER**
115 SW 4th, Portland, Oregon Phone Atwater 9541

AAA—ANPA—PPA—ABP

**Officers**
President ..................... David M. Botsford
Treasurer ..................... Merle W. Manly
Secretary ..................... Frankie Cokkendall
Vice- Presidents ............. C. P. Constantine, Stanley G. Swanberg, Ray Andrews, Frankie Cokkendall, Merle W. Manly

**Branch Offices**
814 2nd Ave. Bldg., Seattle, Wash. Phone Elliott 3523

**Vice-President** .......... C. P. Constantine
350 Russ Bldg., San Francisco, Cal.  
Phone Exbrook 7565  
Radio Director ..................Hassel Smith  
Vice-President ..................Stanley G. Swanberg  
323 Petroleum Securities Bldg.,  
Los Angeles, Cal.  
Phone Prospect 0206  
Manager ..................Wesley Farmer  

BOZELL & JACOBS, INC.  
United Gas Bldg., Houston, Texas  
Phone Fairfax 4106  
ANPA—APA  
Officers  
President ..................Morris E. Jacobs  
Treasurer ..................Leo B. Bozelle  
Vice-President-General Manager,  
D. C. Schnabel  

Offices  
Traction Terminal Bldg., Indianapolis, Ind.  
Phone Lincoln 6326  
Vice-President-General Manager,  
Ernie Lundgren  
Electric Bldg., Omaha, Neb.  
Phone Jackson 2261  
Vice-President-General Manager,  
F. Collins Miller  
1010 Hearst Square, Chicago, Ill.  
Phone Central 6365  
Vice-President-General Manager,  
Nathan E. Jacobs  

BRISACHER, DAVIS AND STAFF  
310 Crocker Bldg., San Francisco, Calif.  
Phone Garfield 0276  
ANPA—APA—PPA  
Officers  
President ..................Emil Brisacher  
Vice-President ..................R. T. Van Norden  
Account Executive ..................Charles H. Gabriel  

Brach Offices  
Petroleum Securities Bldg., Los Angeles, Cal.  
Phone Prospect 9368  
Robert J. Davis, Louise Ludke,  
Vernon Wosnak  

Radio Accounts Placed—Acme Breweries,  
West Coast Soap Co., Peter Paul, Inc., S & W  
Fine Foods, California Conserving Co., Van  
Camp Sea Food Co., Challenge Cream &  
Butter Association, O'Brien's Inc., Barrel of  
Fun Cooperative Program.  

BROOKE, SMITH, FRENCH &  
DORRANCE, INC.  
82 Hancock Ave., East, Detroit, Mich.  
Phone Columbia 0860  
347 Madison Ave., New York, N. Y.  
Phone Murray Hill 6-1800  
AAAA—ANPA—PPA—ABP  
APA—NOAB  
Officers  
Chairman of Board ..................Sturges Dorrance  
President ..................Willard S. French  
Executive Vice-President ..................Guy C. Smith  
Vice-President—Treasurer ..................Charles W. Brooke  
Vice-President—Secretary ..................H. H. Ohlmacher  
Vice-Presidents ..................H. M. Overstreet,  
Henry E. Pengel, Jr.  
C. C. Wilmot, J. G. Williams, Walter C.  
Ayers  
Manager, Media Dept. ..................Herbert R. Bayle  
Production Managers ..................Fred P. Zick,  
John A. Cremer  
Director of Research ..................Walter C. Ayers  
Director of Radio ..................H. R. Bayle  
Radio Accounts Placed—Detroit: Goebel  
Brewing Co., Hudson Motor Car Co., New  
York: State of Maine, Church & Dwight,  
Christmas Club.  

BROOKS ADVERTISING AGENCY  
1031 S. Broadway, Los Angeles, Calif.  
Phone Prospect 9207  
ANPA  
Officers  
General Manager ..................A. R. Brooks  
Secretary ..................M. Weigand  
Space and Time Buyer ..................A. R. Brooks  
Radio Accounts Placed—Bekins Van &  
Storage Co.  

D. P. BROTHER & CO., INC.  
General Motors Bldg., Detroit, Mich.  
Phone Trinity 2-8250  
AAAA—ANPA—PPA  
Officers  
President-Treasurer ..................D. P. Brother  
Vice-President ..................C. Hatch, Jr.  
Secretary ..................E. M. Reitz  
Radio Time Buyer ..................C. Georgi, Jr.  
Radio Account Placed—Oldsmobile  
Division of General Motors Sales Corp.  

FRANKLIN BRUCK ADVERTISING  
CORP.  
RKO Bldg., Rockefeller Center,  
New York, N. Y.  
Phone Circle 7-7661  
ANPA—PPA—APA  
Officers  
President ..................Franklin Bruck  
Secretary and Radio  
Director ..................M. J. Kleinform  
Treasurer ..................Mort Heineman  
Radio Production ..................Howard Blake  
Research Director ..................Jules Nathan  
Radio Accounts Placed—North American  
Accident Insurance Co., Manhattan Soap  
Company, The Sitroux Co., Remington-Rand,  
Inc., Simplicity Patterns, Inc., Johnson Candy  
Co.  

BUCHANAN & COMPANY, INC.  
1501 Broadway, New York, N. Y.  
Phone Médallion 3-3380  
AAAA—ANPA—PPA—ABP—SNPA  
Officers  
Chairman of Board ..................Joseph A. Hauff
President..................T. S. Buchanan
Secretary-Treasurer...........L. J. Seeger
Vice-President...............John Hertz, Jr.
Radio Director...............Paul Murdock
Assistant Director...........J. C. Doroheic

Branch Offices
919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047

Vice-President................George Enzinger
427 West 5th St., Los Angeles, Cal.

Vice-President...............Fred M. Jordan
Kohl Bldg., San Francisco, Calif.
Phone Garfield 5241

Manager.......................Ray Randall


• LEO BURNETT COMPANY, INC.
360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAAn—ANPA—PPA—APA

Officers
President......................Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary-Treasurer..........E. Ross Gamble
Vice-President..............De Witt O’Kieffe
Vice-President................Frank Smith
Director of Radio............Burke C. Herrick


• BYER & BOWMAN
ADVERTISING AGENCY
203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA—ABP

Co-owners.....................Herbert Byer, Gus K. Bowman, Joel M. Burghalter
Director of Radio............Joel M. Burghalter

• HAROLD CABOT & CO.
24 Milk St., Boston, Mass.
Phone HANcoek 7690
AAA

Officers
President-Treasurer..........Harold Cabot
Executive Vice-President....Henry W. Patterson
Vice-President..............Donald D. Douglass
Vice-President...............John E. Kennedy
Vice-President-Art Director George R. Griffin
Secretary....................Richard Holland
Assistant Treasurer.........Eveleth R. Todd


CAHN-MILLER, INC.
413 N. Charles St., Baltimore, Md.
Phone Vernon 4111

Officers
President..................Louis F. Cahn
Secretary-Treasurer..........C. LeRoy Miller
Account Executive...........E. Lyell Gunns


• CAMPBELL-EWALD CO.
General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200
AAAAn—ANPA—ABP—PPA

Officers
President.....................Henry T. Ewald
Executive Vice-President....R. H. Crook
Vice-Press & Gen. Mgr........W. W. Lewis
Vice-President-Media Director.J. J. Hartigan
Radio Executive............G. C. Packard

Branch Offices
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager......................Steven S. Arnett
1709 Central Tower Bldg.,
San Francisco, Calif.
Phone Douglas 5670
Manager......................R. V. Dunne
230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager......................R. F. Field
705 Republic Bank Bldg., Dallas, Texas
Manager......................Aubra Dodson

• CAMPBELL-EWALD COMPANY OF NEW YORK, INC.
1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383
AAAAn—ABP—ANPA—PPA
NOAB—ABC

Officers
Chairman of Board............H. T. Ewald
President & General Manager. F. D. Richards
Treasurer...................Duane W. Beurmann
Secretary....................L. B. Dudley
Vice-President...............W. W. Lewis
Vice-President...............W. E. Bludgett
Vice-President...............J. L. Spencer
Director of Radio...........Kenneth Young Time Buyer..............E. A. Elliott

Branch Offices
1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager......................Emmett Dready
Republic Bank Bldg., Dallas, Texas
Manager......................Aubra Dodson, Jr.
Radio Accounts Placed—Purity Bakeries Corp., United States of Brazil.
THE CAPLES COMPANY
230 Park Ave., New York, N. Y.
Phone Murray Hill 6-6380
ANPA—PPA—APA—NOAB
Officers
President................. R. C. Caples
Vice-President.......... R. C. Caples
Time Buyer............. R. D. Bolster
Branch Offices
225 East Erie St., Chicago, Ill.
Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Vice-President.......... L. M. Branch
Radio Department Head... Russell Rowland
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.................. Arthur Caron
Radio Accounts Placed—Railway Express;
Union Pacific Railroad; Chicago & North
Western Railway.

CESANA & ASSOCIATES, LTD.
Monadnock Bldg., San Francisco, Calif.
Phone EXbrook 8572
Officers
Co-Owner................ C. H. Brockhagen
Co-Owner................ R. C. Cesana
Production Manager-Space Buyer,
Constance Ferris
Branch Office
6518 Selma Ave., Hollywood, Calif.
Phone Hollywood 8155
Manager.................. T. D. Murray
Radio Director........... Carl Webster Pierce
Account Executive........Louis Grimm
Production Manager........ Mary Greene
Radio Accounts Placed—Roma Wine Co.

C. P. CLARK, INC.
2411 West End Ave., Nashville, Tenn.
Phone 7-6602
ABP—ANPA—PPA—SNPA—NOAB
First Advertising Agency Group
Officers
President-In Charge of Radio.... C. P. Clark
Executive Vice-President, Herbert Armstrong
Secretary-Treasurer........... D. G. Goodwin

THE CLEMENTS COMPANY, INC.
Phone Rittenhouse 0236
Officers
President-Treasurer........... J. W. Clements
Vice-President-Secretary—E. D. Masterman
Director of Radio............... Alice Clements
Radio Accounts Placed—Network: Modern
Food Process Co.

COMPTON ADVERTISING, INC.
630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800

AAAA—ABP—ANPA—PPA—PBR—
SAAA—SNPA
Officers
President................. Richard Compton
Executive Vice-President..... Trelt Yocum
Secretary-Treasurer........ Leonard T. Bush
Vice-Presidents.......... Leonard T. Bush,
Alfred Stanford, Robert Holbroook,
Harold S. Barnes, Gordon Aymar, Craig
Davidson.
Vice-President-Director of Radio,
John E. McMillin
New Program Manager........ Storrs Haynes
Network Program Manager,. Gilbert Ralston
Local Program Manager......... Hal James
 Casting Director............. George Bengel
Publicity Director........... Isabel Ohmstead
Radio Time Buyers........... William Maillefer,
Frank B. Kemp, Lester Schroeder
Branch Offices
Gwynne Bldg., Cincinnati, O.
Manager.................... Robert Marsh
Assistant Manager........... Mary Wright
Radio Account Placed—Proctor & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
G. Naphtha Soap, Fluffo, Bar-salou Soap, Duz),
Wheatena Corp., William S. Seull Co. (Boseul
Coffee).

COOLIDGE ADVERTISING CO.
308-315 Insurance Exchange, Des Moines, la.
Phone 3-5195
AAAA—ABP—ANPA—PPA—APA
Officers
President.................. Paul Blakemore
Vice-President............. Henry Kreoger
Production Manager......... Robert H. Morgan

COWAN & DENGLER, INC.
527 Fifth Ave., New York, N. Y.
Phone Murray Hill 2-0940
ANPA—PPA—NOAB—APA
Officers
President.................. Stuart D. Cowan
V-P, Secretary-Treasurer.... H. W. Dengler
Media Director-Time Buyer.. Helen F. Bond
Office Manager............. William Erichs
Radio Accounts Placed—Burry Biscuit
Corp., AA Quality Products, Inc., National
Motor Boat Show.

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee, Wise.
Phone Daly 3500
AAAA—ABP—ANPA—PPA
APA—NOAB
Officers
President.................. A. W. Seiler
Executive Vice-President, Secretary-Trea-
surer...................... C. T. McElroy
Vice-President............ H. T. Dyson,
C. W. Faude, A. J. Spoerl
Director of Radio.......... Holland Engle
Assistant Director of Radio..... L. Mahar
Radio Accounts Placed—Knapp-Monarch

CRITCHFIELD & COMPANY
720 North Michigan Ave., Chicago, Ill. Phone Superior 3061
ANPA — APA — PPA — NAOB
Officers
President..........................Scott S. Smith
Secretary.........................R. C. Serymiger
Treasurer.........................N. W. Smith
Radio Director....................Morrison Wood
Script Writer.....................Elizabeth Long
Radio Accounts Placed—Cudahy Packing Co., Evans Fur Co., Wheeling Steel Corp.

D'ARCY ADVERTISING COMPANY
Missouri Pacific Bldg., St. Louis, Mo. Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA
Officers
President..........................W. C. D'Arcy
Treasurer..........................C. C. Pangman
Secretary..........................C. C. Pangman
Vice-President....................J. F. Oberwinder
Branch Offices
515 Madison Ave., New York City Phone Eldorado 5-5435
Vice-President in Charge of
Radio..................................F. W. Coste
Radio Dept..........................W. Pflueger,
A. N. Steele, Henry Klein
Terminal Bldg., Cleveland, Ohio Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga. Phone Hemlock 7608
J. H. Kinsella
Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.
706 Chestnut St., St. Louis, Mo. Phone Main 0790-0791
ABP — PPA
Officers
President-Time Buyer...........James M. Daugherty
Service Director................J. H. Schmitt

DAVIS-HARRISON-SIMMONDS
306 N. Vermont Ave., Hollywood, Calif. Phone NOmandy 2-2158

Officers
President..........................Don L. Davis
Executive Vice-President.........Jack M. Leuz
Secretary..........................M. D. Harrison
Treasurer..........................T. S. Simmons
Vice-President....................Allan Abel
Office Manager....................D. M. Moore
Radio Director....................Lewis H. Abel
Radio Producer....................Hal Gerard
Script Writers.....................Joe Twerp, David Arlen

DOE-ANDERSON ADVERTISING AGENCY
308 Martin Brown Bldg., Louisville, Ky. Phone Wabash 3193
Officers
President..........................Elmer H. Doe
Account Executives.............Warwick Anderson, Robert L. Headen
Radio Accounts Placed—Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station WIS, Radio Station KMA.

DONAHUE AND COE, INC.
1270 6th Ave., New York, N. Y. Phone Columbus 5-4252
ANPA — PPA — ABP — PRB — SNPA
Officers
President..........................Edward J. Churchill
Treasurer..........................W. B. Patterson
Secretary..........................O. A. Kingsbury
Branch Office
411 Hurt Bldg., Atlanta, Ga. Phone Main 5662
Manager.........................H. L. Morrill, Jr.

DOREMUS & CO.
120 Broadway, New York, N. Y. Phone REctor 2-1600
ANPA—NOAB—PPA—APA—ABP
 Officers
Chairman of Board............William H. Long, Jr
President.........................G. Munro Hubbard
Vice-Presidents...............H. L. H. Durham,
George Dore, Jr.
Secretary.......................Dewey B. Holland
Treasurer.......................Richard E. Williams
Director, General Accounts Division,
George L. Miller
Production Manager, Financial Accounts
Division.........................D. B. Holland
Production Manager, General Accounts
Division.........................H. Friedwald

155
Space Buyer..................Harold H. Sieber

Branch Offices
50 Congress St., Boston, Mass.
Phone Hubbard 1510

Vice-President..................L. W. Munro

Vice-President-Manager, Commercial Dept.,
J. H. McCullough

In Charge of Radio.............P. L. Scannell

Space Buyer..................Charles R. Rice
1520 Sanson St., Philadelphia, Pa.
Phone Rittenhouse 0925

Manager........................William Reid
208 S. La Salle St., Chicago, Ill.
Phone Central 9135

Manager.........................H. L. Smith
Space Buyer....................E. G. Harding
544 Market St., San Francisco, Calif.
Phone Garfield 6683

Vice-President................H. W. Grady
Space Buyer....................R. Brindley

Radio Accounts Placed—National Shawmut Bank, Savings Bank Life Insurance
Council, Workingmen’s Cooperative Bank.

*JOHN C. DOWD, INC.*
Park Square Bldg., Boston, Mass.
Phone Hubbard 0950

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

**SHERMAN K. ELLIS & CO.**
500 Fifth Ave., New York, N. Y.
Phone Lackawanna 4-3570

ANPA—PPA—APA

**Officers**
President-Treasurer.............Sherman K. Ellis
Vice-Presidents................C. E. Standinger,
Richard Barrett, Milton J. Blair, Glen
Jocelyn, H. F. Townsend, E. S. Pratt,
John F. Price

Director of Radio..............Edward Aleshire
Radio Time Buyer...............Harry Torp

Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Vice-President................John F. Price

Radio Accounts Placed—Quaker Oats Co.,
McLaughlin’s Manor House Coffee, Pennsylvania
Salt Co., Standard Brands, Inc., The
National Refining Co., S. B. Thomas, Inc.,
Piel Bros.

*ERWIN, WASEY & CO.*
Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.
Phone Mohawk 4-8700

AAAA — ABP — ANPA — PPA — SNPA

**Officers**
President.......................Louis R. Wasey
Vice-President-General Manager,
Howard D. Williams
Vice-President-Art Director, Paul E. Newman
Treasurer......................A. G. Van Utt
Director of Radio............Edward J. Fitzgerald

*Branch Offices*
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President................L. R. Northrup
Erwin Wasey & Co. of Minnesota
Midland Bank Bldg., Minneapolis, Minn.
Phone Atlantic 1223

President......................Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-Presidents:S. R. Hutton, H. E. Williams
714 W. 10th St., Los Angeles, Calif.
Phone Prospekt 5517

Executive Vice-President.......H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President...............W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., Zemo Co.,
The Barbasol Co., Consolidated Cigar Co.,
Carnation Co., R. B. Semler, Inc.; The Olive
Tablet Co., Florida Citrus Exchange, Zonite
Products Co., Liberty Magazine, Primrose
House, Inc., Horlicks Malted Milk Co., Steele
Wedeles Co.

*H. W. FAIRFAX ADVERTISING
AGENCY, INC.*
551 Fifth Ave., New York, N. Y.
Phone Murray 2-6680

ANPA — ANPA — PPA

**Officers**
President-Radio Director.......Nat S. Enslser

*FEDERAL ADVERTISING AGENCY,
INC.*
444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

**Officers**
President......................Robert Tinsman
Vice-Presidents...............James O’Brien,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright

Treasurer......................George Dietrich
General Manager-Secretary..George Dietrich
Radio Director................J. S. Davidson
Radio Accounts Placed—National Biscuit
Co. (for Shredded Wheat), General Cigar
Co., Rockwood & Co., American Safety Razor
Corp., J. J. Trommer (Beer).

*HARRY FEIGENBAUM
ADVERTISING AGENCY*  
1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA — PPA

**Officers**
President......................Harry Feigenbaum
Radio Dept. Manager.........David Wermen

*WILLIAM ESTY & COMPANY*  
100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900
Officers
President and Treasurer........William Esty
Secretary..............E. H. Cummings
Director of Radio........Richard Marvin
Assistant Radio Director........Harry Holeomb
Time Buyer............Tom Lynch
Radio Producers...........Don Bernard,
 Radio Continuity Writers........Helen Phillips,
 Bernard Dougall

ROBERT G. FIELDS & CO.
Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP
Officers
President................Robert G. Fields

M. M. FISHER ASSOCIATES
134 N. La Salle St., Chicago, Ill.
Phone Central 1211
Officers
Manager.............Jack L. Fisher

FITZGERALD ADVERTISING
AGENCY, INC.
202 Southern Bldg., 333 Howard Ave.,
New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB
Officers
President.............Joe L. Killeen
Vice-President........Joseph H. Epstein
Vice-President........Leonard Gessner
Secretary-Treasurer........Roy M. Schwarz
Production Manager........Warren G. Posey
Art Director........E. W. Rector Wootten
Comptroller........Lee O’Pry
Director of Radio.........Joe L. Killeen
Radio Continuity Writers........Roy M. Schwarz,
Joe L. Killeen, Martha Dulin
Time Buyer........Leonard Gessner
Time Buyer........Mrs. W. T. Bramblett
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co., Louisiana Power & Light Co.,
Southern Cotton Oil Co., Godchaux Sugars, Inc., Dixie Brewing Co.

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

FOLEY ADVERTISING AGENCY
1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1400
ANPA
Officers
President-Radio Director........Robert B. Foley
Space Buyer...............Helen M. Little
Radio Accounts Placed—L. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FORT & COMPANY
301-304 Kinney Bldg., Charlotte, N. C.
Phone 3-4217
APA — SNPA
Officers
President..................John L. Fort
Secretary..................Jean Dunham
Radio Accounts Placed—A. K. Sutton, Inc.,
McCoy’s Service Stations, T. W. Garner Food Co.

FOSTER & DAVIES, INC.
Keith Bldg., Cleveland, Ohio
Phone Cherry 5792
AAAA — ANPA — ABP — PPA — APA
ABC — NOAB
Officers
President..................F. Carlisle Foster
Vice-President-Treasurer........Maxton R. Davies
Vice-President...............Everett R. Castle
Secretary...............Maxton R. Davies, Jr.
Radio Accounts Placed—Network: General
Electric Co.

ALBERT FRANK-GUENTHNER LAW,
INC.
131 Cedar St., New York, N. Y.
Phone Cortlandt 7-5060
ANPA — PPA — ABP — NOAB
Officers
Chairman, Board-Executive Committee........Russell Law
President..................Frank J. Reynolds
Vice-President-Treasurer........Emmett Corrigan
Vice-President-Secretary........Victor J. Cevasco
Radio Department...............Henry T. Rockwell
Branch Offices
Post Office Square, Boston, Mass.
Phone Hancock 3900
Phone Rittenhouse 3913
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
155 Sansome St., San Francisco, Calif.
Phone Exhbrook 3484
FULLER & SMITH & ROSS, INC.
71 Vanderbilt Ave., New York, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA — ABC

Officers
President.................. A. L. Billingsley
Vice President-Manager......... J. E. Wiley
Secretary-Treasurer........... C. C. Reidenbaugh
Radio Director................ Lee Williams

GANDY ADVERTISING AGENCY
Mercantile Bldg., Dallas, Texas
Phone Central 4737

Officers
Owner......................... Wilmer P. Gandy
Production Manager........... Mrs. K. Gandy

GARDNER ADVERTISING CO.
915 Olive St., St. Louis, Mo.
Phone Garfield 2915
AAAA — ABP — ANPA — PPA — PRB
SAAA — SNPA

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

Branch Offices
9 Rockefeller Plaza, New York, N. Y.

Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co.,
Ralston Purina Co., Independent Packing
Co., L. & N. Rwy., Stokely Bros. & Co.,
Union Biscuit Co., Griesedieck-Western
Brewing Co.

SIDNEY GARFINKEL ADVERTISING AGENCY
26 O’Farrell St., San Francisco, Calif.
Phone Exbrook 3420
ABP — ANPA — PPA

Officers
President.................. Sidney Garfinkel
Director of Radio................ Walter Guild
Manager....................... Don Breyer

Radio Accounts Placed—Euclid Candy Co.,
Kay Jewelers, Hastings, Money-Back Smith,
Haskins Bros. & Co., Remar Baking Co.,
El Dorado Brewery, Gravem Inglis Baking
Co., El Dorado Oil, T. K. Barker,
Fred Benioff, Brody Operating Co., Priscilla
Parker Cosmetics.

W. W. GARRISON & COMPANY
400 N. Michigan Ave., Chicago, Ill.
Phone Superior 6191
ABP — ANPA — PPA

Vice-President............. H. F. Falvey
Time Buyer.................. G. P. Schill


J. STIRLING GETCHELL, INC.
405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-4800
AAAA — ANPA — PPA
NOAB — ABC — APA

Officers
President..................... J. V. Tarleton
Vice-President-General Manager,
M. Peter Franceschi
Vice-Presidents........... William E. Berchtold,
Frank R. Griffin, Paul Hollister, H. T.
Mitchell, E. G. Nickerson
Secretary..................... Orville H. Schell, Jr.
Treasurer.................. Charles McCormack
Director of Radio............. C. A. Snyder
Radio Time Buyer............. C. R. Moser

Branch Offices
New Center Bldg., Detroit, Mich.
Phone Trinity 1-2200
Radio Time Buyer............ I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Phone Harrison 8102

K. Hickerson
59 E. Van Buren St., Chicago, Ill.
Phone Harrison 2606

L. O. Holmberg
735 N. Water St., Milwaukee, Wis.
Phone Marquette 3567

Harry H. Scott

Radio Accounts Placed—Socony-Vacuum
Oil Co., Chrysler Corp. (Plymouth and
DeSoto cars).

GEYER, CORNELL & NEWELL, INC.
745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-3400
AAAA — PPA — ANPA

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

Branch Offices
Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.................... E. G. Frost
14250 Plymouth Rd., Detroit, Mich.
Phone, Hogarth 5520
Manager..................... J. L. McQuigg

Radio Accounts Placed—Network: E. R.
Squibb & Sons, National Spot: Nash Kel-
vinator Corp. (Nash Division, Kelvinator
Division, Leonard Division), Hat Corpora-
tion of America.

GILLHAM ADVERTISING AGENCY
Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP
ADVERTISING AGENCIES

GLASER-GOTTSCHALDT, INC.
Statler Bldg., Boston, Mass.
Phone Liberty 6044
AAAA—ABP—ANPA—PPA—APA

Officers
President........................Louis Glaser
Vice-President...............Allan C. Gottschaldt
Radio Director...............E. E. Doten
Production Manager.............E. J. Huber
Art Director................Richard T. Collins

GLICKSMAN ADVERTISING CO.
400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP—ANPA—PPA

Officers
President......................Joseph Glicksman
Vice-President-Secretary, William Glicksman
Treasurer..................David Glicksman
Radio Accounts Placed—Adam Hats.

GOODKIND, JOICE & MORGAN
919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
PPA—ABP
Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.

Officers
President......................Clyde M. Joice
Vice President-Treasurer, M. Lewis Goodkind
Vice-President-Merchandising,.Harlow P. Roberts
Copy Chief................Garrick M. Taylor
Space Buyer................Florence A. Neighbors

GRANT ADVERTISING, INC.
Gulf State Bldg., Dallas, Texas
Phone Riverside 8121
APA—SNPA

Officers
President....................Will C. Grant, Jr.
Manager..................Edwina M. Sprague
Script Writer...............Evelyn Elam

Branch Office
Palmolive Bldg., Chicago, Ill.
Phone Superior 9055

Vice-President...............Tyler Davis
Vice-President-Manager.....John C. Morrow
Director of Radio...........L. G. Harris
Radio Dept...............Allen C. Anthony

Jimmy McClain
30 Rockefeller Plaza, New York, N. Y.
Phone Circlev 5-4885
Manager..................Jane E. Rovey
Guardiola Bldg., Mexico City, Mexico
Phone Eric 14-63-93

President..................David H. Echols
Vice- Presidents...............John C. Jensen,
Augusto Elias, Edgar M. Hynmans
Assistant Radio Director—Oscar Azuc, Jr.
Script Writers...............Emilio Arellano,
Jesus Elizarraras
Musical Director.............Elias Breeskin
Padre Mier 474, Monterrey, Mexico
Executive in Charge........David H. Echols
Radio Accounts Placed—National Spot: American Chicle Co. (Beeman’s Pepsin); Network: Mars, Inc.

GREEN-BRODIE, INC.
485 Madison Ave., New York, N. Y.
Phone PLaza 3-9333
ANPA—PPA

Officers
President.......................Julian P. Brodie
Secretary-Treasurer...............Alan Green
Vice President-Art Director, Murray A. Levin
Production Director.............Melford Brodie
Radio Dept...............Julian P. Brodie
Radio Accounts Placed—Pieter deWitt Diamonds, Ltd., Trade Bank & Trust Co.

GREY ADVERTISING AGENCY, INC.
166 West 32nd St., New York, N. Y.
Phone CThickering 4-3900
ABP—ANPA—PPA—NOAB—APA

Officers
President......................Lawrence Valenstein
Executive Vice-President........Arthur C. Fatt
Talent Buyer................James H. Lang, Jr.
Time Buyer...............Maria J. White
JULIAN GROSS ADVERTISING
AGENCY
11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170
Officers
Owner ..................... Julian Gross
Radio Director.......... Geraldine A. Kenney
Account Executives ......... M. Gold, David Gross, Alfred Horn

M. H. HACKETT, INC.
9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1940
ABP — ANPA — PPA — NOAB
Officers
President-Treasurer & Radio Director,
Montague H. Hackett
Vice-President........ Crawford W. Hawkins
Vice-President........ Bernard Pagenstecher
Art Director............. Robert Blue
Production Manager ....... G. B. Bradley
Time Buyer.............. Aida Stearns
Copy Chief................ Allan Legg
Radio Accounts Placed—Riggio Tobacco
Corp., V. LaRosa & Sons, Chatham Mfg. Co.,
S. A. Schonbroun & Co.

HART-CONWAY CO., INC.
Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA — APA
Officers
President..................... H. Lyman Hart
Secretary.................. M. Brinkman Hart
Vice President........... Harold E. Kennedy
Radio Director............. John P. Street
Program Producers ......... Lowell MacMillan,
Charlotte Edwards, Kenneth Adams, H. E. Kennedy
Radio Accounts Placed—Levis Music
Stores, Wegman’s Food Markets, Gulf Oil
Corp., L. C. Forman Co., Erskine Healy Co.,
Fincher Motors, Acoustic Instrument Co.,
Sears Roebuck & Co. (Rochester Division).

GEORGE H. HARTMAN CO.
307 North Michigan Ave., Chicago, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB
Officers
President..................... George H. Hartman
Secretary-Treasurer...... Frank R. Hartman
Radio Director............. Thomas Kivlan
Radio Accounts Placed—Hartz Mountain
Products, Local Loan Co., Nelson Bros. Co.,

HAYS ADVERTISING AGENCY
252 College St., Burlington, Vt.
Phone 852
ANPA — ABP
Officers
President-Treasurer........ W. A. Myers
Secretary ...................... A. E. Hawkins
President ...................... N. H. Myers
Radio Accounts Placed—Dairy Association
Co., Huntley Laundry Co., Moquon Baking
Co., LaBarge Flower Shop, C. P. Sweble, Jr.,
Inc., Danforth Sporting Goods Co., Shepard
Lumber Co., Burlington Cooperative Milk
Producers Co., Howard National Bank &
Trust Co., Carl D. Densmore Co., F. J. Preston
& Son, Bruhn’s, Inc., Gore the Florist,
Citizens Coal Co.

THE HEFFELFINGER AGENCY
522 Fifth Ave., New York, N. Y.
Phone Vanderbilt 6-2450
Officers
President.............. Totten Peavey Heffelfinger
General Manager........ C. H. Pearson
Publicity and Public Relations Director,
Capt. C. W. Wildrick
Merchandise Director ....... H. Curtis Colby
Radio Director............. Fulton Dent
Director of Sports Service,
Walter W. Heffelfinger
Branch Office
924 Second Ave., South Minneapolis, Minn.
Manager..................... C. W. Sawyer
Premium and Special Service Manager,
C. E. Harrison

HENRI, HURST & MCDONALD
520 N. Michigan Ave., Chicago, Ill.
Phone Superior 3000
AAAA — ANPA — PPA
Officers
President ..................... W. B. Henri
Secretary ..................... W. D. McDonald
Treasurer ..................... J. F. Hurst
Media Director............ N. H. Pumphian
Radio Director ............. Frank W. Ferrin
Radio Accounts Placed—Network: Hall
Bros., Inc., Skelly Oil Co., John Morrell & Co.,
National Spot: John Morrell & Co.,
Ballard & Ballard Co., Carolene Products Co.

HILLMAN-SHANE-BREYER, INC.
846 S. Broadway, Los Angeles, Calif.
Phone Vandike 5111
Officers
President ..................... David S. Hillman
Vice-President ............. M. Lewin
Secretary-Treasurer ......... D. Breyer
Radio Director ............. Donald Breyer
Publicity Director ........ J. DeGarmo

HIXSON-O’DONNELL ADVERTISING,
INC.
555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331
Officers
President ..................... G. K. Breitenstein
Secretary ..................... R. M. Hixson
Treasurer ..................... J. E. O’Donnell
News Editor .............. Wayne Miller
Announcers ............... John Wald, Don Forbes

WILLIAM F. HOLLAND AGENCY
Glenn Bldg., Cincinnati, Ohio
Phone Main 2859

Officers
Owner..........................William F. Holland
Merchandising Director........C. J. Schuck
Continuity Chief.............John Mathews
Continuity-Research........Frank Mathuven, Ruth Crane
Sales Promotion..............L. M. Williams
Art Director..................Paul Bogostian
Statistician...................John Q. Brown
Office Manager.............D. E. Holland
Account Executives...Charles Vandermeulen,
B. J. Armstrong, S. Flora

CHARLES W. HOYT COMPANY, INC.
551 Fifth Ave., New York, N. Y.
Phone Murray Hill 2-0550
AAA—ANPA—PPA—ABP—NOAB

Officers
President and Treasurer.....Winthrop Hoyt
Secretary.......................Everett W. Hoyt
Vice-Presidents...............F. A. Whipple,
W. K. Dingledine
Director of Radio.............W. P. Smith
Time Buyer....................D. W. Coutlee

Branch Office
650 Main St., Hartford, Conn.
Phone 5-0666

Vice-President.............F. A. Whipple


THE H & S ADVERTISING AGENCY
19 East 53rd St., New York, N. Y.
Phone W1ekersham 2-3338

Officers
President-President-Treasurer........H. S. Goodman
Secretary........................H. Knuth
Vice-Presidents...........Everett F. Goodman,
Barney Cragston, Andrew Schloss

Branch Offices
American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.
1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA—APA

Officers
Chairman of Board........Henry B. Humphrey
President-Treasurer........Richard S. Humphrey
Vice-President-Copy Chief...
Julian L. Watkins
Vice-President...............John C. Strong
Account Executives.........Herbert T. Hand, Jr.,
William J. Breen
Production Manager..........G. L. Leonard
Secretary......................Francis S. Moulton
Radio Accounts Placed—Boston Beer Co.,
Rumford Chemical Works, Morris Plan
Banking Co. of Boston

HUTCHINS ADVERTISING
COMPANY, INC.
Cutler Bldg., Rochester, N. Y.
Phone Main 3528
APA—ANPA—PPA—ABP

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

Radio Account Placed—Philco Radio and
Television Corp.

WILLIAM A. INGOLDSBY & CO.
452 I. W. Hellman Bldg., Los Angeles, Calif.
Phone Michigan 4573

Officers
Manager......................William A. Ingoldsby
Radio Director...............James W. Ingoldsby
Copy Chief....................Arthur W. Ingoldsby

Radio Accounts Placed—Network: Jeffersonian Democrats (Political); Kellogg’s Ant Paste.

IVEY & ELLINGTON, INC.
1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA—PPA

Officers
President.................Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary..................George V. Strong
Media Director.............C. R. Palmer

Branch Office
155 East 44th St., New York, N. Y.
Phone Murray Hill 2-5248

Vice-President...............Thomas M. Kersey
Radio Accounts Placed—Bayuk Cigars Inc.,
General Baking Co., Packers Tar Soap Inc.,
Young People’s Church of the Air.
JESSOP ADVERTISING CO.
First Central Tower, Akron, Ohio
Phone Franklin 3232

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

THE RALPH H. JONES COMPANY
Carnegie Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ABP — ANPA — PPA

Officers
President.................. Ralph H. Jones
Vice-President........... Stanley A. Willer
Secretary.................. Elmer A. Vehr
Director of Radio........ C. M. Robertson, Jr.
Assistant Director........ M. MacPherson

Branch Office
580 Fifth Ave., New York City
Phone Wisconsin 7-5500
Manager.................. James M. Nelson

H. W. KASTOR & SONS
ADVERTISING CO., INC.
360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

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

Branch Offices
9 Rockefeller Plaza, New York
Phone Columbus 5-6135
Manager.................. William H. Kearns
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

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

Officers
President.................. Joseph Katz
Treasurer.................. Charles M. Harrison
Director of Radio............ Gordon Gross
Radio Producers & Continuity Writers, Gordon Gross, Edward Frager, Nat C. Wildman, Paul Deutschman

Branch Offices
444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740
Manager.................. Nat C. Wildman
Director of Radio............. Herschel Deutsch

HENRY J. KAUFMAN ADVERTISING
Homer Bldg., Washington, D. C.
Phone District 7400
ANPA — APA — ABP

Officers
Owner.......................... Henry J. Kaufman
Radio Director............... Jeffery A. Abel

Branch Office
Court Square Bldg., Baltimore, Md.
Phone Calvert 4675
Manager.................. Marx S. Kaufman

RAYMOND KEANE
ADVERTISING AGENCY
501 Railway Exchange Bldg., Denver, Colo.
Phone, Tabor 7166

Officers
Owner-Manager........ Raymond Keane
Partner.................. Ethel N. Hines
Radio Production........ Wesley Battersea
Copywriter-Space Buyer........ Louise Glackemeyer

KELLY, ZAHNRDT & KELLY, INC.
745 Cotton Belt Bldg., St. Louis, Mo.
Phone Garfield 0777

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


KENYON & ECKHARDT, INC.
247 Park Avenue, New York, N. Y.
Phone Plaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers
Chairman of Board............... Henry Eckhardt
President.................. Thomas D’Arcy Brophy
Treasurer.................. Otis Allen Kenyon
Secretary.................. Joseph A. Vessey
Director of Radio............... Joseph R. Stauffer

H. M. KIESEWETTER ADVERTISING AGENCY, INC.
9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers
President & Treasurer........ E. T. Kiesewetter
General Manager........... H. M. Kiesewetter
Radio Dept. Manager—A. C. Christensen
Radio Accounts Placed—The Mennen Co.,
The Bathasweet Corp., Lorr Laboratories,
Inc., Penn Tobacco Co.

THE RALF KIRCHER CO.
Mutual Home Bldg., Dayton, Ohio
Phone Fulton 2151

KLINGER ADVERTISING CORP.
119 W. 57th St., New York, N. Y.
Phone Circle 6-3660

Vice-President—Time Buyer—A. A. Klinger
Vice-President—E. A. Temmer
Secretary—E. French
Radio Production—Emory Ellis

Radio Accounts Placed—Madison Long
Island Personal Loan Co., Madison Finance
Co. of N. J., Servus Clothes, Samuel Schloss-
man & Sons, Inc., Stanback Co., Ltd., Bridge
Apparel Shops, Long Island Outfitting Co.,
Wholesale Utilities, Purepar Corp., Klizmoth
Corp., Flemex Corp.

KNOX REEVES ADVERTISING, INC.
600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701

ANPA—PPA

Officers
President—E. E. Sylvestre
Executive Vice-President—Wayne Hunt
Vice-Presidents—J. A. Sarles,
Elizabeth B. Reeves, Helen A. Brown
Secretary—K. P. Torgerson
Treasurer—C. L. Greenwood
Radio Director—Lloyd Griffin
Director of Media & Research,
Dr. A. R. Root

Radio Production Manager—Russell Neff
Commercial Production Mgr.—Brad Robinson

Branch Office
925 Chanhin Bldg., New York, N. Y.
Phone Murray Hill 4-3982

Radio Account Placed—General Mills
Inc.

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

ANPA—PPA—ABP—ABP

Officers
President—Arthur Kudner
Vice-Presidents—J. H. S. Ellis,
E. J. Owens, Sam D. Fuson, Charles F.
Gannon, Kenneth Collins
Director of Radio—Myron P. Kirk
Assistant Radio Director—Louis E. Dean
Script Buyer—Alan Ward

Time Buyer—John Crandall
Commercial Continuity—Rowena Runnette
Branch Offices
New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty
1601 Van Ness Ave., San Francisco, Calif.
Phone Grayston 2000

J. R. KUPSICK ADVERTISING
AGENCY, INC.
122 East 42nd St., New York, N. Y.
Phone Murray Hill 5-9145

ANPA—ABP

Officers
President—J. R. Kupsick
Space Buyer—E. M. Fordman

LAMBERT & FEASLEY, INC.
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-3721

ANPA—PPA

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

Radio Accounts Placed—Lambert Pharma-
col Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

LANG, FISHER & KIRK, INC.
1010 Euclid Ave., Cleveland, Ohio
Phone Main 6579

ABP—PPA

Officers
President-Treasurer—H. Jack Lang
Vice President-Secretary—A. B. Fisher
Vice-President—Fred P. Stasbower
Production Manager—Kent R. Spelman

LEEFORD ADVERTISING AGENCY
315 Fourth Ave., New York, N. Y.
Phone Stuyvesant 9-1742

PPA

Officers
President-Radio Director—David D. Lee
Treasurer ...................... W. C. Hoyt  

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LEIGHTON & NELSON  
202 Stule St., Schenectady, N. Y.  
Phone 6-1202  
ABP — PPA  

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

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LENNEN & MITCHELL, INC.  
17 E. 45th St., New York, N. Y.  
Phone Murray Hill 2-9170  
AAAA — ANPA — PPA — APA — NOAB  

Officers  
President ...................... Philip W. Lennen  
Secretary ..................... Arthur L. Lynn  
Vice-President and Treasurer. Robert W. Orr  
Director of Radio ........... William N. Robson  
Story Editor ................. Richard H. Diggs  
Radio Producer .................. Blayne Butter  

Branch Offices  
323 Equitable Bldg., Hollywood, Calif.  
Phone Granite 7181  
Manager ....................... Samuel C. Pierce  


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LEON LIVINGSTON ADVERTISING AGENCY  
Mills Bldg., San Francisco, Calif.  
Phone Sutter 7340  
AAAA — ABP — ANPA — PPA — NOAB  

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

Radio Accounts Placed — Langendorf United Bakeries, Nestle’s Milk Products, Inc.

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LONG ADVERTISING SERVICE  
681 Market St., San Francisco, Calif.  
Phone Douglas 3168  
AAAA — ANPA — PPA  

Officers  
Principal .......................... Alvin Long  
Director of Radio Service ... Gertrude B. Murphy  
Production-Media ............. Wayne Lentz  
Office Manager .................. Mary Petersen  

Branch Office  
19 N. Second St., San Jose, Calif.  
Phone Ballard 5600  

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THE W. E. LONG COMPANY  
155 North Clark St., Chicago, Ill.  
Phone Randolph 4606  

Officers  
Vice-President .................. W. D. Warrick  
Chief Announcer ................ Ted Meyers  
Director of Radio ............ E. J. Sperry  
Assistant Director of Radio ... Robert Struble  
Transcription Producer ......... Victor Quan  
Scripts ......................... Kimball S. Sant, Mikki Kaye  
Syndicate Transcriptions ... L. Alexander  

Radio Accounts Placed — Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

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LORD & THOMAS  
247 Park Ave., New York, N. Y.  
Phone Wickersham 2-6600  
AAAA — ANPA — ABP — PPA  

Officers  
Chairman of the Board ....... Albert D. Lasker  
First Vice President-General Manager ... Edward Lasker  
Vice-President-Manager ...... Leonard Masius  
Vice-President, Chairman Plans Board ... Walter C. Krause  
Vice-Presidents ............... Emerson Foote, Carl M. Stanton  
Radio Time Buyer ............. John Hymes  
Script Buyer ..................... Frank Wilson  

Branch Offices  
919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 4300  
Executive Vice-President ...... John F. Whedon  
Vice-Presidents ................ R. R. Faryon, Howard A. Jones, Leo H. Rosenberg  
Vice-President-Treasurer .. William R. Sachs  
Radio Time Buyer ............. Jack Laemmer  

Columbia Square, Hollywood, Calif.  
Phone Hollywood 6265  
Manager ....................... Norman W. Morrell  
601 West Fifth St., Los Angeles, Calif.  
Phone Michigan 7651  
Vice President-Manager ...... Don Belding  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2355  
Manager ....................... Eugene J. Harrington  

ADVERTISING AGENCIES


**EARLE LUDGIN, INC.**
121 West Wacker Drive, Chicago, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA
Officers
President-Treasurer..................Earle Ludgin
Secretary.........................A. Ludgin
Vice-Presidents.............V. R. Bliss, J. H. Caro,
J. H. Willmarth

**MACE ADVERTISING AGENCY, INC.**
507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA — ABP — APA
Officers
President....................J. F. Fellay
Treasurer.....................Jay J. Keith
Vice-President..............Robert J. Rice

**MacFARLAND, AVEYARD & CO.**
333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA
NOAB
Officers
President...............Hays MacFarland
Secretary-Treasurer..........B. G. Ruttingh
Vice-Presidents.............A. E. Aveyard,
Malcolm A. Jennings, Allen B. Discus
Radio Director-Time Buyer.............Evelyn Stark
Production Manager........William Dooley
Space Buyer................Madge C. Drake
Publicity Director..........Harry M. Coleman

**NORMAN A. MACK & CO.**
67 West 4th St., New York, N. Y.
Phone Vanderbilt 6-4914
Officers
President......................Norman A. Mack
Radio Director......................Charles Michelson

**MacLAREN ADVERTISING CO. LTD.**
372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2351
CAAA — CDNA — CWNA
Officers
President-General Manager..........J. A. MacLaren
Vice President-Assistant General
Manager.........................E. V. Rechnitzer
Vice-President-Treasurer..........I. F. Reynolds
Secretary......................G. T. Scroggins
Broadcast Advertising Dept., C. M. Pasmore,
M. Rosenfeld, W. D. Byles

**Branch Office**
901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556
Office Manager.................E. H. H. Smith
1001 Linday Bldg., Winnipeg, Man., Canada
Phone 26-622
Manager.......................W. R. W. Henderson
47 Canada Life Bldg., Calgary, Alta., Canada
Phone M 5424
Manager......................Thomas Meade
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Manager......................E. Gordon Stephens

**MacMANUS, JOHN & ADAMS, INC.**
12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-9300
ANPA — PPA — ABP
Officers
President....................W. A. P. John
Executive Vice President-Treasurer,
James R. Adams
Vice President-Secretary, John R. MacManus,
Vice Presidents...............Harvey G. Luce,
R. A. Brewer
General Manager.............Leo A. Hillebrand
Media Director...............Elmer W. Froehlich

**Branch Office**
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Richmond 0191
Executive-In-Charge............F. A. Berend
405 Montgomery St., San Francisco, Calif.
Executive-In-Charge...............Rene C. Dahle

**MALCOLM-HOWARD ADVERTISING AGENCY**
20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP — APA
Officers
Owner-Time Buyer............Arthur M. Holland
Radio Account Executive.......Max G. Holland
Radio Director...............Maury Cliffer
Radio Writers...............Maury Cliffer, Ray Freedman

DAVID MALKIEL ADVERTISING AGENCY
260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA — ABP — APA — PPA
Officers
President ..................David Malkiel
Secretary ..................Martha Brest
Account Executives ...........Harry Weinbaum, Alfred Black, Martin Kadis

MARSCHALK & PRATT, INC.
535 Fifth Ave., New York, N. Y.
Phone Vandeberit 6-2022
ANPA — PPA — ABP — APA — ABC — AAAA — NOAB
Officers
President ..................Harry C. Marschalk
Secretary ..................G. W. Freeman
Vice-Presidents .............S. H. Giellerup, S. L. Meulendyke, Arthur R. Anderson
Director of Radio ..........Curt Peterson
Radio Continuity Writers ...G. W. Freeman, Bennett Kolb, Eric Crosby, E. T. Clark, F. G. Maslen

J. M. MATHESES, INCORPORATED
122 East 42nd St., New York, N. Y.
Phone LExington 2-7450
Officers
President ..................J. M. Mathes
Treasurer ..................A. E. Cox
Secretary ..................Carle Rollins
Vice-President-Director of Radio, Wilfred S. King
Assistant Director ..........Fletcher Turner

MAXON, INC.
2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA — APA
Officers
Chairman of Board ..............Lou R. Maxon
President ..................T. K. Quinn
Vice-President ..............Searle Hendee
Treasurer ..................W. I. O’Neil
Secretary ..................G. Reginald McKiel
Radio Time Buyer ..........H. G. Selby
Radio Director ..........Ed Wilhelm
Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge .....W. Ray Baker
1260 Boston Ave., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge ...W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President ................L. J. Sholy
Radio Accounts Placed—Gillette Safety Razor Co.

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-7000
AAAA — ANPA — PPA — ABP
Officers
President ..................H. K. McCann
Secretary-Treasurer and In-Charge of Radio, John L. Anderson
Director of Research ...........L. D. H. Weld
Radio Time Buyer ..........O. M. Schloss
Program Directors ..........Dorothy B. McCann, Lillian Steinfeld, William M. Spire, William J. Reddick
Branch Offices
910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President ..............H. G. Smith
Vice-President ................J. H. Jameson
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Acting Manager ..............R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Vice-President and Manager, Donald C. Hight
Patterson Bldg., Denver, Colo.
Phone Keystone 4297
Manager ..................J. S. Barrows
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Co-Manager. . . . .August Bruhn, Burt Coehran 
Hodgson Bldg., Minneapolis, Minn.
Phone
Vice-President. . . . .Merrill Hutchinson 
Manager. . . . .Vernon Churchill 
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager. . . . . Henry Q. Hawes 
Vice-Presidents. . . . .M. S. Achenbach, 
R. H. Coehran, F. H. McCrea, C. E. Persons
Skinner Bldg., Seattle, Wash.
Phone Main 7459
Pacific Northwest Manager. . . . . R. O. Calkins 
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Pacific Northwest Manager. . . . . R. O. Calkins 
10 Pryor St., Atlanta, Ga.
Manager. . . . .Robert H. Scott 
Liberty Bank Bldg., Dallas, Texas
Phone Riverside 3471
Manager. . . . .Albert Hill 
Radio Accounts Placed—New York: Chese- 
brough Mfg. Co., Consolidated Edison Co., 
Ford Dealer Funds, Ford Motor Co., Axton- 
Fisher Tobacco Co., Humble Oil Co., New- 
skin Co., Stromberg Carlson Telephone Mfg. 
Co., Gruen Watch Co., Manufacturers’ Trust 
Co., National Biscuit Co., Pacific Coast Borax 
Co.
San Francisco: California Packing Corp., 
California Walnut Growers, Dwight Edwards 
Co., Ford Dealer Funds, W. P. Fuller & Co., 
General Brewing Corp., Northwestern Elec- 
tric Co., Pacific Gas & Electric Co., Pacific 
Power & Light Co., Portland Gas & Coke Co., 
Associated Dental Supply Co., Southern Cali- 
nia Gas Co., Southern Counties Gas Co. 
Chicago: Standard Oil Co. of Neb., 
Standard Oil Co. of Ind., Ford Dealer Funds. 
Atlanta: Ford Dealer Funds. 
Denver: California Co., Ford Dealer Funds, 
Great Western Sugar Co.
Cleveland: Ford Dealer Funds, Perfection 
Stove Co., Richman Bros., Standard Oil Co. 
of Ohio, Tappan Stove Co. 
Dallas: Ford Dealer Funds.
Minneapolis: First National Bank, Glueck 
Brewing Co., Pillsbury Flour Mills, Twin 
City Federal Saving & Loan Assn. 
Detroit: Ford Dealer Funds.

R. E. McCARTHY ADVERTISING 
AGENCY
Tampa Theater Bldg., Tampa, Fla.
Phone 2323
SNPA
Officers
President. . . . .R. E. McCarthy
Secretary. . . . .C. R. Toy
Treasurer. . . . .Louis Brnito

THE McCORD COMPANY
1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA
Officers
President & Treasurer. . . . .R. D. McCord 
Vice-President. . . . .Louis McAllmed 
Secretary. . . . .C. F. Baker
Director of Radio. . . . .E. B. Grove
Production Manager. . . . .Glenn Morrill, Jr.
Radio Accounts Placed—W. H. Barber Co., 
Breezy Point Lodge, Conrad Fur Co., 
Central Cooperative Livestock Assn., Furniture 
Exposition Mart, The Hilex Co., Chocolate 
Products Co., Goodman Bros. Jewelers, The 
Mackwin Co., Minneapolis Gas Light Co., 
Minnesota Farm Bureau Federation, Griggs, 
Cooper & Co., The Roycraft Co., G. Thomas 
Stores, Milk Foundation of Minneapolis, The 
Peavey Co., McConnom & Co.

McJUNKIN ADVERTISING CO.
228 N. LaSalle St., Chicago, Ill.
Phone State 5060
Officers
President. . . . .William D. McJunkin 
Executive Vice-President. . . . .Gordon Best 
Vice-Presidents. . . . .Roy M. Kirtland, 
Leroy A. Kling, Willard E. Stevens, Dade 
B. Epstein, James W. Egan 
Account Executives. . . . .Joseph J. Klein, 
Donald B. Skinner
Manager, Radio Dept. . . . .Sam Bartlett 
Media Dept. Manager. . . . .Edwin A. Trizil 
Production Manager. . . . .W. C. Mottershead 
Radio Accounts Placed—Joseph Schlitz 
Brewing Co., General Marine Co., Carey Salt 
Co., Florsheim Shoe Co., Chef Boidardi Food 
Products Co., Brenner Bros., Carson, Pirie, 
Scott & Co., Jewel Food Stores, Andes 
Candies.

MCKEE & ALBRIGHT, INC.
1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA — PPA
Officers
President. . . . .Roy J. McKee 
Vice-President-Treasurer. . . . .David R. Albright 
Vice President-Radio Director, 
James A. McFadden 
Vice-President. . . . .Earl B. Thomas 
Vice-President-Merchandising. 
Howard H. Yaw
Secretary. . . . .T. E. Libby
Branch Office
30 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2058

167
A. McKIM, LTD.
Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers
President-General Manager...........C. T. Pearce
Vice-President......................J. M. Baxter
Directors............................B. A. Bennett,
W. T. Brace, J. J. Gallagher, D. E. Longmore,
A. N. McIntosh, J. D. Pearce,
J. W. Thain, H. R. McDougal
Montreal Manager.....................W. T. Brace
Radio Director.......................Donald L. Bassett

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager..............................D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager..............................A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager..............................H. S. Watson

ARTHUR MEYERHOFF CO.
400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA

Officers
President.........................Arthur E. Meyerhoff
Director of Radio....................Nelson A. Shaw

Branch Offices
530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151
Manager..............................George Taylor
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager..............................George Grabin
Radio Account Placed—Network: Illinois
Meat Co., Wilmington Transportation Co.,
William Wrigley, Jr. Co.

C. L. MILLER COMPANY
521 Fifth Ave., New York, N. Y.
Phone Murray Hill 2-1010
ANPA — PPA

Officers
President.........................C. L. Miller
Sec'y & Asst. Treasurer............George Carhart
Radio Director.....................George Carhart

Branch Office
35 East Wacker Drive, Chicago, Ill.
Phone Central 1640
Manager.............................I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Dr. P. Phillips
Candy Co., Keeley Brewing Co., Cooter
Brokerage Co.

DAN B. MINER CO.
250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP

Officers
President......................Dan B. Miner
Treasurer.......................M. R. Sweeney
Vice-Presidents.................J. C. Morse, Harold Clark,
John Guedel
Vice-President In Charge of Radio,
Assistant Producer...............Irving Atkins
Assistant Time Buyer............Anne Garvey
Radio Contact....................Stanley Florsheim
Writers..........................Walter Guedel, Lawrence Wood
Branch Offices
(Affiliated with Continental Agency Network)
Radio Accounts Placed—Wilshire Oil Co.,
Coast Fishing Co., Forest Lawn Memorial
Park, Western Auto Supply Co., Los Angeles
Downtown Shopping News, Globe Grain &
Milling Co., Barbara Ann Baking Co., Awful
Fresh MacFarlane Candy Store Chain,
Maurice Ball Furs, Kaufman Furs, Packard Bell
Radios, General Electric Distributor for
Southern California and Arizona, Birely's, Inc.

MITCHELL-FAUST ADVERTISING CO.
230 N. Michigan Ave., Chicago, Ill.
Phone State 6610
ANPA — PPA — APA — NOAB

Officers
President.........................Paul E. Faust
Treasurer........................R. L. Herweg
Secretary.........................R. A. L. Herweg
Vice-President...............Remy L. Hudson
V-P & Radio Director........Paul Holman Faust
Manager, Radio Department.....Dorothy L. Parsons

EMIL MOGUL CO., INC.
250 West 57th St., New York, N. Y.
Phone, Columbus 5-2482
ABP

Officers
Radio Director......................Emil Mogul
Copy Chief.........................Alfred Berger
Radio Time Buyer...................Helen Munroe
Radio Accounts Placed—Network: Trimont
Clothing Co., National Spot: Barney's
Clothes, San Gabriel Wine Co., National
Shoe Stores.

THE CHESTER C. MORELAND CO.
Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers
President-Treasurer........Chester C. Moreland
Vice-Presidents...............Robert N. Gorman,
Robert H. Ames
ADVERTISING AGENCIES

Vice President-Space Buyer,
Bryce L. Sehurman
Secretary..................Walter H. Strauss

RAYMOND R. MORGAN CO.
Phone Hemipstead 4194

Officers
President..................Raymond R. Morgan
General Manager..............R. E. Messer
Director of Radio...............J. W. Nelson

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

Officers
President..................Carl J. Balliett
Vice-Presidents.............Shaw Newton, E. P. Anderson
Secretary and Treasurer.........J. P. Sawyer
Radio Director...............Richard Nicholls
Radio Time Buyer.............M. G. Bassett

Branch Offices
900 Market St., Wilmington, Dela.
211-15 Blackfriars Rd., London, S. E. 1

MOSS ASSOCIATES
415 Lexington Ave., New York, N.Y.
Phone Vanderbilt 6-1828

Officers
President..................Joseph H. Moskowitz
Radio Director...............Hines Hachette

NACHMAN-RHODES, INC.
611 Marion Bldg., Augusta, Ga.
Phone 2-6451

SNPA

Officers
President..................Herbert Nachman

NATIONAL CLASSIFIED
ADVERTISING AGENCY
320 Home Saving & Loan Bldg.,
Youngstown, Ohio
Phone 6-6364

Officers
Radio Director...............A. Buschagen
Production Manager...........Anthony Soccorcy

NEEDHAM, LOUIS & BRORBY, INC.
135 S. La Salle St., Chicago, III.
Phone State 5151

AAAA — ANPA — PPA — APB — APB
ABC — NOAB

Officers
President..................Maurice H. Needham
Secretary-Treasurer.............Otto R. Stadelman
Vice-Presidents.............John J. Louis, Melvin Brorby, Harry Phelps, W. Ray Fowler, Jr.
Radio Director...............John Gordon

Branch Offices
1680 North Vine St., Hollywood, Calif.
Phone Granite 7186
Manager..................Cecil Underwood

NEWELL-EMMETT COMPANY
40 East 34th St., New York, N.Y.
Phone Ashland 4-4900

AAAA — ANPA — PPA — APB — PRB —
SAAA — SNPA

Officers
President..................C. D. Newell
Treasurer...................F. H. Walsh
Secretary...................R. L. Strobridge
Vice-Pres. in Charge of Radio, Wm. Reydel

THEODORE A. NEWHOFF,
ADVERTISING AGENCY
Calvert Bldg., Baltimore, Md.
Phone Lexington 7155

ANPA — APB

Officers
President..................Theodore A. Newhoff
Secretary-Treasurer.............R. M. Newhoff

O'DEA, SHELDON &
CANADAY, INC.
400 Madison Ave., New York City
Phone Plaza 3-1670

AAAA

Officers
President..................Mark O'Dea
Executive Vice-President, George H. Sheldon
Vice-President.............L. C. McElroy
Vice-President...............C. E. Nelson
Space Buyer...............Catherine Wohlpart
Treasurer & General Manager.....J. P. Quick
MERRITT OWENS
ADVERTISING AGENCY
112 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

PARIS & PEART
370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA
Co-Partners .................. A. G. Peart, John H. Rehm
Radio Time Buyer .... Thomas B. Campbell

PECK ADVERTISING AGENCY, INC.
400 Madison Ave., New York, N. Y.
Phone Plaza 3-0900
Officers
President .................. Harry Peck
Secretary-Treasurer........... Harry Krawit
Vice-President ........ Walter Schwartz
Director of Radio .......... Arthur Sinsheimer
Radio Continuity Writers. Ralph Lieberman, Muriel Post, Geo. Glass

PEDLAR & RYAN, INC.
250 Park Ave., New York, N. Y.
Phone Plaza 5-1500
AAAA — ANPA — PPA — ABP
Officers
President .................. Thomas L. L. Ryan
Secretary and Treasurer, Arthur Cobb, Jr.
Vice-Presidents ............ Lawrence L. Shenfield, Francis J. Doherty, E. C. Bradley, D. K. Clifford, J. P. Hardie
Radio Producing Staff .... E. G. Sisson, Elisabeth Howard, John Mclean, Jr., Chester MacCracken
Radio Copy Chief .......... John Archer Carter
Assistant Radio Copy Chief. Cyril J. Mullen
Radio Script Editor ....... John Taylor
Time Buyer ................. Tom Carson
Radio Talent ............... E. G. Sisson, Jr., Chester MacCracken
Radio Writing Staff ....... Cyril J. Mullen, Jack Finney, Margaret Walsh, Beth Judson

PITLUK ADVERTISING CO.
Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
Officers
President .................. J. N. Pitluck
Vice-President ............ C. R. Cusick
Secretary ................... N. D. Schwerke
Radio Production Manager .... Fred Allen

PLATT-FORBES, INC.
386 Fourth Ave., New York City
Phone Caledonia 5-4440
Officers
President .................. W. A. Forbes
Vice-President-Treasurer .. Rutherford Platt
Vice-President ............. T. F. Cosgrove
Vice-President ............. John Monsarrat
Secretary ................... W. S. Walker
Space Buyer & Prod. Manager. George Kraus
Account Executives ... W. W. Constantine, Jr., Parmelee Lyman

Branch Office
75 Pearl St., Hartford, Conn.
Phone Hartford 7-9017

R. J. POTTS & COMPANY
101 West 11th St., Kansas City, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA
Continental Agency Network
Officers
President .................. R. J. Potts
Vice-Presidents .......... J. B. Woodbury, F. F. B. Houston, C. C. Tucker
Secretary-Treasurer ....... Jerry McKee
Account Executives ......... Ralph Page
E. A. Warner, W. B. Hill

THE POTTS TURNBULL COMPANY
10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
APA — PPA — APA — NOAB — ABP
Officers
President .................. W. J. Krebs
V-P-Production Mgr ....... D. E. Dexter
Secretary ................... G. F. Magill
Treasurer ................. E. T. Chester
Time Buyer .............. B. G. Wasser

PRESBA, FELLERS & PRESBA
360 N. Michigan Ave., Chicago, Ill.
Phone Central 7683
APA — ABP — ANPA — NOAB
Officers
President .................. Bert S. Presba
Vice-Presidents ............ Will B. Presba, William B. Swan
Secretary ................... V. Rinman
Glass Coffee Brewer Corp., Dave Minor Publishing Co.

**THE L. W. RAMSEY CO.**
Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA APA — ABP — NOAB
President & Treasurer ..............L. W. Ramsey
Secretary .....................E. G. Naeckel
Vice-President ..................A. C. Naeckel
Production Manager .............A. M. Walgren

*Branch Office*
230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8155
Vice-President .............F. L. Eason
Vice-Presidents ..............N. B. Langworthy, L. H. Copeland
Production Manager ........Vito M. Volino
*Radio Accounts Placed*—F. W. Fitch Co.

**THE RANDALL CO.**
75 Pearl St., Hartford, Conn.
Phone 7-2828

**CHAS. DALLAS REACH CO.**
58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

*Officers*
President-Director of Radio, Chas. Dallas Reach
Vice-President ...............Howard E. Sands
Secretary .....................F. R. Risley

*Branch Office*
6 East 45th St., New York, N. Y.
Phone Vanderbilt 6-5924
Manager .......................J. S. Little

**REDFIELD-JOHNSTONE, INC.**
247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

*Officers*
Chairman of the Board ..............L. L. Redfield
President .....................E. F. Johnstone
Vice-President ..............B. L. Roberts
Treasurer-Space Buyer .............B. L. Roberts
Radio Director ..................N. S. Livingston
Radio Publicity Writer ........Anne Newman

*Branch Office*
1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375
Vice-President in Charge ........J. J. McNevin

**EMIL REINHARDT**
**ADVERTISING AGENCY**
1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ANPA — ANPA — APA

*Officers*
Owner .......................Emil Reinhardt
Space Buyer ..............Mildred McMahon
Writers .....................David Lane, Joseph Connor

**REISS ADVERTISING**
30 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-733
ANPA — ABP — PPA — APA

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

**C. E. RICKERD, INC.**
550 Maccabees Building, Detroit, Michigan
Phone Temple 1-3636

*Officers*
President-Treasurer-Time Buyer, C. E. Rickerd
Vice-President ..............Edward C. Parker
Secretary .....................Fred B. Collier
Production ...............Jeanette Welker

**ROCHE, WILLIAMS & CUNNYNGHAM, INC.**
310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490
ANPA — APA — PPA

*Officers*
President .....................J. P. Roche
Treasurer .....................D. J. Kelly
Secretary .....................M. F. Williamson
Vice-Presidents ..............J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell
Director of Radio .............N. J. Cavanagh

*Branch Office*
1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)

**ROGERS & SMITH**
602 Wholesale Merchants Bldg., Dallas, Tex.
Phone Riverside 9268
SAAA — PPA — APA

*Officers*
Owner .......................Herbert A. Rogers
Director of Radio ............Howard N. Smith
Affiliated with Rogers & Smith, Chicago.

ARTHUR ROSENBERG CO., INC.
570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4240
ANPA — PPA — APA

Officers
President .................. Arthur Rosenberg
Vice-President .......... Samuel Rubenstein
Secretary ................. A. A. Rosenberg
Treasurer ................. Charles S. Silver
Production Manager ...... H. B. Fleischman
Research Director . . . . .. Walter Alwyn-Schmidt

ROTH, SCHENKER & BERNHARD, INC.
737 N. Michigan Ave., Chicago, Ill.
Phone Whitehall 6030
ANPA — PPA — APA — NOAB — ABC

Officers
President ..................... Sydney M. Roth
Secretary ............ Edgar Bernhard
Treasurer ............... Harry Roth
Director of Radio .. . . . . A. E. Peters

CHARLES L. RUMRILL & CO.
364 East Ave., Rochester, N. Y.
Phone Stone 592
ABP

Officers
Partners ............... Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer ........... G. Granity Wallington
Radio Accounts Placed—Radio Station
WHAM.

RUTHRAFF & RYAN, INC.
405 Lexington Ave., New York, N. Y.
Phone MURray Hill 6-6400
AAAA — ANPA — PPA — ABP

Officers
President .................. F. B. Ryan
Secretary .................. Ralph Van Buren
V-P & Director of Radio . . . Lawton Campbell
Vice-President-Assistant Director
S. Heagan Bayles
Business Manager ......... Charles T. Ayres
Supervisor of Evening Programs
Merritt W. Barnum
Vice-President-Supervisor of Daytime Programs
Herschel Williams, Jr.
Asst. Supervisor of Daytime Programs
Marguerite Dougherty
Production Directors ...... Nate Tufts, Lee Cooley, John Loveton, Wilson Tuttle, John Bates, James Andrews
Commercial Writers ...... Dorothy Haller, Alice King, Robert Mann, Florence Miles, Regina Morgan, Neil O’Brien, Vivian Washburn

Time Buyer .................. T. C. Fisher

Branch Offices
360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625

Vice-President-Manager ....... Paul Watson
Vice-President-Director of Radio, Ros Metzger
Assistant Radio Director . . . Arthur Trask
Executive-In-Charge of Production, Warren Johnson
Assistant in Charge of Production, John Dennison
Executive-In-Charge of Scripts, Catherine Haynie
Writers .................... Dinsmore Wheeler, Irene Small, Robert Gardner, Van R. Carlson
Time Buyer .................. Albert Callies
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980

Vice-President In Charge ... Mathew J. Casey
812 Olive St., St. Louis, Mo.
Phone Main 6128
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Production Directors ........ Crane Wilbur, Thomas Freebairn-Smith
712 Main St., Houston, Texas
Phone, Charter 4-1741
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
1216 Third Ave., Seattle, Wash.
Phone Main 6727


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

Owner ..................... William G. Scholts
Radio Director ............. Tom D. Scholts

SCHWIMMER & SCOTT
75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1815
AAAA — ABP — ANPA — PPA

Officers
Partners . . . Walter Schwimmer, R. J. Scott
Director of Radio .......... N. E. Heyne

SHERMAN & MARQUETTE, INC.
Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 3900

ABP—ANPA—PPA—PRB
SAAA—SNPA

Officers
President.........................Stuart Sherman
Vice-President and Treasurer........Arthur Marquette
Secretary.........................Arthur Marquette
Radio Director....................Richard Morenus
Time Buyer.......................C. E. Bonnesen
Radio Department Business Manager,Evelyn Lyman

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Beauty Preparations, Super Suds, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds), Dr. W. B. Caldwell, Inc. (Dr. Caldwell’s Laxative), Syrup of Figs, Sante, Pope’s Cold Compound, Fitzger Brewing Co.

SMITH & DRUM, INC.
650 Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—PRB—SNAP

Officers
President.........................A. Craman Smith
Vice-President....................Harry C. Drum

Branch Offices
417 Montgomery St., San Francisco, Calif.
Manager.........................W. W. Drum
710 Second Ave., Seattle, Wash.
Manager.........................Arthur Poolton

Radio Accounts Placed—Network: General Petroleum Corp.

C. JERRY SPAULDING, INC.
201 Commercial St., Worcester, Mass.
Phone: 3-4799, 3-4760

Officers
President-Treasurer..............C. Jerry Spaulding
Secretary.........................H. H. Hartwell

RAYMOND SPECTOR
COMPANY, INC.
32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270

ANPA—PPA—ABP

Officers
President.........................Raymond Spector
Vice-President....................David Chrissman
Treasurer.........................F. Bowen
Vice-President-Copy Chief, Leonard Leonard
Radio Copy.........................Stanley Silverman
Time Buyer.......................Dan Rodgers
Radio Traffic.....................Phil Kaplan
Radio Research...................Bernard Cerlin

STACK-GOBLE ADVERTISING AGENCY
8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — APA — ABC — NOAB

Officers
President & Treasurer.................... E. R. Goble
Secretary................................. A. E. Goble
Vice-President.......................... H. L. Hulsebus
Director of Radio...................... Alden Goble

Branch Offices
400 Madison Ave., New York, N. Y.
Phone Plaza 7-1445
Vice-Presidents....................... R. A. Porter, Gordon E. Cooke
Radio Director....................... Harold E. Kemp

BARTON A. STEBBINS
ADVERTISING AGENCY
811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers
Owner.......................... B. A. Stebbins
Creative Dept. Head........... Leigh Crosby
Director of Radio............. B. A. Stebbins
Time Buyer..................... Arthur W. Gueldeman
Radio Accounts Placed—Signal Oil Co.

STERNFIELD-GODLEY, INC.
280 Broadway, New York, N. Y.
Phone Barley 7-3030
ABP — ANPA — PPA

Officers
President-In-Charge of Radio. Samuel Godley
Vice-President..................... Earl R. Cotter
Secretary.......................... Frances C. Costello
Treasurer......................... Samuel S. Sternfield
Space Buyer..................... Philip Scheft

STREET & FINNEY, INC.
330 West 42nd St., New York, N. Y.
Phone: Bryant 9-2400
ANPA — PPA — ABC — NOAB — APA

Officers
President-Treasurer..................F. N. Finney
General Manager.................. Robert Finney
Assistant General Manager..... Frank Finney
Secretary.......................... Foxhall Finney
Account Executives.............. W. E. Faxon, J. T. Kelly, Jr.
Director of Radio.............. Kenneth Burton
Assistant Director of Radio. Howard Miller

SWEENEY & JAMES CO.
1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA

Officers
President......................... John F. Sweeney
Vice-President............... Frank G. James
Radio Time Buyer.......... W. B. Watterson

J. WALTER THOMPSON CO.
420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers
President......................... Stanley Resor
Secretary......................... Howard Kohl
Treasurer......................... Gilbert Kinney
Assistant Secretary-Treasurer........ Donald Foote
Assistant Secretary............... Edward Wilson
Assistant Treasurer............. Luther O. Lemon
Senior Vice-Presidents...... Gilbert Kinney, Henry T. Stanton, James W. Young

Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.............. Linnea Nelson
Radio Talent Buyer............ Abbott K. Spencer

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

Vice-President............. Daniel J. Dunker, Jr.
Radio Talent Buyer........... Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton

Vice-Presidents: Merton W. Wieland, Kenneth W. Hinks, Willard F. Loehridge, James D. Woolf, Chester A. Foust

Radio Director.................. B. W. Gunn
Radio Time Buyer.............. Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Vice President-General Manager,
Arthur C. Farlow
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

General Manager........Norton W. Mogge 821 Second Ave., Seattle, Wash.
Phone Seneca 0655

General Manager.........Kelsey Denton

TOMASCHKE-ELLIOTT, INC.
1624 Franklin St. Oakland, Calif.
Phone Glencourt 4941
NOAB — NCBA

Officers
President....................F. L. Tomaschke
Secretary....................William M. Maxfield
V-P & Director of Radio...Wallace F. Elliott

W. I. TRACY, INC.
515 Madison Ave., New York, N. Y.
Phone EL dorado 5-4404
ANPA — PPA — NOAB

Officers
Chairman of Board............W. I. Tracy President
Treasurer........................Frank S. Kent
Account Executives............F. W. Hobbs

TRACY-LOCKE-DAWSON, INC.
1307 Pacific St., Dallas, Texas
Phone 7-8635
22 E. 40th St., New York, N. Y.
Phone AS hland 4-1690

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

New York

Office Personnel
President.....................J. M. Dawson
Dallas
Office Personnel
Executive Vice-President-Raymond P. Locke
Vice-President.............Morris Hite
Secretary-Director...........Monty Mann
Radio Department............Raymond P. Locke,
Morris Hite, Jerry Moffett, Earle Racey Jack Taylor, Glenn G. Addington, J. J. Jeffries
Radio Time Buyer............Monty Mann
Vice-President.............Manfred Darmstader
Assistant Secretary-Treasurer...G. A. Mitten
Director.....................H. E. Hendrick
Radio Director...............Milton Burgh
Radio Time Buyer............H. E. Hendrick

Radio Accounts Placed—New York:
Continental Oil Co., Newsweek, Inc.


VANGUARD ADVERTISING
19 East 48th St., New York, N. Y.
Phone, PLaza 34554

ABP

Officers
Owner.......................J. M. Russakoff
Account Executives............Jerry Albert,
W. E. Tracy, J. Wootton
Production Manager...........A. Stein

VANT SANT, DUGDALE & CO., INC.
Court Square Bldg., Baltimore, Md.
Phone, Plaza 5280

AAAA — ABP — ANPA — PPA

Officers
President.....................Wilbur Van Sant
Executive Vice-President & Treasurer.
H. K. Dugdale
Vice-President-Copy Director...J. P. Daiger
Vice-President.............R. E. Daiger
Secretary.....................R. L. Malambre
Asst. Treasurer-Accountant...N. B. Iardella
Production Manager...........C. D. Carr
Space Buyer...................G. M. Talbot

Wade Advertising Agency
208 W. Washington St., Chicago, Ill.
Phone State 7369
Officers
Managing Director..............W. A. Wade
Radio Time Buyer..............L. J. Nelson
Radio Producers..............W. E. Jones,
                            P. C. Lund, Edward Simmons, Jeff Wade.
Radio Continuity Writers.....R. E. Dwyer,
                            L. W. Davidson, Margot O'Flaherty
Radio Accounts Placed—Miles Laboratories,
Inc., Murphy Products Co., Morris B. Suchs,
Illinois Bottled Gas Co., Wear Proof Mat Co.,
Hoover Liniment Co., General Bandages,
Inc.

Walker & Downing
Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA
Officers
President ....................William S. Walker
Secretary-Treasurer ..........B. I. Davis
Radio Director ..............R. C. Woodruff
Radio Accounts Placed—American Fruit
Growers, Inc., Clark Bros. Chewing Gum Co.,
Colonial Biscuit Co., Duquesne Brewing Co.,
Pennsylvania Rubber Co., Pittsburgh Coal
Co., Spear & Co.

Warwick & Legler, Inc.
230 Park Ave., New York, N. Y.
Phone MURray Hill 6-8585
AAAA—ANPA—PPA—ABP—ABC
APA—NOAB
Officers
President ....................H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerson.
Secretary-Treasurer ..........Robert H. Hughes
Radio Accounts Placed—The Wm. R. War-
er Co., Larus & Bro. Company, The Sher-
win-Williams Company.

Weastler Advertising, Inc.
20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA
Officers
President-Treasurer ..........Albert M. Weastler
Secretary .....................Linnea J. Soderberg

Luther Weaver & Associates
200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777
APA
Officers
President .....................Luther Weaver
Associate ......................Donald Gardner
Director of Radio ............Elizabeth Watkins
Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer

Milton Weinberg Advertising Co.
325 W. Eighth St., Los Angeles, Calif.
Phone Turker 4111
ANPA—PPA—ABP
Officers
Director of Radio.............Bernard Weinberg
Space Buyer ..................E. Cousino
Radio Accounts Placed—Flamingo Sales
Co., Gaffers & Sattler, Hollywood Pantages
Theater, Hollywood Turf Club, May Co.,
Pep Boys of California, Thrifty Cut-Rate
Drug Stores, Foreman & Clark, Grayson's,
K's Beverages, Lyman's Restaurants, Kelley
Kar Co., Nassour Bros., Ltd., Zukor's.

Wellman Advertising Agency
1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576
Officers
Owner-Radio Director.........F. A. Wellman

Westco Advertising Agency
625 Market St., San Francisco, Calif.
Phone Sutter 6744
Officers
President .....................E. E. Sylvestre
Manager ......................R. W. Stafford
Radio Accounts Placed—Sperry Flour Co.

Weston-Barnett Inc.
Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP—ANPA—PPA
Officers
President .....................Wells H. Barnett
Vice-President ................A. C. Barnett
Secretary ......................Phillips Taylor
Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725
Executive-In-Charge ..........A. C. Barnett
Radio Accounts Placed—Iowa Soap Co.,
American Bird Products, Inc., Walker Rem-
edy Co., Vinton Hybrid Corn Co.

Ward Wheelock Co.
Phone Rittenhouse 7500
ANPA—PPA—APA
Officers
President .....................Ward Wheelock
Vice-President ................Carroll Rheinstrom
Vice-President ................R. K. Strassstrom
Secretary-Treasurer ...........W. A. Dunn

Weaverstler Advertising
230 Park Ave., New York, N. Y.
Phone MURray Hill 6-8585
AAAA—ANPA—PPA—ABP—ABC
APA—NOAB
Officers
President .....................H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerson.
Secretary-Treasurer ..........Robert H. Hughes
Radio Accounts Placed—The Wm. R. War-
er Co., Larus & Bro. Company, The Sher-
win-Williams Company.

Ward Wheelock Co.
Phone Rittenhouse 7500
ANPA—PPA—APA
Officers
President .....................Ward Wheelock
Vice-President ................Carroll Rheinstrom
Vice-President ................R. K. Strassstrom
Secretary-Treasurer ...........W. A. Dunn

176
**Branch Offices**

444 Madison Ave., New York, N. Y.
Phone, Plaza 3-7120
Vice-President .......... Carroll Rheinstrom
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

**Radio Account Placed—Campbell Soup Co.**

**WOOD, BROWN & WOOD, INC.**

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

**Officers**

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

**WORTMAN, BARTON & CO.**

381 Fourth Ave., New York, N. Y.
Phone Murray Hill 4-2757
ABP—ANPA—PPA

**Officers**

President ............... E. B. M. Wortman
Vice-Presidents ............. R. S. Conahay, D. N. Wortman
Secretary .................. M. V. Wall
Treasurer .................. W. Wyler
Radio Time Buyer .......... Hortense Essler

**YOUNG & RUBICAM, INC.**

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

**Officers**

Chairman of Executive Committee, Raymond Rubicam
Chairman of Board .......... Chester LaRoche
President .................. Sigurd S. Laron
Vice-President-Chairman Plans Board .......... Charles L. Whittier
Vice-President-Director of Media & Gen. Production .......... A. V. B. Geoghegan
Exec. Vice-Presidents .......... Sigurd S. Laron, Arthur Andrews, Donald Payne, Edward Barnes
V-P & Manager of Contact .......... John F. Reeder
V-P & Merchandising Director .......... Samuel Cherr
V-P & Copy Director .......... H. S. Ward
V-P & Director of Research .......... George Gallup
V-P & Art Director .......... Walter K. Nield
Vice-Presidents .......... John E. Grimm, Jr., Louis N. Brockway, Curtis G. Pratt, Bryan Houston
Secretary-Treasurer .......... J. H. Geise

V-P & Director of Radio, Thomas F. Harrington
Asth. to Director of Radio .......... Frederic W. Wile, Jr.
Manager of Talent .......... Hubbell Robinson, Jr.
Manager, Commercial Copy .......... Joseph A. Moran
Manager, Station Relations .......... Carlos A. Franco
Manager, Radio Publicity .......... Harry von Zell

**Branch Offices**

Phone Hollywood 2734
Manager .................. Tom Lewis
Assistant Manager .......... Carroll O'Meara
Radio Production Supervisor .......... John Van Nostrand
333 N. Michigan Ave., Chicago, Ill.
Phone Central 9389
Vice-President-Manager .......... A. E. Tatham
Vice-President .......... D. G. Schneider
7430 Second Blvd., Detroit, Mich.
Phone Madison 4300
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685
Manager .................. Robbins Milbank
Vice-President-Manager .......... George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Vice-President-Canadian Manager ............. Lorimer B. Slocum
Director of Media, Contact .......... L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 3347
Manager .................. Stuart B. Smith

**FREDERIC W. ZIV, INC.**

2436 Reading Road, Cincinnati, Ohio
Phone University 6124
PPA—APA

**Officers**

President-Treasurer .......... F. W. Ziv
Vice-Presidents .......... William Ziv, John L. Sinn, Alvin E. Unger
Radio Director .......... John L. Sinn
ASSOCIATED RADIO MARKETS
914 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone, ATLantie 3774
Manager................Alden R. Grimes
Assistant Manager.........Robert E. Stark
Report Manager...........Joan M. Devoy
Field Staff Supervisor.....Mary Prettyman
Services Offered: Radio audience surveys; air-checks of broadcast schedules; market analyses; media coverage data.

WALTER P. BURN & ASSOCIATES, INC.
7 West 44th Street, New York, N. Y.
Phone, MURray Hill 2-7462
President................Walter P. Burn
Vice-President...........William Noble
Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

CANADIAN FACTS
11 Jordan Street, Toronto, Ont., Canada
Phone Adelaide 2067
General Manager..........N. P. Colwell
Director of Field Personnel.Edith Colwell
Sales Manager............John F. Graydon
Branch Offices
Operating branches in 99 Canadian cities and towns with a total staff of 2100,
Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media. Also, Canadian Facts Rating Service, a monthly rating of all network commercials on the air in Canada by the coincidental method.

PAUL T. CHERINGTON
c/o McKinsey & Co., 60 East 42nd St.,
New York, N. Y.
Phone, VANderbilt 6-5260
Services Offered: Distribution consultant, market surveys, media studies.

ROBERT S. CONLAN & ASSOCIATES
New York Life Bldg., Kansas City, Mo.
Phone Victor 1973
Principal................Robert S. Conlan

ASSOCIATES................Laura B. Green,
Joseph Williams, Jr.
Services Offered: Market research; monthly radio surveys; merchandising.

THE COOPERATIVE ANALYSIS OF BROADCASTING
330 West 42nd Street, New York, N. Y.
Phone, LONgacre 3-1454
Manager..................A. W. Lehman
Governing Committee:
D. P. Snelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); A. Wells Wilbor (General Mills); Robert B. Brown (Bristol-Meyers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); A. W. Lehman, Manager.
Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups, etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

CROSSLEY, INC.
330 West 42 St., New York, N. Y.
Phone BRyant 9-5462
President.............Archibald M. Crossley
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

EVALUATION OF SCHOOL BROADCASTS PROJECT
Ohio State University, Columbus, Ohio
Phone, University 3143, Ext. 707
Director....................J. Keith Tyley
Associate Director........Norman Woelfel
Research Associates.........R. R. Lowdermilk,
J. Robert Miles, Searcy Reid, Irving Robbins, J. Howard Rowland, G. D. Wiehe.
Research Assistant........Hazel Gibbon
Research Consultant..........Daniel Day
Assistant to Director......M. Margarite Ralls
Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (Proj-
National Radio Checking Service, Inc.

- **WHAT WE DO**—Our reports take the "guess-work" out of individual radio station performance.

- **HOW OUR SERVICE WORKS**—Our staff of 450 trained checkers are stationed throughout the country to check programs (spot or show) at point of origin. Our reports can be made from any town or city in the U. S. with a broadcasting station.

- **WHY OUR SERVICE WORKS**—Even in the "best of" radio stations, discrepancies occur. Here are some of the most common:
  
  - Show or spot omitted
  - Portion of commercial omitted
  - Competitive products advertised next to yours
  - "Garbled" talk or interruption
  - Transcriptions ineffectively handled
  - Your Spot "sandwiched" between others
  - Local station "rushing" network cue

National Radio Reports are **accurate** and **inexpensive** ... and sent to you **weekly**.

A. S. FOSTER, General Manager  
6635 Delmar Blvd., St. Louis, Mo.

GEO. I. REID, Eastern Manager  
10 East 43rd Street, New York City

HOOPER-HOLMES BUREAU  
102 Maiden Lane, New York, N. Y.  
Phone Whitfield 3-9700

Director of Research...........Chester E. Haring  

Branch Offices  
84 Offices Throughout  
United States and Canada  
Services Offered: Commercial research.

C. E. HOOPER, INC.  
22 East 40th St., New York, N. Y.  
Phone, LExington 2-3000

President....................William Keen Small  
Vice-President-General Mgr., Albert S. Foster  
Personnel Director...........Ann Wilson  
Comptroller.................Ralph R. French  
Traffic Department...........Lilian E. Waltjen  

Branch Offices  
10 East 43rd St., New York, N. Y.  
Phone, Murray Hill 3-6743

President....................William Keen Small  
Vice-President-General Mgr., Albert S. Foster  
Personnel Director...........Ann Wilson  
Comptroller.................Ralph R. French  
Traffic Department...........Lilian E. Waltjen  

Branch Offices  
10 East 43rd St., New York, N. Y.  
Phone, Murray Hill 3-6743

Eastern Manager..............George I. Reid  
111 West Washington, Chicago, Ill.  
Phone, Franklin 5180

Manager.......................M. F. Hayes  

Services offered: Nationwide service developing factual information for advertisers, both spot and network; performance reports on individual radio stations throughout the nation. Field organization is composed of 45

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cet is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by gifts from the General Education Board.)

**EDGAR FELIX**  
18 East 48th St., New York, N. Y.  
Phone Plaza 5-5052

Director.......................Edgar Felix  
Chief Field Engineer...........L. C. Skipper  
Statistician...................J. M. Murray

Services Offered: Radio Coverage Reports, a uniform and comparable coverage analysis for all cities and stations in the United States.

**C. E. HOOPER, INC.**  
22 East 40th St., New York, N. Y.  
Phone, LExington 2-3000

President....................C. E. Hooper  
Manager, Radio Program Reports,  
A. M. Wharfield  
Manager, Station Audience Reports,  
F. H. Kenkel  
Research Consultant...........Dr. M. N. Chappell

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)
mentally alert homebound people strategically placed throughout the United States.

**NATIONAL RADIO RECORDS**
347 Madison Ave., New York, N. Y.  
Phone, MUrray Hill 6-9186  
President............N. Charles Rorbaugh  
Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

**A. C. NIELSEN COMPANY**
201 Howard Street, Chicago, Ill.  
Phone, Hollycourt 6100  
President..................A. C. Nielsen  
Executive Vice-President......F. K. Leisch  
Executive Vice-President In Charge of  
N. Y. Office................J. O. Peckham  
Executive Vice-President in Charge of  
Nielsen Radio Index...........H. L. Rusch  

**OFFICE OF RADIO RESEARCH, COLUMBIA UNIVERSITY**
15 Amsterdam Ave., New York, N. Y.  
Phone, COlumbus 5-6951  
Director..................Paul F. Lazarsfeld  
Services Offered: Research in the effectiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

**OFFICE OF RESEARCH—RADIO DIVISION**
3470 Broadway, New York, N. Y.  
Phone, AUdubon 3-2335  
Director..................Dr. John G. Chapman  
Services Offered: Psychological aspects of market research; social psychology of popular music; compilation of “song plug” statistics (“Network Song Favorites” published weekly in RADIO DAILY).

**ELMO ROPER**
30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-7164  
Executives............Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, Robert W. Pratt, Robert Williams, Alfred Politz.  
Services Offered: Marketing research, distribution consultant, trade and consumer studies.

**ROSS FEDERAL RESEARCH CORP.**
18 East 48th St., New York, N. Y.  
Phone, Plaza 3-6500  
Chairman of Board-President—  
Treasurer..................Harry A. Ross  
Vice-President-General Manager  
Densmore A. Ross  
Vice-President-General Sales Manager  
Clifford B. Ross  
Director of Research......William B. Shine  
Secretary....................Frank X. Miske  
Director of Advertising and Publicity  
Thomas B. Ellsworth  

**Branch Offices**
59 E. Van Buren St., Chicago, Ill.  
753-55 Book Bldg., Detroit, Mich.  
817 Hanna Bldg., Cleveland, Ohio  
606 West Wisconsin Ave., Milwaukee, Wisc.  
740 Union Trust Bldg., Cincinnati, Ohio  
320 N. Meridian St., Indianapolis, Ind.  
817-18 Metropolitan Bldg., Boston, Mass.  
17 Court St., Buffalo, N. Y.  
1023 Connecticut Ave., Washington, D. C.  
1807 Grand Ave., Kansas City, Mo.  
210 Grand Olive Bldg., St. Louis, Mo.  
3723 Wilshire Blvd., Los Angeles, Calif.  
963 Monadnock Bldg., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
Tower Petroleum Bldg., Dallas, Texas  
932-44 United States National Bank Bldg., Denver, Colo.  
47 West South Temple St., Salt Lake City, Utah  
Rand Tower Bldg., Minneapolis, Minn.  
507 Tenth St., Des Moines, Ia.  
1911 Sterick Bldg., Memphis, Tenn.  
314 Johnston Bldg., Charlotte, N. C.  
206-7 Palmer Bldg., Atlanta, Ga.  
90 State St., Albany, N. Y.  
1004 Baronne Bldg., New Orleans, La.  
404 Terminal Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
746 Chapel St., New Haven, Conn.  
Services Offered: Market research, consumer studies, radio surveys.
POLICY OF F. T. C. IN RADIO ADVERTISING

By P. B. Morehouse, Director of Radio and Periodical Division of Federal Trade Commission

For the purpose of effecting a more direct and expeditious method of handling certain cases involving false and misleading advertising, violative of the provisions of the Federal Trade Commission Act, as amended, the Commission established its Radio and Periodical Division. Through this Division, advertisers, publishers, broadcasting stations, and advertising agencies can deal directly with the Director, with a view to reaching an agreement in such cases as are appropriate for negotiating a stipulation, thereby disposing of the issues involved and obviating the necessity of formal trial.

By this procedure the advertisers are afforded an opportunity informally to present for consideration such evidence relating to the advertising claims questioned by the Commission as they may care to submit, with a view to determining whether or not a revision of their advertising is required, and to stipulate the discontinuance of any representations which, after a consideration of all the evidence, are determined to be false or misleading. In most cases the results obtained by this procedure are as effective as those that could be accomplished by the issuance of cease and desist orders; expensive litigation both to the advertisers and the Government is thereby avoided. In this phase of the Commission activity, its only objective is to prevent false and misleading advertisements. It does not undertake to dictate what an advertiser shall say, but merely indicates what he may not say under the law.

Radio Advertising

The Commission, in its systematic review of radio advertising, issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to such individual broadcasters is varied from time to time, depending principally upon transmittal power, the service radius or area of specific stations, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more stations.

Producers of electrical transcription recordings submit monthly typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

During the fiscal year ended June 30, 1941, the Commission received 857,890 copies of commercial radio broadcast continuities, amounting to 1,737,181 pages of typewritten script. These comprised 1,197,199 pages of individual station script, 528,820 pages of network script,
and 10,162 pages of commercial recorded script. The staff examined 871,909 commercial radio broadcast continuities, amounting to 1,749,640 pages of typewritten script. These comprised 519,640 pages of network script, 1,219,950 pages of individual station script and 9,967 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast, through distribution of multiple pressings of such recordings to individual stations. An average of 5,755 pages of radio script were read each working day. From this material 24,535 commercial broadcasts were marked for further study as containing representations that might be false or misleading.

**Industry Cooperation**

In general, the Commission has received the helpful cooperation of the 3 nation-wide network chains, 13 active regional networks, and transcription producers engaged in preparing commercial radio recordings, in addition to that of some 781 active commercial radio stations, 491 newspaper publishers, and 533 publishers of magazines, farm journals and trade publications, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false and misleading advertising.

**Procedure in Advertising Cases**

If it appears that a published or broadcast advertisement coming to the Commission's attention may be misleading, a questionnaire is sent to the advertiser, and request is made for a sample of the product advertised, if this is practicable, and the quantitative formula, if the product is a compound. Copies of all advertisements published or commercial continuities broadcast during a specific period are also requested, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the sample and formula are referred to

the Commission's Medical Advisory Division or to an appropriate technical agency of the Government for a scientific opinion. Upon receipt of the opinion, a list of such claims as then appear to be false or misleading is sent to the advertiser, along with pertinent portions of the opinion. The advertiser is extended the privilege of submitting evidence in support of his claims; he may answer by letter or, upon his request, may confer with the Commission's Radio and Periodical Division in person or through counsel.

If, after a consideration of all available evidence at hand including that furnished by the advertiser, the questioned claims appear to be true, the division reports the matter to the Commission with the recommendation that the case be closed. If it appears from the weight of the evidence before it that the advertising is false or misleading, the division refers the matter to the Commission with recommendation either that the complaint be issued or the case be returned to the Division for negotiation of a stipulation, provided it is one appropriate for stipulation procedure and the advertiser desires to dispose of it by such voluntary agreement to cease and desist from the use of the acts and practices involved.

If the Commission so authorizes, the division prepares a stipulation and forwards it to the advertiser for execution. Should he object to any of its provisions, he may discuss them by mail or in person. If and when he agrees upon the terms of the stipulation and signs and returns it, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed without prejudice to the right of the Commission to reopen the matter at any time the facts so warrant. If the Commission accepts and approves the stipulation, the advertiser is required to submit within 60 days from the date of acceptance a report in writing showing the manner and form in which he has complied and is complying with the provisions of his agreement.
FEDERAL COMMUNICATIONS COMMISSION

Personnel

Technical Progress Survey

Administrative Procedure

Station Application Procedure

Rules and Regulations Regarding Broadcasting Applications

Chain Broadcasting Rules

National Defense Rules
Headquarters: New Post Office Building, Washington, D. C.
Personnel as of January 1st, 1942

Commissioners
JAMES LAWRENCE FLY
Chairman
PAUL A. WALKER
NORMAN S. CASE
GEORGE HENRY PAYNE

C. J. DURR
T. A. M. CRAVEN
RAY C. WAKEFIELD

Secretary
T. J. SLOWIE

General Counsel
TELFORD TAYLOR

Assistants to General Counsel
BENEDICT P. COTTONE
LUCIEN HILMER

Chief Engineer
EWELL K. JETT

Assistants to Chief Engineer
GEORGE P. ADAIR
GERALD C. GROSS
E. M. WEBSTER

Chief Accountant
WILLIAM J. NORFLEET

Chief, International Division
PHILIP F. SILING

Chief, Field Division,
Engineering Dept.
W. D. TERRELL
GEORGE S. TURNER (Assistant)

Chief, License Division
WILLIAM P. MASSING

Chief, Service Division
NICHOLAS F. CURETON

Chief, Records Division
WALTER S. DAVIS

Chief, Audits and Accounts
L. A. CORRIDON

Chief, Minutes
ROBERT HODSON

Chief, Technical Division
L. P. WHEELER

Chief, Docket Section
CHARLES W. WORTHY

Information Office
GEORGE O. GILLINGHAM
Director of Information
MARY O'LESON
Assistant to Director
FIELD FORCE

1. CHARLES C. KOLSTER
   Customhouse, Boston, Mass.

2. ARTHUR RATCHELLER
   748 Federal Bldg.,
   641 Washington St., New York, N. Y.

3. LOUIS E. KEARNEY
   1200 U. S. Customhouse,

4. EDWARD W. CHAPIN
   Ft. McHenry, Baltimore, Md.

5. EDWARD BENNETT
   402 New P. O. Bldg., Norfolk, Va.

6. PAUL HERNDON, JR.
   411 Federal Annex, Atlanta, Ga.

7. ARTHUR S. FISH
   P. O. Box 150, Miami, Fla.

8. THEODORE G. DEILER
   Customhouse, New Orleans, La.

9. JOSEPH L. HALLOCK
   404 Federal Bldg., Galveston, Texas.

10. LOUIS L. McCABE
    302 U. S. Terminal Annex, Dallas, Texas.

11. FERNANDO J. LUNAY
    1749 U. S. Post Office & Courthouse Bldg.,
    Los Angeles, Calif.

MONITORING STATIONS

BENJAMIN E. WOLF
   Grand Island, Nebr.

IRL D. BALL
   Allegan, Mich.

LEGAL STAFF

WILLIAM H. BAUER, Head Attorney

Principal Attorneys

D. H. DEBLER
FANNEY NEYMAN
WALTER D. HUMPHREY
J. FRED JOHNSON, JR.
RALPH L. WALKER
ROSE H. HYDE
FRANK B. WARREN
P. W. SEWARD
THEODORE L. BARTLETT
JAMES D. CUNNINGHAM
HAROLD J. COHEN
DONALD M. HARRIS

Assistant Attorneys

PHILIP M. BAKER
MARY E. CALDWELL
MAX GOLDMAN
VIOLET L. HALEY
JOHN H. LITZELMAN
DANIEL W. MEYER
HAROLD E. MOTT
JOHN P. SOUTHMAYD
JOHN E. WICKER

Seniors Attorneys

TYLER BERRY
EUGENE COTTON
GEORGE H. HILL
HUGH B. HUTCHINSON
ROBERT L. IRWIN
SEYMOUR KRIEGER
JAMES L. MCDOWELL
DARYAL A. MYSE
MARSHALL S. ORR
HARRY M. PLOTKIN
ELIZABETH C. SMITH

Attorneys

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BASIL P. COOPER
OMAR L. CROOK
BENITO GAGUINE
JOHN A. HARTMAN, JR.
ANNIE PERRY NEAL
HARRISON T. SLAUGHTER
SIDNEY D. SPEAR

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### Associate Attorneys

DAVID C. ADAMS  
MAX H. ARONSON  
EUGENE L. BURKE  
HAROLD D. COHEN  
GEORGE M. HARRINGTON  
JAMES G. McCaIN  
SAMUEL MILLER  
RUSSELL ROWELL  
ALLAN A. RUBIN  
STEPHEN TUHY, JR.

### Junior Attorneys

MAURICE WIHTON  
RUTH C. MARVICK  
MARGARET H. McMAHON  
LEWIS H. ORLAND  
VINCENT B. WELCH

### ENGINEERING STAFF

#### Head Engineer
LEWIS T. HAYNER

#### Senior International Communications Engineer
WAYNE MASON

#### Principal Engineers

<table>
<thead>
<tr>
<th>R. D. JONES</th>
<th>MANFRED K. TOEPPEN</th>
<th>GEORGE S. TURNER</th>
<th>LYNDE P. WHEELEr</th>
<th>EDWIN LEE WHITE</th>
<th>JOHN A. WILLOUGHBY</th>
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#### Senior Engineers

|-----------------|---------------|-----------------|--------------|-----------------|-------------------|--------------|----------------|--------------|--------------|---------------|-----------------|--------------|----------------|----------------|-------------------|-----------------|----------------|

#### Associate Engineers

|-------------------|-------------------------|----------------|---------------|-------------------|----------------|-------------|---------------|---------------------|-----------------|------------------------|----------------|-------------------|

#### Assistant Engineers

<table>
<thead>
<tr>
<th>DANIEL H. ARNOLD</th>
<th>P. HOWARD DUCKWORTH</th>
<th>JOHN R. EVANS</th>
<th>CHARLES E. GOEKING</th>
<th>JAMES RUBERTICCHIO</th>
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#### Junior Radio Engineer

<table>
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<tr>
<th>IRVING J. SHEPPERD</th>
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#### Engineering Aides

<table>
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<tr>
<th>DONALD C. KANODE</th>
<th>JULIEN PHILLIPS, JR.</th>
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#### Engineer Draftsman

<table>
<thead>
<tr>
<th>ROBERT E. CARTER</th>
<th>BERNARD CARPENTER</th>
</tr>
</thead>
</table>

#### Engineers

<table>
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<tr>
<th>EDWARD W. ALLEN, JR.</th>
<th>JAMES E. BARR</th>
<th>LESLIE R. BRADY</th>
<th>CYRIL M. BRAUM</th>
<th>ALBERT L. KREIS</th>
<th>HOWARD C. LOONEY</th>
<th>LEILAND C. QUAINtANCE</th>
<th>ROBERT M. SILLMAN</th>
</tr>
</thead>
</table>

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ACCOUNTING STAFF

HUGO REYER  
Assistant Chief Accountant

Principal Accountants

ROBERT F. BRADEN  
EDWARD C. HARTUNG  
EMERY E. HENSINGER  
ROBERT D. J. LEAHY  
JAMES B. LOWELL  
LESLIE J. MacDOWELL  
HAROLD A. NAISBITT  
VIRGIL P. RUSSELL  
LEROY SCHAFF  
EUGENE I. WAY

Assistant to Chief Accountant

HENRY M. LONG  
Head, Field Division

MARK S. McCOY  
Head, Broadcast Division

DE QUINCY V. SUTTON  
Head Accountants

HENRY F. BUCHANAN  
CHARLES R. MAKELA  
HARRY TENNYSON

ACCOUNTING OFFICES

MAX KRUMHOLZ  
713 Atlanta National Bldg., Atlanta, Ga.

JACK E. BUCKLEY  
45 Broadway, New York, N. Y.

LON A. CEARLEY  
1860 Railway Exchange Bldg., St. Louis, Mo.

ROBERT E. STROMBERG  
605 Market St., San Francisco, Calif.

SECRETARIAL STAFF

ROBERT G. SEAKS.....Assistant to Chairman Fly
EDWARD F. BRECHER,  
Secretary to Chairman Fly
CHARLOTTA GALLAP  
Private Secty. to Chairman Fly
EDWARD F. MCKAY.....Secty. to Comm. Walker
HELEN HADLEY.....Asst. Secty. to Comm. Walker
HENRY M. BARRY........Secty. to Comm. Case
MINNIE SPARKS.....Asst. Secty. to Comm. Case
MARGARET L. PRESTON,  
Secty. to Comm. Craven
MIRIAM K. LOVELESS,  
Asst. Secty. to Comm. Craven
ABRAHAM MILLER.....Secty. to Comm. Payne
RUTH T. KOPPIALKY,  
Asst. Secty. to Comm. Payne
WALTER E. JAMES.....Secty. to Comm. Durr
MADGE B. WARNER,Asst. Secty. to Comm. Durr
HOWARD A. BURROUGHS,  
Secty. to Comm. Wakefield
ROWENA G. ROCKHOLD,  
Asst. Secty. to Comm. Wakefield
LAURA L. HOLLINGSWORTH,  
Secty. to Mr. Slowie

RUTH RICHTER...Secty. to Chief, License Div.
MARY DONAHUE,  
Secty. to Genl. Counsel Taylor
GRACE H. BRICKER,  
Secty. to Asst. Genl. Counsel Hilmer
RUTH MULHOLLAND,  
Secty. to Asst. Genl. Counsel Cottone
PATRICIA M. CROWLEY,  
Secty. to Asst. Genl. Counsel Harris
VIOLA SLATTERY,  
Secretary to Chief Engineer Jett
ROSE E. STOUGH,  
Secty. to Asst. Chief Engineer Gross
JEAN K. BURAK,  
Secty. to Asst. Chief Engineer Adair
EVA. E. HOCUTT,  
Secty. to Asst. Chief Engr. Webster
LILLIAN M. CONLEY,  
Secty. to Chief, International Division
ANNA BRENNAN, Secty. to Chief, Field Division
RUTH H. DRISCOLL,  
Secty. to Chief, Technical Division
FRANCES GROOM.....Secty. to Chief Accountant

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TECHNICAL PROGRESS IN 1941

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During the year 1941 there were several developments in broadcasting of considerable interest which are discussed briefly below.

North American Regional Broadcasting Agreement

The first and most important development, in so far as standard broadcasting is concerned, was the placing of the North American Regional Broadcasting Agreement into effect on March 29, 1941. On that date some 780 United States stations, as well as the majority of Canadian, Cuban and Mexican stations, changed frequencies in accordance with the assignments previously agreed upon with no difficulty worthy of note. This is considered as a high tribute to the cooperation and ability of the licensees, their personnel, equipment manufacturers, frequency monitoring services, and consulting engineers. This is particularly true in view of the large number of directional antennas involved. Following this shift, there were a few cases where the interference was greater than previously. However, the majority of these cases were corrected immediately and, in general, interference free reception was greatly extended.

Technical Developments

The number of stations employing directional antennas has continued to increase and, in general, the complexity of these has also increased. The extended use of directivity in the vertical plane, as well as in the horizontal plane, has necessitated the adoption of new methods of making proof of performance measurements as well as monitoring procedure for the maintenance of such patterns. Many of the patterns now employed have such a high degree of directivity that the location of other structures in the vicinity, particularly radio towers, make it extremely difficult to establish and maintain these patterns. It has been found in many cases that where radio stations are located less than approximately five wavelengths apart (for the lowest frequency concerned) interaction develops so that a change in any of the antennas affects the others. It is also necessary in such cases to bury the power lines, telephone lines and transmission lines as well as take other precautions.

High Frequency Broadcast Service

At the close of 1941, the Commission had authorized 60 high frequency (frequency modulation) broadcast stations (43,000 to 50,000 kilocycles). A substantial number of stations commenced regular program operations, in most cases using temporary installations due to inavailability of equipment. Six stations are operating in the New York area. Available information indicates that the public has a total of approximately 200,000 receivers equipped for FM reception.

While no fundamental technical developments have been released during the year, substantial strides have been made by the manufacturers and broadcasters in the realization of FM as a public service.

The Commission has authorized nine noncommercial educational broadcast stations, employing frequency modulation, to operate in the band 42,000 to 43,000 kilocycles, adjacent to the commercial FM band, which can be received on the same receivers. Increased use of radio for class room and adult education is made possible by this class of station.

Television Broadcast Service

The year 1941 will be a red-letter year in television. In a hearing on March 20, 1941, the Commission found that the industry was in agreement that television was ready for standardization and sub-
sequent commercialization and adopted the transmission standards proposed by the National Television Systems Committee and established the commercial television broadcast service. The standards provide some alternatives of transmission but are such as to permit reception on all modern receivers. Further investigations have been and are being made with the view of further restricting the standards for most efficient system operation. Color television has been the subject of considerable investigation. As of December 31, 1941, the Commission has authorized nine commercial television broadcast stations. Three of these were operating on 15 hour per week schedules.

Much of the television research work conducted throughout the years has resulted in developments which have found application in apparatus being used by the military naval forces. Considerable demand upon personnel trained in television technique and manufacturing facilities for the war effort has resulted in curtailment of activity in television.

Television is now out of the laboratory and should assume an important social and economic role in our post-war national life.

International Broadcast Service

International broadcast stations, in the increased tension of world affairs, have assumed a vital function in the dissemination of accurate information and combating enemy propaganda. There are 12 international broadcast stations in regular operation at the present time, two additional stations have been authorized. All but three stations have completed construction for operating powers of at least 50 kw, as required by the Commission's Rules. In addition, stations are required to "beam" the transmitted power to the foreign country or countries for which the program is designed with a power gain of at least 10. In addition to increases in power, improvements in existing antenna systems have been made and additional system installed all of which has improved the world-wide coverage of these stations.

ST Stations

In order to provide high quality and auxiliary program channels between the studio and transmitter of high frequency (FM) broadcast and international broadcast stations, the Commission allocated frequencies in the band 330,000-346,000 kilocycles for use by ST stations which employ frequency modulation and highly directive directional antennas. These are assigned on an experimental basis in so far as the licensees are required to conduct experimentation relative to antenna design.

Conclusion

In view of the present emergency, it is impossible to predict the course of technical trends in broadcasting. However, there will undoubtedly continue to be developments as in the past and there will necessarily be certain adjustments in order to meet the needs of defense. It is anticipated that many new developments will result from the war requirements of communication which can later be advantageously applied to broadcasting and conversely many of the techniques of present-day broadcasting will prove valuable to the armed forces.

The fact that the materials required for radio equipment include many of those required for vital defense purposes and that all or practically all of the production of radio manufacturers is required for defense purposes will necessarily retard the expansion of civil radio. However, when the emergency is over the vast capacity of these manufacturers will be available for the production of radio products for civilian needs which will undoubtedly play a vital part in readjustment and rehabilitation. The proper gearing of war industries to civilian needs will be one of the most important factors in preventing the aftermath being more disastrous than the war itself and should not be lost sight of in the more immediate problems.
ADMINISTRATIVE
PROCEDURE OF F.C.C.

A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.

Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, “not more than four Commissioners shall be members of the same political party.”

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or involuntary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, “Proposed Findings of Fact and Conclusions” are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm, modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2.
"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; provided, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; provided further that when one or more members of the Commission have been designated to preside at a hearing such Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; provided further that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litiga-

tion and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supplying official copies of the Commission's order and decisions.

Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

"(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

"(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;
“(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

“(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

“(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

“(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

“(g) Upon all uncontested proceedings involved in:
(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;
(2) Applications for existing licenses for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

“(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission’s Rules of Practice and Procedure.”

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

**Secretary**

“The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

(a) all applications for operator licenses or renewals thereof; and

(b) all applications for amateur and ship stations or renewals thereof; and

(c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

“The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission’s Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section.”

**Chief Engineer**

“The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

(a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment;

(1) operation without an approved frequency monitor;

(2) operation without an approved modulation monitor;
(3) operation without thermometer in automatic temperature control chamber;
(4) operation without antenna ammeter, plate voltmeter or plate ammeter;
(5) operation with substitute ammeter, plate voltmeter or plate ammeter;
(6) operation without temporary antenna system;
(7) operation with auxiliary transmitter as main transmitter;
(b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;
(c) where formal application is not required, application for new or modified equipment or antenna system;
(d) change of specifications for painting and lighting antenna towers where formal application is not required;
(e) operation to determine power by direct method during program test period;
(f) relocation of transmitter in same building;
(g) operation with reduced power or time under Sections 3.57 and 3.71;
(h) approval of types of equipment as to compliance with outstanding rules and standards;
(i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;
(j) denial of requests for equipment and program tests where specifications of construction permit have not been met;
(k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;
(l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;
(m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);
(n) operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location;
(o) all authorizations for special operation necessary to facilitate equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases.”

Chief Accountant

“The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

(a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;
(b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;
(c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.
(d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;
and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission.”
Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration, these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various types of proceedings the Commission is called upon to decide. On the contrary, the standards of “fair play” in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in connection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result. Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a “substantial interest in the subject matter.” Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

Motions Docket

The Commission makes provision for the holding of oral arguments on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.
STATION APPLICATION PROCEDURE

A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission

Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations. Prospective television broadcasters use Form 330 which applies to that type of transmission.

Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are received, the Commission issues an order adopting and making effective its proposed decision. This is the final determination unless there is litigation.

Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high-frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between $5,000 and $8,500. High frequency (FM) stations cost somewhat more.

Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied to corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.
PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: Provided, however, That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,
and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; Provided, however, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; Provided, however, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station hereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; And provided further, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) General. An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) Broadcast. With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) Other than broadcast. In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; Provided, however, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: Provided, however, That
any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the “Standards of Good Engineering Practice Concerning Standard Broadcast Stations.”

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) Broadcast services. In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.
(b) Other radio services. In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations effecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, conveniences or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; Provided, however, That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,
and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee’s right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. In no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) Order to show cause. Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) Contents of order to show cause. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) Failure to appear. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days’ notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator’s license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the condition specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C, on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.
RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: Provided, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options1 for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.2 Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control3 with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

1 The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

2 As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3 All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

4 These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

5 The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

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of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: Provided, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.)

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

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**FCC REGULATIONS REGARDING NATIONAL DEFENSE**

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States Navy control officers and other instructions issued by the Navy Department.
AFFLECK, GORDON
40 N. Main St.
Salt Lake City, Utah

ALBERTSON, FRED W.
Munsey Building
Washington, D. C.

ASHBY, A. L.
30 Rockefeller Plaza
New York, N. Y.

BAILEY, CLYDE S.
1292 National Press Bldg.
Washington, D. C.

BALDWIN, JAMES W.
National Press Bldg.
Washington, D. C.

BASTIAN, WALTER M.
National Press Building
Washington, D. C.

BEALL, JAMES H.
Doscher Building
Sweetwater, Texas

BECHHOEFER, B. G.
First National Bank Bldg.
St. Paul, Minn.

BEEBE, RAYMOND N.
815 Fifteenth St., N. W.
Washington, D. C.

BEELAR, DONALD C.
National Press Bldg.
Washington, D. C.

BENNETT, ANDREW W.
Edmonds Bldg.
Washington, D. C.

BENTON, JOHN E.
New Post Office Bldg.
Washington, D. C.

BERKMAN, JACK
708 Sinclair Bldg.
Steubenville, Ohio

BINGHAM, HERBERT M.
Tower Bldg.
Washington, D. C.

BLANTON, MATTHEWS
Earle Bldg.
Washington, D. C.

BORUT, FRANK
322 Broadway
New York, N. Y.

BRACELEN, CHARLES M.
105 Broadway
New York, N. Y.

BRADLEY, FONTAINE C.
Union Trust Bldg.
Washington, D. C.

BRADY, JOHN B.
701 Colorado Bldg.
14th and G Sts., S.W.
Washington, D. C.

BRIGGS, FRANKLAND
540 Broad St.
Newark, N. J.

BURR, KARL E.
33 North High St.
Columbus, Ohio

CAIDIN, REUBEN
P. O. Box A
Brentwood, L. L., N. Y.

CALLELL, LOUIS G.
National Press Bldg.
Washington, D. C.

CALLAHAN, LEONARD DAVID
113 West 42nd St.
New York, N. Y.

CALLISTER, REED E.
650 So. Spring St.
Los Angeles, Calif.

CAMBRON, CHARLES RAY
155 Senate Office Bldg.
Washington, D. C.

CANFIELD, AUSTIN F.
637 Woodward Bldg.
Washington, D. C.

CANNON, DAVID B.
650 So. Spring St.
Los Angeles, Calif.

CARRIGAN, JOE B.
Kemp Hotel
 Wichita Falls, Texas

CARSON, BYRON G.
1010 Vermont Ave.
Washington, D. C.

CHOPNICK, MAX
9 East 46th St.
New York, N. Y.

CLEARY, LESLIE A.
104 Stanislaus County Off. Bldg.
Modesto, Calif.

CÓGSWELL, ROBERT F.
Hibbs Bldg.
Washington, D. C.

COHEN, LESTER
Colorado Bldg.
Washington, D. C.

COHN, SIDNEY ELLIOTT
20 West 43rd St.
New York, N. Y.

COLEMAN, J. RANDOLPH, JR.
725 - 13th St., N. W.
Washington, D. C.

COLIN, RALPH F.
105 Broadway
New York, N. Y.

COLLADAY, E. F.
1531 G St., N. W.
Washington, D. C.

COOK, ARTHUR E.
Southern Bldg.
Washington, D. C.

COWAN, ARTHUR W. A.
311 Liberty Trust Bldg.
Broad and Arch Sts.

CURRY, JOHN R.
910 Shoreham Bldg.
Washington, D. C.

CURTIS, JAMES ROBERT
Radio Station KFBO
Longview, Texas

DALBERG, MELVIN H.
National Press Bldg.
Washington, D. C.

DAVID, ALAN B.
Munsey Bldg.
Washington, D. C.

DAVIS, HERBERT L.
Investment Bldg.
Washington, D. C.
KAYE, SYDNEY M. 105 Broadway New York, N. Y.

KELLER, JOSEPH E. Munsey Bldg. Washington, D. C.

KENDALL, JOHN C. U. S. Bank Bldg. Portland, Oregon


KERN, HOWARD L. 143 Liberty St. New York, N. Y.

KERR, WILLIAM L. Box 190 Pecos, Texas

KIMBALL, RALPH H. 60 Hudson St. New York, N. Y.


KOPLOVITZ, WILLIAM C. 311 W. 15th St., N. W. Washington, D. C.

KOVNER, JOSEPH 1106 Connecticut Ave. Washington, D. C.

KURTZ, ALVIN A. Public Utilities Commission Salem, Oregon


LADNER, HENRY 30 Rockefeller Plaza New York, N. Y.


LANDA, ALFONS B. 815 15th St., N. W. Washington, D. C.

LANDON, S. WHITNEY 32 Sixth Ave. New York, N. Y.

LAW, GEORGE S. Union Bank Bldg. Pittsburgh, Pa.

LEAHY, WILLIAM E. Shoreham Bldg. Washington, D. C.

LEONARD, CAPT., DONALD S. Michigan State Police Detroit, Mich.

LOX, HOWARD S. Colorado Bldg. Washington, D. C.

LEUSCHNER, FREDERICK 6233 Hollywood Blvd. Los Angeles, Calif.

LEVINE, J. L. Hamilton Nat'l Bank Bldg. Chattanooga, Tenn.


LITTLEPAGE, JOHN M. Investment Bldg. Washington, D. C.

LITTLEPAGE, THOMAS P. Investment Bldg. Washington, D. C.

LITTLEPAGE, THOMAS P., JR. Investment Bldg. Washington, D. C.

LOHOUNES, HORACE L. Munsey Bldg. Washington, D. C.

LOUCKS, PHILIP G. National Press Bldg. Washington, D. C.

LOVEITT, ELOI C. 729 15th St., N. W. Washington, D. C.

McCabe, RAYMOND F. 115 East 58th Ave. New York, N. Y.

McCormick, H. L. Munsey Bldg. Washington, D. C.

McDONALD, JOSEPH A. c/o NBC Merchandise Mart Chicago, Ill.

McEachern, HAYES 105 West Adams St. Chicago, Ill.

MADDOX, NORMAN L. 10 East 40th St. New York, N. Y.

MARTIN, PAUL L. Omaha Nat'l Bank Bldg. Omaha, Nebr.

Masters, KEITH 33 N. LaSalle St. Chicago, Ill.


May, PHILIP S. Lynech Bldg. Jacksonville, Fla.

May, ROBERT E. Shoreham Bldg. Washington, D. C.

Mayo, HENRY 347 Fifth Ave. New York, N. Y.

MELIUK, MORTON F. 601 Tenney Bldg. Madison, Wis.

MEYERS, MILTON H. 182 Grand St. Waterbury, Conn.

MIDDLETON, J. S. Pacific Bldg. Portland, Ore.

Miles, CLARENCE W. Baltimore Trust Bldg. Baltimore, Md.

Miller, HENRY 117 North Sixth St. Camden, N. J.

Miller, NEVILLE 1426 K St., N. W. Washington, D. C.

Milligan, JACOB L. 501 National Pecos Life Bldg. Kansas City, Mo.

Milne, BAXTER 50 Oliver St. Boston, Mass.

Montfort, LOUIS B. 218 Munsey Bldg. Washington, D. C.

Munger, ALFRED G. 610 First National Bank Bldg. Omaha, Nebr.

Murray, JOHN J. 20 Pemberton Square Boston, Mass.

Myers, R. T. 30 Rockefeller Plaza New York, N. Y.

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


O'Brien, SEYMOUR Baltimore Trust Bldg. Baltimore, Md.


O'Ryan, John F. 120 Broadway New York, N. Y.


Patrick, DUKE M. Colorado Bldg. Washington, D. C.

Peck, HERBERT M. 500 North Broadway Oklahoma City, Okla.

Perry, DAVID R. 1700 N. Second St. Harrisburg, Pa.

Peycke, TRACY J. Telephone Bldg. Omaha, Nebr.

Phillips, James C. 253 Broadway New York, N. Y.

Pierson, W. THEODORE Munsey Bldg. Washington, D. C.

Place, russell P. 1426 K St., N.W. Washington, D. C.

Plock, Richard H. Tama Bldg. Burlington, Iowa

Porter, George B. Earle Bldg. Washington, D. C.

Porter, PAUL A. Earle Bldg. Washington, D. C.

Porter, William A. Bowen Bldg. Washington, D. C.
### 1939—GROWTH OF RADIO STATIONS—1941

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<td>37</td>
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*Including one stay order.
†Including two stay orders.
§Including four stay orders.
xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.
ySpecial Broadcast Stations total is included in total of licensed stations.
**This figure includes the 5 Special Broadcast Stations.
WOR builds shows
WOR builds shows that sell these WOR shows are now producing sales for:

"RAMONA" ................ R & H Beer

"HERE'S LOOKING AT YOU" . . . Barbara Gould Cosmetics

"CAN YOU TOP THIS?" . . . . . . Kirkman Soap Company

"GO GET IT" ................ Krueger Beer
A NATION WIDE RADIO ANALYSIS

Based Upon the Latest Available UNITED STATES CENSUS FIGURES
RADIO MARKETS OF THE NATION

By Robert A. Litzberg, Statistician, Radio Daily

With the mighty war effort occupying many minds of the broadcasting industry, the study of markets has become increasingly important to the time-buyer. For this reason and because of the commendation and universal acceptance of last year’s presentation of market and population statistics, the 1942 RADIO ANNUAL, in addition to bringing the material up-to-date, has elaborated upon this information. The data which follows constitutes one of the many services of RADIO DAILY and RADIO ANNUAL to the broadcast industry and was prepared in association with Walter P. Burn & Associates, Inc. It is based on the 16th Census of the United States (1940).

In order to assist the broadcaster and time-buyer in evaluating potential markets more accurately four new features have been added to this year’s presentation of Census data: (1) the population figures have been broken down into their urban and rural classifications; (2) two new retail trade groups, Retail-Service and Apparel, have been added to the three already included; (3) recent Census Bureau releases on 140 Metropolitan Districts in the United States have been included and are treated in the same manner as the data for individual states; (4) inclusion of a list of cities showing percentage changes in population as a result of increased activity in defense industries has been made. This material, which precedes the data on Metropolitan Districts, was prepared for RADIO ANNUAL by Ross Federal Service, Inc., from their studies of “national defense and your shifting markets.”

Definitions

For purposes of using the market and population statistics contained in this volume the following definitions apply:

Total Population: This figure is a revised and final U. S. Census Bureau total of the number of persons living in the individual counties of the country and the District of Columbia, obtained by a house-to-house canvass during the 16th Census of the United States (1940).

Urban Population: As defined by the Census Bureau this figure consists mainly of these people living in incorporated places of 2,500 or more. Exceptions to this rule apply when the Bureau found a situation in which the general rule did not hold. (An example of such a situation is found in New York State where there was one unincorporated town of more than 10,000, having a population density of more than 1,000 per square mile; in this case the population of this town is included in the urban classification even though the town itself was not incorporated.) Exceptions are so rare that no effect will be felt in the using the data for radio coverage areas. (In Massachusetts and Connecticut many minor civil divisions are classified as urban.)

Rural Population: The remainder of population, after the urban figures had been determined, was classified as rural.

Families: The family figure is obtained from Housing Studies of the 16th Census. It is the total occupied dwelling unit count and has been recognized by the Bureau and research authorities as indicative of the total number of families in the country. In RADIO ANNUAL’S presentation the totals for 23 states are final; for the balance a preliminary figure is used as final releases were not available at press-time. (When preliminary totals are used a statement to that effect is printed after the state total.) The Census Bureau defines a dwelling unit as “the living quarters occupied
by one family or household; the number of occupied dwelling units in a given area is about the same as the number of families and may be compared with the number of private families returned in the 1930 Census."

Radio Homes: Of all the data in this presentation "radio homes" is the only classification that is not a Government release (except indicated estimates). The 1940 radio homes figure of the Census Bureau was expected to be released for publication in this volume but was delayed as a result of the declaration of war by the United States and other pressing duties of the Bureau. The figures which are presented are estimates made by RADIO ANNUAL in association with Walter P. Burn & Associates for the 1941 edition. They are based on the 1940 census population and use as a base the latest available Joint Committee percentages projected against the 1940 Census "occupied dwelling unit" figure for each county. These take into consideration trends of population and other characteristic changes as shown in the 1940 Census; these estimates have been accepted by the broadcast industry and other interested groups outside of the industry as the best available data on the subject.

Retail Trade

In the retail Trade Census 99 kinds of business were studied. Of these RADIO ANNUAL presents five major groups which are used most by research authorities to determine the potentialities of a definite geographical section for market development. The five major groups and what they include are as follows:

Store: For census purposes "store" is defined as the "place where a business is conducted and a place that is readily recognizable as a place of business." Only establishments which were doing more than one-half of their business at retail are included in any one of the five classifications presented.

Sales: This term is defined as total operating receipts of the included establishments after deductions of refunds and allowances for returned merchandise have been made.

Food: Grocery stores, meat markets, dairy product stores, milk dealers, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable markets, bakeries and caterers, egg and poultry dealers, etc.

Drug: Stores selling prescriptions, drugs and patent medicines, complimentary products such as cosmetics, toiletries, tobacco, novelty merchandise, etc.

Automotive: New and used motor vehicle dealers; new parts and accessory dealers; aircraft, motorboat and motorcycle dealers.

Apparel: Stores selling primarily clothing, shoes, hats, underwear and related articles for personal wear and adornment.

Retail-Service: This figure is a total of all retail trade data taken from the Retail Trade Census and including 99 kinds of retail business plus over 250 types of service establishments. Service establishments are classified into seven major groups: (1) personal such as barber shops, cleaning and dyeing plants, photo studios, etc.; (2) business such as credit bureaus, advertising agencies, sign-painters, etc.; (3) services allied to transportation such as warehousing; (4) automotive repairs and services such as repair shops, paint shops, battery, ignition and tire repair shops, etc; (5) other repair shops such as blacksmiths, piano-tuners, radio service men, etc.; (6) custom industries such as printing, publishing, cabinet making, etc.; (7) miscellaneous such as circulating libraries,ivery stables, tree surgeons.

Metropolitan Districts

Metropolitan Districts: The Bureau of Census in establishing Metropolitan Districts for cities of 50,000 population and more says, "The general plan for metropolitan districts that have been set up for use in the 1940 Census includes, in addition to the central city or cities, all adjacent and contiguous minor civil divisions having a population density of 150 or more per square mile. The metropolitan district is thus not a political unit but rather an area including all the thickly settled territory in and around a city or group of cities. It tends to be a more or less integrated area with common economic, social and, often, administrative interests."
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<tr>
<th>County</th>
<th>Total Population</th>
<th>Urban Population</th>
<th>Rural Population</th>
<th>Families</th>
<th>Radio Homes</th>
<th>Food Stores</th>
<th>Stores Sales</th>
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**Radio Homes**: 376,330

**Population**: 2,832,961

**Families**: 670,111

**All Money Values Are In Thousands ($000) of Dollars**
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<th>County</th>
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<th>Urban</th>
<th>Rural</th>
<th>Families</th>
<th>Radio</th>
<th>Food</th>
<th>Drug</th>
<th>Automotive</th>
<th>Retail—Service</th>
<th>Apparel</th>
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<td>9</td>
<td>255</td>
<td>82</td>
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<tr>
<td>Lincoln</td>
<td>5,882</td>
<td>5,882</td>
<td>—</td>
<td>1,061</td>
<td>1,020</td>
<td>19</td>
<td>280</td>
<td>3</td>
<td>103</td>
<td>61</td>
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</tbody>
</table>

| Population      | 1,123,296 | Radio Homes | 314,952 | 254,900 |

Family figures for Counties in this State are preliminary Census releases. † Includes Service Establishment Receipts of Alpine County.
<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>Families</th>
<th>Radio</th>
<th>Food</th>
<th>Drug</th>
<th>Automotive</th>
<th>Retail</th>
<th>Service</th>
<th>Apparel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut</td>
<td>1,709,242</td>
<td>448,682</td>
<td>410,790</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>Families</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent</td>
<td>34,441</td>
<td>7,467</td>
<td>24,974</td>
</tr>
<tr>
<td>New Castle</td>
<td>179,562</td>
<td>124,013</td>
<td>45,948</td>
</tr>
<tr>
<td>Sussex</td>
<td>52,952</td>
<td>7,952</td>
<td>44,500</td>
</tr>
</tbody>
</table>

Total State | 2,666,565 | 139,162 | 137,073 | 60,000 | 7,511 | 2,672 | 1,611 | 359 | 2,693 | 273 | 6,890 |

Family figures for Counties in this State are preliminary Census releases.
† Includes Service Establishment Receipts of Hinsdale County.
‡ Total Retail Sales Only.

CONNECTICUT

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>Families</th>
<th>Radio</th>
<th>Food</th>
<th>Drug</th>
<th>Automotive</th>
<th>Retail</th>
<th>Service</th>
<th>Apparel</th>
</tr>
</thead>
<tbody>
<tr>
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<td>127,586</td>
<td>110,235</td>
<td>100,300</td>
<td>2,111</td>
<td>$6,104</td>
<td>228</td>
<td>$6,650</td>
<td>811</td>
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<td>359,558</td>
<td>257,521</td>
<td>114,448</td>
<td>141,900</td>
<td>1,963</td>
<td>60,363</td>
<td>220</td>
<td>7,437</td>
<td>200</td>
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<td>52,379</td>
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<td>21,350</td>
<td>372</td>
<td>398</td>
<td>1,331</td>
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<td>21,310</td>
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<td>26,495</td>
<td>29,504</td>
<td>14,084</td>
<td>12,950</td>
<td>226</td>
<td>5,699</td>
<td>265</td>
<td>857</td>
<td>1,800</td>
<td>4,415</td>
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<td>385,744</td>
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<td>128,067</td>
<td>117,500</td>
<td>2,746</td>
<td>52,817</td>
<td>285</td>
<td>7,939</td>
<td>1,031</td>
<td>34,572</td>
</tr>
<tr>
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<td>65,500</td>
<td>62,723</td>
<td>35,394</td>
<td>30,200</td>
<td>500</td>
<td>13,357</td>
<td>49</td>
<td>1,550</td>
<td>301</td>
<td>1,610</td>
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<tr>
<td>Tolland</td>
<td>31,806</td>
<td>10,973</td>
<td>20,833</td>
<td>8,491</td>
<td>7,630</td>
<td>123</td>
<td>2,105</td>
<td>60</td>
<td>440</td>
<td>192</td>
<td>4,209</td>
</tr>
</tbody>
</table>

Total State | 1,709,242 | 1,158,162 | 551,080 | 418,682 | 416,790 | 8,165 | 190,518 | 896 | 266,505 | 70,541 | 60,700 |

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>Families</th>
<th>Radio</th>
<th>Food</th>
<th>Drug</th>
<th>Automotive</th>
<th>Retail</th>
<th>Service</th>
<th>Apparel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent</td>
<td>34,441</td>
<td>7,467</td>
<td>24,974</td>
<td>9,672</td>
<td>7,800</td>
<td>203</td>
<td>23,884</td>
<td>15</td>
<td>$2,563</td>
<td>160</td>
<td>$3,605</td>
</tr>
<tr>
<td>New Castle</td>
<td>179,562</td>
<td>124,013</td>
<td>45,948</td>
<td>40,800</td>
<td>10,030</td>
<td>20,469</td>
<td>77</td>
<td>2,478</td>
<td>344</td>
<td>16,361</td>
<td>3,806</td>
</tr>
<tr>
<td>Sussex</td>
<td>52,952</td>
<td>7,952</td>
<td>44,500</td>
<td>14,921</td>
<td>12,100</td>
<td>249</td>
<td>3,700</td>
<td>29</td>
<td>452</td>
<td>255</td>
<td>4,425</td>
</tr>
</tbody>
</table>

Total State | 2,666,565 | 139,162 | 137,073 | 60,000 | 7,511 | 2,672 | 1,611 | 359 | 2,693 | 273 | 6,890 |

Radios

Family figures for Counties in this State are preliminary Census releases.
† Includes Service Establishment Receipts of Hinsdale County.
‡ Total Retail Sales Only.
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<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>Families</th>
<th>Radio Homes</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>Auto Sales</th>
<th>Sales</th>
<th>Retail Sales</th>
<th>Sales</th>
<th>Apparel Sales</th>
<th>Sales</th>
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</thead>
<tbody>
<tr>
<td>Warren</td>
<td>12,923</td>
<td>3,584</td>
<td>10,694</td>
<td>5,705</td>
<td>2,340</td>
<td>3,584</td>
<td>1,336</td>
<td>125</td>
<td>3,584</td>
<td>1,336</td>
<td>125</td>
<td>3,584</td>
<td>125</td>
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<tr>
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<td>24,115</td>
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<td>1,425</td>
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<tr>
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<td>3,572</td>
<td>24,115</td>
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<td>1,425</td>
<td>8</td>
<td>5,705</td>
<td>1,425</td>
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<td>5,705</td>
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<tr>
<td>Webster</td>
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<td>1,336</td>
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<tr>
<td>Wheeler</td>
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<td>4</td>
<td>1,336</td>
<td>1,336</td>
<td>4</td>
<td>1,336</td>
<td>4</td>
</tr>
<tr>
<td>White</td>
<td>6,245</td>
<td>2,485</td>
<td>6,245</td>
<td>1,336</td>
<td>1,336</td>
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<td>4</td>
<td>1,336</td>
<td>1,336</td>
<td>4</td>
<td>1,336</td>
<td>4</td>
</tr>
<tr>
<td>Whitefield</td>
<td>32,692</td>
<td>3,572</td>
<td>32,692</td>
<td>5,705</td>
<td>2,340</td>
<td>5,705</td>
<td>1,425</td>
<td>8</td>
<td>5,705</td>
<td>1,425</td>
<td>8</td>
<td>5,705</td>
<td>8</td>
</tr>
<tr>
<td>Wilcox</td>
<td>12,875</td>
<td>3,572</td>
<td>12,875</td>
<td>1,336</td>
<td>1,336</td>
<td>1,336</td>
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<td>4</td>
<td>1,336</td>
<td>1,336</td>
<td>4</td>
<td>1,336</td>
<td>4</td>
</tr>
<tr>
<td>Wilkes</td>
<td>15,284</td>
<td>3,572</td>
<td>15,284</td>
<td>1,336</td>
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<td>1,336</td>
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<td>1,336</td>
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</tr>
<tr>
<td>Wilkinson</td>
<td>11,025</td>
<td>3,572</td>
<td>11,025</td>
<td>1,336</td>
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<td>1,336</td>
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</tr>
<tr>
<td>Worth</td>
<td>23,474</td>
<td>3,572</td>
<td>23,474</td>
<td>1,336</td>
<td>1,336</td>
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<td>1,336</td>
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<td>4</td>
</tr>
</tbody>
</table>

Total State: 3,123,723 1,073,808 2,019,915 756,333 366,210 12,130 $14,006,110 1,109 $25,540 5,970 $11,552 42,906 $670,021 1,125 $43,184

Family figures for Counties in this State are preliminary Census releases.
<table>
<thead>
<tr>
<th>Population</th>
<th>Radio Homes</th>
<th>AFFARED</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,897,241</td>
<td>2,159,233</td>
<td>1,985,710</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
<tr>
<td><strong>State</strong></td>
<td><strong>State</strong></td>
<td><strong>State</strong></td>
</tr>
<tr>
<td>5,013,743</td>
<td>1,871,042</td>
<td>1,862,846</td>
</tr>
<tr>
<td>Chicago</td>
<td>2,737,299</td>
<td>1,277,309</td>
</tr>
<tr>
<td>Cook</td>
<td>4,063,342</td>
<td>3,056,153</td>
</tr>
<tr>
<td>DuPage</td>
<td>124,284</td>
<td>89,284</td>
</tr>
<tr>
<td>Lake</td>
<td>16,754</td>
<td>11,754</td>
</tr>
<tr>
<td>Cook</td>
<td>4,063,342</td>
<td>3,056,153</td>
</tr>
<tr>
<td>DuPage</td>
<td>124,284</td>
<td>89,284</td>
</tr>
<tr>
<td>Lake</td>
<td>16,754</td>
<td>11,754</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,013,743</td>
<td>1,871,042</td>
</tr>
<tr>
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### Iowa

#### Population

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<th>Automatic</th>
<th>Retail</th>
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#### Total State

3,127,796 1,887,712 1,510,084 959,563 810,230 13,417 $230,975 1,521 $43,824 10,283 $349,511 63,979 $1,130,511 2,494 $141,817

*Family figures for Counties in this State are preliminary Census releases.*

### Radio Homes

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**Family figures for Counties in this State are preliminary Census releases.**
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<th>Rural Population</th>
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| Total State  | 4,316,721        | 3,859,476        | 457,245          | 1,118,104,133,130   | 2,923,481,490,969 |

**Massachusetts**

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| Total State  | 5,256,106        | 4,596,101        | 660,005          | 1,118,104,133,130   | 2,923,481,490,969 |

**Michigan**

Family figures for Counties in this State are preliminary Census releases.
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<th>Stores</th>
<th>FOOD</th>
<th>DRUG</th>
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<th>Apparel</th>
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Family figures for Counties in this State are preliminary Census releases.
### Montana

#### Population

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<th>Rural Population</th>
<th>Families Population</th>
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#### Radio Homes

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#### Total Population

Total State: 3,784,661,1,900,696,1,833,968,1,655,553 816,920 14,126 $235,315 2,171 $55,216 11,471 235,466 73,694 $1,201,439 2,615 $88,533

Family figures for Counties in this State are preliminary Census releases.
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<th>Total Drug</th>
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**All Money Values Are In Thousands (000) of Dollars**

**NEBRASKA**

1,315,834 Families

Radio Homes 360,741

Population 291,850
### Nevada

**Population**

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**Radio Homes**

- **Total State**: 1,315,834
- **31,620**

### New Hampshire

**Population**

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<th>Rural</th>
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**Radio Homes**

- **Total State**: 191,521
- **121,630**

**N. HAMPSHIRE**

### Population

- **491,524**

### Radio Homes

- **121,630**

---

**Total State**

- **1,315,834**
- **31,620**

**Total State**

- **191,521**
- **121,630**

---

**Total State**

- **186,709**
- **186,709**
### New Jersey

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Total State : 4,160,778 3,391,778 765,392 1,098,284 2,012,940 25,987 842,115 1,811 $56,584 $166,593 91,715 $1,041,963 4,701 $127,017

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### New Mexico

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Total State : 531,818 129,475 78,910 55 $1,912

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Family figures for Counties in this State are preliminary Census releases.
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<th>Stores Sales</th>
<th>Drug Stores</th>
<th>Stores Sales</th>
<th>Automotive</th>
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Family figures for Counties in this State are preliminary Census releases.

**N. CAROLINA**

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438,960
### POPULATION

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### AUTOMOTIVE

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### RETAIL-SERVICE

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### APPAREL

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Family figures for Counties in this State are preliminary Census releases.

### Population

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## Vermont

**Population**

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**Radio Homes**

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## Virginia

**Population**

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**Radio Homes**

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## W. VIRGINIA

## Population

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#### Population

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<td>Goshen</td>
<td>12,207</td>
<td>8,207</td>
<td>3,999</td>
<td>3,211</td>
<td>2,230</td>
<td>34</td>
<td>56</td>
<td>55</td>
<td>163</td>
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<tr>
<td>Hot Springs</td>
<td>4,607</td>
<td>3,607</td>
<td>999</td>
<td>1,313</td>
<td>1,170</td>
<td>15</td>
<td>46</td>
<td>39</td>
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<td>Johnson</td>
<td>4,880</td>
<td>3,880</td>
<td>1,000</td>
<td>1,313</td>
<td>1,170</td>
<td>15</td>
<td>46</td>
<td>39</td>
<td>190</td>
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</tr>
<tr>
<td>Laramie</td>
<td>33,551</td>
<td>22,474</td>
<td>11,077</td>
<td>11,177</td>
<td>8,150</td>
<td>700</td>
<td>100</td>
<td>2,656</td>
<td>1,782</td>
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<tr>
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<td>0</td>
<td>2,552</td>
<td>205</td>
<td>36</td>
<td>33</td>
<td>117</td>
<td>42</td>
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<tr>
<td>Natrona</td>
<td>23,858</td>
<td>17,964</td>
<td>5,894</td>
<td>7,364</td>
<td>6,470</td>
<td>69</td>
<td>2,192</td>
<td>10</td>
<td>103</td>
<td>3,064</td>
</tr>
<tr>
<td>Nebraska</td>
<td>5,088</td>
<td>5,088</td>
<td>0</td>
<td>0</td>
<td>1,720</td>
<td>1,550</td>
<td>17</td>
<td>45</td>
<td>21</td>
<td>45</td>
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<tr>
<td>Park</td>
<td>10,970</td>
<td>7,363</td>
<td>3,607</td>
<td>3,077</td>
<td>2,354</td>
<td>24</td>
<td>75</td>
<td>79</td>
<td>217</td>
<td>35</td>
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<td>Platte</td>
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<td>8,013</td>
<td>0</td>
<td>0</td>
<td>2,323</td>
<td>1,650</td>
<td>26</td>
<td>54</td>
<td>14</td>
<td>263</td>
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<tr>
<td>Sheridan</td>
<td>10,255</td>
<td>10,255</td>
<td>0</td>
<td>0</td>
<td>8,726</td>
<td>5,427</td>
<td>101</td>
<td>1,820</td>
<td>1,820</td>
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<tr>
<td>Teton</td>
<td>2,543</td>
<td>2,543</td>
<td>0</td>
<td>0</td>
<td>7,15</td>
<td>520</td>
<td>10</td>
<td>16</td>
<td>213</td>
<td>43</td>
</tr>
<tr>
<td>Uinta</td>
<td>7,533</td>
<td>3,809</td>
<td>3,784</td>
<td>3,608</td>
<td>1,809</td>
<td>1,450</td>
<td>30</td>
<td>662</td>
<td>71</td>
<td>23</td>
</tr>
<tr>
<td>Washakie</td>
<td>6,858</td>
<td>2,793</td>
<td>4,065</td>
<td>3,145</td>
<td>1,060</td>
<td>11</td>
<td>438</td>
<td>41</td>
<td>108</td>
<td>215</td>
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<td>Weston</td>
<td>4,958</td>
<td>4,958</td>
<td>0</td>
<td>0</td>
<td>1,421</td>
<td>980</td>
<td>22</td>
<td>433</td>
<td>74</td>
<td>36</td>
</tr>
</tbody>
</table>

#### Total Population

- Population: 250,742
- Families: 69,374
- Radio Homes: 55,520

#### Total Money Values Are In Thousands

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>31,37,587</td>
</tr>
<tr>
<td>1,679,114</td>
<td>4,35,113</td>
</tr>
<tr>
<td>$283,749</td>
<td>$673,230</td>
</tr>
<tr>
<td>$10,805</td>
<td>$250,916</td>
</tr>
<tr>
<td>$1,310</td>
<td>$314,176</td>
</tr>
<tr>
<td>7,917</td>
<td>2,099,352</td>
</tr>
<tr>
<td>61,062,123</td>
<td>5,123,513</td>
</tr>
<tr>
<td>2,706</td>
<td>766,141</td>
</tr>
</tbody>
</table>

#### State Population

- Population: 250,742
- Families: 69,374
- Radio Homes: 55,520

#### State Total Value

- Total: 314,176
- Sales: 2,099,352
- Cost of Goods Sold: 61,062,123
- Net Income: 5,123,513
- Total Net Income: 2,706
- Total Net Income: 766,141
ROSS FEDERAL STUDY REVEALS POPULATION CHANGE IN U.S. MARKETS

Compiled by


During the last half of 1941 and early 1942, the shift from peacetime to war economy—with attendant throwing into high gear of America's industrial and military resources—has led to population changes of considerable magnitude in many American markets. Census figures of 1940 in many cases have been temporarily thrown out of kilter.

As a necessary supplement to RADIO ANNUAL's presentation of U.S. Census data, Ross Federal Service, Inc., have collaborated in compiling the following list, showing population changes in various markets as a result of the nation's defense effort. The material was prepared from the Ross Federal company's continuing study of nationwide economic changes.

Figures given refer generally to city limits. In some cases, which are noted, the increase or decrease in population has taken place outside actual city limits but still within a close metropolitan area.

<table>
<thead>
<tr>
<th>CITY</th>
<th>1940 Census</th>
<th>Increase or Decrease</th>
<th>Per Cent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron, Ohio</td>
<td>244,791</td>
<td>+ 5,000</td>
<td>+ 2.0</td>
</tr>
<tr>
<td>Albany, N. Y</td>
<td>130,577</td>
<td>+ 3,106</td>
<td>+ 2.5</td>
</tr>
<tr>
<td>*Albuquerque (N. M. (Metropolitan District)</td>
<td>61,968</td>
<td>+ 5,000</td>
<td>+ 8.1</td>
</tr>
<tr>
<td>Allentown, Pa</td>
<td>96,904</td>
<td>+ 4,500</td>
<td>+ 4.6</td>
</tr>
<tr>
<td>*Atlanta, Ga. (Metropolitan District)</td>
<td>442,294</td>
<td>+29,000</td>
<td>+ 6.6</td>
</tr>
<tr>
<td>Augusta Ga. (Metropolitan District)</td>
<td>87,809</td>
<td>+22,000</td>
<td>+25.1</td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>87,930</td>
<td>+ 5,300</td>
<td>+ 6.0</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>859,100</td>
<td>+141,000</td>
<td>+16.4</td>
</tr>
<tr>
<td>*Baton Rouge, La. (Metropolitan Area)</td>
<td>64,700</td>
<td>+11,000</td>
<td>+17.0</td>
</tr>
<tr>
<td>Battle Creek, Mich.</td>
<td>43,453</td>
<td>+ 7,500</td>
<td>+17.3</td>
</tr>
<tr>
<td>*Birmingham, Ala. (Metropolitan Area)</td>
<td>400,931</td>
<td>+25,000</td>
<td>+ 6.2</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>770,816</td>
<td>+29,000</td>
<td>+ 3.8</td>
</tr>
<tr>
<td>Bridgeport, Conn.</td>
<td>147,121</td>
<td>+ 4,000</td>
<td>+ 2.7</td>
</tr>
<tr>
<td>Buffalo, N. Y</td>
<td>575,901</td>
<td>+ 2,000</td>
<td>+ 3</td>
</tr>
<tr>
<td>Burlington, Ia.</td>
<td>25,832</td>
<td>+14,000</td>
<td>+54.2</td>
</tr>
<tr>
<td>Camden, N. J.</td>
<td>117,536</td>
<td>+ 3,000</td>
<td>+ 2.5</td>
</tr>
<tr>
<td>Canton, O.</td>
<td>108,401</td>
<td>+ 7,000</td>
<td>+ 6.5</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>71,275</td>
<td>+35,000</td>
<td>+49.0</td>
</tr>
<tr>
<td>Charleston, W. Va.</td>
<td>67,914</td>
<td>+ 3,400</td>
<td>+ 5.0</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>100,899</td>
<td>+ 2,000</td>
<td>+ 2.0</td>
</tr>
<tr>
<td>CITY</td>
<td>1940 Census</td>
<td>Increase or Decrease</td>
<td>Per Cent Change</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-------------</td>
<td>----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Chattanooga, Tenn.</td>
<td>128,163</td>
<td>+ 5,500</td>
<td>+ 4.3</td>
</tr>
<tr>
<td>Chicago-Hammond-Gary</td>
<td>3,578,711</td>
<td>+35,000</td>
<td>+ 1.0</td>
</tr>
<tr>
<td>Cincinnati, O., 455,610; Covington, Ky., 62,018</td>
<td>517,628</td>
<td>+ 4,000</td>
<td>+ 0.8</td>
</tr>
<tr>
<td>Cleveland, O.</td>
<td>878,236</td>
<td>+ 7,500</td>
<td>+ 0.9</td>
</tr>
<tr>
<td>Columbia, S. C. (Metropolitan Area)</td>
<td>75,000</td>
<td>+20,000</td>
<td>+26.7</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>53,280</td>
<td>+ 7,000</td>
<td>+13.1</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>306,087</td>
<td>+18,000</td>
<td>+ 5.9</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>57,301</td>
<td>+22,000</td>
<td>+38.4</td>
</tr>
<tr>
<td>Dallas, Tex.</td>
<td>294,734</td>
<td>+25,000</td>
<td>+ 8.5</td>
</tr>
<tr>
<td>Dayton, O.</td>
<td>210,718</td>
<td>+14,300</td>
<td>+ 6.8</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>322,412</td>
<td>+15,600</td>
<td>+ 4.1</td>
</tr>
<tr>
<td>(Proportionate greater increases in outlying towns not indicated.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines, Ia.</td>
<td>159,819</td>
<td>+ 3,000</td>
<td>+ 1.9</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>1,623,452</td>
<td>+76,500</td>
<td>+ 4.7</td>
</tr>
<tr>
<td>Duluth, Minn.</td>
<td>101,065</td>
<td>— 1,000</td>
<td>— 1.0</td>
</tr>
<tr>
<td>El Paso, Tex.</td>
<td>96,810</td>
<td>+ 5,000</td>
<td>+ 5.2</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>116,955</td>
<td>+ 8,000</td>
<td>+ 6.8</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>97,062</td>
<td>— 2,000</td>
<td>— 2.1</td>
</tr>
<tr>
<td>Flint, Mich.</td>
<td>115,543</td>
<td>Little change</td>
<td></td>
</tr>
<tr>
<td>Ft. Wayne, Ind.</td>
<td>118,410</td>
<td>+ 4,450</td>
<td>+ 3.8</td>
</tr>
<tr>
<td>Ft. Worth, Tex. (Metropolitan Area)</td>
<td>215,000</td>
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<td>+ 4.7</td>
</tr>
<tr>
<td>Fresno, Calif. (Metropolitan Area)</td>
<td>97,504</td>
<td>+ 3,000</td>
<td>+ 3.8</td>
</tr>
<tr>
<td>Grand Rapids, Mich.</td>
<td>164,292</td>
<td>+ 2,000</td>
<td>+ 1.2</td>
</tr>
<tr>
<td>Harrisburg, Pa.</td>
<td>83,893</td>
<td>+10,000</td>
<td>+11.9</td>
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<tr>
<td>Hartford, Conn.</td>
<td>166,267</td>
<td>+33,000</td>
<td>+19.8</td>
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<tr>
<td>Houston, Tex.</td>
<td>384,514</td>
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<tr>
<td>Indianapolis, Ind.</td>
<td>386,972</td>
<td>+12,600</td>
<td>+ 3.3</td>
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<tr>
<td>Jackson, Miss.</td>
<td>62,107</td>
<td>+ 5,000</td>
<td>+ 8.1</td>
</tr>
<tr>
<td>(Plus approximately 2,500 at military base.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>173,065</td>
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<td>+14.4</td>
</tr>
<tr>
<td>Joliet, Ill.</td>
<td>42,365</td>
<td>+ 4,000</td>
<td>+ 9.4</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
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<td></td>
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<tr>
<td>Knoxville, Tenn.</td>
<td>111,580</td>
<td>+ 4,000</td>
<td>+ 3.6</td>
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<tr>
<td>Little Rock, Ark.</td>
<td>88,039</td>
<td>+13,200</td>
<td>+15.0</td>
</tr>
<tr>
<td>Lincoln, Neb.</td>
<td>81,984</td>
<td>+ 500</td>
<td>+ 0.6</td>
</tr>
<tr>
<td>Long Beach, Calif.</td>
<td>164,271</td>
<td>+20,000</td>
<td>+12.2</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>1,504,277</td>
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<td>+ 6.6</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>319,077</td>
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</tr>
<tr>
<td>Lowell, Mass.</td>
<td>101,389</td>
<td>(to come)</td>
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<tr>
<td>Macon, Ga.</td>
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<td>+29.4</td>
</tr>
<tr>
<td>Manitowoc, Wisc.</td>
<td>24,404</td>
<td>+ 1,000</td>
<td>+ 4.1</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>292,942</td>
<td>+12,000</td>
<td>+ 4.1</td>
</tr>
<tr>
<td>Miami, Fla.</td>
<td>172,172</td>
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<td>+ 7.0</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>587,472</td>
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<td>+ 2.1</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>780,106</td>
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<td></td>
</tr>
<tr>
<td>Montgomery, Ala.</td>
<td>78,084</td>
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</tr>
<tr>
<td>(Including 15,500 at Maxwell and Gunter Fields. 3,500 in 1940.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muncie, Ind.</td>
<td>49,720</td>
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<td>+ 2.4</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>167,402</td>
<td>+ 2,300</td>
<td>+ 1.4</td>
</tr>
<tr>
<td>New London, Conn.</td>
<td>30,456</td>
<td>+ 9,500</td>
<td>+31.2</td>
</tr>
<tr>
<td>(Proportionate greater increases in outlying towns.)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>494,537</td>
<td>+ 6,300</td>
<td>+ 1.3</td>
</tr>
<tr>
<td>Norfolk, Va.</td>
<td>144,332</td>
<td>+ 70,000</td>
<td>+48.5</td>
</tr>
<tr>
<td>(Norfolk-Portsmouth-Newport News. Combined 1940 census: 323,326; 1942, 450,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITY</td>
<td>1940 Census</td>
<td>Increase or Decrease</td>
<td>Per Cent Change</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------</td>
<td>----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>204,424</td>
<td>+ 8,500</td>
<td>+ 4.2</td>
</tr>
<tr>
<td>Omaha, Neb.</td>
<td>223,844</td>
<td>+ 6,800</td>
<td>+ 3.0</td>
</tr>
<tr>
<td>Orlando, Fla.</td>
<td>36,736</td>
<td>+ 2,500</td>
<td>+ 6.8</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>1,931,334</td>
<td>+ 25,000</td>
<td>+ 1.3</td>
</tr>
<tr>
<td>(Another 40,000 estimated for suburban areas which at 1940 census had 50,000 population.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>671,659</td>
<td>Little change</td>
<td></td>
</tr>
<tr>
<td>Pontiac, Mich.</td>
<td>66,626</td>
<td>+ 3,500</td>
<td>+ 5.3</td>
</tr>
<tr>
<td>Portland, Me. (Metropolitan District)</td>
<td>89,424</td>
<td>+ 7,500</td>
<td>+ 8.4</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>305,394</td>
<td>+24,000</td>
<td>+ 7.9</td>
</tr>
<tr>
<td>Portsmouth, N. H.</td>
<td>14,821</td>
<td>+ 5,000</td>
<td>+ 33.7</td>
</tr>
<tr>
<td>Providence, R. I. (Metropolitan District)</td>
<td>285,669</td>
<td>+ 3,000</td>
<td>+ 1.1</td>
</tr>
<tr>
<td>Raleigh, N. C.</td>
<td>46,897</td>
<td>Little change</td>
<td></td>
</tr>
<tr>
<td>(City limits recently extended, taking in 8,103 additional population.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roanoke, Va.</td>
<td>69,287</td>
<td>+ 1,400</td>
<td>+ 2.0</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>324,975</td>
<td>+ 2,000</td>
<td>+ 0.6</td>
</tr>
<tr>
<td>Rockford, Ill.</td>
<td>84,637</td>
<td>+ 7,400</td>
<td>+ 8.7</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline (Metropolitan District)</td>
<td>143,422</td>
<td>+12,000</td>
<td>+ 8.4</td>
</tr>
<tr>
<td>(Rock Island, 5,000; Moline, 3,000; Davenport, 4,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saginaw-Bay City-Midland (Metropolitan Area)</td>
<td>141,079</td>
<td>+ 5,200</td>
<td>+ 3.7</td>
</tr>
<tr>
<td>(Saginaw, 2,200; Bay City, 2,000; Midland 1,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>816,048</td>
<td>+30,000</td>
<td>+ 3.7</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>149,934</td>
<td>+ 8,000</td>
<td>+ 5.3</td>
</tr>
<tr>
<td>San Antonio, Tex. (Metropolitan District)</td>
<td>320,000</td>
<td>+40,000</td>
<td>+12.5</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>203,341</td>
<td>+97,000</td>
<td>+47.7</td>
</tr>
<tr>
<td>San Francisco-Oakland (Metropolitan District)</td>
<td>936,699</td>
<td>+97,000</td>
<td>+10.4</td>
</tr>
<tr>
<td>(San Francisco 42,000; Oakland and Sub., 55,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah, Ga.</td>
<td>95,996</td>
<td>+30,000</td>
<td>+31.3</td>
</tr>
<tr>
<td>Schenectady, N. Y.</td>
<td>87,549</td>
<td>+ 5,100</td>
<td>+ 5.8</td>
</tr>
<tr>
<td>Scranton, Pa.</td>
<td>104,404</td>
<td>+ 2,800</td>
<td>+ 2.0</td>
</tr>
<tr>
<td>Seattle-Bremerton, Wash. (Metropolitan District)</td>
<td>383,436</td>
<td>+55,000</td>
<td>+14.3</td>
</tr>
<tr>
<td>Shreveport, La.</td>
<td>98,167</td>
<td>+14,000</td>
<td>+14.3</td>
</tr>
<tr>
<td>Spartanburg, S. C.</td>
<td>32,249</td>
<td>+ 2,000</td>
<td>+ 6.2</td>
</tr>
<tr>
<td>Springfield, Mass.</td>
<td>149,554</td>
<td>+ 6,000</td>
<td>+ 4.0</td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>122,001</td>
<td>+ 1,300</td>
<td>+ 1.1</td>
</tr>
<tr>
<td>Syracuse, N. Y.</td>
<td>205,967</td>
<td>+ 3,000</td>
<td>+ 1.5</td>
</tr>
<tr>
<td>(Approximately 3,000 more added within 7-mi. radius, which had a 1940 pop. of 47,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tacoma, Wash.</td>
<td>109,408</td>
<td>+20,000</td>
<td>+18.3</td>
</tr>
<tr>
<td>Tampa, Fla.</td>
<td>108,391</td>
<td>+10,000</td>
<td>+ 9.2</td>
</tr>
<tr>
<td>Toledo, O.</td>
<td>282,349</td>
<td>+10,000</td>
<td>+ 3.5</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>142,157</td>
<td>+ 8,000</td>
<td>+ 5.6</td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>55,982</td>
<td>+ 2,200</td>
<td>+ 4.0</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>663,091</td>
<td>+117,000</td>
<td>+17.6</td>
</tr>
<tr>
<td>(Nearby metropolitan area now over 1,000,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waterbury, Conn.</td>
<td>99,314</td>
<td>+ 5,000</td>
<td>+ 5.0</td>
</tr>
<tr>
<td>Wheeling, W. Va.</td>
<td>61,099</td>
<td>+ 1,100</td>
<td>+ 1.8</td>
</tr>
<tr>
<td>(Met. area 1940: 106,000; met. area 1942: 200,000.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wichita, Kan.</td>
<td>114,966</td>
<td>+27,000</td>
<td>+23.5</td>
</tr>
<tr>
<td>Wilmington, Del.</td>
<td>112,504</td>
<td>+ 1,000</td>
<td>+ 9.0</td>
</tr>
<tr>
<td>(Another 2,000 increase in nearby suburbs.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worcester, Mass.</td>
<td>193,694</td>
<td>Little change</td>
<td></td>
</tr>
<tr>
<td>Youngstown, O.</td>
<td>167,720</td>
<td>+ 8,500</td>
<td>+ 5.1</td>
</tr>
</tbody>
</table>

* Metropolitan district more indicative of population change.
# METROPOLITAN DISTRICTS

Information on Metropolitan Districts is a new addition to RADIO ANNUAL’s presentation of market data. The material that follows is distinguished from the data by county on preceding pages in that the areas studied are economic rather than political. A Metropolitan District is an area including all the thickly settled territory in and around a city or group of cities. It includes the central cities of the United States and all adjacent and contiguous minor civilian divisions having a population density of 150 or more per square mile. The U. S. Bureau of Census has prepared data on 140 Metropolitan Districts, all of which are included in the following presentation.

## AKNON METROPOLITAN DISTRICT
Contains parts of Medina, Portage and Summit Counties (Ohio)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>349,705</td>
<td>94,911</td>
<td>4,463</td>
<td>$141,039</td>
<td>219</td>
<td>$7,393</td>
<td>1,336</td>
<td>$35,401</td>
<td>143</td>
<td>$4,776*</td>
<td>91</td>
<td>$24,870</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ALBANY-SCHENECTADY-TROY METROPOLITAN DISTRICT
Contains parts of Albany, Rensselaer, Saratoga and Schenectady Counties (N. Y.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>431,575</td>
<td>122,313</td>
<td>7,164</td>
<td>$199,031</td>
<td>578</td>
<td>$21,184</td>
<td>2,220</td>
<td>$6,201</td>
<td>168</td>
<td>$5,277</td>
<td>558</td>
<td>$30,503</td>
<td>107</td>
<td>$17,169</td>
</tr>
</tbody>
</table>

## ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT
Contains parts of Bucks, Lehigh, Northampton Counties (Penn.), Warren (N. J.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>325,142</td>
<td>83,648</td>
<td>5,124</td>
<td>$117,640</td>
<td>347</td>
<td>$6,069*</td>
<td>1,717</td>
<td>$38,947</td>
<td>103</td>
<td>$3,026</td>
<td>424</td>
<td>$19,758*</td>
<td>79</td>
<td>$15,244</td>
</tr>
</tbody>
</table>

## ALTOONA METROPOLITAN DISTRICT
Contains parts of Blair and Cambria Counties (Penn.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>114,094</td>
<td>29,004</td>
<td>1,381</td>
<td>$38,644</td>
<td>90</td>
<td>$3,827</td>
<td>500</td>
<td>$11,069</td>
<td>30</td>
<td>$1,137</td>
<td>160</td>
<td>5,730*</td>
<td>20</td>
<td>$6,174*</td>
</tr>
</tbody>
</table>

## AMARILLO METROPOLITAN DISTRICT
Contains parts of Potter and Randall Counties (Tex.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>53,463</td>
<td>14,946</td>
<td>534</td>
<td>$26,625</td>
<td>59</td>
<td>$3,080</td>
<td>104</td>
<td>$4,981</td>
<td>45</td>
<td>$1,710</td>
<td>176</td>
<td>$6,074</td>
<td>16</td>
<td>$2,344</td>
</tr>
</tbody>
</table>

## ASHEVILLE METROPOLITAN DISTRICT
Contains parts of Buncombe County (N. C.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>76,324</td>
<td>18,875</td>
<td>914</td>
<td>$27,627</td>
<td>59</td>
<td>$8,349</td>
<td>211</td>
<td>$5,678</td>
<td>37</td>
<td>$1,199</td>
<td>124</td>
<td>$5,919</td>
<td>24</td>
<td>$4,687</td>
</tr>
</tbody>
</table>

## ATLANTA METROPOLITAN DISTRICT
Contains parts of Clayton, Cobb, DeKalb and Fulton Counties (Ga.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Stores</th>
<th>Sales</th>
<th>Apparel Stores</th>
<th>Sales</th>
<th>Food Stores</th>
<th>Sales</th>
<th>Drug Stores</th>
<th>Sales</th>
<th>AUTOMOTIVE Stores</th>
<th>Sales</th>
<th>DEPARTMENT Stores</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>442,294</td>
<td>117,384</td>
<td>5,275</td>
<td>$193,342</td>
<td>290</td>
<td>$7,571*</td>
<td>1,409</td>
<td>$30,808</td>
<td>212</td>
<td>$7,664</td>
<td>504</td>
<td>$31,964</td>
<td>116</td>
<td>$49,833</td>
</tr>
</tbody>
</table>

Retail census data figures are for Urban Areas of 2,500 population and more. "Total Retail Stores and Sales" are for the entire metropolitan district.
Automotive figures include Filling Station Stores and Sales.
All money values are in thousands of dollars.

* Estimated.
<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>TOTAL RETAIL</th>
<th>APPAREL</th>
<th>FOOD</th>
<th>DRUG</th>
<th>AUTOMOTIVE</th>
<th>DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Stores</td>
<td>Sales</td>
<td>Stores</td>
<td>Sales</td>
<td>Stores</td>
<td>Sales</td>
</tr>
<tr>
<td>100,600</td>
<td>38,165</td>
<td>2,568</td>
<td>$57,112</td>
<td>249</td>
<td>$5,919*</td>
<td>710</td>
<td>$16,108</td>
</tr>
</tbody>
</table>

**AUGUSTA METROPOLITAN DISTRICT**
Contains parts of Richmond County (Ga.), Aiken (S. C.)

| 87,809 | 22,959 | 1,133 | $26,665 | 88 | $2,960 | 336 | $5,301 | 27  | $982* | 114  | $3,594* | 23  | $4,124 |

**AUSTIN METROPOLITAN DISTRICT**
Contains parts of Travis County (Tex.)

| 106,193 | 23,863 | 1,286 | $40,614 | 74  | $3,285 | 355 | $8,294 | 61  | $2,397 | 212  | $8,592 | 23  | $4,552* |

**BALTIMORE METROPOLITAN DISTRICT**
Contains Baltimore City; parts of Anne Arundel, Baltimore, Carroll and Howard Counties (Md.)

| 1,046,682 | 271,052 | 16,012 | $147,395 | 1,036 | $33,023 | 6,401 | $100,352 | 487 | $15,710 | 853  | $52,511 | 356 | $89,083 |

**BEAUMONT-PORT ARTHUR METROPOLITAN DISTRICT**
Contains parts of Jefferson County (Tex.)

| 138,608 | 37,497 | 1,843 | $53,828 | 97  | $3,013 | 488 | $10,960 | 67  | $2,043 | 252  | $12,810 | 27  | $7,108 |

**BINGHAMTON METROPOLITAN DISTRICT**
Contains parts of Broome County (N. Y.)

| 145,156 | 38,055 | 2,010 | $62,046 | 150 | $5,123 | 530 | $14,181 | 34  | $1,872 | 239  | $11,552 | 42  | $8,331* |

**BIRMINGHAM METROPOLITAN DISTRICT**
Contains parts of Jefferson County (Ala.)

| 407,851 | 106,534 | 3,596 | $119,199 | 246 | $11,253* | 1,036 | $21,770 | 101 | $3,818 | 436  | $25,613 | 87  | $17,949 |

**BOSTON METROPOLITAN DISTRICT**
Contains Suffolk; parts of Essex, Middlesex, Norfolk and Plymouth Counties (Mass.)

| 2,350,514 | 606,382 | 30,702 | $1,018,837 | 2,034 | $90,645 | 11,082 | $201,838 | 1,206 | $38,716 | 2,986 | $137,939 | 855 | $159,135 |

**BRIDGEPORT METROPOLITAN DISTRICT**
Contains parts of Fairfield County (Conn.)

| 216,621 | 57,487 | 3,263 | $90,507 | 214 | $7,636 | 1,213 | $24,491 | 129 | $3,329* | 384  | $15,222 | 78  | $11,479 |

**BUFFALO-NIAGARA METROPOLITAN DISTRICT**
Contains parts of Erie and Niagara Counties (N. Y.)

| 857,719 | 224,975 | 12,527 | $339,017 | 855 | $31,542 | 4,529 | $86,792 | 359 | $10,357 | 1,121 | $54,648* | 252 | $54,477 |

**CANTON METROPOLITAN DISTRICT**
Contains parts of Stark County (Ohio)

| 200,352 | 53,302 | 2,748 | $81,770 | 184 | $7,239* | 741 | $18,796 | 65  | $2,442 | 386  | $15,713 | 51  | $10,752* |

**CEDAR RAPIDS METROPOLITAN DISTRICT**
Contains parts of Polk County (Iowa)

| 183,973 | 53,262 | 1,084 | $35,985 | 69  | $3,022 | 290 | $6,184 | 39  | $1,910* | 165  | $7,376 | 23  | $6,155 |

* Estimated.
<table>
<thead>
<tr>
<th>District</th>
<th>Description</th>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Total Sales</th>
<th>Apparel Stores</th>
<th>Apparel Sales</th>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
<th>Automotive Stores</th>
<th>Automotive Sales</th>
<th>Department Stores</th>
<th>Department Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHARLESTON (S. C.) METROPOLITAN DISTRICT</td>
<td>Contains parts of Charleston County (S. C.)</td>
<td>97,711</td>
<td>26,707</td>
<td>1,339</td>
<td>$31,112</td>
<td>102</td>
<td>$2,747*</td>
<td>383</td>
<td>$6,061</td>
<td>36</td>
<td>$1,396</td>
<td>94</td>
<td>$7,324*</td>
<td>24</td>
<td>$4,027*</td>
</tr>
<tr>
<td>CHARLESTON (W. VA.) METROPOLITAN DISTRICT</td>
<td>Contains parts of Kanawha and Putnam Counties (W. Va.)</td>
<td>136,332</td>
<td>34,104</td>
<td>1,550</td>
<td>$54,556</td>
<td>120</td>
<td>$6,132</td>
<td>411</td>
<td>$11,049</td>
<td>63</td>
<td>$1,921</td>
<td>159</td>
<td>$8,813*</td>
<td>38</td>
<td>$7,783*</td>
</tr>
<tr>
<td>CHARLOTTE METROPOLITAN DISTRICT</td>
<td>Contains part of Mecklenburg County (N. C.)</td>
<td>112,986</td>
<td>27,855</td>
<td>1,196</td>
<td>$48,369</td>
<td>90</td>
<td>$3,802*</td>
<td>324</td>
<td>$7,642</td>
<td>48</td>
<td>$2,000</td>
<td>185</td>
<td>$10,954</td>
<td>26</td>
<td>$9,098</td>
</tr>
<tr>
<td>CHATTANOOGA METROPOLITAN DISTRICT</td>
<td>Contains parts of Hamilton County (Tenn.) and Catoosa, Dade and Walker Counties (Ga.)</td>
<td>193,215</td>
<td>48,790</td>
<td>2,361</td>
<td>$61,008</td>
<td>157</td>
<td>$5,852</td>
<td>677</td>
<td>$13,233</td>
<td>73</td>
<td>2,204</td>
<td>215</td>
<td>$11,775*</td>
<td>49</td>
<td>$7,805</td>
</tr>
<tr>
<td>CHICAGO METROPOLITAN DISTRICT</td>
<td>Contains parts of Cook, DuPage, Lake and Will Counties (Ill.) and Lake County (Ind.)</td>
<td>4,499,126</td>
<td>1,237,336</td>
<td>61,322</td>
<td>$1,889,237</td>
<td>5,342</td>
<td>$177,349</td>
<td>21,293</td>
<td>$363,972</td>
<td>2,298</td>
<td>$76,879</td>
<td>4,486</td>
<td>$256,997</td>
<td>1,385</td>
<td>$499,158</td>
</tr>
<tr>
<td>CINCINNATI METROPOLITAN DISTRICT</td>
<td>Contains parts of Hamilton, Warren Counties (Ohio), Dearborn County (Ind.), Campbell and Kenton Counties (Ky.)</td>
<td>789,309</td>
<td>228,662</td>
<td>11,314</td>
<td>$322,449</td>
<td>768</td>
<td>$33,924</td>
<td>3,797</td>
<td>$80,149</td>
<td>434</td>
<td>$12,011</td>
<td>1,004</td>
<td>$47,483</td>
<td>285</td>
<td>$43,616</td>
</tr>
<tr>
<td>CLEVELAND METROPOLITAN DISTRICT</td>
<td>Contains parts of Cuyahoga and Lake Counties (Ohio)</td>
<td>1,214,943</td>
<td>336,138</td>
<td>16,745</td>
<td>$507,152</td>
<td>1,075</td>
<td>$35,711</td>
<td>6,281</td>
<td>$125,422</td>
<td>595</td>
<td>$19,661</td>
<td>1,924</td>
<td>$83,173</td>
<td>448</td>
<td>$94,746</td>
</tr>
<tr>
<td>COLUMBIA METROPOLITAN DISTRICT</td>
<td>Contains parts of Lexington and Richland Counties (S. C.)</td>
<td>89,555</td>
<td>21,847</td>
<td>1,133</td>
<td>$35,047</td>
<td>76</td>
<td>$3,254</td>
<td>318</td>
<td>$5,530</td>
<td>38</td>
<td>$1,419*</td>
<td>137</td>
<td>$8,333</td>
<td>23</td>
<td>$4,366*</td>
</tr>
<tr>
<td>COLUMBUS (GA.) METROPOLITAN DISTRICT</td>
<td>Contains parts of Muscogee County (Ga.) and Russell County (Ala.)</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td></td>
</tr>
<tr>
<td>COLUMBUS (OHIO) METROPOLITAN DISTRICT</td>
<td>Contains parts of Franklin County (Ohio)</td>
<td>365,796</td>
<td>100,635</td>
<td>4,716</td>
<td>$169,166</td>
<td>276</td>
<td>$10,350</td>
<td>1,465</td>
<td>$36,828</td>
<td>209</td>
<td>$6,436</td>
<td>655</td>
<td>$32,661</td>
<td>91</td>
<td>$23,724</td>
</tr>
<tr>
<td>CORPUS CHRISTI METROPOLITAN DISTRICT</td>
<td>Contains parts of Nueces County (Tex.)</td>
<td>70,677</td>
<td>18,962</td>
<td>1,213</td>
<td>$33,050</td>
<td>58</td>
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* Estimated.
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<th>Total Retail Stores</th>
<th>Sales</th>
<th>APPAREL</th>
<th>FOOD</th>
<th>DRUG</th>
<th>AUTOMOTIVE</th>
<th>DEPARTMENT</th>
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* Estimated.
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<th>TOTAL STORES</th>
<th>RETAIL SALES</th>
<th>APPAREL SALES</th>
<th>FOOD SALES</th>
<th>DRUG STORES</th>
<th>AUTOMOTIVE SALES</th>
<th>DEPARTMENT STORES</th>
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<td>434,408</td>
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<td>$151,353</td>
<td>351 $16,288</td>
<td>1,794 $35,845</td>
<td>231 $7,503</td>
<td>589 $28,611</td>
<td>198 $20,022</td>
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</tbody>
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**LOWELL-LAWRENCE-HAVERHILL METROPOLITAN DISTRICT**
Contains parts of Essex and Middlesex Counties (Mass.)

| 334,969 | 86,583 | 5,110 | $116,314 | 435 $11,808 | 1,953 $34,352 | 137 $3,489 | 464 $15,104 | 140 $11,051 |

**MACON METROPOLITAN DISTRICT**
Contains parts of Bibb County (Ga.)

| 74,830 | 21,021 | 962 | $36,239 | 66 $2,497 | 277 $3,359 | 33 $941 | 97 $5,442 | 19 $3,998 |

**MADISON METROPOLITAN DISTRICT**
Contains parts of Dane County (Wisc.)

| 78,349 | 22,084 | 1,210 | $46,635 | 120 $4,626 | 276 $9,105 | 54 $3,218 | 162 $8,570 | 23 $7,051 |

**MANCHESTER METROPOLITAN DISTRICT**
Contains parts of Hillsborough County (N. H.)

| 81,032 | 22,056 | 1,216 | $34,645 | 112 $3,372 | 404 $10,050 | 39 $912 | 85 $5,957 | 31 $3,343 |

**MEMPHIS METROPOLITAN DISTRICT**
Contains parts of Shelby County (Tenn.) and Crittenden County (Ark.)

| 332,477 | 91,401 | 3,758 | $140,435 | 239 $12,270 | 1,021 $33,417 | 175 $6,143 | 406 $25,431 | 130 $38,161 |

**MIAMI METROPOLITAN DISTRICT**
Contains parts of Dade County (Fla.)

| 250,537 | 70,960 | 4,373 | $133,977 | 449 $12,430 | 894 $22,864 | 171 $8,218 | 533 $26,410 | 105 $17,675 |

**MILWAUKEE METROPOLITAN DISTRICT**
Contains parts of Milwaukee and Waukesha Counties (Wis.)

| 790,336 | 215,659 | 11,592 | $335,605 | 883 $28,983 | 3,203 $85,152 | 424 $12,170 | 1,091 $55,875 | 214 $53,557 |

**MINNEAPOLIS-ST. PAUL METROPOLITAN DISTRICT**
Contains parts of Anoka, Dakota, Hennepin, Ramsey and Washington Counties (Minn.)

| 911,077 | 256,713 | 12,246 | $471,371 | 800 $38,914 | 3,646 $101,724 | 443 $17,448 | 1,732 $74,800 | 246 $105,125 |

**MOBILE METROPOLITAN DISTRICT**
Contains parts of Mobile County (Ala.)

| 114,906 | 29,081 | 1,498 | $34,420 | 91 $3,121 | 438 $5.573 | 40 $1,787 | 135 $6,355 | 27 $4,988 |

**MONTGOMERY METROPOLITAN DISTRICT**
Contains parts of Montgomery County (Ala.)

| 93,697 | 24,737 | 1,038 | $31,414 | 93 $3,815 | 346 $5,354 | 41 $1,000 | 100 $6,404 | 13 $4,811 |

**NASHVILLE METROPOLITAN DISTRICT**
Contains parts of Davidson County (Tenn.)

| 241,769 | 63,578 | 3,042 | $88,394 | 199 $9,323 | 769 $16,192 | 124 $3,709 | 260 $15,846 | 78 $10,882 |

* Estimated.
### New Haven Metropolitan District
Contains parts of New Haven County (Conn.)

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<th>Retail Sales</th>
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<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
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<th>Automotive Stores</th>
<th>Automotive Sales</th>
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<tbody>
<tr>
<td>647</td>
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#### New Orleans Metropolitan District
Contains Orleans Parish, parts of Jefferson and St. Bernard Parishes (La.)

<table>
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<th>Total Retail Stores</th>
<th>Retail Sales</th>
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<th>Drug Stores</th>
<th>Drug Sales</th>
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#### New York-Northeastern New Jersey Metropolitan District
Contains Bronx, Kings, Nassau, New York, Queens, Richmond Counties (N.Y.); Bergen, Essex and Union Counties (N.J.); parts of Rockland, Suffolk and Westchester Counties (N.Y.); parts of Middlesex, Monmouth, Morris, Passaic and Somerset Counties (N.J.); parts of Fairfield County (Conn.)

<table>
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<th>Population</th>
<th>Families</th>
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<th>Retail Sales</th>
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</table>

#### Norfolk-Portsmouth-Newport Metropolitan District
Contains Elizabeth City County, parts of Norfolk, Princess Anne and Warwick Counties, and the following independent cities: Hampton, Newport News, Norfolk, Portsmouth and South Norfolk (Va.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>323,326</td>
<td>81,210</td>
<td>4,210</td>
<td>$119,978</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>341</td>
<td>$12,466</td>
<td>1,395</td>
<td>$25,097</td>
</tr>
<tr>
<td>134</td>
<td>$5,554*</td>
<td>383</td>
<td>$22,516</td>
</tr>
</tbody>
</table>

#### Oklahoma City Metropolitan District
Contains parts of Oklahoma County (Okla.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>221,229</td>
<td>63,958</td>
<td>3,087</td>
<td>$93,063</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>147</td>
<td>$9,200*</td>
<td>828</td>
<td>$15,096</td>
</tr>
<tr>
<td>133</td>
<td>$5,572*</td>
<td>578</td>
<td>$22,960*</td>
</tr>
</tbody>
</table>

#### Omaha-Council Bluffs Metropolitan District
Contains parts of Douglas and Sarpy Counties (Neb.); Pottawattamie County (Ia.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>287,699</td>
<td>79,807</td>
<td>3,851</td>
<td>$122,744</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>208</td>
<td>$10,596*</td>
<td>989</td>
<td>$28,449</td>
</tr>
<tr>
<td>158</td>
<td>$5,376</td>
<td>552</td>
<td>$21,555</td>
</tr>
</tbody>
</table>

#### Peoria Metropolitan District
Contains parts of Peoria and Tazewell Counties (Ill.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>162,566</td>
<td>43,854</td>
<td>2,225</td>
<td>$73,268</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>139</td>
<td>$3,374*</td>
<td>630</td>
<td>$16,062</td>
</tr>
<tr>
<td>61</td>
<td>$2,576</td>
<td>306</td>
<td>$14,637*</td>
</tr>
</tbody>
</table>

#### Philadelphia Metropolitan District
Contains Philadelphia County (Penn.); parts of Bucks, Chester, Delaware and Montgomery Counties (Penn.); Burlington, Camden (N.J.) and Gloucester Counties (N.J.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,898,044</td>
<td>754,722</td>
<td>42,866</td>
<td>$1,067,352</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,926</td>
<td>$97,708</td>
<td>15,430</td>
<td>$254,491</td>
</tr>
<tr>
<td>1,896</td>
<td>$37,443</td>
<td>2,700</td>
<td>$121,711</td>
</tr>
</tbody>
</table>

#### Phoenix Metropolitan District
Contains parts of Maricopa County (Ariz.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>121,828</td>
<td>34,278</td>
<td>1,732</td>
<td>$50,129</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>$2,078</td>
<td>319</td>
<td>$7,083</td>
</tr>
<tr>
<td>48</td>
<td>$2,564</td>
<td>234</td>
<td>$13,218</td>
</tr>
</tbody>
</table>

#### Pittsburgh Metropolitan District
Contains parts of Allegheny, Beaver, Fayette, Greene, Washington and Westmoreland Counties (Penn.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,994,060</td>
<td>502,180</td>
<td>21,988</td>
<td>$890,942</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,656</td>
<td>$30,958</td>
<td>7,329</td>
<td>$172,189</td>
</tr>
<tr>
<td>778</td>
<td>$24,604</td>
<td>1,848</td>
<td>$95,032</td>
</tr>
</tbody>
</table>

#### Portland (Me.) Metropolitan District
Contains parts of Cumberland County (Me.)

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>106,566</td>
<td>28,170</td>
<td>1,509</td>
<td>$54,270</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>127</td>
<td>$5,135*</td>
<td>483</td>
<td>$12,929</td>
</tr>
<tr>
<td>61</td>
<td>$1,832</td>
<td>199</td>
<td>$9,956</td>
</tr>
</tbody>
</table>

* Estimated.
<table>
<thead>
<tr>
<th>METROPOLITAN DISTRICT</th>
<th>Contains parts of</th>
<th>Population</th>
<th>Families</th>
<th>TOTAL RETAIL</th>
<th>APPAREL</th>
<th>FOOD</th>
<th>DRUG</th>
<th>AUTOMOTIVE</th>
<th>DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PORTLAND (ORE.) METROPOLITIC DISTRICT</td>
<td>Clackamas, Multnomah, Washington Counties (Ore.); Clark County (Wash.)</td>
<td>406,406</td>
<td>133,333</td>
<td>6,180</td>
<td>341</td>
<td>1,652</td>
<td>210</td>
<td>707</td>
<td>146</td>
</tr>
<tr>
<td>PROVINCETOWN METROPOLITIC DISTRICT</td>
<td>Bristol County; parts of Kent, Newport and Providence (R.I.); Bristol, Norfolk and Worcester Counties (Mass.)</td>
<td>711,500</td>
<td>186,440</td>
<td>10,256</td>
<td>730</td>
<td>3,454</td>
<td>367</td>
<td>1,196</td>
<td>297</td>
</tr>
<tr>
<td>PUEBLO METROPOLITIC DISTRICT</td>
<td>Contains parts of Pueblo County (Colo.)</td>
<td>62,039</td>
<td>16,373</td>
<td>892</td>
<td>49</td>
<td>223</td>
<td>25</td>
<td>118</td>
<td>12</td>
</tr>
<tr>
<td>RACINE-KENOSHA METROPOLITIC DISTRICT</td>
<td>Contains parts of Kenosha and Racine Counties (Wis.)</td>
<td>135,073</td>
<td>35,920</td>
<td>1,060</td>
<td>172</td>
<td>526</td>
<td>57</td>
<td>200</td>
<td>49</td>
</tr>
<tr>
<td>READING METROPOLITIC DISTRICT</td>
<td>Contains parts of Berks County (Penn.)</td>
<td>175,355</td>
<td>46,758</td>
<td>3,267</td>
<td>228</td>
<td>1,169</td>
<td>70</td>
<td>182</td>
<td>44</td>
</tr>
<tr>
<td>RICHMOND METROPOLITIC DISTRICT</td>
<td>Contains Henrico County; parts of Chesterfield County. Independent City—Richmond (Va.)</td>
<td>245,674</td>
<td>64,391</td>
<td>3,138</td>
<td>207</td>
<td>1,137</td>
<td>115</td>
<td>439</td>
<td>80</td>
</tr>
<tr>
<td>ROANOKE METROPOLITIC DISTRICT</td>
<td>Contains parts of Roanoke County. Independent City—Roanoke (Va.)</td>
<td>110,593</td>
<td>27,696</td>
<td>1,266</td>
<td>105</td>
<td>345</td>
<td>43</td>
<td>179</td>
<td>19</td>
</tr>
<tr>
<td>ROCHESTER METROPOLITIC DISTRICT</td>
<td>Contains parts of Monroe County (N.Y.)</td>
<td>411,970</td>
<td>113,899</td>
<td>5,612</td>
<td>497</td>
<td>1,883</td>
<td>143</td>
<td>645</td>
<td>124</td>
</tr>
<tr>
<td>ROCKFORD METROPOLITIC DISTRICT</td>
<td>Contains parts of Winnebago County (Ill.)</td>
<td>105,259</td>
<td>30,424</td>
<td>1,470</td>
<td>110</td>
<td>372</td>
<td>44</td>
<td>215</td>
<td>27</td>
</tr>
<tr>
<td>SACRAMENTO METROPOLITIC DISTRICT</td>
<td>Contains parts of Sacramento and Yolo Counties (Calif.)</td>
<td>158,999</td>
<td>46,086</td>
<td>2,640</td>
<td>163</td>
<td>530</td>
<td>72</td>
<td>322</td>
<td>34</td>
</tr>
<tr>
<td>SAGINAW-BAY CITY METROPOLITIC DISTRICT</td>
<td>Contains parts of Bay and Saginaw Counties (Mich.)</td>
<td>153,388</td>
<td>40,962</td>
<td>2,012</td>
<td>183</td>
<td>551</td>
<td>73</td>
<td>287</td>
<td>36</td>
</tr>
<tr>
<td>ST. JOSEPH METROPOLITIC DISTRICT</td>
<td>Contains parts of Buchanan County (Mo.); Doniphan County (Kans.)</td>
<td>86,991</td>
<td>24,882</td>
<td>1,295</td>
<td>80</td>
<td>3,180</td>
<td>64</td>
<td>163</td>
<td>22</td>
</tr>
</tbody>
</table>

* Estimated.
<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
<th>Population</th>
<th>Families</th>
<th>Total Retail Stores</th>
<th>Total Retail Sales</th>
<th>Apparel Stores</th>
<th>Apparel Sales</th>
<th>Food Stores</th>
<th>Food Sales</th>
<th>Drug Stores</th>
<th>Drug Sales</th>
<th>Automotive Stores</th>
<th>Automotive Sales</th>
<th>Department Stores</th>
<th>Department Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST. LOUIS METROPOLITAN DISTRICT</td>
<td>Contains St. Louis (City) County; parts of St. Charles County (Mo.); Madison, Monroe and St. Clair Counties (Mo.)</td>
<td>1,367,977</td>
<td>355,432</td>
<td>20,267</td>
<td>$506,851</td>
<td>1,196</td>
<td>$41,001</td>
<td>5,849</td>
<td>$111,730</td>
<td>739</td>
<td>$19,630</td>
<td>2,153</td>
<td>$91,505*</td>
<td>505</td>
<td>$83,477</td>
</tr>
<tr>
<td>SALT LAKE CITY METROPOLITAN DISTRICT</td>
<td>Contains parts of Davis and Salt Lake Counties (Utah)</td>
<td>204,488</td>
<td>54,860</td>
<td>2,186</td>
<td>$86,212</td>
<td>139</td>
<td>$6,544</td>
<td>549</td>
<td>$15,639</td>
<td>61</td>
<td>$3,358</td>
<td>319</td>
<td>$15,998</td>
<td>30</td>
<td>$15,979*</td>
</tr>
<tr>
<td>SAN ANTONIO METROPOLITAN DISTRICT</td>
<td>Contains parts of Bexar County (Tex.)</td>
<td>319,010</td>
<td>81,341</td>
<td>4,437</td>
<td>$108,887</td>
<td>192</td>
<td>$13,105*</td>
<td>1,250</td>
<td>$21,370</td>
<td>144</td>
<td>$4,232</td>
<td>578</td>
<td>$22,283</td>
<td>70</td>
<td>$14,757*</td>
</tr>
<tr>
<td>SAN DIEGO METROPOLITAN DISTRICT</td>
<td>Contains parts of San Diego County (Calif.)</td>
<td>256,368</td>
<td>79,825</td>
<td>3,989</td>
<td>$109,928</td>
<td>265</td>
<td>$8,373</td>
<td>990</td>
<td>$23,654</td>
<td>110</td>
<td>$4,055</td>
<td>593</td>
<td>$23,194</td>
<td>110</td>
<td>$13,640</td>
</tr>
<tr>
<td>SAN FRANCISCO-OAKLAND METROPOLITAN DISTRICT</td>
<td>Contains San Francisco County; parts of Alameda, Contra Costa, Marin, San Mateo, Santa Clara and Solano Counties (Calif.)</td>
<td>1,428,523</td>
<td>454,696</td>
<td>23,504</td>
<td>$749,701</td>
<td>1,785</td>
<td>$69,446</td>
<td>6,449</td>
<td>$183,508</td>
<td>721</td>
<td>$57,207</td>
<td>2,187</td>
<td>$115,038</td>
<td>447</td>
<td>$109,703</td>
</tr>
<tr>
<td>SAN JOSE METROPOLITAN DISTRICT</td>
<td>Contains parts of Santa Clara County (Calif.)</td>
<td>129,367</td>
<td>37,690</td>
<td>2,008</td>
<td>$59,622</td>
<td>153</td>
<td>$5,085</td>
<td>435</td>
<td>$11,832</td>
<td>43</td>
<td>$1,591*</td>
<td>274</td>
<td>$12,099*</td>
<td>33</td>
<td>$7,275</td>
</tr>
<tr>
<td>SAVANNAH METROPOLITAN DISTRICT</td>
<td>Contains Chatham County (Ga.)</td>
<td>117,970</td>
<td>31,720</td>
<td>1,603</td>
<td>$36,405</td>
<td>97</td>
<td>$3,991</td>
<td>745</td>
<td>$9,659</td>
<td>52</td>
<td>$1,162</td>
<td>194</td>
<td>$7,764</td>
<td>32</td>
<td>$4,030</td>
</tr>
<tr>
<td>SCRANTON-WILKES BARRE METROPOLITAN DISTRICT</td>
<td>Contains parts of Lackawanna, Luzerne, Susquehanna and Wyoming Counties (Penna.)</td>
<td>629,581</td>
<td>148,314</td>
<td>8,999</td>
<td>$168,579</td>
<td>631</td>
<td>$18,821</td>
<td>3,388</td>
<td>$48,144</td>
<td>259</td>
<td>$4,826</td>
<td>776</td>
<td>$25,167</td>
<td>214</td>
<td>$22,503</td>
</tr>
<tr>
<td>SEATTLE METROPOLITAN DISTRICT</td>
<td>Contains parts of King, Kitsap and Snohomish Counties (Wash.)</td>
<td>452,639</td>
<td>153,293</td>
<td>7,630</td>
<td>$224,527</td>
<td>476</td>
<td>$17,311</td>
<td>2,079</td>
<td>$49,903</td>
<td>252</td>
<td>$7,454</td>
<td>833</td>
<td>$42,325</td>
<td>120</td>
<td>$42,796</td>
</tr>
<tr>
<td>SHREVEPORT METROPOLITAN DISTRICT</td>
<td>Contains parts of Bossier and Caddo Parishes (La.)</td>
<td>112,225</td>
<td>30,647</td>
<td>1,378</td>
<td>$50,642</td>
<td>114</td>
<td>$6,341*</td>
<td>380</td>
<td>$8,532</td>
<td>52</td>
<td>$2,058</td>
<td>242</td>
<td>$11,749*</td>
<td>31</td>
<td>$6,321*</td>
</tr>
<tr>
<td>SIOUX CITY METROPOLITAN DISTRICT</td>
<td>Contains parts of Woodbury County (Ia.); Dakota County (Neb.) and Union County (South Dakota)</td>
<td>87,791</td>
<td>24,349</td>
<td>1,314</td>
<td>$40,517</td>
<td>79</td>
<td>$2,933*</td>
<td>238</td>
<td>$8,265</td>
<td>42</td>
<td>$1,677*</td>
<td>232</td>
<td>$7,851*</td>
<td>13</td>
<td>$7,917*</td>
</tr>
<tr>
<td>SOUTH BEND METROPOLITAN DISTRICT</td>
<td>Contains parts of St. Joseph County (Ind.)</td>
<td>147,022</td>
<td>40,060</td>
<td>2,019</td>
<td>$58,457</td>
<td>141</td>
<td>$5,087</td>
<td>555</td>
<td>$12,351</td>
<td>61</td>
<td>$2,151</td>
<td>301</td>
<td>$12,172</td>
<td>52</td>
<td>$8,465</td>
</tr>
<tr>
<td>SPOKANE METROPOLITAN DISTRICT</td>
<td>Contains parts of Spokane County (Wash.)</td>
<td>141,370</td>
<td>44,117</td>
<td>2,205</td>
<td>$68,183</td>
<td>140</td>
<td>$5,405*</td>
<td>594</td>
<td>$12,314</td>
<td>59</td>
<td>$2,380</td>
<td>328</td>
<td>$13,837</td>
<td>30</td>
<td>$12,533</td>
</tr>
</tbody>
</table>

* Estimated.
<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>TOTAL</th>
<th>RETAIL</th>
<th>APPAREL</th>
<th>FOOD</th>
<th>DRUG</th>
<th>AUTOMOTIVE</th>
<th>DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Stores</td>
<td>Sales</td>
<td>Stores</td>
<td>Sales</td>
<td>Stores</td>
<td>Sales</td>
<td>Stores</td>
</tr>
<tr>
<td>80,454</td>
<td>25,349</td>
<td>1,255</td>
<td>$42,594</td>
<td>$4</td>
<td>$3,933</td>
<td>334</td>
<td>$8,899</td>
<td>37</td>
</tr>
<tr>
<td>70,514</td>
<td>20,953</td>
<td>1,212</td>
<td>$26,903</td>
<td>90</td>
<td>$2,829</td>
<td>320</td>
<td>$6,367</td>
<td>221</td>
</tr>
<tr>
<td>77,406</td>
<td>21,658</td>
<td>1,134</td>
<td>$31,427</td>
<td>84</td>
<td>$3,621*</td>
<td>399</td>
<td>$8,406</td>
<td>138</td>
</tr>
<tr>
<td>394,623</td>
<td>102,933</td>
<td>5,644</td>
<td>$162,364</td>
<td>472</td>
<td>$14,269</td>
<td>1,889</td>
<td>$43,109</td>
<td>735</td>
</tr>
<tr>
<td>79,337</td>
<td>21,711</td>
<td>1,400</td>
<td>$40,098</td>
<td>102</td>
<td>$3,217</td>
<td>255</td>
<td>$7,880</td>
<td>189</td>
</tr>
<tr>
<td>258,352</td>
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<td>147</td>
<td>$8,247</td>
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<td>$13,395</td>
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* Estimated.
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<th>Area</th>
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<th>Families</th>
<th>TOTAL RETAIL Stores</th>
<th>SALES</th>
<th>APPAREL Stores</th>
<th>SALES</th>
<th>FOOD Stores</th>
<th>SALES</th>
<th>DRUG Stores</th>
<th>SALES</th>
<th>AUTOMOTIVE Stores</th>
<th>SALES</th>
<th>DEPARTMENT Stores</th>
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<td>UTICA-ROME METROPOLITAN</td>
<td>Herkimer and Oneida Counties (N.Y.)</td>
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<td>$470,987</td>
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<td>$90,722</td>
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<td>797</td>
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<td>$71,042</td>
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<tr>
<td></td>
<td>Arlington County, Independent City—</td>
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<tr>
<td></td>
<td>Alexandria (Va.) and parts of</td>
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<td></td>
<td>Fairfax County (Va.); Montgomery</td>
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<td>55</td>
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<td>and Prince Georges County (Md.)</td>
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<tr>
<td>DISTRICT</td>
<td>Contains parts of Litchfield and New</td>
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<td>19,367</td>
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<td>Haven Counties (Conn.)</td>
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<tr>
<td>WATERLOO METROPOLITAN</td>
<td>Contains parts of Black Hawk County (Ia.)</td>
<td>196,340</td>
<td>50,371</td>
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<tr>
<td>WHEELING METROPOLITAN</td>
<td>Contains parts of Brooke, Marshall and</td>
<td>127,308</td>
<td>38,167</td>
<td>1,995</td>
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<td>Jefferson Counties (Ohio)</td>
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<td>WICHITA METROPOLITAN</td>
<td>Contains parts of Sedgwick County (Kans.)</td>
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<td>WILMINGTON METROPOLITAN</td>
<td>Contains parts of New Castle County (Del.)</td>
<td>109,833</td>
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<td>Delaware Counties (Penna.)</td>
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<td>WINSTON-SALEM METROPOLITAN</td>
<td>Contains parts of Forsyth County (N. C.)</td>
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<td>YORK METROPOLITAN</td>
<td>Contains parts of York County (Penna.)</td>
<td>92,627</td>
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<tr>
<td>YOUNGSTOWN METROPOLITAN</td>
<td>Contains parts of Mahoning and Trumbull</td>
<td>327,548</td>
<td>92,000</td>
<td>4,488</td>
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<td>314</td>
<td>$11,641 *</td>
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<td>$57,008</td>
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<td>Counties (Ohio) and Mercer County</td>
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<td>(Penna.)</td>
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* Estimated.
The parade lengthens

WESTINGHOUSE TRANSMITTERS SET THE PACE

More stations are stepping into line for new operating economy, convenience, and attractive arrangement as the swing toward Westinghouse Transmitters gains speed.

The Westinghouse 50-HG has set a new pace for 50-kw transmitters—and in the 5-kw field it's the 5-HV. In these sets, knowledge accumulated over many years of radio and diversified electrical experience has brought a fresh viewpoint to bear on transmitter design.

As pace-setters in today's radio parade, the stations to keep an eye on, are those now having on order or now using Westinghouse Transmitters.

J-08041-A

Westinghouse
NETWORKS
OF THE
UNITED STATES

NATIONAL
REGIONAL
THESE ARE THE PEOPLE

KMBC, with nearly 100 trained radio experts, has by far the largest single station staff in the entire Kansas City area!

WHO PRODUCE THE PROGRAMS

KMBC presents 30 hours of service features weekly—farm and markets, news, sports, home economics, education...in addition to music, variety, comedy and quiz shows galore! All live talent!

THAT ATTRACT THE LISTENERS

Independent surveys of Greater Kansas City show KMBC leading in audience during more quarter hours, day and night, than any other station!

WHO BUY YOUR PRODUCT

National spot advertisers know how KMBC delivers results. Hence, they place more business on KMBC than on any other Kansas City station (sworn statement, Robt. S. Conlan & Associates, independent market analysts.) And 3 out of 4 KMBC accounts are renewals!

IN KANSAS CITY

KMBC
Free & Peters, Inc. CBS Basic Network
THE BLUE NETWORK made radio headlines this year when it stepped out on its own as an independent organization. With a history dating back to January 1, 1927, the Blue is a new-old network. Its emergence as a new and distinct corporation is another highlight in the record of America's second oldest chain. The Blue starts out on its independent career with a staff of nearly 500 men and women, the majority of whom are young in years but "old in radio." Their wealth of experience is a tangible asset.

Important at any time, the fact that the Blue now stands on its own feet takes on even greater significance at the present when radio is playing a vital role in upholding the public morale of a nation at war. Alive to its full responsibilities, the Blue Network will continue to maintain the high reputation of the broadcasting industry for service to the public.

While the Blue Network is conscious of its great opportunity for public service, we believe that this service can be most efficiently rendered by the Blue in its primary role as a nationwide advertising medium. The Blue Network is a great advertising medium which renders an essential public service, not a great public service which happens to take advertising.

Policy

Our conception of performance for the common good covers not only educational or "service" programs, speeches by statesmen and politicians, news bulletins and special events, but the entertainment supplied to listeners by manufacturers who give their audiences helpful, straightforward and truthful advertising messages.

Since we see no conflict between the interests of the public and the advertiser, programs on the Blue Network — both sustaining and commercial — will be considered and planned as genuine public service programs. The Blue will frankly set out to give advertisers the kind of service they need, confident that in doing so we shall really give the public what it wants.

Progress

The 15-year-old network moves forward with a bigger and more representative list of advertising sponsors than ever before in its history. In its programs, the Blue caters to a wide variety of interests. The Metropolitan Opera and our great Symphony Orchestra are outstanding in the realm of serious music programs, while the Blue also carries the top favorites among dance bands. The Blue plans to develop new programs in the field of public discussion in which America's Town Meeting of the Air, already a Blue feature, is a recognized leader. For news coverage, the Blue has a corps of radio reporters located at action centers throughout the world, and its worldwide coverage will continue to be as thorough as at present.

1942

While the Blue will continue to present the many fine programs for which it is already noted, its primary efforts will be dedicated to increasing their number and enriching their quality. In programs, in selling, in promotion, publicity, engineering and in all phases of network operations, the men and women of the Blue Network, fired with new enthusiasm, are out to make broadcasting history in 1942 and the years to come.
THE BLUE NETWORK

NETWORK FACILITIES
AS OF FEB. 10, 1943
BLUE NETWORK CO., Inc.

30 Rockefeller Plaza, New York City

BOARD OF DIRECTORS

George S. DeSousa
John Hays Hammond, Jr.

Joseph V. Heffernan
Charles B. Jolliffe
Edgar Kobak

Mark Woods
Lunsford P. Yandell

EXECUTIVE COMMITTEE

Niles Trammell, Chairman

Mark Woods

Edgar Kobak

Officers

Woods, Mark .................. President
Kobak, Edgar................ Executive Vice President
Boroff, E. R., 
Vice President in Charge, Central Division
Gilman, Don E., 
Vice President in Charge, Western Division

Yandell, Lunsford P. .... Vice President-Treasurer
Carlin, Phillips, 
Vice President in Charge of Programs
Kiggins, Keith, 
Vice President in Charge of Stations

Staff

Barry, Charles ......... Eastern Program Manager
Benson, George M. .... Eastern Sales Manager
Brandt, Otto ......... Station Contact Representative
Chotzinoff, Samuel .... Manager, Music Division
Cortada, Judith ......... Trade News Editor
Diaz, Ray ............... Supervisor, Announcing Staff
Dolan, Thomas J. ........ Traffic Manager
Dorais, Sidney .......... Western Chief Auditor
Drips, William E., 
Central Div., Dir. of Public Service
Edgley, L. J. ......... Central Division Continuity Editor
Evans, Edward F., .... Research Manager
Feltis, Hugh M. ......... Station Contact Representative
Ferguson, Ron .......... Manager, Script Division
Frazee, Harry .......... Manager, Production Division
Grabhorn, Murray B., 
National Spot Sales Manager
Hauser, B. J., ........... Sales Promotion Manager
Huber, E. J., ......... Central Division Promotion Manager
James, E. P. H., Director of Publicity & Promotion
Johnstone, G. W., 
Director of News & Special Events
Kemble, Dorothy .......... Continuity Acceptance Editor
Koelker, Anthony J., 
Central Division, Manager Publicity Dept.
Lasley, David .......... Western Sales Promotion Manager
McNeil, John H., .... Manager, Radio Station WJZ
Milne, George ........ Chief Engineer
Moore, Tracy .......... Western Sales Manager

Moss, Robert .......... Western Production Manager
Mullin, Earl .......... Manager, Publicity Department
Niehenge, Ray M., 
Central Div., Manager Sales Traffic
Nicol, A. D. ............... Auditor
Norton, Jr., John H., Station Relations Manager
Peterson, R. S., 
Central Div., Auditor & Office Mgr.
Rouse, Gene, 
Central Div., Supervisor of Announcers
Rynd, Charles E. ........ Sales Service Manager
Samuel, Milton ......... Western Publicity Manager
Sauk, Robert, 
Assistant to Executive Vice President
Schoenfeld, Merritt, 
Central Division Sales Manager
Stanborough, Reginald, 
Supervisor, Night Announcing Staff
Stirton, James, Central Division Program Manager
Storer, Douglas F., 
Manager, Commercial Program Dept.
Summers, Harrison B., Director of Public Service
Thrower, Fred M., ....... General Sales Manager
Tyson, Leo............. Western Program Director
Van Houten, D. B. .......... Office Manager
Vernon, G. A., 
Central Div., Manager, Research Dept.
Wetzel, Maurice, 
Central Division Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

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

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IN NO year since its inception has the broadcasting industry rendered such a full measure of public service as it did during the year 1941.

During most of the year we, as a nation, were preparing for the defense of our country and its ideals. During the last days of the year, the enemy struck and we were catapulted into war. It was fortunate that radio broadcasting had been forged and tempered into a potent instrument of democracy before America became involved in the supreme test of the war. From the moment of the first bulletin of the treacherous attack on Hawaii, broadcasters were able to bring to bear responsible judgment, trained personnel, and world-wide facilities. A swift and yet a sober service to listeners has resulted, which has kept the whole nation objectively informed of the flood-tide of events which has followed.

1941 Activities

I have been asked to review our activities during 1941. I will do so in a very general way because I, as well as most broadcasters, have little desire now to look backwards. During the past year, the Columbia Broadcasting System responded to the country’s needs as they developed. This meant that our major efforts dealt with the defense program.

One of our outstanding achievements during 1941 was the completion of the new CBS Latin American network. This is composed of 74 affiliated stations in every nation in Latin America. It began operations on December 31st, when the first of our two new 50,000-watt short-wave transmitters was completed. The inauguration of full service to and from our Latin American network will take place some time in February, when the second high-powered transmitter will go on the air, permitting us to double the effective power of both transmitters by narrowing the beams.

During the past year, we also completed and inaugurated WABC’s new 50,000-watt transmitter located on Columbia Island in Long Island Sound. Many other technical improvements and advances were made throughout our network operations—too numerous to mention in this short statement.

Television

Columbia’s television program started on July 1, 1941, and we have maintained a 15-hour-a-week schedule ever since. Also, during the year, CBS announced a full color television system invented by Dr. Peter C. Goldmark, CBS chief television engineer, and developed by him and his staff during the year. We have completed more than 100 hours of color television transmission on an experimental basis.

F.M.

The Columbia Broadcasting System entered the new field of Frequency Modulation with the inauguration of its stations in New York and Chicago. We have received construction permits for stations in Los Angeles and St. Louis and have on file an application for a Boston station.

1942

As we face the crucial year ahead, we feel confident that we are well organized and equipped to respond swiftly and flexibly to the ever-changing needs of a democracy at war. We shall do so by keeping ourselves fully and understandably acquainted with the nation’s general and special objectives. We shall use our skill and the machinery at our command to help bring about those objectives. We shall prove to the world that radio as a democratic instrument of the people can serve its country more effectively than radio under a dictator.

I am confident that radio will make its full and proper contribution to the winning of the war and of the winning of peace. I know this is the aim of all broadcasters today.
COLUMBIA BROAD NETWORK

NETWORK FACILITIES
AS OF JAN. 1st, 1942
CASTING SYSTEM
COLUMBIA Broadcasting System

485 Madison Avenue, New York City
(Telephone number, W.Ickersham 2-2000)

BOARD OF DIRECTORS

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

J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson

Mefford R. Runyon
Herbert Bayard Swope
Malin Craig

OFFICERS

Lawrence W. Lowman
Vice-President in Charge of Operations

H. Leslie Atlasc........Vice-President, Chicago

Harry C. Butcher......Vice-President, Washington

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

Frank K. White..................Treasurer

Jos. H. Ream....Secretary and General Attorney

Samuel R. Dean. Assistant Treasurer

James M. Seward. Assistant Treasurer

Arthur S. Padgett............Auditor

COMMERCIAL AND DIVISIONS

DEPARTMENTS

Commercial Editing

Department

Gilson B. Gray........Commercial Editor

Donald I. Ball...Assistant Commercial Editor

Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building
Operations Department

G. Stanley McAllister,
Director of Construction and
Building Operations

John R. Carey...Supervisor of Building Operations

C. R. Jacobs, Manager of Construction Operations

General Engineering

Department

Edwin King Cohan,
Director of General Engineering

A. B. Chamberlain..........Chief Engineer

William B. Lodge,
Engineer in Charge of Radio-Frequency Division

Howard A. Chin,
Engineer in Charge of Audio-Frequency Division

Guy Hutcheson,
Engineer in Charge of International Broadcasting

Legal Department

Joseph H. Ream, Secretary and General Attorney

Julius Brauner ...............Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales

Allyn Jay Marsh............Assistant Sales Manager

William J. Fagan............Assistant Sales Manager

J. J. Karol..............Market Research Sales Counsel

Wendell Adams,
Frequency Modulation Program Manager

Edward Downes............Assistant to Frequency

Modulation Program Manager

Music Division

James H. Fassett............Director of Music Division

Howard G. Barnes,
Assistant Director in Charge of Serious Music

Allen J. deCastro,
Sales Manager, Latin American Network

Charles E. Midgely, Jr....Sales Service Manager

Program Department

Douglas Coulter...Acting Director of Broadcasts

Davidson Taylor............Assistant Director of

Broadcasts

Roy Langham............Production Manager

Copyright Division

Jan Schimek............Director of Copyright Division

Foreign Broadcasting
Division

Edmund Chester,
Director of Broadcasting to Foreign Countries

William H. Fineshirber, Jr.,
Director of Short Wave Programs

Antonio C. Gonzalez,
Assistant Director of Latin American Relations

Terig Tucci,
Director of Music for Latin American Programs

Roberto Unanue.....Latin American News Editor

Arthur Perles............Director of Publicity for

Latin American Network

John Edwards............Short Wave News Editor

FM Division

Wendell Adams,
Frequency Modulation Program Manager

Edward Downes............Assistant to Frequency

Modulation Program Manager

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Joseph Grat, 
Assistant Director in Charge of Light Music

Music Library Division
Julius Mattfield ..... Director of Music Library

Program Service Division
Francis C. Barton, Jr. ..... Director of Program Service
James F. Burke, Assistant Director of Program Service

Public Affairs Division
Paul W. White ..... Director of Public Affairs
Robert S. Wood, Assistant Director of News Broadcasts
William J. Slocum, Jr. Director of Special Events and Sports

Script Division
William Spier ....... Director of Script Division
Albert R. Perskins ..... Assistant Director

Sound Effects Division
Walter R. Pierson, Manager of Sound Effects Division

 Talks & Educational Divisions
Lyman, Bryson ..... Director of Talks and Education
He’en Sioussat ..... Director of Talks
Leon Levine, Assistant Director of Educational Programs

Program Operations Department
Lawrence W. Lowman, Vice-President in Charge of Operations
I. S. Becker ..... Assistant to Vice-President in Charge of Operations

Leroy Passman, Assistant Director of Program Operations
Harriet Hess, Supervisor of Program Typing Division
Hugh A. Cowham, Commercial Engineer in Charge of Traffic
A. H. Peterson ..... Traffic Manager

Publicity Department
Louis Ruppel ..... Director of Publicity
Hal Rorke ..... Assistant Director of Publicity
Michael J. Fish, Manager Photographic Division
Ralph J. Gleason, Trade News Editor
Thomas Flanigan, Magazine and Story Editor

Radio Sales
J. Kelly Smith ..... General Sales Manager
Howard Meighan, Eastern Sales Manager, New York
Henry M. Jackson, Western Sales Manager, Chicago
Wayne Steffner, Account Executive, San Francisco
Roger K. Hunter, Manager, Los Angeles Office
Royal Penny, Representative, Charlotte
Carter Ringlet, Representative, St. Louis

Research Department
Frank N. Stanton, Director of Research
J. K. Churchill, Chief Statistician of Research Department
George Mateyo, Assistant to Director of Research
Oscar Katz, Supervisor of Statistical Records

William C. Ackerman, Director of Reference Library

Sales Promotion Department
Frank Stanton, Acting Director of Sales Promotion
John Fister ..... Copy Chief
John Fox, Assistant to Director of Sales Promotion
Thomas D. Connolly, Director of Program Promotion
George R. Dunham ..... Supervisor of Promotion for Owned and Operated Stations

Station Relations Department
H. V. Akerberg, Vice-President in Charge of Station Relations
J. G. Gude ..... Station Relations Manager
Jerome Sill, Manager of Station Service

Television Department
Adrian Murphy, Executive Director of Television
Gilbert Seldes ..... Director of Television Programs
Leonard H. Hole, Manager of Television Operations
Dr. Peter C. Goldmark, Chief Television Engineer

Treasury Department
Frank K. White ..... Treasurer
James M. Seward ..... Assistant Treasurer
Samuel R. Dean, Assistant Treasurer
Arthur S. Padgett, Auditor
W. J. Flynn, Chief Accountant
John E. Forsander, Purchasing Agent
Albert H. Bryant, Manager of Mail and Files & Mimeograph Division
W. J. Flynn, Chief Accountant

New York City
WABC, 485 MADISON AVE.
Arturo Hull Hayes, General Manager
George W. Allen, Director of Programs
Henry Grossman, Eastern Division Operations Engineer & Chief Engineer of WABC

Jules Dundes, Sales Promotion Manager

Chicago
410 NO. MICHIGAN AVE.
H. Leslie Atlass, Vice-President, Chicago
J. L. Van Volkenburg, Assistant to Mr. Atlass
L. F. Erikson, Western Sales Manager
Walter Preston, Acting Program Director
Frank B. Falknor, Central Division Operations Engineer & Chief Engineer of WBBM

J. V. McLaughlin, Accountant & Office Manager
James Kane, Director of Publicity
Stuart Dawson, Assistant Program Director
Urban Johnson, Chief Sound Technician
J. Oren Weaver, News Editor
King Park, Sales Promotion Manager

Washington
WJSV, EARLE BLDG.
Harry C. Butcher, Vice-President in Charge at Washington
Paul Porter, Attorney
A. D. Willard, Jr., Station Manager WJSV
Wm. D. Murdoch, Sales Manager WJSV
Lloyd W. Dennis, Jr. .................. Program Director
Clyde Hunt .......................... Chief Engineer
Harry R. Crow ...................... Accountant
John Heiney ......................... Sales Promotion Manager
Paul Glynn ......................... Publicity Director
Ann Gillis ......................... Director of Public Events

Minneapolis
WCCO, 625 SECOND AVE., S.
Earl H. Gammons .. Manager of Station WCCO
Thomas H. Dawson ............. Sales Manager
H. S. McCartney .......... Chief Engineer
Emmett J. Heerd... Jr. .......... Accountant
Sam H. Kaufman ............ Sales Promotion Manager
Alvin B. Sheehan .. Director of Program Operations

St. Louis
KMOX, MART BLDG.
Merle S. Jones ............... Manager of Station KMOX
Arthur Casey .................. Assistant to Station Manager
James S. Johnson ............. Sales Manager
C. C. Renier ................. Program Director
Harry Harvey ................. Chief Engineer
Jerry Hoekstra . Public Events & Publicity Director
Robert F. DeVoe .......... Accountant
Carter Ringlet ................ Representative, Radio Sales

Pacific Coast
LOS ANGELES OFFICE, KNX, COLUMBIA SQUARE
D. W. Thornburgh ... Vice-President, Los Angeles
George L. Moskovics . Director of Sales Promotion
Charles D. Ryder, Jr. .......... Accountant
Lester Bowman, Western Division Operations Engineer & Chief Engineer of KNX
Clifton Jones .................. News Editor
Charles Vanda .. Western Director of Programs
Fox Case, Director of Special Events & Public Events
William E. Forbes, Network Program Service Director
Russ Johnston .................. Program Manager
Ben Paley ..................... Production Manager
Harry W. Witt ................ Sales Manager
Roger Huston ................. Manager, Radio Sales
Alan Cormack .................. Traffic Manager

San Francisco Office
PALACE HOTEL
Arthur J. Kemp . Sales Manager, Pacific Network
Wayne Steffner .. Account Executive, Radio Sales

Charlotte, N. C.
WBT, WILDER BLDG.
A. E. Joselyn .................. Manager of Station WBT
Royal E. Penny ............. Sales Manager and Account Executive, Radio Sales
Chas. H. Crutchfield .......... Program Director
James Belonung .............. Chief Engineer
William G. Carley .......... Sales Promotion Manager
John S. Knell ................. News Editor

Boston
WEII, 182 TREMONT ST.
Harold E. Fellows ............... Manager of Station WEII
Kingsley Horton ............. Sales Manager
Lloyd G. del Castillo Production Manager and Musical Director
Philip K. Baldwin .......... Chief Engineer
John J. Murray .............. Accountant
David S. Garland .......... Sales Promotion Manager

Foreign Staff
Edward R. Murrow, Chief of European Staff, London
Charles Collingwood .. London Correspondent
Bob Trout ...................... London Correspondent
Cecil Brown ............... Singapore Correspondent
Winston Burdett .......... Ankara Correspondent
Farnsworth Fowle .......... Ankara Correspondent
William J. Dunn, Chief of Far Eastern Staff, Batavia
John Raleigh ............... Batavia Correspondent
Charles M. Barbe, Berne, Switzerland, Correspondent
Howard K. Smith, Berne, Switzerland, Correspondent
Larry Lesueur .......... Moscow Correspondent
H. Ford Wilkins .......... Manila Correspondent
Thomas Worthin .......... Manila Correspondent
Bernard Valery ...... Stockholm Correspondent
George Foster .. Sydney, Australia, Correspondent
Edward Chorlian .......... Cairo Correspondent
Jack Fendell .......... Panama City Correspondent
Alex Garcia .......... Havana Correspondent
John Adams .......... Rio de Janeiro Correspondent
Herbert Clark .......... Buenos Aires Correspondent
Robinson McLean .......... Toronto Correspondent
William Gilman .......... Juno, Alaska, Correspondent
W. R. Wills .......... Tokyo Correspondent

Stations Owned and Operated, or Leased by the
COLUMBIA BROADCASTING SYSTEM

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

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RADIO in 1942, for the first time since the inception of network broadcasting, must fulfill its obligations to a nation at war. Radio is a new and powerful weapon of defense, and the Mutual network will concentrate its efforts in 1942 toward helping the United States win the war.

Competition in the broadcasting industry must be sacrificed to cooperation whenever necessary, for the best interests of the country.

The Mutual Broadcasting System, which consisted of four stations at the time of its formation in October, 1934, now has close to 200 affiliates in the United States, Canada and Hawaii. The nation's cooperative network, which has consistently operated for the benefit of the individual station, and in the public interest, looks to 1942 as another year of increased service.

News Coverage

News coverage, always important to radio programming, will be of paramount importance in 1942. We shall attempt to present facts as complete as government regulations permit. In addition to such competent domestic analysts as Raymond Gram Swing, Gabriel Heatter, Fulton Lewis, Jr., Boake Carter and John B. Hughes, we shall continue to present eye-witness accounts by trained observers from the important battle-fronts of the world.

At the same time, the question of national morale will receive attention, and to this end, programming during the coming year must be intelligently planned.

Music

We shall continue to present the fine musical programs of the Philadelphia Orchestra, and those of Henry Weber from Chicago, Alfred Wallenstein from New York. Government agencies will be free to use our facilities for the presentation of such programs as the Office for Emergency Management's "Keep 'Em Rolling" and the Treasury Department's "America Preferred" series.

Sports

Sports will again occupy an important place in the Mutual schedule, just as in past years. In 1941, for example, 931 special features and sports programs were broadcast, accounting for 492 hours of air time. On June 1, 1941, Mutual gained exclusive rights to all championship boxing bouts of the Twentieth Century Sporting Club. We look forward to the continuance of our broadcasts of these leading ring contests. Mutual presented the World Series exclusively in 1941 for the third consecutive year, and will do it again in 1942.

Good Will

International good-will shall be fostered by an interchange of programs with our Latin-American neighbors. Already in progress are two outstanding series: "The Americas Speak," presented in cooperation with Rotary International, and a monthly exchange program with Brazil, which started on August 28, 1941.

The return of ASCAP music to Mutual on May 13, 1941 was the first settlement of a disagreement which had deprived the American radio public of much of the world's finest music.

Gross billings for the network in 1941 represented the highest figure in Mutual's history—$7,300,955—an increase of 53.2 per cent over the preceding year.

1942

At the present time, the condition of the radio industry is healthy, both financially and functionally. And now, more than ever, radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding of opinion and interpreting it. To this end, we shall dedicate our efforts in 1942.
MUTUAL BROAD

NETWORK FACILITIES
AS OF JAN. 15th, 1942

- BASIC STATIONS
- AFFILIATED STATIONS
Administrative Office
Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

New York Office
1440 Broadway, New York, N. Y.
Phone, PE nnsylvania 6-9600

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President.................W. E. Macfarlane
Vice-President........Theodore C. Streibert
Vice-President.........Lewis Allen Weiss

Executive Secretary-Treasurer...E. M. Antrim
General Manager............Fred Weber
Sales Manager........Edwin W. Wood, Jr.
Auditor.....................Miles E. Lamphiear

Staff

Publicity Director............Lester Gottlieb
Sales Promotion Manager...Robert A. Schmid
Program Director............Adolph Opfinger
Traffic Manager..............Andrew Poole
Legal Advisor................Keith Masters
Sales Service................John Mitchell
Midwestern Sales Service.....Don Pontius
Sales Representative........John R. Overall
Sales Representative........Sidney P. Allen
Sales Representative........Thomas Harker
Sales Representative.........Morris Mudge
Sales Representative.........Ade Hult
Sales Representative.........Curtis J. Harrison
London and Foreign Representative,
John S. Steele
Assistant London Representative...Arthur Mann
Berlin Representative......John Paul Dickson
Cairo Representative.........Sam Brewer
Batavia Representative.......Frank Cuhel
Manila Representative...Royal Arch Gunnison

Mexico City Representative...Jack Starr Hunt
South American Representative

Robert Stiglich

Branch Offices

Detroit..................Union Guardian Bldg.
Cincinnati..................Alms Hotel
Boston.....................21 Brookline Ave.
Cleveland.................Terminal Tower
Los Angeles..............Don Lee Bldg.
Washington..............1627 K St., N. W.
San Francisco..........1000 Van Ness Ave.
England..................Coulsdon, Surrey

Directors

E. N. Antrim.............Alfred J. McCosker
Willett H. Brown.........John Shepard III
H. K. Carpenter..........Theodore C. Streibert
W. E. Macfarlane.........Fred Weber
Lewis Allen Weiss

Operating Board

J. E. Campeau.............CKLW, Detroit-Windsor
H. K. Carpenter..........WHK-WCLE, Cleveland
William B. Dolph..........WOL, Washington, D. C.
W. E. Macfarlane..........WGN, Chicago, Ill.
Eugene O'Fallon...........KFEL, Denver, Colo.
John Shepard III.........The Colonial Network

Frank P. Schreiber........WGN, Chicago, Ill.
Theodore C. Streibert...WOR, New York, N. Y.
Hubert Taft, Jr..........WKRC, Cincinnati
Fred Weber................General Manager
Lewis Allen Weiss........Don Lee Network
Edward W. Wood, Jr.......Sales Manager
WITH America's entry into World War II, the year 1941 provided the American system of broadcasting with unprecedented opportunity to demonstrate the usefulness of its services to the government and the people of the United States in a grave emergency. Radio did not have this opportunity in World War I, so 1941 must be recorded as one of the most significant periods in the entire 15 years of network broadcasting.

Radio's presentation of dramatic, eyewitness accounts of the bombing of Pearl Harbor and Manila, the stirring war message President Roosevelt delivered to the Congress of the United States, and the actual declaration of a state of war by Congress, are all "firsts" in radio's Hall of Fame. These unparalleled achievements by the industry gave the listening public the full impact of radio's worth to America at war.

Foreseeing war as a distinct possibility, NBC engineers made 1941 a year of expanding radio facilities to meet the nation's growing demands on American broadcasters. Chief among new projects were the rebuilding of NBC's powerful overseas shortwave plant and the building of new studios in Radio City, Chicago, and San Francisco. With two powerful stations and the most complete program division in the country, NBC raised the power of its shortwave stations WRCA and WNBI to 50,000 watts each and built the most modern antenna arrays for each.

Furthermore, the language pattern was increased to 9 foreign languages, providing world-wide translation of major events. American views of news and world events are being short-waved to practically every nation on the globe to help promote truth and understanding of American ideals and purposes.

Marked improvements in NBC coverage of the nation took place in 1941, by addition of stations, increases in power, and changes to better frequencies.

Notable advancement also was made in NBC's public service activities, highlighted by establishment of a transcription service for America's schools and colleges. This move marked the first effort by a national organization to provide an extension of radio education through recordings for the nation's classrooms.

Rising above the harsh discord of war in 1941, music, through the medium of radio, found its greatest opportunity to help national morale and to create understanding and friendship between the Americas. Conscious of music's vital role during a period of crisis, NBC presented musical broadcasts, not only of the old masters and the moderns, but also music by, of, and for Americans.

In the field of television, NBC's New York sight-and-sound station became the first in 1941 to advance from experimental status to full obligations of public service under commercial license. Station WNBT, which had cradled American television broadcasting as W2XBS, went on the air as the world's first commercial television station on July 1, 1941, and at the year's end was still the only television unit broadcasting commercially in New York City.

And the job goes on. In addition to radio's gigantic war effort, NBC is going right ahead with its normal pattern of broadcasting, gearing it to the emergency and providing the general public with an ever-higher quality of programs, embracing all forms of entertainment, including the arts, sciences, drama, education and religion.

Already under a self-imposed censorship, NBC was glad to accept the U. S. government official radio cencor regulations, and will continue to guard to the last detail, all information which would be useful to the enemy.

All this is possible because radio in America today is an instrument of free expression, because it has the ability to command the instantaneous attention of almost the entire population of the nation, on 56,000,000 radio sets, and because the American people believe in it and trust it.
NATIONAL BROAD

NETWORK FACILITIES
AS OF JAN. 1st, 1942
NATIONAL BROADCASTING COMPANY

NETWORK FACILITIES
AS OF JAN. 1ST, 1943
FIFTEEN YEARS of leadership in radio coverage, in facilities-improvements, in preferred programs, have made the Red the All-America network. Whether you measure it clockwise, lengthwise, or marketwise, you will always come out with the same answer. America is ear-conditioned to the NBC Red Network, the network they listened to first, the network they still listen to most.
NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano

Harbord, James G.
Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Nally, Edward J.
Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Comstock, Ada
Compton, Karl
Damrosch, Walter

Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Sarnoff, David
Smith, Alfred E.

Officers

Sarnoff, David ................Chairman of the Board
Trammell, Niles ................President
Mullen, Frank E.,
  Vice-President & General Manager
Ashby, A. L. ....Vice-President & General Counsel
Egner, C. Lloyd ....Vice-President
Hanson, O. B. ....Vice-President
Hedges, William S. ....Vice-President
Kopf, Harry C. ....Vice-President
Mason, Frank E. ....Vice-President
Royal, John F. ....Vice-President
Russell, Frank M. ..........Vice-President
Srotz, Sidney N. ..........Vice-President
Witmer, Roy C. ..........Vice-President
Horn, C. W. ....Assistant Vice-President
MacDonald, John H.,
  Assistant to Vice-President and General Manager
Nelson, A. E. ....Assistant Vice-President
Teichner, R. J. ...........Treasurer
MacConnach, Lewis ..........Secretary
Pfautz, C. E. ....Assistant Secretary
### DEPARTMENTS AND DIVISIONS

**Executive Offices**
- Trammell, Niles ........................................ President
- Mullen, Frank E. ......................................... Vice-President & General Manager
- Almonte, J. deJara ........................................... Assistant to President
- Angell, James Rowland, Counselor for Public Service Programs
- Morgan, Clayton T. ........................................... Assistant to President
- Fisher, Sterling .............................................. Assistant Counselor for Public Service Programs

**Continuity Acceptance Department**
- MacRorie, Janet ........................................... Editor

**Engineering Department**
- Hanson, O. B., Vice-President and Chief Engineer
- Clarke, William A., Manager of Technical Services
- Guy, R. F. ........................................ Radio Facilities Engineer
- McElrath, George ...................................... Operating Engineer
- Wankel, F. A. ....................................... Eastern Division Engineer
- Raykev, C. A. .................................. Audio & Video Facilities Engineer
- Shelby, R. E. .................................. Television Operations Engineer

**General Service Department**
- Gilcher, Vincent J., Director of General Service
- Dunn, Ashton ......................................... Personnel Manager
- Lowell, Edward M., Manager of Building Maintenance Division
- Martin, William G., Manager of Guest Relations Division

**Information Department**
- Dale, Albert E. ................................... Director of Information
- Barnard, Anita ...................................... Manager of Information Division
- McKay, John .................................. Manager of the Press Division

**International Relations-Television-**
**New Developments**
- Royal John F. .................................... Vice-President In Charge
- Development and Research
- Horn, C. W. ................................... Assistant Vice-President In Charge
- International Shortwave Department
- Elwood, John W. .................................. Manager
- Woodell, Shirley ................................ Sales Manager
- Television Department
- Kersta, Noran E. .................................. Director of Television
- Hungerford, E. Arthur, Jr. ......................... Program Business Manager
- Wade, Warren ................................ Executive Producer

**Legal Department**
- Ashby, A. L., Vice-President & General Counsel
- Butler, Franklin ...................................... Attorney
- Graham, R. H. .................................... Attorney-Hollywood
- Grimshaw, I. L. ................................... Attorney
- Hennessey, P. J., Jr. .................................. Counsel—Washington
- Ladner, Henry .................................... Attorney
- Leuschner, Frederick ................................ Attorney-Hollywood
- McDonald, J. A. .................................. Attorney—Chicago
- Myers, R. P. .................................... Attorney

**NBC Radio Recording Department**
- Egner, C. Lloyd .................................... Vice-President & Manager
- Friedheim, Robert W. ................................ Eastern Sales Manager
- Morris, Robert M. .................................. Business Manager
- Parsons, Willis B. .................................. Sales Promotion Manager
- Thomas, Reginald .................................. Program Director

**Program Department**
- Menser, Clarence L., Program Manager
- Brainard, Bertha .................................. Manager, Program and Talent Sales Division
- Almonte, J. de Jara ................................ Night Program Manager
- Belviso, Thomas H., Manager, Music Library Division
- Black, Frank .................................. General Music Director
- Cuthbert, Margaret, Director, Women's and Children's Programs
- Guy, Helen .................................. Acting Business Manager
- Kelly, Patrick J. ................................ Supervisor of Announcing
- Kelly, N. Ray .................................. Supervisor of Sound Effects
- La Prade, Ernest ................................ Director, Music Research
- Miller, William Burke, Eastern Program Manager
- Roberts, Wilfred S., Manager of Production Division
- Schechter, A. A., Director of News and Special Events
- Shervey, Helen .................................. Manager of Central Booking Office
- Stern, William .................................. Director of Sports Events
- Titterton, Lewis H., Manager of Continuity

**Promotion & Advertising Department**
- Dyke, Ken R. .................................. Director of Promotion
- Rumple, Barry .................................. Research Manager
- Greene, John M. ................................ Circulation Manager
- J. Robert Meyer ................................ Chief Statistician
- Webb, W. E. .................................. In Charge of Institutional Promotion

**Sales Department**
- Witmer, Roy C. .................................. Vice-President In Charge
- Brown, C. B. .................................. Sales Promotion Manager
- Frey, George H. ................................ Sales Service Manager
- Greene, F. Melville ................................ Sales Traffic Manager
- Hitz, Edward R., Assistant To The Vice-President In Charge
- Showerman, I. E., Eastern Sales Manager

** Stations Department**
- Hedges, William S., Vice-President in Charge of Stations
  *Facilities, Development and Research*
- Lent, W. C., Co-Director, Washington Office
- *Station Relations Department*
- Hickox, Sheldon B., Jr., Manager
Woodley, Easton C.  Manager of the Service Division  Managed Or Programmed Stations  Department
Gregory, Sherman D.  . . . . . Manager

National Spot and Local Sales Department
McConnell, J. V.  National Spot & Local Sales Manager
Roux, William C.  National, Spot & Local Sales Promotion Manager
Tilenuis, William O.  Assistant Manager of Spot & Local Sales  Traffic Department
Woodman, Harry A.  Manager

Managed Or Programmed Stations  Station Managers
Cleveland, Ohio  Managed By
Pribble, Vernon H.  Manager, Station WTAM

Denver, Colorado  Managed By
Yoder, Lloyd C.  Manager, Station KOA

San Francisco, Calif.  Managed By
Nelson, A. E.  Manager Station KPO

Washington, D. C.  Managed By
Berkeley, Kenneth H.  Manager Station WRC

Treasury Department
Bloxam, William D.  Purchasing Agent
Kelly, Harold M.  Asst. Auditor
MacDonald, John H.  Assistant to Vice-President and General Manager
McKeon, Harry F.  Auditor
Payne, Glenn W.  Budget Officer
Teichner, R. J.  Assistant Treasurer

Central Division—Chicago  Merchandise Mart  Phone: Superior 8300
Kopf, H. C.  Vice-President and Manager
Boyd, Maurice M.  Local & Spot Sales Manager
Carlson, Emmons C.  Sales Promotion and Advertising Manager
Chizzini, Frank  Manager of Radio Recording
Cunningham, E. C.  Evening Manager
Drips, William E.  Director of Agriculture
Fry, Kenneth D.  Director of Special Events
Golder, Frank  Program Traffic Supervisor
Herbueva, Jules  Program Manager

Kaney, A. W.  Assistant to the Manager
Luttgens, Howard C.  Central Division Engineer
McCluer, Paul  Sales Manager
McDonald, J. A.  Attorney
Morton, Oliver  Special Sales Representative  Westinghouse Stations
Murphy, William J.  Continuity Editor
Ray, William B.  Manager of Press Relations
Waller, Judith C.  Educational Director
Whalley, John F.  Business Manager
Wright, W. P.  Production Manager

Western Division—Hollywood  Sunset Blvd. & Vine St.  Phone: Hollywood 6161
Strotz, Sidney N.  Vice-President in Charge
Andrews, William  Manager of Guest Relations
Bock, Harold  Manager of Press Relations
Bunker, Walter  Production Manager
Dellett, F. V.  Auditor
Dixon, Sydney L.  Sales Manager
Frost, Lewis  Assistant to Vice-President
Gale, Paul  Traffic Supervisor
Graham, R. H.  Attorney—Assistant to Leuschner
Leuschner, Frederick  Attorney
McAndrews, Robert  Sales Promotion Manager
Robb, Alex. S.  Manager, Program and Talent Sales
Saxton, A. H.  Western Division Engineer
Schuetz, Robert  Manager of Recording Division
Swallow, John  Program Manager
Williams, Wendell  Continuity Editor

Washington, D. C.  14th St. & New York Ave.  Phone: Republic 4000
Russell, Frank M.  Vice-President in Charge
Berkeley, Kenneth H.  General Manager WRC
Coldenstroth, R. G.  Auditor
Dodge, John  Sales Manager WRC
Hennessey, P. J., Jr.  Counsel
Johnson, A. E.  Division Engineer
Knode, Thomas E.  In Charge of News, Press & Special Events
Shawn, Fred  Assistant Manager WRC
Smith, Carleton E.  Assistant Manager WRC

Foreign Representatives
Bate, Fred  . . . . . . . England
Archinard, Paul  . . . . . Vichy, France
Jordan, Max  . . . . . . Switzerland

Stations Owned and/or Managed and/or Programmed by the

National Broadcasting Company

WEAF  New York  . . . . . . . Owned, managed, operated and programmed by NBC
WMAQ  Chicago  . . . . . . . Owned, managed, operated and programmed by NBC
WRC  Washington  . . . . . . . Owned, managed, operated and programmed by NBC
WTAM  Cleveland  . . . . . . . Owned, managed, operated and programmed by NBC
KPO  San Francisco  . . . . . . . Owned, managed, operated and programmed by NBC
KOA  Denver  . . . . . . . Owned by General Electric  Managed, operated and programmed by NBC.
At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.
The American Network, Inc.
60 East 42nd St., New York, N. Y.
Phone: Murray Hill 2-2737

PERSONNEL
President..................John Shepard, 3rd
Vice-President................Walter J. Dann
Executive Vice-President......John R. Latham
Secretary-Treasurer.............Gordon Gray
Sales Manager................J. W. Strickland

STATIONS

*The American Network, is comprised solely of frequency modulation stations and while not exactly a regional, it is listed herewith as the most suitable spot for prominence.

Arizona Broadcasting Co.
(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

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

STATIONS
KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGJU, Safford; KCRJ, Jerome; KWJB, Globe KYCA, Prescott.

BRANCH OFFICE
48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge........R. B. Williams

The Arizona Network
836 N. Central Ave., Phoenix, Ariz.

PERSONNEL
KOY Commercial Manager......John A. Reilly
Business Manager...............Albert D. Johnson
Manager of Operation........J. R. Williams
Chief Engineer................R. B. Thompson
KTUC Commercial Manager.....John Merino
KSUN Manager................Carleton Morris

STATIONS
KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

California Radio System
708 Eye Street, Sacramento, Calif.
Phone: Main 5000

PERSONNEL
Vice-President................G. C. Hamilton
General Manager...............Howard Lane

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

BRANCH OFFICES
366 Madison Ave., New York, N. Y.
Phone: Murray Hill 2-8690

Manager....................Humboldt Grieg

Central States Broadcasting System
Omaha (Nebr): Omaha National Bank Bldg.
Phone: Jackson 7626
Lincoln (Nebr): Hotel Lincoln
Phone: 2-3214

PERSONNEL
President....................Frank D. Throop
General Manager...............Don Searle

NATIONAL REPRESENTATIVE
John Blair & Company

Blue Ridge Network
Poinsett Hotel, Greenville, S. C.
Phone: Greenville 362

PERSONNEL
Manager.....................B. T. Whitmire

STATIONS
WFBC, Greenville, S. C.; WISE, Asheville. N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE
Weed & Company

Regional Networks

313
How Green Is My Valley?

PLENTY!

The Don Lee Broadcasting System has now completed the last important link in the Pacific Coast's only network covering every one of the 32 important Pacific Coast Markets, with the addition of station KFRE in Fresno, the biggest market in the rich agricultural San Joaquin Valley. Now every important market on the Pacific Coast is covered by a local Don Lee station. More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station. If you have a sales message for the radio listeners in Fresno... if you have a message for any of the 10,000,000 people on the Pacific Coast, buy the network Pacific Coast advertisers prefer*. ... Don Lee.

*Don Lee carries more Pacific Coast network business than the other three networks combined.

Mutual DON LEE

THOMAS S. LEE, Pres. — LEWIS ALLEN WEISS, Vice-Pres.
and General Manager — 5515 Melrose Ave., Hollywood, Calif.
The Cowles Group
Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111
PERSONNEL
President ...................... Gardner Cowles, Jr.
Vice-President .................. John Cowles
Vice-President and Treasurer .... Luther L. Hill
Vice-President .................... Sumner Quarton
Manager (WNAX) ................ Robert R. Tincher
National Sales Manager ........... H. E. Enns
Com. Manager (Des Moines) ...... Craig Lawrence
Com. Manager (Cedar Rapids) .... W. B. Quarton
Com. Manager (Yankton) ........ Phil Hoffman

STATIONS
KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-SiouxFalls.

BRANCH OFFICES
Paramount Theater Bldg., Cedar Rapids, Ia.
Manager ...................... Sumner Quarton
Manager ........................ Russell Lamson
Manager ...................... Don E. Inman
Manager ...................... Robert R. Tincher
Manager ...................... Ed La Grave
The Katz Agency

Don Lee Broadcasting System
5515 Melrose Ave., Hollywood, Calif.
Phone: Hollywood 8111
San Francisco office: 1000 Van Ness Ave.
PERSONNEL
V-P & General Manager ............ Lewis Allen Weiss
V-P & General Manager ............ Willet Brown
General Sales Manager .......... Wilbur Eickelberg
Program Director ................ Van Newkirk
Production Manager .............. James Burton
Publicity Director ............... Mark Finley
STATIONS
Southern California: KFI, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KKO, El Centro; KVEC, San Luis Obispo.
Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCK, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.
Northwest (Oregon): KNR, Roseburg; KALE, Portland; KFIJ, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.
Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KKRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGA, Spokane.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.
Corn Belt Wireless Rebroadcasting Service

C/o WHO, Des Moines, IA.
Phone: 3-7147

PERSONNEL
Vice-President..................J. O. Maland
Sales Manager..................Hale Bondurant
Program Director..............Harold Fair
Technical Supervisor...........Paul A. Loyel

STATIONS
Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

* * * * *

Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada
Phone: R 1036

PERSONNEL
General Manager..................H. R. Carson
Manager (Calgary)..............V. F. Nielsen
Manager (Lethbridge).........A. J. Ballour
Manager Edmonton.............G. S. Henry
Manager (Grand Prairie)....Gordon Cummings

STATIONS
CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES
Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872

Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131

Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE
Weed & Co.; All-Canada Radio Facilities, Ltd.

* * * * *

Georgia Broadcasting System

(Selling Group; not available as a network)
1420 Second Avenue, Columbus, Ga.
Phone: 4300

Atlanta Office: Henry Grady Bldg.
Phone: 4377

PERSONNEL
Executive Manager..............J. W. Woodruff, Jr.

STATIONS
WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE
Spot Sles, Inc.

* * * * *

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 211 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL
General Manager (WGST)........C. H. Calboun
General Manager (WMAZ).......E. E. Cargill
General Manager (WTOC).......W. T. Knight

STATIONS
WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

* * * * *

Inter-City Broadcasting System

1657 Broadway, New York City
Phone: Circle 6-2200

PERSONNEL
General Manager..................Don S. Shaw
Sales Manager...................Charles Stark
Sales Promotion Manager.......Maxwell Dane
Publicity-Special Events Dir....Leon Goldstein
Program Director...............Walter Craig
Musical Director...............Joe Rines
Program Manager...............William Card
Chief Engineer..................Frank Marx

STATIONS
Key Station: WMCA, New York City; other stations and cities available on request.

REPRESENTATIVE
Virgil Reiter & Co. (West)

* * * * *

Intermountain Network

c/o KLO, Ogden, Utah
Phone: 5721

PERSONNEL
Business Manager...............George C. Hatch

STATIONS
KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE
George P. Hollingbery Co.

* * * * *

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL
Sales Manager..................Don Davis
Program Co-Ordinator...........John T. Schilling
EXECUTIVE COMMITTEE

Ray Linton (KFBI); R. J. Laubengayer (KKSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBL, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

Lake Superior Network

124 East McLeod Ave., Ironwood, Mich.
Phone: 20

PERSONNEL

President: N. C. Ruddell
Secretary-Treasurer: J. W. Rice

STATIONS


NATIONAL REPRESENTATIVE

Bogner & Martin

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234
Dallas Office: c/o WFAA & KGKO

PERSONNEL

Managing Director: James W. Pate
Operating Committee: Harold V. Hough, Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTXA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager: Clair R. McCollough
Sales Manager: J. Robert Gulick
Promotion-Traffic Manager: Paul O. Rodenhauser
Technical Director: J. E. Mathiot

STATIONS


Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President-Treasurer: George W. Trendle
Secretary-General Manager: H. Allen Campbell
Vice-President: John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WHLS, Port Huron; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager: Gene O'Fallon
Manager of Station Relations: Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.
Phone: Dale 6595

PERSONNEL

President-General Manager: John W. Boler
Vice-President: Howard S. Johnson
Treasurer: D. C. Shepard

STATIONS

Northern Broadcasting & Publishing, Ltd.
(Ontario Canadian Broadcasting Corporation)
Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL
President.............................................R. H. Thomson
Secretary-Treasurer................................S. Chapman
General Manager..................................Jack K. Cooke
Manager (CKGB).................................Murray Morrison
Manager (CJXL)....................................Jack Davidson
Manager (CFCH)..................................Cliff Pickrem
Manager (CKRN)..................................J. O. Tardif
Manager (CKVD)..................................Dan Carr

STATIONS
CKGB, Timmins, Ont.; CJXL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont., and CHEX, Peterborough, Ont.

BRANCH OFFICE
307 Victory Bldg., Toronto, Ont., Canada
Phone: Elgin 2464

Manager.............................................G. E. Tonkin
310 Keefer Bldg., Montreal, Que., Canada
Phone: HA 3051
Manager.............................................R. A. Leslie

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL
Commercial Manager (WDGY)....Lee L. Whiting
Commercial Manager (WDSM)....R. D. Kennedy

STATIONS
WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE
William G. Rambeau Co.

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone: Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.
Phone: Bridgeport 3222

PERSONNEL
General Manager.............Stanley E. Hubbard
Treasurer...............................Kenneth M. Hance
Sales Manager..................Ray C. Jenkins
Farm Director....................Val Bjornson

STATIONS
KSTP, St. Paul, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3191

7/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL
Manager (KOMA)....................William C. Gillespie
Manager (KTUL).....................William C. Gillespie
Commercial Manager (KOMA).......Jack Howell
Commercial Manager (KTUL).........John Eau

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

The Oklahoma Network
1800 West Main St., Oklahoma City, Okla.
Phone: 3-8352

PERSONNEL
President.................................Joseph W. Lee
Vice-President............................Tams Bixby, Jr.
Secretary-Treasurer......................Milton B. Garber
Managing Director......................Robert D. Enoch

STATIONS
KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE
Arthur H. Hagg & Associates

★

Pacific Broadcasting Co.
914 Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL
General Manager.............Carl E. Haymond
Tarffic Manager...................John K. Clarke
Auditor.........................Paul F. Benton

STATIONS
Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.
Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KGA, Spokan; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview.

★

The Pennsylvania Network
Phone Locust 7700

PERSONNEL
Manager.........................Kenneth W. Stowman

STATIONS
WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WBSN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKSO, Harrisburg; WJAC, Johnstown; WBAY, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; WARM, Scranton; Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional.
Quaker Network
Phone: Rittenhouse 6900
PERSONNEL
General Manager
Roger W. Clipp
STATIONS
WFIL, Philadelphia; WBAW, Reading; WGST, Easton; WORK, York; WAZL, Hanover; WGL, Lancaster; WGBI, Scranton; WBBR, Wilkes Barre; WKBO, Harrisburg; WOKK, Sunbury; WRAK, Williamsport; WBFG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

Radio Programas de Mexico
Ayuntamiento No. 54, Mexico City, Mexico
Phone: L-13-73
PERSONNEL
President
Emilio Acazaaga
Manager
Clemente Serna Martinez
Control
Antonio Eufrazio O.
Accounting
Alex Buelna
STATIONS

South Central Quality Network
Address Individual Stations
PERSONNEL
Manager (WMC)................. H. W. Slavick
Manager (WJDX).................. Wiley Harris
Manager (WSMB)................. H. Wheelahan
Manager (KARK)............... G. E. Zimmerman
Manager (KWKh)............... John C. McCormack
Manager (KTBS)............... John C. McCormack
STATIONS
WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKh, Shreveport, La.; KTBS, Shreveport, La.

The Southern Network
Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721
PERSONNEL
President............................. Gilmore N. Nunn
Vice-President...................... J. Lindsay Nunn
Secretary-Treasurer................. Warren G. Davis
Production Manager................. Ted Grizzard
Chief Engineer........................ Sanford Helt
Manager (WKRC)................. Hulbert Tait, Jr.
Manager (WGRC)...................... S. A. Cisler
Manager (WSIX).............. Jack M. Draughon
Manager (WCM).................... Warren G. Davis
Manager (WLAP)..................... Gilmore N. Nunn

STATIONS
WLAP, Lexington, Ky.; WCM, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE
Burn-Smith Co., Inc.

Southcentral Quality Network
C/o Individual Stations
PERSONNEL
Manager (KARK)................. G. E. Zimmerman
Manager (WMC) ..................... Henry Slavick
Manager (KWKh-KTBS)............. John McCormack
Manager (WJDX).................... Wiley Harris
STATIONS
KARK, Little Rock, Ark.; KWKh-KTBS, Shreveport, La.; WJDX, Jackson, Miss.; WMC, Memphis, Tenn.

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 (WF AA).............. Martin Campbell
Manager (WBA P).............. George Cranston
Manager (WOAI).............. Hugh A. L. Halff
Manager (KPRC).............. Kern Tips
STATIONS
WF AA, Dallas; WBA P, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.
Texas State Network
1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL
President............................Ruth G. Roosevelt
General Manager.....................Gene L. Cagle
Vice-President.........................Robert K. Hanger
Assistant General Manager............Hardy Harvey
Merchandising Director..............L. R. Duffy
Program Director........................Russ Lamb
Chief Accountant..........................D. C. Hornburg
Traffic Manager..........................Frances Griffith
Technical Supervisor.....................Truett Kimsey
Chief Engineer.............................Ed Starnes

STATIONS
KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland;
KRRV, Sherman-Denison; KFJT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon;
KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

NATIONAL REPRESENTATIVE
Weed & Co.

Tri-City Stations of Virginia
Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

Manager...............................Carl B. Ogilvie

STATIONS
WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

West Virginia Network
WCHS Auditorium, Charleston, W. Va.

PERSONNEL
President.............................John A. Kennedy
Managing Director......................Howard L. Chernoff
Program Director & Artist..............William Adams
Chief Engineer...........................O. Robinson
Publicity Director.........................Harold Miller

STATIONS
WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE
The Branham Co.

Wisconsin Network, Inc.
Wisconsin Rapids, Wisc.

PERSONNEL
President............................W. F. Huffman
Program Director.......................Richard E. Stockwell

STATIONS
WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton;
WFHR, Wisconsin Rapids; KFJZ, Fond du Lac; WSAU, Wausau; Associate Stations:
WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICE
333 N. Michigan Ave., Chicago, Ill.
Phone, RNAdolph 6225

The Yankee Network
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL
President.............................John Shepard 3rd
V-P in Chg. of Operations............R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
V-P in Chg. of Engineering...........Paul A. DeMars
Executive Secretary....................Robert Bartley
Sales and Station Relations..........Gerald Harrison
Editor, Yankee Network News Service.

Director of Merchandising and Promotion.

STATIONS
WNAC, Boston; WTIC, Hartford: WEAN,
Providence; WTAG, Worcester; WICC, Bridge-
port and New Haven; WCSH, Portland; WLBZ,
Bangor; WFEA, Manchester; WSAR, Fall River;
WNBH, New Bedford; WLH, Lowell and Law-
rence; WLNH, Laconia; WRDO, Augusta;
WLNC, New London; WHAI, Greenfield;
WCOU, Lewiston and Auburn; WBRK, Pitts-
field; WSYB, Rutland, Vt.

BRANCH OFFICES
Crown Hotel, Providence, R. I.
Phone: DEXier 1500

Supervisor............................Malcolm S. Parker
1110 Chapel St., New Haven, Conn.
Phone: 7-2266

Supervisor............................Judson LaHave
Hotel Stratfield, Bridgeport, Conn.
Phone: 6-1121

Supervisor............................Joseph Lopez

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z (Bar) Net
P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL
Manager...............................E. B. Craney

STATIONS
KGIR, Butte; KFPA, Helena; KRBV, Butte.

NATIONAL REPRESENTATIVE
The Walker Co.

320
December 15, 1940, marked the inauguration of the Keystone Broadcasting System, a new, nation-wide network. On that date, KBS released its first sustaining programs to 66 radio stations throughout the country, marking the beginning of a new, unique venture in the field of commercial radio.

For the first time in broadcasting history, a "network" consisting of low-wattage stations serving secondary markets was put into active operation via electrical transcriptions.

Setting up KBS was the culmination of two years’ activity. The entire plan was based on observations of the Keystone management: Small-town, low-powered radio stations were not receiving serious consideration from national advertisers sponsoring important popular programs. These big-time programs were doing a fine job of moving the sponsors’ products in those markets where consumer-listeners were able to hear them, but the neglect of the secondary markets was costing both the advertisers and the stations a tremendous, unrealized and justified potential.

Station owners, sponsors and agencies all agreed that the plan itself was a good one—but added “You’ll be very lucky if you get your first commercial by the end of your first two years!” However, by the seventh month of actual operation, KBS was releasing to its affiliates the famous “Lum ‘n' Abner” series, sponsored by Miles Laboratories for Alka-Seltzer!

Progress

Keystone’s progress, by the end of 1941, its first year of operation, more than justified the aims and policies of its management. The following is from the KBS year-end report:

"Beginning 1941 with 66 stations, the Keystone Broadcasting System completed its first year with 152 affiliates—an increase of 86 stations.

“During this period, aggregate power of the network was increased by 35,000 watts. New stations added to the KBS list raised the potential listening audience by 23,000,000 to a total coverage of approximately 53,000,000 persons.

“An increase of 8,000,000 radio homes in the listening areas of new KBS affiliates made a total of 11,000,000 families served by the 'network,' as of the end of 1941.

“The first large-scale ‘invasion’ into the KBS secondary markets by a major advertiser occurred in June, 1941, with the introduction of the ‘Lum ‘n’ Abner’ series by Miles Laboratories, over 129 KBS stations from coast to coast.

“Late in November another 'first' occurred in the form of a widespread night-time extension, into the secondary markets, of Lever Brothers’ 'Burns and Allen' program, for Swan Soap.

“Keystone comes to the end of its first year with an increase, in sponsored time, exceeding 15,000 hours for the year.

“When war was declared in December, the network and its affiliates with the rest of the radio field, pledged their facilities to full cooperation with the authorities and the nation ‘for the successful prosecution of the war’.”

Future

Now, with the beginning of 1942, the road ahead is well-defined by the almost phenomenal achievement of this network during its first year of service.

The policy introduced by KBS has revolutionized a large portion of the general concepts of the radio field regarding the smaller, secondary markets of the nation. For the first time, national advertisers can cover secondary markets intensively at less than mass coverage costs. For the first time, smaller stations can now broadcast national prestige programs. Thus, the ever-greater progress of Keystone is assured by the very forces which are responsible for its success: the advantages gained by lower-wattage stations and the increased coverage for sponsors of major programs. These all-important elements promise for KBS a vital and permanent place in the American broadcasting picture.
Facilities as of January 1, 1942
City names in lightface type are additions to Keystone Broadcasting System, 1941-1942
KEYSTONE
Broadcasting System

Administrative Office
580 Fifth Avenue
New York, N. Y.
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Directors
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Sidney J. Wolf
Arthur Wolf

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Vice-President ..................................................... William Wolf
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Hollywood, California
Phone, Hempstead 0460

320-D
STATIONS
OF THE
UNITED STATES

STANDARD
STATIONS

NEWSPAPER
OWNED STATIONS

MAJOR NETWORK
AFFILIATIONS

MUSICAL DIRECTORS

HOME ECONOMIC DIRECTORS
IMPORTANT NOTICE
REGARDING THE LISTING OF THE
924 STATIONS THAT FOLLOW

Compilation

List of stations in the succeeding pages has been compiled to reveal as intelligently as possible the respective status of each as to power, frequency, personnel and other pertinent data deemed necessary to give the reader a quick and accurate picture. Both the format and information of the listing has been changed from that of preceding issues of Radio Annual in the interest of progress and improvement. Explanation of some of the changes follow below.

Power-Frequencies

With the mandatory changes in frequency and subsequent power grants that came as a result of the Havana Treaty and hundreds of stations making the switch as of March 29, 1941, Radio Annual for 1941 issued just prior to the change which affected North American, Mexican and Cuban radio, decided to anticipate the new frequencies and power. Thus the station listings carried the data regarding frequencies as of March 29, and the potential greater power to which certain outlets were entitled. In this edition the data listed is actually as operated under as of January 1, 1942.

Coverage-U. S. Census

Coverage data as submitted by the respective stations has been omitted this year, thus removing a highly controversial bone of contention among the broadcasters themselves. However, as additional services for both time-buyer and broadcaster, two classifications have been added to the comprehensive statistics based on the U. S. Census for 1940; these two, concern retail apparel and Retail Service. Total population figures have been broken down into rural and urban divisions, and still another special compilation reveals population changes in U. S. Markets due to shift from peacetime to war economy basis. Further completing the market data is a new listing of 140 Metropolitan Districts with the counties therein and full retail sales figures. As a ready reference apart from the general Index, the first page of each station listing by states, contains the actual page upon which will be found the U. S. Census, Population and Retail Trade Data pertaining to the state in question.
INDEX OF THE
STANDARD STATIONS
OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement) —Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

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<th>Call Letter</th>
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<th>Power in Watts</th>
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 | WFIL | B | | | B-N
 | WHAT | B | | | B-N
 | WIBG | B | | | B-N
 | WIP | B | | | B-N
 | WPEN | B | | | B-N
 | WTEL | B | | | B-N
 | Phoenix, Ariz. | KOY | C | | | C
 | KPHO | B-N | | | B-N
 | KTAR | B-N | | | B-N
 | Pierre, S. D. | KGFX | M | | | M
 | Pine Bluff, Ark. | KOTN | M | | | M
 | Pittsfield, Mass. | WBRR | B-N | | | B-N
 | Pittsburgh, Kans. | KOAM | N | | | N
 | Pittsburgh, Pa. | KDKA | B | | | B
 | KQV | B | | | B
 | WCAE | B | | | B
 | WJAS | B | | | B
 | WWWS | B | | | B
 | Plattsburg, N. Y. | WMFF | B-N | | | B-N
 | Pocatello, Ida. | KSEI | M | | | M
 | Ponca City, Okla. | WBBZ | B-N | | | B-N
 | Ponce, Puerto Rico | WPAB | N | | | N
 | WPVP | N | | | N
 | Pontiac, Mich. | WCAR | C | | | C
 | Poplar Bluff, Mo. | KWOC | M | | | M
 | Port Arthur, Tex. | KPAC | B | | | B
 | Port Huron, Mich. | WHLS | N | | | N
 | Portland, Me. | WGSN | C | | | C
 | Portland, Ore. | KALE | M | | | M
 | KBPS | M | | | M
 | KEX | B | | | B
 | KGW | N | | | N
 | KJIN | N | | | N
 | KWJJ | C | | | C
 | Portsmouth, N. H. | WHEB | B-M | | | B-M
 | Portsmouth, Ohio | WPAY | M | | | M
 | Poughkeepsie, N. Y. | WKIP | B | | | B
 | Powell, Wyo. | KPOW | B | | | B
 | Poynette, Wis. | WIBU | B | | | B
 | Prescott, Ariz. | KYCA | B | | | B
 | Presque Isle, Me. | WAGM | B | | | B
 | Price, Utah | KEUB | B-M | | | B-M
 | Providence, R. I. | WEAN | M | | | M
 | WJAR | N | | | N
 | WPRO | N | | | N
 | Provo, Utah | KOVO | N | | | N
 | Pueblo, Colo. | KGHF | N | | | N
 | Pullman, Wash. | KWSK | N | | | N
 | Quincy, Ill. | WTAD | M | | | M
 | Racine, Wisc. | WRJN | B | | | B
 | Raleigh, N. C. | WPTF | N | | | N
 | WRAL | N | | | N
 | Rapid City, S. D. | KOBH | C | | | C
 | Reading, Pa. | WEEU | M | | | M
 | | WRAV | C | | | C
 | Red Bank, N. J. | WBBB | M | | | M
 | Redding, Calif. | KVCO | B | | | B
 | Reno, Nev. | KOH | B | | | B

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ALABAMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 212

WHMA
ANNISTON—EST. 1938
BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harry M. Ayers
Address: Radio Building, 1330 Noble St.
Phone Number: 2380
Transmitter Location: Radio Building, 1330 Noble St.

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Anniston Star
News Service: AP, UP
Transcription Service: World Broadcasting System

Personnel
Owner: Harry M. Ayers
Station Director: Vernon Storey
Commercial Manager: A. Lynne Brannen
Program Director-Artists’ Bureau: Harold Russey
Production-Publicity Director: Malcolm Street
Chief Engineer: Jerry Hunt

WJLD
BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. Leslie Doss
Address: Hotel Gary
Phone Number: 497
Transmitter Location: Bessemer, Ala.

Time on the Air: 6 a.m. to 11 p.m.
Transcription Service: World Broadcasting System

Personnel
Owner: J. Leslie Doss
Manager: J. "Ed" Reynolds

WSGN

has the largest GUARANTEED EFFECTIVE COVERAGE AREA in Alabama. For map and figures consult the Headley-Reed Company, Representatives, or write direct to WSGN, Dixie-Carlton Hotel, Birmingham, Alabama.

*Approved NBC All-County Survey Method.
WAPI
BIRMINGHAM—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1170 Kc. Power: 5000 Watts
Owned By: Alabama Polytechnic Institute, University of Alabama
Operated By: Voice of Alabama, Inc.
Address: Protective Life Bldg.
Phone Number: 3-8116
Transmitter Location: Sandusky, Ala.
Time on the Air: 5 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Representative: Radio Sales
Personnel
Chairman of Board: Ed Norton
President-General Manager: Thad Holt
National Sales & Promotion Manager: H. H. Hollhouser
Program Director-Chief Announcer: Lionel Baxter
Production Manager: Stuart Mims
Publicity Director: Mary Bennett
Agricultural Editor: Harwood Hull, Jr.
Production Consultant: John Carlile
Musical Director: Clo McAlpin
Chief Engineer: N. S. Hudley
Address: Dixie Carlton Hotel
Phone Number: 4-3434
Transmitter Location: Alabama State Fair Grounds
Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 6:30 a.m. to 12 midnight
Newspaper Affiliation: Birmingham News; Birmingham Age-Herald
News Service: AP
Transcription Service: NBC Thesaurus, Langworth; Davis & Schweger
Representative: Headley-Reed Co.

WBRC
BIRMINGHAM—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Birmingham Broadcasting Co., Inc.
Address: Second Avenue at Eighteenth Street N.
Phone Number: 3-9293
Transmitter Location: 2400 Arkadelphia Rd.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service: INS
Transcription Service: Standard Radio, Langworth Supplement
Representative: Paul H. Raymer Co.
Personnel
President: K. G. Marshall
General Manager: J. C. Bell
Ass’t Manager: John M. Connolly
Sales Promotion Manager: J. B. Roberts, Jr.
Musical Director: Herbert C. Grieb
Chief Engineer: P. B. Cram

WSGN
BIRMINGHAM—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned By: R. B. Broyles Co.
Operated By: Birmingham News Co.
Address: Mutual Savings Life Bldg.
Phone Number: 802-3-4
Transmitter Location: Mutual Savings Life Bldg.
Time on the Air: 17½ hours daily
News Service: UP
Transcription Service: World Broadcasting System
Representatives: Headley-Reed Co. and Associated Radio Sales

**Personnel**

President-General Manager: M. K. Mickey
Sales Promotion Manager-Program Director: Joe Gannon
Production Manager: Curtis Gover
Musical Director: Lewis Blizzard
Chief Engineer: Huddie Brown

**WAGF**

**DOTHAN—EST. 1933**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Dothan Broadcasting Company
Address: 204½ E. Main Street
Phone Number: 1430
Transmitter Location: Headland Highway, Dothan
Time on the Air: 7 a.m. to Local Sunset
Newspaper Affiliation: Dothan Eagle
News Service: Press Association
Transcription Service: Standard Radio Representative: Headley-Reed Co.

**Personnel**

Station Manager: Julian C. Smith
Commercial Manager: Fred Moseley
Program Director-Chief Announcer: Carl Snellgrove
Publicity Director: Lamar Trammell
Chief Engineer: John T. Hubbard

**WJBY**

**GADSDEN—EST. 1928**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gadsden Broadcasting Co.
Address: 108 Broad Street
Phone Number: 88
Transmitter Location: 108 Broad Street
Time on the Air: 7:30 a.m. to 9:30 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service: Transradio Representative: Sears & Ayer

**Personnel**

President: B. H. Hopson

**WBHP**

**HUNTSVILLE—EST. 1937**

Frequency: 1230 Kc. Power 250 Watts
Owned-Operated By: W. H. Pollard
Address: 318 W. Clinton St.
Phone Number: 313
Transmitter Location: 1½ West of Huntsville

Time on the Air: 6:30 a.m. to 10 p.m.
News Service: UP

**Personnel**

President-Station Mgr.: W. H. Pollard
Commercial Manager: R. W. Albright
Program Director-Chief Engineer: John Garrison
Chief Announcer: James Reese

**WALA**

**MOBILE—EST. 1930**

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 1000 d.; 500 n. (C.P. 5000 Watts)
Owned By (corporate name): W. O. Pape
Operated By: Pape Broadcasting Co.
Address: 106 St. Joseph St., AT&N Railroad Bldg.
Phone Number: 5893-4
Transmitter Location: Cochrane Bridge Causeway, Baldwin County
Time on the Air: 6 a.m. to 11 p.m.
News Service: INS
Transcription Service: Standard Radio Representative: John H. Ferry Associates

**Personnel**

Owner: W. O. Pape
Station Manager: H. K. Martin
Program Director-Chief Announcer: Jack Lewis
Musical Director: Agnes Pierlite
Chief Engineer: George W. Williams

**WMOB**

**MOBILE—EST. 1939**

MUTUAL BROADCASTING SYSTEM

ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: S. B. Quigley
Business Address: 600 St. Louis St. (Quigley Building)
Phone Number: Belmont 2581
Studios Addresses: 600 St. Louis St.: Battle House Hotel
Transmitter Location: 600 St. Louis St.
Time on the Air: 7 a.m. to 11:05 p.m., CST
News Service: UP
Transcription Service: World Broadcasting System
Representative: For Joe & Company

**Personnel**

Owner-Manager: S. B. Quigley
Commercial Manager: F. E. Busby
Program-Publicity Director: Ross Smitherman
Chief Announcer: Wallace Dunlap
Artists Bureau-Traffic
Continuity: Eleanor Boyd
Musical Director: Aline Willis
Chief Engineer: T. L. Greenwood

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**ALABAMA**

**WCQV**  
MONTGOMERY—EST. 1939  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Capital Broadcasting Company, Inc.  
Business Address: 2 Montgomery St.  
Phone Number: 5781  
Studio Address: Exchange Hotel  
Transmitter Location: Narrow Lane Road, Montgomery  
Time on the Air: 17 hours daily  
News Service: NBC  
Transcription Service: Spot Sales, Inc.  
**Personnel**  
Manager: G. W. Covington, Jr.  
Executive Secretary: Evelyn B. Robinson  
Sales Manager: H. B. Raney  
Sales Promotion Manager: John C. Hughes  
Program-Musical Director: Bob Garrett  
Chief Announcer: Larry Holme  
Chief Engineer: H. R. Johnson  

**WSFA**  
MONTGOMERY—EST. 1930  
NATIONAL BROADCASTING CO.  
Frequency: 1440 Kc. Power: 1000 d.; 500 n. (C.P. 50000 Watts)  
Owned-Operated By: Montgomery Broadcasting Co.  
Address: Davis Hotel  
Phone Number: 8381  
Transmitter Location: Narrow Lane Road, C.P. Hunter Loop Road  
Time on the Air: 5:40 a.m. to 11:30 p.m.  
News Service: UP  
Transcription Service: NBC Thesaurus  
**Personnel**  
President-General Manager: Howard E. Pill  
Station Director: John B. DeMotte  
Local Sales Manager: W. W. Hunt  
Program-Musical Director: Caldwell Stewart  
Chief Announcer: Robert Hope  
Chief Engineer: Cliff Shelkofsky  

**WMSD**  
MUSCLE SHOALS CITY—EST. 1933  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Muscle Shoals Broadcasting Corporation  
Address: Box 686, Sheffield, Ala.  
Phone Number: 181 Sheffield  
Transmitter Location: Muscle Shoals, Ala.  
Time on the Air: 7 a.m. to 10 p.m.  
News Service: UP  
Representative: Sears & Ayer  
**Personnel**  
Station Manager: James Connolly  
Artists' Bureau: Bill Cudabac  
Musical Director: Lois Harris  
Chief Announcer and Engineer: George Martin  

**WJHO**  
OPELIKA—EST. 1940  
ALABAMA NETWORK  
Frequency: 1400 Kc. Power 250 d.; 100 n.  
Owned-Operated By: Opelika-Auburn Broadcasting Co.  
Address: 1400 Auburn Road  
Phone Number: 750-751  
Transmitter Location: 1400 Auburn Road  
Time on the Air: 117 hours weekly (Unlimited time)  
News Service: UP  
Transcription Service: NBC Thesaurus  
**Personnel**  
General Manager: J. H. Orr  
Assistant Manager: Leon W. Crager  
Chief Engineer: F. M. Hyatt  

**WHBB**  
SELMA—EST. 1935  
MUTUAL BROADCASTING SYSTEM  
ALABAMA NETWORK  
Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By: Selma Broadcasting Company, Inc.  
Business Address: Box 26  
Phone Number: 1233  
Studio Address: 209 Washington St., Selma, Ala.  
Transmitter Location: Highway 80 (two miles from Selma)  
Time on the Air: 7:30 a.m. to 11 p.m. (unlimited)  
**Personnel**  
President: B. H. Hopson  
Vice-President-Station Mgr.: Julien Smith, Jr.  
Sales Promotion Manager: Ern Reynolds  
Program Director-Chief: Marshall Parsons, Jr.  
Chief Engineer: William Kilgoer  

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WJRD
TUSCALOOSA—EST. 1936

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by James R. Doss, Jr.
Address: First National Bank Bldg.
Phone Number: 4464-65
Transmitter Location: Jug Factory & Greensboro Roads
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 7:30 a.m. to 10 p.m.
News Service: INS
Transcription Service: World Broadcasting System
Representative: Headley-Reed Co.

Personnel
Manager: J. Ed. Reynolds
Program-Musical Director: Wilhelmina Quarles
Production Manager-Chief Announcer: Alfred Owen
Chief Engineer: Fred James

WJRD
A Sweet Combination in
TUSCALOOSA
ALABAMA

JAMES R. DOSS, JR.
Owner, WJRD

J. ED. REYNOLDS
Manager

J. LESLIE DOSS, Owner
WJLD

DOSS BROADCASTING SERVICE
K W J B
GLOBE—EST. 1938
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Bartley T. Sims, d/b Sims Broadcasting Co.
Business Address.............. Globe
Phone Number................... Globe 41
Ownership Address.............. Hotel Globe
Transmitter Location........... 1 Mile South on County Road
Time on the Air............... 8 a.m. to 10 p.m.
News Service.................... UP

Personnel
Owner-Manager.................. Bartley T. Sims
Commercial Manager........... Frank Redfield
Sales Production Manager..... Emma Henderson
Program Director-Chief....... Annie
Announcer....................... Al Stein
Publicity Director............... Emma Henderson
Musical Director.............. Elgin McCarty
Chief Engineer.................. Jordan Priester

K C R J
JEROME—EST. 1930
ARIZONA BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.............. Central Arizona Broadcasting Co.
Address....................... 811 Main St.
Transmitter Location........... 811 Main St.
Time on the Air............... 7 a.m. to 10 p.m.
Newspaper Affiliation......... Prescott Evening Courier

Personnel
President....................... Della Tovrea Stuart
Manager........................ Howard Kuhn
Program Director-Chief....... Walter Wagoner
Announcer...................... Marlan Kuhn
Women's Publicity Director... Marion Kuhn
Chief Engineer.................. Wayne Fernyhough

K S U N
LOWELL—EST. 1933
ARIZONA NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By............. Copper Electric Co.
Address....................... Lowell Station, Bisbee
Phone Number................... Bisbee 9
Transmitter Location......... Between Bisbee and Douglas
Time on the Air............... 7 a.m. to 11 p.m.
News Service.................... PA
Representative............... John Blair & Co.

Personnel
President....................... James S. Malloey
Station & Commercial Mgr. Carleton W. Morris
Sales Manager.................. Gerald O'Brien
Program Director.............. Esther Morris
Production Manager............ Melvin Cody
Publicity Director............... William Cody
Chief Engineer.................. David C. Kariah

K O Y
PHOENIX—EST. 1919
COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK
Owned-Operated By.............. Salt River Broadcasting Co.
Address....................... 936 North Central Avenue
Phone Number................... 4-4144
Transmitter Location......... 12th St. & Camelback Rd.
Time on the Air............... 6 a.m. to 12 midnight
News Service.................... Press Association; Transradio
Transcription Service......... World Broadcasting System
Representative................ John Blair & Co.

Personnel
President....................... Burrage D. Butler
Station-Commercial Manager... John A. Reilly
Chief Announcer................ Joe Dana
Program Director............... Jack Williams
Production Manager............ Dan Cubberly
Women's Program Director..... Grace Mehren
Farm Editor..................... Ernest Douglas
Publicity Director............. Les Mawhinney
Musical Director............... Alfred Becker
Chief Engineer.................. Robert Thompson

K PHO
PHOENIX—EST. 1940
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By............. M. C. Reese
Business Address.............. First National Bank Bldg.
Phone Number................... 3-3197
Studio Address................. 24th Ave. & Buckeye Rd.
Transmitter Location......... 24th Ave. & Buckeye Rd.
Time on the Air............... Unlimited License
News Service.................... INS
Transcription Service......... Associated Music Publishers

Personnel
Executive Manager............... M. C. Reese
Commercial Manager............... Dell Crosby
Publicity Director............... Sharon Stanford
Musical Director................ M. C. Reese, Jr.
Chief Engineer.................. Howard Seitz

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**KTAR**  
**PHOENIX—EST. 1922**  
**BLUE NETWORK—NBC**  
**ARIZONA BROADCASTING CO.**  
Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: KTAR Broadcasting Company  
Business Address: 711 Heard Building  
Phone Number: 44-161  
Studio Address: Atop the Heard Building  
Transmitter Location: 36th St. & East Thomas Road  
Time on the Air: 6:30 a.m. to 12 midnight  
Newspaper Affiliation: Arizona Republic and Phoenix Gazette  
News Service: AP; INS; UP  
Transcription Service: NBC Thesaurus, Standard Radio Library and Langworthy  
Representative: Paul H. Raymer Co.  

**Personnel**  
President: Sam Kahan  
General Manager: Dick Lewis  
Commercial Manager: J. R. Heath  
Sales Promotion Manager: T. M. Pennington  
Program Director: J. Howard Pyle  
Production Manager: James Creasman  
Publicity Director: Francis Connolly  
Chief Announcer: A. C. Anderson  
Office Manager: B. R. Fulbright  
Plant Superintendent: Harold Haughawout  
Traffic Manager: Frank Little  
Artists’ Bureau Head: Lucile Bomar  
Musical Director: Paul Giroux  
Chief Engineer: A. C. Anderson  

**KYCA**  
**PRESCOTT—EST. 1940**  
**ARIZONA BROADCASTING CO.**  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Southwest Broadcasting Company  
Address: East Gurley  
Phone Number: 244  
Transmitter Location: East Gurley  
Time on the Air: Unlimited License  
Newspaper Affiliation: Arizona Republican and Gazette (Phoenix)  
News Service: AP; INS; UP; PA  
Transcription Service: NBC Thesaurus  
Representative: Paul Raymer Co.  

**Personnel**  
President: Albert Stetson  
Commercial Manager: Carey Allen  
Publicity Director: Roberta Pfister  
Chief Announcer: W. C. “Bill” Broadgate  
Artists’ Bureau: Marie Leger  
Musical Director: Earl Friis  
Chief Engineer-Production Mgr.: John R. Quinn  

**KGLU**  
**SAFFORD—EST. 1938**  
**BLUE NETWORK**  
**ARIZONA BROADCASTING CO.**  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Gila Broadcasting Company  
Address: 6th Ave. & Relation St.  
Phone Number: 15  
Transmitter Location: 6th Ave. & Relation St.  
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.  
News Service: INS; UP  

**Personnel**  
President: Louis E. Long  
General Manager: Paul Merrill  
Sales Promotion Manager: Paul Plumlee  
Program Director: August Brieske  
Publicity Director-Chief Announcer: Lester McBride  
Musical Director: Willard Shoecraft  
Chief Engineer: Herbert Hartman  

**KTUC**  
**TUCSON—EST. 1929**  
**COLUMBIA BROADCASTING SYSTEM**  
**ARIZONA NETWORK**  
Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Tucson Broadcasting Co., Inc.  
Business Address: P. O. Box 390  
Phone Number: 5800-5801  
Transmitter Location: Broadway at Tyndall  
Time on the Air: 7 a.m. to 11 p.m.  
News Service: AP  
Transcription Service: World Broadcasting System  
Representative: John Blair & Co.  

**Personnel**  
President: Ralph W. Bilby  
Station Manager: John C. Merino  
Sales Manager: Victor Gillard  
Program Director: Ralph W. Langley  
Production Manager: Tom Hotchkiss  
Musical Director: Keith Loftfield  

**KVOA**  
**TUCSON—EST. 1928**  
**BLUE NETWORK—NBC**  
**ARIZONA BROADCASTING COMPANY**  
Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Operated By: Arizona Broadcasting Company, Inc.  
Business Address: P. O. Box 2911
ARIZONA-ARKANSAS

KYUM
YUMA—EST. 1940
BLUE NETWORK-NBC
ARIZONA.Broadcasting Co.
Frequency: 1240 Kc. Power: 250 Watts

Personnel
General Manager: R. B. Williams
Commercial Manager: S. H. Schaffer
Program Director: Andrew White
Chief Engineer: R. H. Holsclaw

KLCN
BLYTHEVILLE—EST. 1923
Frequency: 900 Kc. Power: 1000 Watts

President: Fred O. Grimwood
Station Manager: Cleo Garner
Sales Promotion Manager: Harold Sudbury
Program-Musical Director: L. T. Moore, Jr.
Production Manager: Braswell Van Tress
Publicity Director: Denton M. Neal
Chief Announcer: Tom Reeder
Chief Engineer: Bob Connor

KLFPW
FORT SMITH—EST. 1930
Frequency: 1400 Kc. Power: 250 Watts

President: John A. England
Station Manager: Dorothy A. Gibson
Commercial Manager: Jimmie Barry

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**KFFA**  
**HELENA—EST. 1941**  
Frequency: 1490 Kc........Power: 250 Watts  
Owned-Operated By: Helena Broadcasting Co.  
Address.........................215 York St.  
Phone Number....................Main 59  
Transmitter Location...........215 York St.  
Time on the Air: 6 a.m. to 10 p.m.: Sundays, 7:45 a.m. to 10 p.m.  
News Service......................UP  
Transcription Service..........NBC Thesaurus

**Personnel**

President-General Manager...Sam Anderson  
Program Director-Chief Announcer...Bob Lee  
Musical Director...............Rosalind Mundt  
Chief Engineer...............J. C. Warren

**KTHS**  
**HOT SPRINGS—EST. 1924**  
BLUE NETWORK  
Frequency.......................1090 Kc.  
Power............................10,000 d.; 5000 n.  
Owned-Operated By: Hot Springs Chamber of Commerce  
Address...........................135 Benton Street  
Phone Number..............1160-1161  
Transmitter Location: Country Club, Malvern Road  
Time on the Air.............18 hours per day  
News Service......................AP  
Transcription Service........Standard Radio  
Representative...........John Blair & Co.

**Personnel**

Chairman, C. of C. Radio Board...C. L. Brenner  
Station Manager...........Hub Jackson  
Chief Engineer..............J. Clinton Norman

**KWFC**  
**HOT SPRINGS—EST. 1940**  
MUTUAL BROADCASTING SYSTEM  
Frequency: 1340 Kc........Power: 250 Watts  
Owned-Operated By: Clyde E. Wilson & Howard A. Shuman  
Address..................819½ Central  
Phone Number...........412  
Transmitter Location........819½ Central  
Time on the Air............6 a.m. to 12 midnight  
Transcription Service......NBC Thesaurus

**Personnel**

Co-Owners................C. E. Wilson, H. A. Shuman  
Chief Announcer...............Warren Hatcher  
Commercial Manager..........Frank Rough

**KBTM**  
**JONESBORO—EST. 1930**  
MUTUAL BROADCASTING SYSTEM  
ARKANSAS NETWORK  
Frequency: 1230 Kc........Power: 250 d.; 100 n.  
Owned By................Regional Broadcasting Co.  
Operated By................Jay P. Beard  
Address: KBTM Bldg., Madison at Jackson Sts.  
Phone Number...............597  
Transmitter Location: 2 miles east of Jonesboro  
Time on the Air..............6 a.m. to 10 p.m.  
News Service....................AP, INS, Transradio, UP

**Personnel**

President-General Manager...J. P. Beard  
Program Director...............Thomas Cox  
Production Manager........Veda Beard

**KARK**  
**LITTLE ROCK—EST. 1931**  
NATIONAL BROADCASTING CO.  
ARKANSAS NETWORK  
SOUTHCENTRAL QUALITY GROUP  
Frequency: 920 Kc........Power: 5000 Watts  
Owned-Operated By: Arkansas Radio & Equipment Co.  
Address....................Radio Center, 114 E. Capitol  
Phone Number...............2-1841, LD 224  
Transmitter Location: Northeast of North Little Rock  
Time on the Air.............6 a.m. to 11 p.m.  
News Service....................INS  
Transcription Service........Standard  
Representative...............Edward Petry & Co.

**Personnel**

President....................T. H. Barton  
V-P. and Gen. Mgr................G. E. Zimmerman  
Commercial Manager...............C. K. Beaver  
Program-Musical Director........Paul Godt  
Publicity Director...............Julian Haas  
Chief Announcer............Joe Hogan  
Chief Engineer...............Dan Winn

**KGI**  
**LITTLE ROCK—EST. 1927**  
MUTUAL BROADCASTING SYSTEM  
Frequency: 1230 Kc........Power: 250 Watts  
Owned-Operated By: Arkansas Broadcasting Company  
Address: Gazette Building, 3rd & Louisiana Sts.  
Phone Number...............9166  
Transmitter Location........Gazette Building  
Time on the Air: 6 a.m. to 11 p.m. Mondays through Fridays; 6 a.m. to 1 a.m., Saturdays; 7 a.m. to 10 p.m., Sundays  
Newspaper Affiliation........Arkansas Gazette  
Transcription Service........Standard Radio

**Personnel**

President....................A. L. Chilton  
Station-Commercial Manager...S. C. Vinsonhaler
**KLRA**

LITTLE ROCK—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
(C.P. 1010 Kc; 10000 d.)
Owned-Operated By...Arkansas Broadcasting
Company
Business Address........P. O. Box 550
Phone Number..............LD 132
Studio Address(es)...Gazette Building, 3rd &
Louisiana Streets
Transmitter Location........Adjacent to North
Little Rock, Arkansas
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 11:30 p.m.
Newspaper Affiliation........Arkansas Gazette
News Service..............UP
Transcription Service, NBC Thesaurus; World
Transcription System
Representative............The Katz Agency

**Personnel**

President................A. L. Chilton
General Manager..........S. C. Vinsonhaler
Sales Promotion Manager...P. E. Denton
Program-Publicity Director...Fred Schmutz
Production Manager ........R. E. Rivers
Musical Director...........Tommy Scott
Chief Engineer.............K. F. Tracy

**KUOA**

SILOAM SPRINGS—EST. 1923
MUTUAL BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By...KUOA Incorporated
Business Address........Siloam Springs
Phone Number..............77
Studio Addresses...Siloam Springs; Guisinger
Building, Fayetteville
Transmitter Location......Siloam Springs
Time on the Air: 6 a.m. to Local Sunset
News Service..............UP
Transcription Service...World Broadcasting
System
Representative............The Walker Company

**Personnel**

Chairman of Board.........John E. Brown
President..................Richard Hodges
Station Manager............Storm Whaley
Sales Manager.............Calen Gilbert
Program Director..........Elnora Gilbert
Production Manager-Chief
Announcer..................Ralph Kennedy
Fayetteville Studio Director...Ross Gibson
Chief Announcer...........Cecil E. Smith

**KOTN**

PINE BLUFF—EST. 1934
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts

**KERN**

BAKERSFIELD—EST. 1932
BLUE NETWORK—NBC
CALIFORNIA RADIO SYSTEM
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By...McClatchy Broadcasting
Co.
Address ....................Elks Bldg.
Phono Number ..............8-8431
Transmitter Location ......Ming & Oak Sts.
Time on the Air: 6 a.m. to 12 midnight

**Personnel**

President....................Guy C. Hamilton
Station Manager............Robert L. Stoddard
Commercial Manager........Walt Lynn
Program-Publicity Director...Jim Grebe
Office Manager.............Vyvian Rinker
Traffic Manager............Lucille Farnsworth
Chief Engineer.............Verne Shatto

**CALIFORNIA**

For Latest U. S. Census, Population and Retail Trade Data
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Owned-Operated By...Universal Broadcasting
Corporation
Address ....................505 1/2 Main St.
Phone Number ..............721
Transmitter Location ......505 1/2 Main St.
Time on the Air: 7 a.m. to 10 p.m.
News Service..............UP
Transcription Service...C. P. MacGregor

**Personnel**

President-General Manager...B. J. Parrish
Sales Promotion Manager...R. W. Etter
Program Director..........Emma McLeod
Chief Announcer............John Thompson

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**KPMC**

**BAKERSFIELD—EST. 1933**

**MUTUAL—DON LEE BROADCASTING SYSTEM**

Frequency: 1600 Kc  Power: 1000 Watts

Owned-Operated By: Pioneer Mercantile Co.

Business Address: 20th & Eve Streets

Phone Number: 8-8581

Studio Address: 307½ East 21st St.

Transmitter Location: 307½ East 21st St.

Time on the Air: 18 hours daily

News Service: UP

Transcription Service: World Broadcasting System; NBC Thesaurus

**Personnel**

President: F. G. R. Schamblin

Station Manager: L. A. Schamblin

Program Director: C. C. Sturm

Production Manager—Publicity Director: Harold Carlock

Musical Director: Roy Bailey

Women’s Program Director: Marian De Ceu

Chief Engineer: L. P. Jarvis

**KRE**

**BERKELEY—EST. 1922**

Frequency: 1400 Kc  Power: 250 Watts

Owned-Operated By: Central California Broadcasters, Inc.

Address: 601 Ashby Avenue

Phone Number: Ashberry 7715

Transmitter Location: Ashberry Avenue

Time on the Air: Unlimited

News Service: INS

Transcription Service: Standard Radio

**Personnel**

President-Station Manager: Arthur Westlund

Sales Promotion-Program Manager: Don Hambly

Chief Announcer: Robert Hambly

Musical Director: Harold S. Hawley

**KMPC**

**BEVERLY HILLS—EST. 1928**

Frequency: 710 Kc  Power: 10,000 Watts

Owned-Operated By: KMPC, The Station of the Stars, Inc.

Address: 9631 Wilshire Boulevard

Phone Numbers: BRadshaw 2-4411; CRestview 6-6211

Transmitter Location: 1418 E. 81st St., Los Angeles, Calif.

Time on the Air: 6 a.m. to 12 midnight

News Service: UP

Transcription Service: Associated; Langworth

Representative: Paul H. Raymer Co.

**Personnel**

President: G. A. Richards

Vice-President: Leo Fitzpatrick

Vice-President: John Patt

V.-P., General Manager: Robert O. Reynolds

Sales Promotion Manager: Bill Anderson

Program Director: Alan Cameron

Production Manager: Lou Huston

Traffic Manager: Joseph Towner

Chief Announcer: Owen Babbe

Musical Director: Rex Carey

Chief Engineer: Lloyd Sigmon

**KHS L**

**CHICO—EST. 1935**

**MUTUAL—DON LEE BROADCASTING SYSTEM**

Frequency: 1290 Kc  Power: 1000 d.; 500 n.

Owned-Operated By: Golden Empire Broadcasting Co., Inc.

Address: 4th & Broadway Sts.

Phone Number: Chico 237-8

Transmitter Location: Hooker & Madrone Aves.

Time on the Air: 7 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight

News Service: Don Lee Press Bureau

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Transcription Service .......................... Standard Radio
National Sales Office ......................... 580 Market St.,
San Francisco
Representative ............................... W. S. Grant

Personnel
President .......................... Hugh McClung
Station Manager ......................... M. F. Woodling
Commercial Manager ............... Karl Jezler
Sales Promotion Manager .......... Donald Victor
Program Director .................. Oscar B. Sundberg
Publicity Director ................. Raymond Goodloe
Chief Announcer ................... Donald Nelson
Musical Director ...................... Jo Ann Evans
Chief Engineer ...................... Emory P. Milburn

K X O
EL CENTRO—EST. 1927
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc.  Power: 100 Watts
Owned-Operated By ................. Valradio, Inc.
Address .......................... 793 Main St.
Phone Number ....................... 1103
Transmitter Location .......... El Centro
Time on the Air ...................... 7 a.m. to 11 p.m.
Transcription Service ......... Standard Radio

Personnel
Station Manager ...................... Ken Thornton

K I E M
EUREKA—EST. 1935
MUTUAL—DON LEE
Frequency: 1480 Kc.  Power: 1000 Watts
Owned-Operated By ................. Redwood Broadcasting Co., Inc.
Business Address ...................... Box 43
Phone Number ......................... 83
Studio Address ....................... Vance Hotel Eureka Inn
Transmitter Location ............ McFarland Tract
Time on the Air ...................... 7 a.m. to 11 p.m.
News Service ....................... INS; UP
Transcription Service ......... World Broadcasting System: C. P. MacGregor; Longworth
Representative ...................... John Blair & Co.

Personnel
Station Manager ...................... William B. Smullin
Sales Promotion Manager ...... Charles Pendleton
Program Manager .................. Paul Corbin
Musical Director .................. James Fasullo
Religious Director ................ Rev. Charles H. Hudson
Office Manager ...................... George E. Thompson
Traffic Manager ...................... Betty Matthias
Education Director ................ Earl Roberts
Engineers ......................... Alvar Olson & William R. Rambo

K A R M
FRESNO—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Frequency: 1430 Kc.  Power: 5000 Watts
Owned-Operated By ......... KARM. The George
Harm Station
Address .......................... 1333 Van Ness Ave.
Phone Number ....................... 4-2366
Transmitter Location ..... Van Ness & Alluvial Avenues
Time on the Air ...................... 6 a.m. to 12 midnight
News Service ...................... INS
Transcription Service ......... Standard Radio
Representative ...................... Free & Peters, Inc.

Personnel
Vice-President-General .......... Clyde F. Coombs
Commercial-Sales Promotion Manager .......... Don C. Robbins
Program Director .............. Jaime del Valle
Publicity Director-Chief .... Dean Metcalfe
Announcer ....................... E. Ducklow
Musical Director .................. John Scales
Chief Engineer ...................... John Scales

K F R E
FRESNO—EST. 1941
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ................. J. E. Rodman
Address .......................... T. W. Patterson Bldg.
Phone Number ....................... 4-5001
Transmitter Location .......... Clinton & First Sts.
Time on the Air ...................... 6 a.m. to 2 a.m.
News Service ....................... UP
Transcription Service .......... Associated Music Publishers
Representative ...................... John Blair & Co.

Personnel
Owner ......................... J. E. Rodman
Station Manager .................. Paul R. Bartlett
Business Manager ............... Robert L. Stodder
Publicity Director .............. Martha Tyler Cram
Chief Engineer ...................... Sheldon Anderson

K M J
FRESNO—EST. 1922
NATIONAL BROADCASTING CO.,
CALIFORNIA RADIO SYSTEM
Frequency: 580 Kc.  Power: 5,000 Watts
Owned-Operated By ....... McClatchy Broadcasting Co.
Address ......................... Van Ness & Calaveras
Phone Number ....................... 3-6277
Transmitter Location ...... Ventura & Fowler
Time on the Air ...................... 5:30 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
**Kiev**

GLENDALE—EST. 1932

Frequency: 870 Kc.  Power: 250 Watts

Owned-Operated By: Cannon Broadcasting System, Ltd.

Address: 102 N. Glendale Ave.

Phone Number: 1-1133

Time on the Air: 5:00 a.m. to midnight

News Service: UP

**Personnel**

President: Guy Hamilton

General Manager: Howard Lane

Sales Manager: Hal Brown

Chief Engineer: Irving Dickinson

**KFOX**

LONG BEACH—EST. 1924

Frequency: 1280 Kc.  Power: 1000 Watts

Owned By: Nicholas & Warinner, Inc.

Operated By: Hal G. Nichols

Address: 220 E. Anaheim Street

Phone Number: 672-81

Transmitter Location: 220 E. Arnheim Street

Time on the Air: 5:00 a.m. to midnight

News Service: UP

Transcription Service: Standard Radio,

**Personnel**

President: Hal G. Nichols

Commercial Manager: Lawrence W. McDowell

Publicity Director: John T. Hughes

Chief Engineer: Lawrence W. McDowell

**KGER**

LONG BEACH—EST. 1925

Frequency: 1390 Kc.  Power: 5000 Watts

Owned-Operated By: Consolidated Broadcasting Corp.
**Personnel**

President.......................... E. L. Cord  
General Manager...................... Calvin J. Smith  
Program Director ................ Van des Autels  
Publicity Director ................ Edith Reback  
Musical Director ................ Don Otis  
Chief Engineer ...................... H. W. Anderson

**KFI**  
LOS ANGELES—EST. 1922  
NATIONAL BROADCASTING CO.
Frequency: 640 Kc........... Power: 50,000 Watts  
Owned-Operated By......... Earle C. Anthony, Inc.  
Address......................... 141 North Vermont Ave.  
Phone Number.................. FAirfax 2121  
Transmitter Location........ Buena Park, Calif.  
Time on the air.............. 3:58 a.m. to 12 midnight  
News Service.................... UP  
Representative............. Edward Petry & Co., Inc.

**Personnel**

President..................... Earle C. Anthony  
General Manager............... Harrison Hollaway  
Sales Manager.................... Clyde Scott  
Sales Promotion Manager........... E. D. Pederson  
Program Manager............... Glen Heisch  
Production Manager............. John I. Edwards  
News Editor...................... Jose Rodriguez  
Farm & Public Relations:  
Director......................... Bernard N. Smith  
Auditor......................... Ernest Felix  
Special Events Supervisor...... Jimmy Vandiveer  
Continuity Editor............... Volney Cunningham  
Musical Director............... Claude Sweeten  
Chief Engineers............... Curtis Mason, H. L. Blatterman

**KFSG**  
LOS ANGELES—EST. 1923  
Frequency: 1150 Kc........... Power: 2500 d.; 1000 n.  
Owned-Operated By............ Echo Park Evangelistic Ass'n  
Address......................... 1100 Glendale Blvd.  
Phone Number.................. Exposition 1141  
Transmitter Location.......... 1100 Glendale Blvd.  
Time on the air: 7:45 p.m. to 12 midnight (except Fridays): Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

**Personnel**

President..................... Aimee Semple McPherson  
Station Manager............... Phil Kerr  
Chief Engineer............... Myron Kluge

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**something NEW has been CULTIVATED in the 3rd major market**

It's the biggest county in the United States as far as agricultural wealth goes, yet no station in Southern California ever put forth any particular effort to serve these 15,000 Los Angeles County farmers.

But that's all been changed since KFI rolled up its Clear Channel sleeves and went to work really putting out the kind of farm programs the growers wanted. From what we hear, we've done real well, and not only do our nearby neighbors dial daily for these informative broadcasts, but more than a few of the 100,000 other growers in the eleven western states make KFI a daily dialing habit.

Yes, we've cultivated an important field in the Nation's 3rd Major Market and we're Keeping Farmers Informed every day with Western Agriculture, National Farm and Home Hour, Noon Farm Reporter, Nightly Frost Warnings, plus all the other weekly farm features.

So now, in addition to being the station "most people listen to most" in Los Angeles city, KFI, all 50,000 watts of it, is also the voice of the farm in these parts as well.

---

the west coast's only clear channel station

KFI  
owned and operated by EARLE C. ANTHONY, INC.  
LOS ANGELES
Memo to Radio Daily:

"Facts can stand repetition so please duplicate our ad of last year in this year’s Annual." H. M.

KFWB, Hollywood’s own station, carries more local business than any other station in the greater Los Angeles area—this is as it should be:

★ BECAUSE Warner Bros.’ experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ BECAUSE KFWB’s staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ BECAUSE KFWB has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a real opportunity to merchandise his show;

★ BECAUSE KFWB’s 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ BECAUSE KFWB’s position on the dial places it right in the center of the greatest activity.

... ...

WARNER BROS.

KFWB

LOS ANGELES, CALIF.

Harry Maizlish, Gen. Mgr.

5833 Fernwood Avenue

HOLLYWOOD, CALIF.

National Sales Representative:

WILLIAM G. RAMBEAU COMPANY
K F V D  
LOS ANGELES—EST. 1926  
CALIFORNIA RADIO SYSTEM  
K F W B  
LOS ANGELES—EST. 1926  
CALIFORNIA RADIO SYSTEM  
K G F J  
LOS ANGELES—EST. 1926  
CALIFORNIA RADIO SYSTEM  
K H J  
LOS ANGELES—EST. 1923  
COLUMBIA BROADCASTING SYSTEM  
K M T R  
LOS ANGELES—EST. 1924  
COLUMBIA BROADCASTING SYSTEM  
K N X  
LOS ANGELES—EST. 1922  
COLUMBIA BROADCASTING SYSTEM
Transcription Service...Associated Library Service
Representative...Radio Sales

**Personnel**

General Manager...Donald W. Thornburgh
Pacific Coast Sales Manager...Arthur J. Kemp
Sales Manager (KNX)...Harry W. Witt
Director of Network Sales...William E. Forbes
Assistant Manager, North California Office...Charles S. Morin
Sales Promotion Manager, George L. Moskovics
Merchandising & Sales Service
Manager...E. W. Buckalew
Radio Sales Representative...Roderick K. Huston
CBS Western Program Director Charles Vanda
Pacific Coast Program Director, Russ Johnston
Commercial Program Manager...Hal M. Hudson
Chief Engineer...Lester H. Bowman
Director of Public Relations...Fox Case
Publicity Director...Hollister Noble
Traffic Manager...Allan N. Cormack
Auditor...Charles D. Ryder, Jr.
Assistant Program Director...Ben Paley
CBS Western Musical Director...Lud Gluskin
Musical Director (KNX)...Wilbur Hatch
Continuity Chief...Paul Pierce
Production Manager...Edith Todesca
Sound Effects Chief...Alfred Span
Traffic Manager...Allan N. Cormack
Managing News Editor...Clinton Jones
Director of Education...Frances Farmer Wilder

**K R K D**

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 kW; 500 n.
Owned-Operated By...Radio Broadcasters, Incorporated
Operated By...Frank P. Doherty
Business Address...519 Title Insurance Bldg.,...433 So. Spring Street
Phone Number...Tucker 7111
Studio Addresses...812 Spring Arcade Bldg.,...541 So. Spring St.
Transmitter Location...1100 Glendale Blvd.
Time on the Air...Shares Time with KFSG
News Service...INS

**Personnel**

President...Frank P. Doherty
General Manager...John A. Driscoll
Studio Manager & Program Director...Howard R. Bell
Chief Engineer...Willis O. Freitag

**K M Y C**

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc...Power: 250 Watts
Owned-Operated By...Marysville-Yuba City Broadcasters, Inc.
Address...State Theatre Building
Phone Numbers...2080; 2081

Transmitter Location...Riverside Ave. 2 miles south of Marysville
Time on the Air...7 a.m. to 12 midnight
Newspaper Affiliation...Marysville Appeal-Democrat
News Service...AP
Transcription Service...Standard Radio
Representative...John Blair & Co.

**K Y O S**

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1080 Kc, (C.P. 1490 Kc, full-time)
Power: 250 Watts

Owned-Operated By...Merced Broadcasting Company
Business Address...P. O. Box 662
Phone Numbers...1430; 1431
Studio Address...”G” Street Grade
Transmitter Location...”G” Street Grade
Time on the Air...Local Sunrise to Local Sunset
News Service...UP
Transcription Service...Standard Radio
National Sales Office...580 Market St.
San Francisco
Representative...W. S. Grant

**K T R B**

MODESTO—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 860 Kc...Power 250 (C.P. 1000)

Owned-Operated By...KTRB Broadcasting Co.
Business Address...P. O. Box 593
Phone Number...774
Studio Addresses...McHenry & Sylvan Aves.;
Norwegian Ave. ½ mile east of McHenry
Transmitter Location...Norwegian Ave.
News Service...UP
Transcription Service...BML; Lang-Worth:
Sons of the Pioneers

**Personnel**

President-Station Manager...Wm. H. Bates, Jr.
Commercial Manager...Douglas McCreary
Program Director...Cecil Lynch
Publicity Director-Chief...Warren Cato
Announcer...Wayne Berthold
KDON
MONTEREY—EST. 1935
DON LEE—MUTUAL
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Monterey Peninsula Broadcasting Co.
Business Address: 275 Pearl St. Monterey
Phone Number: Monterey 8501
Studio Addresses: 275 Pearl St.; 137 Monterey St., Salinas; Casa del Rey Hotel, Santa Cruz
Transmitter Location: Municipal Wharf
Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Monterey Peninsula Herald; Salinas Newspapers, Inc.
News Service: UP
Transcription Service: NBC Thesaurus

Personnel
President: Paul H. Caswell
Station Manager: Howard V. Walters
Sales Promotion Manager: Billee Wheelock
Program Director: Jack Eliassen
Chief Engineer: Omer Wright

KLS
OAKLAND—EST. 1921
Frequency: 1310 Kc. Power: 1000 Watts
Owned By: S. W. & E. N. Warner
Operated by: Warner Brothers
Address: 327-21st Street
Phone Number: Higate 1212
Transmitter Location: 327-21st Street
Time on the Air: 24 hours daily
News Service: INS

Personnel
Station Manager: S. W. Warner
Commercial Manager: F. W. Morse
Program Director: C. de Costa
Publicity Director: Mary Dorr
Chief Engineer: R. C. Butler

KLX
OAKLAND—EST. 1922
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Tribune Building Co.
Address: Tribune Tower, 19th & Franklin Streets
Phone Number: Templebar 6000
Transmitter Location: Oakland
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 12 noon to 11 p.m.
Newspaper Affiliation: Oakland Tribune
Transcription Service: World Broadcasting System

Personnel
Manager: Preston D. Allen
Musical Director: M. Jay Goodman

KROW
OAKLAND—EST. 1925
Frequency: 960 Kc. Power: 1000 Watts (C.P. 5000 Watts)
Owned-Operated By: Educational Broadcasting Corporation
Business Address: Radio Center Building, 464 - 19th Street
Phone Number: Glencourt 6774
Studio Addresses: Radio Center Building, Bellevue Hotel, San Francisco; Newsreel Theatre, Oakland, Calif.
Transmitter Location: 1522 - 8th Avenue
Time on the Air: 125½ hours weekly
News Service: INS
Transcription Service: Standard Radio; Langworth
Representative: Free & Peters, Inc.

Personnel
President: W. I. Dumm
Vice-President-General Manager: Philip G. Lasky
Commercial Manager: Carl Nissen
Sales Promotion Manager: Ad Fried
Program Director: Keith Kerby

"Now, let's get the 11 o'clock news on KROW"

KROW
OAKLAND, CALIFORNIA

National Representatives: FREE & PETERS, INC.
Production Manager............Scott Weakley
Publicity Director.............Mercedes Prosser
Musical Director..............Edward House
Chief Engineer..................C. E. Downey

KPAS
PASADENA—EST. 1941
Frequency: 1110 Kc............Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address.............1401 South Oak Knoll Rd.
Phone Number.................RYan 1-6991; SYcamore 6-9281
Studio Addresses: Huntington Hotel; Music City, Sunset & Vine Sts., Hollywood
Transmitter Location: Lexington Gallatin Rd., El Monte, Calif.
Time on the Air...............18 hours daily
News Service...................INS
Transcription Service: C. P. MacGregor; Lang-Worth

Personnel
President......................J. Frank Burke
Station Manager...............Loyal K. King
Commercial-Sales Promotion
Manager.........................John L. Akerman
Program Director.............C. H. Leinhaas
Publicity Director............Fern Cardon
Chief Announcer..............Gordon Burke
Musical Director.............J. Newton Yates
Chief Engineer................John A. Smithson

KPPC
PASADENA—EST. 1924
Frequency: 1240 Kc............Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church

KWKW
PASADENA—EST. 1941
Frequency: 1430 Kc............Power: 1000 Watts
Owned-Operated By: Southern California Broadcasting Co.
Address.......................1010 East Green St.
Time on the Air..............Daytime license

Personnel
President-Treasurer............Marshel S. Neal
Vice-President................Lee A. Ragan
Secretary......................H. H. Cooper

KVCV
REDDING—EST. 1936
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc............Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address..............P. O. Box 559
Phone Number..................1646, 1647
Studio Address................Highway No. 99
Transmitter Location.........Highway No. 99
Time on the Air...............Unlimited license
News Service...................UP
Transcription Service.........Standard Radio
Representative.................Will Grant
National Sales Office: 580 Market St., San Francisco

Personnel
President.......................Hugh McClung
Station Manager...............Ralph R. Bryan
Commercial Manager............Karl Krueger
Sales Promotion Manager......A. J. Krisik
Program Director...............Bud Martin
Production Manager
Musical Director..............Frank Johnstone
Auditor.........................Thelma Bryan
Chief Announcer-Chief Engineer.Pat O'Brien
**KPRO**

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

Frequency: 1440 Kc. Power: 1000 Watts

Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., American National Bank Bldg., San Bernardino

Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., American National Bank Bldg., San Bernardino

Transmitter Location: 3401 Russell St.

Time on the Air: 6 a.m. to 1 a.m.

News Service: INS. Transradio

Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

**Personnel**

President-General Manager: W. L. Gleeson

Commercial Manager: H. A. Polite

Program Director: Barton Bachmann

Production Manager: Bill Holmes

Publicity Director: Grant Holcomb

Office Manager: Jayne Stout

Chief Engineer: Norman Dewes

**KFBB**

SACRAMENTO—EST. 1922

BLUE NETWORK—CALIFORNIA RADIO SYSTEM

Frequency: 1530 Kc. Power: 10,000 Watts

Owned-Operated By: McClatchy Broadcasting Co.

Business Address: 708 Eye St.

Phone Number: 2-5011

Transmitter Location: Yola County

Time on the Air: 5:30 a.m. to 12 midnight

Newspaper Affiliation: Sacramento Bee

News Service: UP

Transcription Service: NBC Thesaurus

Representative: Paul H. Raymer Co.

**Personnel**

Vice-President: G. C. Hamilton

Station & Business Manager: Howard Lane

Sales Promotion Manager: R. L. McDowell

Program Director: George Breece

Production Manager: Lawrence Robertson

Sales Manager: Leo Ricketts

Musical Director: George Breece

Chief Engineer: Norman D. Webster

**KROY**

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts

Owned-Operated By: Royal Miller
KFS D
SAN DIEGO—EST. 1926
BLUE NETWORK
Frequency: 600 Kc. Power: 1000 Watts
Owned-Operated By: Airfan Radio Corporation, Ltd.
Address .................... U. S. Grant Hotel, 326 Broadway
Phone Number .................. Franklin 6353
Transmitter Location .... 326 Broadway
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..................... UP
Transcription Service .......... NBC Thesaurus
Representative .................. Paul H. Raymer Co.

Personnel

President-Station Manager, Thomas E. Sharp
Commercial-Sales Promotion
Manager ......................... John Babcock
Program Director ................ Leah McMahon

KGB
SAN DIEGO—EST. 1931
MUTUAL—DON LEE
Frequency: 1360 Kc. Power: 1000 Watts
(C P. 5000)
Owned-Operated By: Don Lee Broadcasting System
Address ....................... 1012 First Ave.
Phone Number .................. Franklin 6151
Transmitter Location ..... 1012 First Ave.
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..................... AP, INS
Transcription Service: World Broadcasting System
Representative .................. John Blair & Co.

Personnel

Genl. Mgr. .................. Lewis Allen Weiss
Station Manager ............... S. W. Fuller
Commercial-Sales Promotion
Manager ......................... William A. Evans
Production Mgr. Publicity Dir. .... David Titus
Program Director ............... James Dillon
Chief Announcer ................ Jack Bailey
Office Manager ................. Louise Dillon
Musical Director .............. George Kaufman
Chief Engineer ................ Verne Milton
K F R C
SAN FRANCISCO—EST. 1924
MUTUAL–DON LEE BROADCASTING SYSTEMS
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address ............ 1000 Van Ness Avenue
Phone Number ............ Prospect 0100
Transmitter Location ............ 1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight: Sundays.
8 a.m. to midnight
News Service ............ AP, INS
Transcription Service: World Broadcasting System
Representative ............ John Blair & Co.

Personnel
President ............ Thomas S. Lee
Station Manager ............ William D. Pabst
Commercial Manager ............ Ward D. Ingrim
Program Director ............ Ben Harkins
Production Manager ............ Mel Venter
Sales Promotion Manager ............ Boyd Rippey
Chief Announcer ............ Bob Bence
Sales-Traffic Manager ............ Enes Canata
Publicity Director ............ Pat Kelly
Musical Director ............ Cy Trobbe
Chief Engineer ............ Jim Mc Ardle

K G O
SAN FRANCISCO—EST. 1924
BLUE NETWORK
Frequency: 810 Kc. Power 7500 Watts
Owned-Operated By: Blue Network Co.
Address ............ Taylor & O'Farrell Streets
Phone Number ............ Graystone 8700
Transmitter Location ............ Oakland
Time on the Air: 6 a.m. to midnight; Sunday, 7:30 a.m. to midnight
News Service ............ AP; INS; UP
Transcription Service ............ NBC Thesaurus; Davis & Schweger

Personnel
Station Manager ............ William B. Ryan
Sales Manager ............ Walter Davidson
Sales Promotion Manager ............ J. G. Paltridge
Program Director ............ Robert Dwan
Auditor ............ Joan Peterson
Continuity Director ............ Harry Mayhorn
Production Manager ............ Forrest Barnes
Chief Announcer ............ Berton Bennett
Sales Traffic Manager ............ Lola Camaches
Program Traffic Manager ............ Eleanor Higby
Station Engineer ............ T. B. Palmer

K J B S
SAN FRANCISCO—EST. 1925
Frequency: 1100 Kc. Power: 500 Watts
Owned By ............ Julius Brunton & Sons Co.
Operated By ............ Ralph R. Brunton
Address ............ 1470 Pine Street
Phone Number ............ Ordway 4148
Transmitter Location ............ 4170 Pine Street
Time on the Air: Sunday through Friday, 10 p.m. until local sunset; Saturday, 11:30 p.m. until local sunset
News Service ............ INS; UP
Transcription Service: Standard; Lang-Worth–C. P. McGregor
Representative ............ William G. Rambeau Co.

K P O
SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By: National Broadcasting Company
Address ............ Taylor & O'Farrell Streets
Phone Number ............ Graystone 8700
Transmitter Location ............ Belmont
Time on the Air: 6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service ............ AP; INS; UP
Transcription Service ............ NBC Thesaurus; Davis & Schweger
Representative ............ William E. Shea (National Broadcasting Co.)

Personnel
Station Manager ............ A. E. Nelson
Sales Manager ............ Alfred Crapsay
Program Director ............ Robert Seal
Director of News and Special events ............ Don F. Martin
Director of Public Service ............ Leonad Gross
Auditor ............ A. G. Diederichs
Publicity Director ............ Kay Barr
Continuity Director ............ Byron Mills
Traffic Manager ............ Robert Sandstrom
Chief Announcer ............ Floyd Farr
Sales Traffic Manager ............ Fay Pattee Smith
Program Traffic Manager ............ Janet Sligh
Station Engineer ............ George Greaves

K S A N
SAN FRANCISCO—EST. 1925
CALIFORNIA RADIO SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Golden Gate Broadcasting Corp.
Address ............ 1355 Market St.
Merchandise Mart Bldg.
Phone Number ............ Market 8171
Transmitter Location ............ 1355 Market St.
POPULARITY—RESULTS—SERVICE

KYA

SAN FRANCISCO

Ask Anyone

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • SAN FRANCISCO
SPOT SALES, INCORPORATED

SAN FRANCISCO
KYA Manager, Harold H. Meyer • Hearst Building
Time on the Air........................21 hours daily
News Service........................INS; UP
Representative........................Radio Advertising Corp.

Personnel
President................................S. H. Patterson
Station Manager.........................Lou Keplinger
Program Director.......................Vic Paulsen
Publicity Director.......................Les Mallory
Chief Engineer..........................Mel Williams

KSFO
SAN FRANCISCO—EST. 1925
Frequency: 560 Kc..................Power: 5000 d; 1000 n.
Owned-Operated By.............The Associated Broadcasters, Inc.
Address................................140 Jessie Street.
Palace Hotel Bldg.
Phone Number..........................Garfield 4700
Transmitter Location....................Islais Creek
Time on the Air......................Unlimited License
News Service.............................AP; INS
Transcription Service....................Lang-Worth
Representative........................Weed & Company

Personnel
President..............................W. I. Dunn
General Manager.........................Lincoln Dellar
Commercial Manager.....................Haan J. Tyler
Program Director........................R. W. Dunn
Sales Promotion Manager............Isabel Goldthwaite
Publicity Director........................Austin Fenger
Musical Director........................Dick Aurand
Chief Engineer..........................R. V. Howard

KYA
SAN FRANCISCO—EST. 1926
CALIFORNIA RADIO SYSTEM
Frequency: 1260 Kc..................Power: 5000 d; 1000 n.
Owned-Operated By.............Hearst Radio, Inc.,
Address.. Hearst Bldg., 3rd & Market Sis.
Phone Number........................DOuglas 2536
Transmitter Location..............Candlestick Point,
Bay View Park
Time on the Air: 6:30 a.m. to 12 midnight;
Sunday, 7:30 a.m. to 12 midnight
Newspaper Affiliation.........San Francisco Examiner
News Service..........................INS
Transcription Service..............Associated Music Publishers; Standard Radio
Representative........................Spot Sales, Inc.

Personnel
President..............................C. B. McCabe
General Manager.........................Harold Meyer
Sales Promotion Manager........J. Clarence Myers
Program Director......................Dean Stewart
Chief Announcer.........................Hal McIntyre
Musical Director.........................George Nylicek
Chief Engineer..........................Paul C. Schulz

KQW
SAN JOSE—EST. 1912
COLUMBIA BROADCASTING SYSTEM
Frequency: 740 Kc..................Power: 5000 Watts
Owned-Operated By............Pacific Agricultural Foundation, Limited
Business Address..............San Jose; Palace Hotel
San Francisco
Phone Numbers........................Ballard 2616 (San Jose),
YU 1700 (San Francisco)
Studio Addresses..............87 E. San Antonio St.,
San Jose; Palace Hotel, San Francisco
Transmitter Location...............Alviso, California
Time on the Air......................6:15 a.m. to 12 midnight
News Service..........................INS; UP
Transcription Service..............Standard Radio
Representative.....................Edward Petry & Co., Inc.

Personnel
President..............................Ralph R. Brunton
General Manager.........................C. L. McCarthy
Sales Promotion Manager........Charles Reed
Production Manager.....................Lee Wood

KVEC
SAN LUIS OBISPO—EST. 1937
MUTUAL—DON LEE
Frequency: 1230 Kc..................Power: 250 Watts
 Owned-Operated By.............Christina M. Jacobson
Operated By........................The Valley Electric Company
Business Address................851 Higuera Street
Phone Number........................San Luis Obispo 1100-1101
Studio Address......................Mt. View & Hill Streets
Transmitter Location...............Roosevelt Highway—
1 1/2 miles north of San Luis Obispo
Time on the Air: Sun. 6 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service..........................INS
Transcription Service..............Standard Radio
Representative.....................John Blair & Company

Personnel
Owner.................................Christina M. Jacobson
Manager..............................Les Hacker
Sales Promotion Manager.........Joe Shuttleworth
Program Director......................Aram Rejebian
Chief Announcer.........................William Griffin
Chief Engineer..........................Earl Travis

KVOE
SANTA ANA—EST. 1926
DON LEE — MUTUAL
Frequency: 1480 Kc..................Power: 250 Watts
Owned-Operated By.............The Voice of the
Orange Empire, Inc., Ltd.
Business Address................307 North Broadway
Phone Number........................4901-R
Studio Address......................2825 West 5th St.
Transmitter Location...............2825 West 5th St.
Time on the Air: Sun. 7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Transcription Service .................. C. P. MacGregor
Representative ...................... John Blair & Co.

**Personnel**

President and General Manager ...................... Ernest L. Spencer
Vice-President .................................. C. P. MacGregor
Sales Manager .................................. Puck Wendling
Sales Promotion Manager-Chief ..................... Jim Lyons
Announcer ....................................... Wallace S. Wiggins
Program Director-Chief .......................... Bruce Buell

**K D B**

SANTA BARBARA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc. ................ Power: 250 Watts
Owned-Operated By ................. Don Lee Broadcasting System
Address ............................. 17 East Haley
Phone Number ..................... Santa Barbara 4131
Transmitter Location ................. 17 East Haley
Time on the Air: 6:45 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight
News Service ........................ AP; INS; UP
Transcription Service ..................... World Broadcasting System
Representative .................... John Blair & Co.

**Personnel**

President .......................... Thomas S. Lee
Station Manager ........................ Dan J. Donnelly
Commercial Manager-Chief ................. Jack Temple
Announcer .................................. Dick Douglas
Sales Promotion-Program Manager ................. Stella Holloway
Musical Director ..................... William A. Crabbe
Chief Engineer .......................... Howard McCauley

**K T M S**

SANTA BARBARA—EST. 1937

BLUE NETWORK

CALIFORNIA RADIO SYSTEM

Frequency: 1250 Kc. ................ Power: 1000 Watts
Owned-Operated By ....................... News-Press Publishing Co.
Address ............................. De LaGuerra Plaza
Phone Number ....................... 6111
Transmitter Location ................. Goleta, Calif.
Time on the Air: 6:45 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News-Paper Affiliation .............. Santa Barbara News-Press
News Service ..................... AP; INS; NBC Thesaurus
Transcription Service .................. Paul H. Raymer Co.

**Personnel**

Manager .......................... Charles A. Storke
Commercial-Asst. Manager ................. Louis F. Krreck
Ventura Studio Manager ....................... James Fox

**K S R O**

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. ................ Power: 1000 Watts
Owned By ................................ E. L. Finley
Operated By ........................ Wilt Gunzendorfer
Business Address ................. 457 Mendocino Ave.
Phone Number ....................... 110
Studio Addresses ................. 457 Mendocino Ave.,
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Vallejo Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.
Newspaper Affiliation: Press Democrat; Santa
Rosa Republican; Times Herald and Evening
Chronicle (Vallejo, Calif.)
News Service ........................ AP; INS; UP
Transcription Service ..................... NBC Thesaurus;
World Broadcasting System
National Sales Office ......... Mills Building,
San Francisco

**Personnel**

President ......................... E. L. Finley
Manager ........................ Wilt Gunzendorfer
Program Director .................... Gordon Brown
Vallejo Studio Manager ................. Larry Hayes
Traffic Manager ........................ Elizabeth Roberts
Publicity Director ..................... Mike Pardee
Chief Engineer ...................... Howard McCauley

**K G D M**

STOCKTON—EST. 1926

Frequency: 1140 Kc. ................ Power: 5000 Watts
Owned-Operated By ....................... E. F. Pefter
Address ............................. 517 E. Market
Phone Number ....................... 4-4551
Transmitter Location: S.E. 3 miles on 99 hiway
Time on the Air: 6:45 a.m. to 10 p.m.
News Service ........................ INS
Transcription Service ..................... World Broadcasting System
Representative .................... John Blair & Co.

**Personnel**

Owner ............................. E. F. Pefter
Manager ........................ E. Smith
Program Director .................... Donald J. Ralph
Musical Director ..................... Lilian Best
Chief Engineer ...................... Fred Elers

**K W G**

STOCKTON—EST. 1921

BLUE NETWORK—CALIFORNIA RADIO SYSTEM

Frequency: 1230 Kc. ................ Power: 100 Watts
Owned-Operated By ................ McClatchy Broadcasting Co.
Address ............................. Hotel Wolf
Phone Number ....................... 2-2727
Transmitter Location .............. Weber & E Sts.,
Time on the Air ...................... 6 a.m. to 12 midnight
Newspaper Affiliation ........McClatchy Newspapers, Inc.
News Service ............................. UP
Transcription Service ...................... Standard Radio
Representative ......................... Paul H. Raymer Co.

**Personnel**

President .............................. Guy C. Hamilton
Station & Sales Manager .............. George Ross

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**KT KC**

**VISALIA—EST. 1937**

BLUE NETWORK

Frequency: 940 Kc. .......... Power: 5,000 Watts
Owned-Operated By ...... Tulare-Kings Counties Radio Associates
Address ...................... Post Office Box 511
Phone Number ................. 575

Station Address .......... 1¾ miles southwest of Visalia; Hotel Fresno, Fresno
Transmitter Location ........ 1¾ miles southwest of Visalia, California
Time on the Air .......... 5:30 a.m. to 12 midnight
News Service ................. AP
Transcription Service ........ World Broadcasting System; C. P. MacGregor
Representative .............. Spot Sales, Inc.

**Personnel**

General Manager............... Chas. A. Whitmore
Station Manager............... Chas. P. Scott
Sales Manager ................... Stanley P. Simpson

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**K Hub**

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. .......... Power: 250 Watts
Owned By ......................... John P. Scripps
Operated By ...................... E. H. Calder
Business Address .............. P. O. Box 349
Phone Number ..................... 1700-1

Transmitter Location .......... 2 miles North of Watsonville; Francisca Hotel, Salinas
Time on the Air .............. 7 a.m. to 10 p.m.
News Service ..................... UP
Transcription Service ........ World Broadcasting System; BMI
Representative: Forjoe & Co., Walter Biddick Co. (West Coast)

**Personnel**

President ............................. John P. Scripps
Station Manager .................... E. H. Calder
Commercial Manager .............. George Barringer
Program-Musical Director ....... Hal O'Donnell
Publicity Director .............. Berni Campbell
Chief Engineer ..................... Fred Clapp

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**KGIW**

ALAMOSA—EST. 1929

Frequency: 1450 Kc. .......... Power: 100 Watts
Owned-Operated By .......... E. L. Allen
Address ...................... Alamosa
Phone Number ..................... 28
Transmitter Location .......... East Alamosa
Time on the Air .............. Shares time with KIDW

**Personnel**

Owner ................................. E. L. Allen

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**KVOR**

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. .......... Power: 1000 Watts
Owned-Operated By .......... Out West Broadcasting Company
Address ...................... Antlers Hotel
Phone Number ................. Main 278
Transmitter Location ........ Platte Avenue

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**KFEI**

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... Eugene P. O'Fallon, Inc.
Address ...................... Albany Hotel
Phone Number ..................... Keystone 0178
Transmitter Location ........ 5350 West 20th Ave.

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COLORADO

For Latest U. S. Census, Population and Retail Trade Data
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371
Time on the Air.....24 hours daily (silent for maintenance 1:30 to 5:30 a.m. on Mondays only)
News Service ................. AP; Transradio
Transcription Service .......World Broadcasting System; Standard Radio; Lang-Worth; C. P. MacGregor
Representative ................ John Blair & Co.

KLZ
DENVER—EST. 1920
COLUMBIA BROADCASTING SYSTEM
Frequency: 560 Kc. ...... Power: 5000 Watts
Owned-Operated By ........ KLZ Broadcasting Company
Address ...................... Shirley Savoy Hotel
Phone Number ............... Main 4271
Transmitter Location ....... Englewood, Colorado
Time on the Air: 5 a.m. to 1 a.m.; (20 hours daily)
News Service .................... INS
Transcription Service ......... Associated Music Publishers
Representative............... The Katz Agency

Personnel
President ....................... E. K. Gaylord
Station Manager ............... Hugh B. Terry
Commercial Manager .......... Fred C. Mueller
Sales Promotion Manager .... Elmer Fondren
Program Director .............. Derby Spoul
News Editor ..................... Fred D. Fleming
Musical Director .............. Les Weelens
Chief Engineer ................ Harvey Wehrman

KM*YR
DENVER—EST. 1941
Frequency: 1340 Kc. ......... Power: 250 Watts
Owned-Operated By ........ F. W. Meyer
Address ....................... 1626 Stout Street
Phone Number ................. Main 4161
Transmitter Location ....... 1626 Stout Street
Time on the Air .............. 19 hours per day
News Service ..................... UP
Transcription Service ......... Standard Radio
Representative ............... Radio Advertising Corporation

KFEL NEWS SERVICE ADDS ASSOCIATED PRESS
in 1931 ...... Consolidated Press Leased Wire
Since 1934 ....... TRANSRADIO PRESS SERVICE
AND NOW ...... AP RADIO WIRE!

IN 1942...
COLORADO

Personnel
President-Station Manager.........F. W. Meyer
Sales Promotion Manager.........A. G. Meyer
Program Director.................Patricia Burns Kidder
Chief Announcer..................Vernon Hiner
News Editor........................Ben Bezoff
Musical Director..................Jack Donovon
Chief Engineer....................Robert Lewis

KOA
DENVER—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 850 Kc. Power: 50,000 Watts
Owned by: The General Electric Company
Address ...............1625 California Street
Time on the Air: 5:15 a.m. to 11 p.m.
News Service .................AP; INS; UP
Representative .............National Broadcasting Co.

KVO
DENVER—EST. 1925
BLUE NETWORK
Frequency: 830 Kc. Power: 1000 Watts
Owned-Operated By: Colorado Radio Corp.
Address ...............Midland Savings Bldg.
Phone Number ............TAbor 2291
Transmitter Location ........North of Denver
News Service .................UP
Transcription Service .......Associated Music Publishers; Lang-Worth: C. P. MacGregor

Personnel
President and General Manager...W. D. Pyle
Station & Commercial Manager...T. C. Ekrem
Program Director................J. E. Finch
Publicity Director...............B. H. Stanton
Chief Announcer.................Joe E. Finch
Auditor...........................J. N. Hile
Assistant Program Director......Vince W. Corbett

KIUP
DURANGO—EST. 1935
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: San Juan Broadcasting Co.
Address ...............2800 Main Ave.
Phone Number ............117
News Service .................UP
Transcription Service .......Tri-State Broadcasting System; Metro.

Personnel
Station Manager..............Raymond M. Beckner

KFXJ
GRAND JUNCTION—EST. 1926
MUTUAL BROADCASTING SYSTEM
Frequency: 920 Kc. Power: 1000 d: 500 n
Owned-Operated By: Western Slope Broadcasting Co.
Address ...............La Court Hotel
Phone Number ..........Grand Junction 126 and 142
Transmitter Location .......Hillcrest Manor
News Service .................UP
Transcription Service .......World Broadcasting System
Representative .............Walker Company

Personnel
President-General Manager......Rex Howell
Sales and Sales Promotion Manager ..........Bruce Izaccon
Program/Traffic Director.........Mildred Fuller
Production Manager...............Ken Gorsuch
Chief Engineer..................Noel Vaughn

373
THIS unpretentious stone with its simple but significant inscription has no counterpart in all the world. Plymouth Rock is a symbol of opportunity today just as it was in 1620 when our forefathers leaped ashore on the rocky New England Coast to build a new life for themselves.

New England is still the land of opportunity. Its buying income, especially in Southern New England, is now (as always) far above the national average*. These people have money to spend, and wise national advertisers are finding that out.

Acquaint them with your product through WTIC. Back up your sales message with the prestige and dependable service which has made WTIC this section's "listening habit." For richness of opportunity combined with power of coverage

THERE'S NOT ANOTHER LIKE IT!

* Sales Management, December 1, 1941
KFK A
GREELEY—EST. 1921
MUTUAL BROADCASTING SYSTEM
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By...Mid-Western Radio Corporation
Address: Greeley 620-8th Ave.
Phone Number: Greeley 129-411
Transmitter Location: Hoover Park, Highway 85 North of Greeley
Time on the Air: Approximately 90 hours weekly
News Service: UP
Representative: The Walker Company

Personnel
President-Station Manager...Francis Price
Program Director...Dorothy Baldwin MacClary
Production Manager...Charles W. Lang
Chief Announcer...W. B. MacClary
Chief Engineer...George Pogue

K G H F
PUEBLO—EST. 1928
THE BLUE NETWORK
Frequency: 1350 Kc. Power: 500 Watts
Owned-Operated By: Curtis P. Ritchie
Address: Pueblo Savings & Trust Co.
Building
Phone Number: 3977
Transmitter Location: U. S. Highway No. 87
Time on the Air: Unlimited license
Transcription Service: World Broadcasting System
Representative: Howard H. Wilson Co.

Personnel
Owner: Curtis P. Ritchie
Station Manager: J. H. McGill
Commercial Manager: Maxson I. Bevens
Program Director: Fred Amos

K G E K
STERLING—EST. 1926
Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: Elmer G. Beehler
Address: Fleming Road
Phone Number: 679
Transmitter Location: Sterling
Time on the Air: Shares time

Personnel
Owner: Elmer G. Beehler

W I C C
BRIDGEPORT (New Haven)—EST. 1926
BLUE NETWORK—MBS
YANKEE—COLONIAL NETWORKS
Owned-Operated by: The Yankee Network, Inc.

KIDW
LAMAR—EST. 1922
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: The Lamarr Broadcasting Co.
Business Address: 129 West Elm St.
Phone Number: 18
Transmitter Location: Lamar
Time on the Air: Shares time with KGIW

Personnel
General Manager: C. R. Anderson

CONNECTICUT
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 217
This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: When you advertise in Connecticut's Major Market, use WDRC in Hartford. You get all three on WDRC—coverage, programs, rate!

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER
W T H
HARTFORD—EST. 1936
MUTUAL — COLONIAL
Frequency: 1230 Kc.   Power: 250 Watts
Owned-Operated By: Hartford Times, Inc.
Address: 983 Main St.
Phone Number: 2-0237
Transmitter Location: 983 Main St.
Time on the Air: 7 a.m. to midnight
Newspaper Affiliation: Hartford Times
News Service: AP
Transcription Service: Lang-Worth
Representative: J. P. McKinney & Son

Personnel

President: Francis S. Murphy
Station Manager: C. Grover DeLaney
Program Director: Frederick E. Bieber
Production Manager: Stuart Wayne
Publicity Director: Sereno B. Gammell
Chief Announcer: John S. Lloyd
Musical Director: Charlotte Gregory
Chief Engineer: Richard K. Blackburn

W T C
HARTFORD—EST. 1925
NBC—YANKEE NETWORK
Frequency: 1080 Kc.   Power: 50,000 Watts
Owned-Operated By: The Travelers Broadcasting Service Corporation
Address: 26 Grove Street
Phone Number: 2-3181
Transmitter Location: Avon, Connecticut
Time on the Air: 8 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
News Service: AP; INS; Transradio
Transcription Service: World Broadcasting System; Lang-Worth Feature Programs; BMI Bonus Transcriptions
Representative: Weed & Company

Personnel

Station Manager: P. W. Morency
Sales Manager: Walter Johnson
Sales Promotion Manager: F. Clancy
Program Director: Thomas C. McCray
Production Manager: Paul Lucas
Chief Announcer: Philip Becker
News Editor: Tom Eaton
Transcription Librarian: Larry Kenfield
Music Librarian: John DeLisa
Musical Director: Moshe Paranov
Plant Manager: H. D. Taylor

W N B C
NEW BRITAIN-HARTFORD
EST. 1935
BLUE NETWORK
Frequency: 1410 Kc.   Power: 5000 Watts
Owned-Operated By: State Broadcasting Corporation
Business Address ........................................54 Pratt St. (Hartford)
Phone Number ........................................7-9131
Studio Address ........................................54 Pratt St., Hartford;
272 Main St., New Britain
Transmitter Location .........................Newington, Conn.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ........................................UP
Transcription Service .........................Lang-Worth
Representative ..............................Headley-Reed Company

**Personnel**

President ............................................Patrick J. Goode
General Manager ...............................Richard W. Davis
Program Director ..............................Ralph Kanna
Commercial Manager .........................Laurence C. Edwards
Chief Announcer ................................Jack Lacy
Traffic Manager ................................Crean Patterson
Musical Director ...............................Maurice Sechman
Chief Engineer .................................Rogers B. Holt

**WELI**

**NEW HAVEN—EST. 1935**

**MBS-YANKEE & COLONIAL NETWORKS**

Frequency: 960 Kc. . Power: 1,000 d.; 500 n.

Owned-Operated By ......................City Broadcasting Corporation
Address ........................................221 Orange Street
Phone Number ....................................8-1133

NEW HAVEN COUNTY'S OWN STATION!

147,000 Homes—
Potential audience of 350,000 listeners who earn $150,000,000.

WELI—the most talked of and listened to station in New Haven area.

IT WOULD BE WORTH YOUR WHILE
to get the facts about WELI's rich audience.
WELI's responsive audience.

1000 W. DAY • 950 KC. • 500 W. NITE

NEW HAVEN WELI CONNECTICUT

Mutual — Yankee and Colonial networks
National Representatives—Wm. G. Rambeau Co.

Transmitter Location ..........................Hamden, Conn.
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service ........................................UP
Transcription Service .........................World Broadcasting System
Librarian ........................................William G. Rambeau Co.

**WNLC**

**NEW LONDON—EST. 1936**

**YANKEE-COLONIAL-MUTUAL**

Frequency: 1490 Kc. . Power: 250 Watts

Owned-Operated By ......................Thames Broadcasting Corporation
Address ........................................Mohican Hotel
Phone Number ..................................New London 4900
Transmitter Location ......................Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays: 8:30 a.m. to 12 midnight
Representatives ......................Burn-Smith, Inc. and R. C. Foster

**Personnel**

President ............................................R. L. Morey
Station Manager ................................G. J. Morey
Commercial and Advertising
Manager ........................................Ivon B. Newman
Program Director ..............................Len W. Stevens
Publicity Director-Chief ......................Ted Hodge
Announcer .................................Richard Benvenuti
Musical Director ..............................Walter J. Tucker, Jr.

**WSSR**

**STAMFORO—EST. 1941**

Frequency: 1400 Kc. . Power: 250 Watts

Owned-Operated By ......................Stephen R. Rintoul
Address ........................................270 Atlantic St.
Phone Number ..................................4-7575
Transmitter Location ......................Lindstrom Rd., Shippan Point, Conn.
Time on the Air: 6:30 a.m. to 12 midnight
News Service ........................................UP
Transcription Service .........................World Broadcasting System

**Personnel**

Owner ..............................................Stephen R. Rintoul
Station Manager ..............................Slocum Chapin
Program Director ..............................Bill Voss
Chief Engineer .................................John Reilly
**WATR**
WATERBURY—EST. 1934
MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: WATR Co., Inc.
Address: 71 Grand St.
Phone Number: 3-5161
Transmitter Location: Baldwin Avenue
Time on the Air: 8 a.m. to 12 midnight
News Service: Transradio

**Personnel**
President-Station Manager: Harold Thomas
Commercial & Advertising: Sam Elman
Program Director: James Parker
Chief Announcer: John Lotas
Publicity Director: Foy Clark
Musical Director: Edith Lacci
Chief Engineer: Harold Thomas

**WBRY**
WATERBURY - NEW HAVEN
EST. 1934
MASON-DIXON GROUP

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: American Republican, Inc.
Address: 136 Grand St., Waterbury; 152 Temple St., New Haven
Transmitter Location: N.W. of Waterbury
Time on the Air: Unlimited
News Service: Waterbury American, Waterbury Republican

**Personnel**
President: W. J. Pape
Station Manager: E. J. Frey
Program Director: Jack Henry
Commercial Manager: Murray L. Grossman

**DELWARE**
For Latest U.S. Census, Population and Retail Trade Data
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**WDEL**
WILMINGTON—EST. 1932
MASON-DIXON GROUP

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: WDEL, Inc.
Address: 10th & King Sis.
Phone Number: 7268
Transmitter Location: Governor Printz Blvd.

**Personnel**
Station Executive: Clair R. McCollough
Station Manager: J. Gorman Walsh
Program Manager: Harvey Smith
Publicity Director: Charles Collins

A strongly-founded, well justified and energetically maintained reputation for better programs—programs that listeners LIKE—makes WDEL a sure-fire buy to cover thriving Delaware and populous, productive sections of Pennsylvania, Maryland and New Jersey.
DISTRICT OF COLUMBIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218

WINX
WASHINGTON, D. C.—EST. 1940
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By ... Lawrence J. Heller
Address .................................. 8th & Eye Sts., N.W.
Phone Number ............................ Republic 8000
Time on the Air: ............. 131 hours per week
News Service ............................. INS
Transcription Service .......... Standard Radio

Personnel
President-Station Manager ... Lawrence J. Heller
Commercial Manager .......... Paul L. Heller
Program Director ................. George J. Gow
Production Manager-Chief Announcer .................. Sam Lawder
Publicity Director .................. Kay Ford
Continuity Director .............. Jack Creamer
Musical Director .................... Bob Callahan
Chief Engineer ...................... Ralph E. Cannon, Jr.

WJSV
WASHINGTON—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1500 Kc. ... Power: 50,000 Watts
Owned-Operated By . . . . . . . . . . . Columbia Broadcasting System
Address ............................... 817 Earle Bldg.
Phone Number ....................... Metropolitan 3200
Transmitter Location ............ Wheaton, Md.
Time on the Air: ........................ 6 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 1 a.m.
News Service .......................... AP; UP
Transcription Service ......... World Broadcasting System; BMI; Langworth
Representative ........................ Radio Sales

Personnel
General Manager .................... A. D. Willard Jr.
Commercial Manager ............. William D. Murdock
Sales Promotion Director ........ John Heiney
Program Director .................... Richard Linkroum
Publicity Director ................... James Hurlbut
Auditor ................................. Harry R. Crow
Chief Announcer ..................... Hugh Conover
Musical Director ..................... Paul Kain
Chief Engineer ....................... Clyde Hunt
DISTRICT OF COLUMBIA

WOL
WASHINGTON, D. C.—EST. 1928
MUTUAL BROADCASTING SYSTEM
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: American Broadcasting Company
Address ................. 1627 K Street, N.W.
Phone Number .............. Metropolitan 0010
Transmitter Location ...... Chillum, Maryland
Time on the Air: 24 hours daily except 1 a.m. to 6:30 a.m. Mondays
News Service .............. Transradio; UP
Transcription Service ...... Langworth; Standard
Radio; Associated Transcription Service
Representative ............. Spot Sales, Inc.

Personnel
President .................. Mrs. LeRoy Mark
Vice-President-General ................ W. B. Dolph
Manager .................. James Fishback
Sales Manager ................ Charles Zurhorst
Sales Promotion Manager ....... Madeline Ensign
Program Director ............. Frank Blair
Production Manager-Chief Announcer .... Walter Compton
Publicity Director .......... William Wallace
Traffic Manager .............. Lillian Huppert
Continuity Director ............ Loretta Kealy
Bookkeeper .................. Joseph Coffey
Musical Director ............. Larry Geraghty
Chief Engineer ............... H. H. Lyon

Radio-Recording Manager: E. William Young
Night Supervisor: Ross Filion
Musical Director: Morgan Baer
Chief Engineer: A. E. Johnson

WWDC
WASHINGTON, D. C.—EST. 1941
Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By: Capitol Broadcasting Co.
Address .................. 1000 Connecticut Ave.
Phone Number .............. National 7203
Transmitter Location ...... 61 Pierce St., N.E.
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service .............. AP
Transcription Service ...... NBC Thesaurus
Representative ............. Burn-Smith Co.

Personnel
President .................. Stanley H. Horner
General Manager ............. Edwin M. Spence
Program Director .......... Norman Reed
Chief Announcer .......... Ray Morgan
Musical Director ............ Larry Hendricks
Chief Engineer ............. U. L. Lynch

In the Spotlight
24 Hours a Day!

WOL
WASHINGTON, D. C.
Washington's Only 24 Hour Station
1000 WATTS ▲ 1260 KC.
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

381
The Nation's Playground

MIAMI BEACH
FLORIDA

AND

WKAT

GIVE YOU
THE MARKET WHERE
PEOPLE WITH MONEY
SPEND THEIR VACATIONS

1360 Kilocycles

WKAT
MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK
WMFJ
DAYTONA BEACH—EST. 1935
BLUE NETWORK
Frequency: 1450 Kc......Power: 250 Watts
Owned-Operated By........W. Wright Esch
Address .......................126½ Magnolia Ave.
Phone Number ..................91
Transmitter Location ..........126½ Magnolia Ave.
News Service .................Transradio
Time on the Air............7 a.m. to 12 midnight;
Sundays, 8 to 10 p.m.
Transcription Service ......Associated Music
Publishers: Lang-Worth
Representative............John H. Perry Associates

Personnel
Owner .................W. Wright Esch

WFTL
FORT LAUDERDALE—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 710 Kc.......Power: 10,000 Watts
Owned by....................Ralph A. Horton
Operated by...............Radio Station WFTL
Address ......................2700 S. Andrews Ave.
Phone Number ..............1300-01; 1799
Transmitter Location ..2700 S. Andrews Ave.
Time on the Air...........7:00 a.m. to 2:00 a.m.
News Service ...............UP
Transcription Service ......Standard Radio; Associated Music Publishers

Personnel
Owner ..................Ralph A. Horton
General Manager ..........R. M. Tigert
Commercial-Sales Promotion Manager
Irvin F. Duddleston
Production Manager ........Fred Temple
Chief Announcer ............Joe Ford
Artists' Bureau Head ......Ruth Tanksley
Musical Director ..........Justine Bruce
Chief Engineer .............Joe L. Stewart

WFTM
FORT MEYERS—EST. 1940
Frequency: 1240 Kc......Power: 250 Watts
Owned-Operated By ......Fort Meyers Broadcasting Co.
Address ......................51 East First St.
Phone Number ..............818
Transmitter Location ......51 East First St.
Time on the Air..............7 a.m. to 11 p.m.
Transcription Service ......Associated Music Publishers

Personnel
President-Station Manager, William E. Benns, Jr.

WRUF
GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
Frequency: 850 Kc........Power: 5,000 Watts
Owned by ....................State of Florida
Operated by .................University of Florida
Address ......................University of Florida
Phone Number ..............1000, Branch 55
Transmitter Location ...Campus, University of Florida
Time on the Air............Limited to Sunset in Denver, Colo.
News Service ................UP
Transcription Service ......World Broadcasting System; Langworth
Representative .............Burn-Smith Co., Inc.

Personnel
Director ..................Garland Powell
Commercial Manager ......John H. Sheely
Program Director ........Alvin Flanagan
Publicity Director .........Sam Founts
Office Manager ..........John L. Berry
Chief Announcer ..........Otis Boggs
Musical Director ..........Elizabeth Tew
Chief Engineer ............Albert Moreno

Unassigned
JACKSONVILLE—EST. 1942
Frequency: 1270 Kc......Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp
Address ......................Jacksonville
Transmitter Location ......Jacksonville
Time on the Air...........Unlimited license

Personnel
President .................James R. Stockton
Vice- Presidents: Ernest D. Black, E. G. McKenzie
Secretary-Treasurer ......Robert R. Feagin

*Station had a construction permit at press-time and no further information was available.
**WJAX**

JACKSONVILLE—EST. 1925  
NATIONAL BROADCASTING CO.

Owned. Operated By. City of Jacksonville, Fla.

Address: 1 Broadcast Place  
Phone Number: 5-5821

Transmitter Location: Hyde Park Country Club  
News Service: INS

Transcription Service: NBC Thesaurus

Representative: John Blair & Co., Harry Cummings

**Personnel**

Commissioner in Charge: Thos. C. Imeson  
Station Manager and Chief Engineer: John T. Hopkins, III  
Program Director: Evelyn Boote  
Musical Director: Frank Morris

**WJHP**

JACKSONVILLE—EST. 1940  
BLUE NETWORK  
MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc.  Power: 250 Watts  
Owned. Operated By... The Metropolis Co.

Address: 118 West Adams St.  
Phone Number: 5-4387

Transmitter Location: Vines and Mass. Ave.  
Time on the Air: 6:30 a.m. to 12:00 midnight

News Service: UP

Representative: Paul H. Raymer Co.

**Personnel**

President-Station Manager: John H. Perry  
Commercial-Sales Promotion Manager: Glenn Marshall, Jr.  
Program Director-Chief Announcer: Charles M. Stone  
Production Manager: Jim Murray  
Chief Engineer: H. B. Greene

**WMBR**

JACKSONVILLE—EST. 1934  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.  Power: 250 Watts  
Owned. Operated By...Florida Broadcasting Company

Address: 1412 East Lime St.  
Phone Number: 2127

Transmitter Location: 1412 East Lime St.  
Time on the Air: 7:00 a.m. to 12:00 midnight

News Service: UP

Representative: The Foreman Co.

**Personnel**

President-Station Manager: Brad Eidmann  
President-Personnel Manager: Brad Eidmann  
Sales Promotion Manager: Priscilla Adair  
Program Director: Tom Mathews  
Chief Announcer-Musical Director: Bert Berry  
Chief Engineer: Roger Jenkins
**WWPG**

**LAKE WORTH—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Lake Worth Broadcasting Corp.
Business Address: P. O. Box 1031
Phone Number: 499
Studio Address: Ocean Blvd., Palm Beach, Fla.
Transmitter Location: Ocean Blvd., Palm Beach, Fla.
Time on the Air: 7:00 a.m. to 2:00 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Burn-Smith Co.

**Personnel**

President: Charles A. Davis
Station-Sales Promotion Manager: H. W. Wilson
Commercial Manager: Ben Decker
Program Director: Charles Green
Publicity Director: Hunter Reams
Traffic Director: Lee White
Women's Program Editor: Ruth Flanigan
Chief Announcer: Tad Darling
Musical Director: Ronald Stanthorpe
Chief Engineer: W. H. Malone

**WIOD**

**MIAMI—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 610 Kc.  Power: 5000 Watts
Owned-Operated By: Isle of Dreams Broadcasting Corporation
Business Address: 600 Biscayne Blvd.
Phone Number: 3-6444
Studio Address: News Tower
Transmitter Location: Cameo Island
Time on the Air: 19 1/4 hours daily
News Service: AP, INS, UP
Transcription Service: Standard Radio; Associated Music Publishers
Representative: George P. Hollingbery Co.; Harry S. Cummings

**Personnel**

President: D. J. Mahoney
Secretary-Treasurer: Ross A. Reeder
Station Manager: Arch Robb
Commercial Manager: S. A. Vetter
Promotion Manager: Frank Jaffe
Program Director: Earle J. Pudney
Continuity Director: D. M. Butler
News Editor: Brad Ansley
Educational Director: Lessie Collins
Musical Director: Clark Fiers
Chief Engineer: Milton C. Scott, Jr.

**FLORIDA'S FIRST STATION**

- In listeners
- In programs
- In news
- In advertisers

**WIOD MIAMI**

**NBC RED • 5,000 WATTS • 610 KC • "The Salt Water Route"**
WQAM
MIAEI—EST. 1921
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
Frequency: 560 Kc...........Power: 1000 Watts
(C.P. 5000 d.)
Owned-Operated.............Miami Broadcasting Co.
Address .................Postal Bldg.
Phone Number ..............26121
Transmitter Location........Biscayne Bay at 14th St.
Time on the Air............6:30 a.m. to 12:30 a.m.
News Service................Transradio; UP
Transcription Service........World Broadcasting System; Lang-Worth
Representative ..............John Blair & Co.

Personnel
President and General Manager...........Fred W. Burton
Advertising Manager................Norman MacKay
Program Manager......................Hazel McGuire
Sales Manager.........................Fred Mizer
Chief Engineer.........................Ralph Nulsen

WKAT
MIAMI—EST. 1937
BLUE NETWORK
Frequency: 1380 Kc...........Power: 1000 Watts
Owned-Operated By............A. Frank Katzentine
Address ..................1759 N. Bay Rd.
Phone Number ..............5-7471
Transmitter Location........1759 N. Bay Rd.
Time on the Air............6:30 a.m. to 12:30 a.m.
News Service...................Reuter's; UP
Transcription Service...........Associated Media Publishers

Personnel
Owner..........................A. Frank Katzentine
General Manager.............John C. McClay
Sales Manager.................Alex Campbell, Jr.
Business Manager.............C. A. Wampler
Musical Director.............Tom Magee, Arthur Smith

WTMC
OCALA—EST. 1939
BLUE NETWORK
Frequency: 1490 Kc...........Power: 100 Watts
Owned-Operated By...........Ocala Broadcasting Co.
Address ..................P.O. Box 831
Phone Number ..............128:129
Studio Address...............Henry and Anthony Sis.
Transmitter Location........1 Broadcast Place
Time on the Air............7:00 a.m. to 11:00 p.m.
News Service...................AP
Transcription Service...........Standard Radio
Representative................John H. Perry Associates

Personnel
President......................John T. Alsop, Jr.
General Manager.............Hal Davis
Commercial Manager............Helen Davis
Program Director................Lester Weil
Production Manager............Evelyn London
Musical Director................King Cole
Chief Engineer..................W. P. Callahan

WDBO
ORLANDO—EST. 1924
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
Frequency: 580 Kc...........Power: 5000 Watts
Owned-Operated By...........Orlando Broadcasting Co., Inc.
Business Address..............563 N. Orange Ave.
Phone Number ..............6181
Studio Address...............Ft. Gallin Hotel
Transmitter Location.........Dubsread Country Club
Time on the Air............6:30 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service...................UP
Transcription Service...........World Broadcasting System
Representative.................Paul H. Raymer Co.

Personnel
President-Station Manager......Col. George C. Johnston
National Sales-Sales Promotion Manager.........W. G. McBride
Program Director................Violet D. Osborne
Production Manager............Charles Batchelder
Publicity Director..............Rosalind Briggs
Local Advertising Manager.....J. M. Pedrick
Musical Director................Walter D. Kimble
Chief Engineer..................J. E. Yarbrough

WLOF
ORLANDO—EST. 1940
BLUE NETWORK
Frequency: 1230 Kc...........Power: 250 Watts
Owned-Operated By...........Hazelwood, Inc.
Business Address.............8163-8164
Phone Number ..............8163-8164
Studio Address...............Angebelt Hotel
Transmitter Location.........Near Orlando
Time on the Air............6:30 a.m. to 12:00 midnight
News Service...................INS
Transcription Service...........NBC Thesaurus
Representative...............John Blair & Co.

Personnel
President-General Manager.....George A. Hazelwood
Commercial-Sales Promotion Manager........Robert C. Wilbur
Chief Engineer................Russell H. Bennett

WDLP
PANAMA CITY—EST. 1940
Frequency: 1230 Kc...........Power: 250 d., 100 n. 386
A WAR MESSAGE to ALL EMPLOYERS

From the United States Treasury Department

Winning this War is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular payday by payday investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in immediately enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win. 2. It gives every American wage earner the opportunity for financial participation in National Defense. 3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation. 4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis. 5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war. 6. It helps your employees provide for their future.

Make Every Pay Day • BOND DAY

U. S. Defense BONDS ★ STAMPS

387
WSUN
ST. PETERSBURG—EST. 1927
BLUE NETWORK
Frequency: 620 Kc. Power: 5000 Watt
Owned-Operated By . City of St. Petersburg.
Address . Recreation Pier
Phone Number . 4747-4748
Transmitter Location . Bayview near Tampa,
Time on the Air . 6:30 a.m. to 1 a.m.
News Service . AP; UP
Transcription Service . Associated Music
Representative . Weed & Company
Personnel
Station Manager . Louis J. Link
Sales Manager . Jerry Wigley
Sales Promotion Manager . Jerry Whittington
Program Director-Chief Announcer, Fred Daiger
Production Manager . Maurice Hayes
Public Relations Director . Joe Frohock
Musical Director . Edith Ginn
Chief Engineer . Tom Herrin

WTSP
ST. PETERSBURG—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1380 Kc. Power: 5000 Watt
Owned-Operated By: Pinellas Broadcasting Co.
Address . 35th Ave. and 4th St. N.
Phone Number . 8108
Transmitter Location . 35th Ave. and 4th St. N.
Time on the Air . 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation . St. Petersburg Times
News Service . INS; UP
Transcription Service . World Broadcasting
Representative . Joseph Hershey McGillvra
Personnel
President . Nelson P. Opoynter
Vice-President-General Manager . Russell S. Stratton
Station Manager . Bob Wilbur
Program Director . George W. Bartlett
Chief Engineer . Marion Gulick

WSPB
SARASOTA—EST. 1939
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WSPB, Inc.
Business Address . Sarasota
Phone Number . 2541
Studio Address . Sarasota; Bradenton, Fl.
Transmitter Location . Ringling Isle, Sarasota
Time on the Air . 7 a.m. to 11 p.m.
News Service . UP
Transcription Service . World Broadcasting
Personnel
President-Station Manager . Frank S. Lane
Commercial Manager . John Browning
Chief Engineer . John Buning

WFoy
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
ST. AUGUSTINE—EST. 1936
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Fountain of Youth Properties, Inc.
Address . Fountain of Youth Park
Phone Number . 1400
Transmitter Location . Fountain of Youth Gardens
Time on the Air . 7:00 a.m. to 11:00 p.m.
News Service . UP
Representative . Paul H. Rayner Co.
Personnel
President-Station Manager . Glenn Marshall, Jr.
Sales Manager . Frank King
Commercial Manager . John H. Cummins
Program Director . Frankie Collyer
Chief Engineer . Pat Bernhard
W T A L
TALLAHASSEE—EST. 1935
FLORIDA NETWORK
Frequency: 1340 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Florida Capitol Broadcasters, Inc.
Business Address .......... P. O. Box 989
Phone Number .......... 2160: 2161-W
Studio Address .......... Thomasville Highway
Transmitter Location .......... Thomasville Highway
Time on the Air .......... 7 a.m. to 11 p.m.
Newspaper Affiliation .......... Highlands County Pilot; Scenic Highlands Sun (Avon Park, Fla.)
News Service .......... UP
Transcription Service .......... BMI

Personnel
President .......... Gilbert Freeman
Station Manager .......... William C. Wyatt
Program Director .......... Mary Charles Findley
Chief Engineer .......... William A. Snowden, Jr.

W D A E
TAMPA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address .......... 114 North Franklin Street
Phone Number .......... M 1818
Studio Address .......... 12th Floor, Tampa Terrace Hotel
Transmitter Location .......... Forest Hills Country Club Area
Time on the Air .......... 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation .......... Tampa Daily Times
News Service .......... AP
Transcription Service .......... Standard Radio
Representative .......... The Katz Agency

Personnel
President .......... David E. Smiley
Vice-President .......... Ralph Nicholson
Sales Promotion Manager .......... Joseph F. Smiley
Station Manager .......... L. S. Mitchell
Program Director .......... Kenneth W. Skelton
Musical Director .......... M. E. Plattner
Chief Engineer .......... William Pharr Moore

W F L A
TAMPA—EST. 1925
NATIONAL BROADCASTING CO.
ORANGE NETWORK
Frequency: 970 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Tampa Tribune
Address .......... WFLA Bldg., 500 Jackson St.
Phone Number .......... W 1828-1829
Transmitter Location .......... East Entrance, Davis Causeway, Columbus Drive
Time on the Air .......... 6:30 a.m. to 12 midnight
Newspaper Affiliation .......... Tampa Tribune
News Service .......... UP

Transcription Service .......... NBC Thesaurus
Representative .......... John Blair & Co.; Harry Cummings

Personnel
President .......... S. E. Thomason
Station Manager .......... W. Walter Tison
Local Sales Manager .......... Bert Arnold
Musical Director .......... Frank Grasso
Chief Engineer .......... Joe Mitchell

W J N O
WEST PALM BEACH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 1250 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business Address .......... P. O. Box 189
Phone Number .......... 3638
Studio Address .......... 1415 Okeechobee Rd.
Transmitter Location .......... 1415 Okeechobee Rd.
Time on the Air .......... 6:30 a.m. to 12 midnight
Transcription Service .......... Standard Radio
Representative .......... C. P. MacGregor

Personnel
President .......... Marshall Heminway
General Manager .......... Stephen Willis
Program Director .......... Vernon Crawford
Chief Engineer .......... John Moore

A cosmopolitan audience with metropolitan tastes served by the only station programmed to fit this unique self-contained market.

W J N O
“The Voice of the Palm Beaches”
West Palm Beach, Florida

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM
Today, these already rich markets are experiencing increases in every classification of business, payrolls, retail sales, building ... increases from 30% and more over last year. Atlanta, Columbus and Albany all are invaded by defense dollars. You cover these markets thoroughly with WATL, WRBL and WGPC.

**ATLANTA**

Served by WATL (MBS)

Metropolitan area population up from 442,294 to 471,000. Cobb County airport a $400,000 project. $700,000 enlargement of Candler Field, Atlanta's main airport. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 154,972 families, $16,564 people. WATL is the news station of Atlanta.

**COLUMBUS**

Served by WRBL (CBS)

With a total coverage area of 222,175, WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has ... monthly payroll of $4,000,000 ... its officers and men trade almost exclusively in Columbus. Over $16,000,000 has been spent in construction work for Fort Benning, a bonus factor in addition to the WRBL area $90,000,000 retail sales.

**ALBANY**

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. $4,500,000 project—200 defense housing units just completed or planned ... 6000 new jobs! Retail sales in Albany area now approximate $20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families, southwest Georgia's oldest radio station.
GEORGIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 219

**WALB**
ALBANY—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1590 Kc........Power: 1000 Watts
Owned-Operated By......Herald Publishing Co.
Address..................2½ miles north of Albany on Dixie Highway
Phone Number.............1590
Transmitter Location......Dixie Highway
Time on the Air...........6:30 a.m. to 12 midnight
Newspaper Affiliation....Albany Herald
News Service..............AP
Transcription Service.....Standard Radio Representative
Manager-Chief Engineer....M. C. Gorman
Program Director..........Bill Evans

**WGPC**
ALBANY—EST. 1923
COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM
Frequency: 1450 Kc........Power: 250 Watts
Owned By................Albany Broadcasting Co.
Operated By..............J. W. Woodruff, Sr.
Address..................125½ N. Jackson St.
Phone Number.............1370: 1371
Transmitter Location.....Gillionville Rd.
Time on the Air..........6 a.m. to 12 midnight
News Service.............UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative...........Spot Sales, Inc.

**WAGA**
ATLANTA—EST. 1937
BLUE NETWORK
Frequency: 1480 Kc........Power: 1000 d.; 500 n.
(C. P. 590 Kc.: 5000 Watts)
Owned-Operated By......Liberty Broadcasting Corp.
Address..................Western Union Bldg.
Phone Number.............M Ain 5101
Transmitter Location.....Clifton Road
Time on the Air..........6 a.m. to 12 midnight
News Service.............UP
Transcription Service.....Associated Music Publishers
Representative...........John Blair & Co.

**WATL**
ATLANTA—EST. 1931
MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By......J. W. Woodruff tr/r as Atlanta Broadcasting Co.
Business Address........P. O. Box 1744
Phone Number.............W alnut 4377
Studio Address..........26 Cain St.
Transmitter Location....26 Cain St.
Time on the Air..........6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.............UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative...........Spot Sales, Inc.

**WGAV**
ATHENS—EST. 1938
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By......J. K. Patrick & Co.
Address..................Bobbin Mill Road
Phone Number.............1741
Transmitter Location.....Bobbin Mill Road
Time on the Air..........7 a.m. to 12 midnight
Transcription Service.....Standard Radio Representative
Manager-Chief Engineer....M. C. Gorman
Program Director..........Bill Evans

**WGUA**
ATHENS—EST. 1938
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By......J. K. Patrick & Co.
Address..................Bobbin Mill Road
Phone Number.............1741
Transmitter Location.....Bobbin Mill Road
Time on the Air..........7 a.m. to 12 midnight
Transcription Service.....Standard Radio Representative
Manager-Chief Engineer....M. C. Gorman
Program Director..........Bill Evans

**WGAV**
ATHENS—EST. 1938
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By......J. K. Patrick & Co.
Address..................Bobbin Mill Road
Phone Number.............1741
Transmitter Location.....Bobbin Mill Road
Time on the Air..........7 a.m. to 12 midnight
Transcription Service.....Standard Radio Representative
Manager-Chief Engineer....M. C. Gorman
Program Director..........Bill Evans

**WGAV**
ATHENS—EST. 1938
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By......J. K. Patrick & Co.
Address..................Bobbin Mill Road
Phone Number.............1741
Transmitter Location.....Bobbin Mill Road
Time on the Air..........7 a.m. to 12 midnight
Transcription Service.....Standard Radio Representative
Manager-Chief Engineer....M. C. Gorman
Program Director..........Bill Evans
"THE VOICE OF THE SOUTH"

today . . . more than ever before
  . . . is pledged to operation

IN THE PUBLIC INTEREST

A Greater Audience!
A Greater Opportunity!
A Greater Service!

FOR MERITORIOUS SERVICE

WSB

ATLANTA, GEORGIA
Licensed March 15, 1922
750 KC.- 50,000 WATTS

National Representatives, EDWARD PETRY & CO., INC.
WGAC

AUGUSTA—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By... The Twin States Broadcasting Company
Address .................. Augusta
Phone Number ................ 2-2892-3-4
Transmitter Location... Sand Bar Ferry Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation... The Augusta Herald
News Service ................ PA
Transcription Service... C. P. MacGregor; Associated: Keystone Broadcasting System
Representative ............... Headley-Reed Company

Personnel
President .................. F. Frederick Kennedy
General Manager ........... J. B. Fuqua
Commercial Manager ....... W. R. Link
Sales Production Manager... Florence Thompson
Program Director-Chief ... Don Naylor
Announcer .................. John Lindsay
Chief Engineer ............... Jack Joplin

WREDW

AUGUSTA—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc..... Power: 250 Watts
(C. P. 1480 Kc.; 5000 Watts)
Owned-Operated By... Augusta Broadcasting Company
Address ......... 10th & Broad Streets
Phone Numbers ................ 2-8805, 8806, 8807
Transmitter Location... Buena Vista Ave., North Augusta, S. C.
Time on the Air: 18 hours daily
News Service ................ UP
Transcription Service... NBC Thesaurus
Representative ............ Burn-Smith Company, Inc.

Personnel
President .................. Arthur Lucas
Station Manager ............ W. R. Ringson
Sec. & Treas. ................. F. J. Miller
Commercial Manager ....... Thurston Bennett
Program Director .......... Louis T. Rigdon
Publicity Director .......... Charles Pointel, Jr.
Musical Director ............ Paul Reed
Chief Engineer ............... Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939
Frequency: 1490 Kc..... Power: 250 d.; 100 n.
Owned-Operated By... Coastal Broadcasting Company
Address .................. Brunswick
Phone Number ................ 1500
Transmitter Location... St. Simons Island Causeway

Publicity Director .......... Jerome Elliott
Accountant .................. M. M. Rokenbrodt
Musical Director ............. Cliff Cameron

WGST

ATLANTA—EST. 1940
COLUMBIA BROADCASTING SYSTEM
Frequency: 920 Kc..... Power: 500 d.; 1000 n.
Owned By ................. Georgia Institute of Technology
Operated By ............... Southern Broadcasting Stations, Inc.
Address ................ Forstyth Bldg.
Phone Number ............. Walnut 8441
Transmitter Location... Cheshire Bridge Rd.
Time on the Air: 6 a.m. to 12 midnight
News Service ............... AP
System: BMI
Transcription Service... World Broadcasting
Representative ............ The Katz Agency

Personnel
President-Station Manager... C. H. Calhoun
Treasurer .................. P. J. Wilhite
National Sales-Promotion Manager ......... Frank Gaither
Program Director ........... John Fulton
Production Director ......... Don Naylor
Musical Director ............ Lola Wallace
Chief Engineer ............. Ben Akerman

WSB

ATLANTA—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 750 Kc..... Power: 50,000 Watts
Owned-Operated By... The Atlanta Journal Company
Address .................. Biltmore Hotel
Phone Numbers .... Hemlock 1045-1046-1047;
Hemlock 200; Walnut 5050
Transmitter Location... Tucker, Ga.
Time on the Air: 5 a.m. to 2 a.m.
Newspaper Affiliation... The Atlanta Journal
News Service ................ AP; PA; UP
Transcription Service... Standard Radio
Representative ............ Edward Petry & Co.

Personnel
President .................. James M. Cox
Manager .................... J. Leonard Reinsch
Sales Manager .............. John M. Outler, Jr.
Program Director .......... Roy A. McMillan
Production Manager ......... Marcus Bartlett
Sales Promotion Manager ... Lorin Myers
Artists' Bureau Head ....... Harrison Kimball
Publicity Director ........... Ralph Williams
Farm Director ................ Bill Prance
Continuity Editor ........... Al Flanagan
Transcription Editor ...... Hubert Batey
Studio Production Manager... Elmo Ellis
Musical Directors ........... Perry Pechtel,
Earl Landis
Chief Engineer ............. C. F. Daugherty

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WMJM
CORDELE—EST. 1940
Frequency: 1490 Kc. Power: 250 d.w. 100 n.
Owned-Operated By...Cordell Dispatch Publishing Company
Address .................................. Cordell
Phone Number .......................... 666
Transmitter Location ........20th Ave. & B St.
Time on the Air ........6:45 a.m. to 10 p.m.
Newspaper Affiliation ...Cordell Dispatch
Transcription Service .................. C. P. MacGregor
Keystone Broadcasting System
Representative .................. Associated Radio Sales

Personnel
President-General Manager...James S. Rivers
Commercial Manager...Gaines Brewer
Program Director..........Willard Belote
Chief Announcer-Musical
Director .................... Robert C. Lay
Chief Engineer............. Clayton Lee

WBLJ
DALTON—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..Dalton Broadcasting Corp.
Address ...............111 Pentz St., Kenemer Bldg.
Phone Number ..........Dalton 684
Transmitter Location ...River Bend Rd.
Time on the Air ........6 a.m. to 11 p.m.
News Service ................. INS
Transcription Service .......... Standard Radio
Representative .................. Cox & Tanz

Personnel
President ..................... H. C. Kenemer
Secretary-Treasurer and General
Manager ..............Don Spencer
Program Director-Chief ...G. A. McPherson
Announcer ............ G. A. McPherson
Production Manager .......... Dave Achor
Chief Engineer ............ W. C. Roberts

WRBL
COLUMBUS—EST. 1928
COLUMBUS BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned By ........ Columbus Broadcasting Company
Operated By ........ J. W. Woodruff, Jr.
Address .................. 1420 Second Avenue
Phone Number ........... 4300
Transmitter Location ........15th Ave. & 30th St.
Time on the Air: 6 a.m. to 1:30 a.m.; Sundays, 8 a.m. to 1:30 a.m.
News Service .................. UP
Transcription Service ........ Lang-Worth
Representative .............. Spot Sales, Inc.

Personnel
President ...................... J. W. Woodruff, Sr.
Executive Manager .......... J. W. Woodruff, Jr.
Station Manager-Program
Director .............James A. Davenport
Commercial Manager .......... W. S. Massie
Publicity-Musical Director. Gertrude Handley
Chief Announcer .......... J. B. Gibney
Continuity Director .. Anice Wismer
Traffic Manager ............ Sue Amon
Chief Engineer ............. Wilfred T. Siddle

WGAA
CEDARTOWN—EST. 1941
Frequency: 1340 Kc. Power: 250 Watts
Owned By ..Northwest Georgia Broadcasting Co.
Operated By ................... R. W. Rounsaville
Address .................. West Theater Bldg.
Phone Number ............... 777-778
Transmitter Location ......Cave Spring Rd.
Time on the Air ..........16 hours daily
News Service .................. AP
Transcription Service .......... Keystone Broadcasting System
Representative .............. Cox & Tanz

Personnel
President .................... O. C. Lam
Vice-President-General
Manager .................. R. W. Rounsaville
Program-Musical Director .... Bill Shannon
Publicity Director .......... Dorothy Holt
Chief Announcer .......... Bob Corley
Chief Engineer ............. Denzil Pulley
GRIFFIN—EST. 1934
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By. Radio Station WKEU
Address .................................................. Griffin Hotel
Transmitter Location ................................ Griffin Hotel
Time on the Air. 1200 to 10:30 p.m.
Transcription Service .................................... C. P. MacGregor
Representative .............................................. Sears & Ayer, Inc.
Manager .................................................. A. W. Marshall, Jr.

LA GRANGE—EST. 1941
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. LaGrange Broadcasting Company
Address .................................................. 303 Broome St.
Phone Number ............................................ 1700
Transmitter Location .................................... La Grange
Time on the Air. 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation .................................. LaGrange Daily News
News Service ................................................. UP

MACON—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Middle Georgia Broadcasting Company
Address .................................................. First National Bank Building
Phone Number ............................................ 2728
Transmitter Location .................................... 8th & Mulberry Streets
Time on the Air. Unlimited License
News Service ................................................. UP
Transcription Service .................................... NBC Thesaurus
Representative ............................................. Spot Sales, Inc.

President .................................................. Ernest D. Black
General Manager ......................................... Robert F. Feggin
Business Manager ........................................ Charles W. Pittman
Commercial Manager ...................................... Alfred Loew
Merchandising Manager ................................. William Doster
Program Director ....................................... Mary Hester Richardson
Chief Announcer ........................................ Gene Marshall
Women's Editor ........................................... Betty Gray
Musical Director ......................................... Jim Williams

MOULTRIE—EST. 1939
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Frank R. Pidcock, Sr.
Address .................................................. Moultrie
Phone Number ............................................ 999
Transmitter Location .................................... Moultrie
Time on the Air. 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service ................................................. UP
Transcription Service .................................... NBC Thesaurus

Owner ...................................................... Frank R. Pidcock
Manager ..................................................... John F. Pidcock
Commercial Manager ..................................... Jack Murray
Program Director ......................................... Jackie Stringfellow
Chief Announcer .......................................... Jack Cox
Chief Engineer ............................................ James Wilder

ROME—EST. 1929
GEORGIA SPORT NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Rome Broadcasting Corp.
Address .................................................. National City Bank Building
Phone Number ............................................ 6589
Transmitter Location .................................... National City Bank Bldg.
Time on the Air. 6 a.m. to 11:05 p.m.; Sundays, 8 a.m. to 11:05 p.m.
News Service ................................................. UP
Personnel

President ...................................... John W. Quarles
Station Manager-Chairman .................. Happy Quarles
Sales Manager ............................... Price Selby
Commercial Manager ......................... Mather Payne
Program Engineer ............................ Jimmy Kirby
Chief Engineer ............................... R. L. Starr

WSAV
SAVANNAH—EST. 1939
NATIONAL BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . WSAV, Inc.
Address ....................................... Liberty National Bank Building
Phone Number ............................... 5600; 3-4554
Transmitter Location ....................... President St., 1 mile East of Savannah
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service................................. INS
Transcription Service ....................... Associated Music Publishers
Representative ............................... George P. Hollingbery
                     Company

Personnel

President ...................................... Arthur Lucas
Vice-President-Manager ..................... Harben Daniel
Manager-Sales Promotion ................... N. W. Brandon
Manager ...................................... Charles George
Program Director ......................... Ganus Scarborough
Production Manager-Musical Director .... Electa Robertson
Chief Engineer ............................... Meredith Thompson

WTOC
SAVANNAH—EST. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By . Savannah Broadcasting Company
Address ....................................... 516 Abercorn Street
Phone Number ............................... 20127
Transmitter Location ....................... Louisville Road
Time on the Air: 6:30 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ................................ UP
Transcription Service ....................... Lang-Worth: Standard Radio
Representative ............................... The Katz Agency

Personnel

President ...................................... W. T. Knight, Jr.
Chairman ....................................... Esther Sherouse
Vice-President ................................. S. P. Driscoll
National Sales Manager ..................... G. S. Brown
Local Sales Manager ....................... Ben Williams
Sales Promotion Manager ................. Bill Smart
Program Director ............................ Weldon Herrin
Chief Announcer ............................. Al Evans

Traffic Manager-Artists' Bureau
Head ............................................ Dolores Bussey
Musical Director ............................. Dwight J. Bruce
Chief Engineer ............................... James Reynolds Donovan

WPAX
THOMASVILLE—EST. 1934
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By ......................... H. Wimpy
Address ....................................... 117 Remington Avenue
Phone Number ............................... 909
Transmitter Location ....................... 117 Remington Avenue
Time on the Air: 7 a.m. to 10:30 p.m., Sundays, 9 a.m. to 3 p.m.
News Service ................................ UP

Personnel

Station Manager ............................. H. Wimpy
Commercial Manager ....................... Charles Lawton
Chief Engineer ............................... James W. Poole

WRAL
TOCCOA—EST. 1941
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By ......................... R. G. LeTourneau
Address ....................................... 1200 Prather Bridge Road
Phone Number ............................... 1751
Transmission Location ..................... 1200 Prather Bridge Rd.
Time on the Air: 11 a.m. to 7 p.m., 17 hours daily
News Service ................................ AP
Transcription Service ....................... Lang-Worth; BMI
Representative ............................... Joseph Hershey McGillvra

Personnel

Owner ........................................... R. G. LeTourneau
General Manager ......................... Bert Georges
Commercial Manager ....................... Harold H. Marler
Assistant & Program Manager .......... Virg E. Craig
Bookkeeper .................................. Grace Shirley
Chief Engineer ............................... H. C. Lindahl

WGOV
VALDOSTA—EST. 1940
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By ......................... E. D. Rivers
Address ....................................... E. Park Ave.
Phone Number ............................... 1420; 1421
Transmission Location ..................... E. Park Ave.
Time on the Air: 16 hours daily
News Service .................................. UF
Transcription Service ....................... World Broadcasting System
Representative ............................... Associated Radio Sales

Personnel

Owner ........................................... E. D. Rivers
Business and General Manager .......... J. J. Mangham, Jr.
Sales Promotion Manager ................ E. Hewitt
Director ....................................... Marion Harmon
Chief Announcer ......................... Art Creamer
Chief Engineer ............................... L. C. McCall

396
WAYX
WAYCROSS—EST. 1936
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Jack Williams
Address: 620 Plant Avenue
Phone Number: 965
Transmitter Location: Waycross
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Waycross Journal-American
News Service: UP
Transcription Service: World Broadcasting System
Representative: Associated Radio Sales

Personnel
President: Jack Williams
Station Manager-Chief Engineer: John J. Tobola
Commercial Manager: Jack Harder
Program-Director-Chief Announcer: Jack Helmken
Artists' Bureau Head: Hazel Rogers
Musical Director: Kenneth Zelili

WDAK
WEST POINT—EST. 1940
MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Company
Address: General Tyler Hotel
Phone Numbers: 173; 193
Transmitter Location: General Tyler Hotel
Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 12 midnight
News Service: INS
Transcription Service: Associated Music Publishers

Personnel
President: L. J. Duncan
General Manager: Ted R. Woodard
Program Director-Chief Announcer: Perry Elliott
Chief Engineer: James G. Cobble

RADIO DAILY
IS RECEIVED AND READ
BY IMPORTANT
RADIO EXECUTIVES
EVERYWHERE

5 Days Each Week ★ 52 Weeks Each Year
For Latest U.S. Census, Population and Retail Trade Data
Please Turn to Page 222

KIDO
BOISE—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1380 Kc. Power: 2500 d.; 1000 n.
Owned By...C. G. Phillips & Frank Hill, d/b Boise Broadcasting Station
Operated By...C. G. Phillips
Address...Hotel Boise
Phone Numbers...660; 661
Transmitter Location...4½ miles northwest of City
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 10:30 p.m.
News Service...UP
Transcription Service...World Broadcasting System
Representative...John Blair & Company

Personnel
Station Manager...C. G. Phillips
Sales Promotion Manager...Boyd Braithwaite
Program Director-Chief Announcer...Billy Phillips
General Office Manager...Bonnie Scotland
Traffic Manager...Catherine Scotland
Sales Promotion Manager...Clete Lee
Musical Director...Vern Moore
Chief Engineer...Harold Toedtemeler

KID
IDAHO FALLS—EST. 1928
Frequency: 1350 Kc....Power: 5000 d.; 500 n.
Owned-Operated By...KID Broadcasting Co.
Address...KID Building
Phone Number...4
Transmitter Location...Ammon Road
Time on the Air...Unlimited license

Personnel
President and General Manager...J. W. Duckworth

KRLC
LEWISTON—EST. 1935
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...H. E. Studebaker
Address...Lewis-Clark Hotel Building

KIDO
Boise
NBC-Red Network
Blue Network
IDAHO'S
Metropolitan Station
Serves
46%
of Idaho's Total
Retail Sales

JOHN BLAIR & CO., Nat. Reps.
IDAHO

Phone Number .................................. 1950
Transmitter Location ........ Lewiston Orchards
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 12 noon to 7:15 p.m.
News Service .................................. UP
Transcription Service ....... World Broadcasting System; Langworth Feature Programs; C. P. MacGregor
Representative .............. John Blair & Company

Personnel
Owner .................. H. E. Studebaker
Station Manager ........ Donald A. Wike
Commercial Manager ...... R. A. Klise
Chief Announcer ........ David Peterson
Chief Engineer ............ Milton MacLafferty

KFXD
NAMPA—EST. 1922
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By ........ Frank E. Hurt
Business Address ......... 1024 Twelfth Ave., South
Phone Number ........... 1200
Studio Addresses: 1024 Twelfth Ave., South; 8th & Granite Sts., Caldwell, Idaho; 809 Main St., Boise, Idaho.
Transmitter Location .... 1024 Twelfth St., South
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8:30 a.m. to 6 p.m.
News Service ............ UP
Transcription Service: NBC Thesaurus; C. P. MacGregor; Lang-Worth

Personnel
Owner and Station Manager .... Frank E. Hurt
Commercial Manager ........ Doyle Cain
Program Director ............ Elaine Fisher
Chief Engineer ............. Edward Hurt

KSEI
POCATELLO—EST. 1926
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 930 Kc. .... Power: 1000 d.; 250 n.
Owned-Operated By ........ Radio Service Corporation
Address ....................... Pocatello
Phone Number ............. 960
Transmitter Location ......... Pocatello
Time on the Air: 5 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ............ UP
Transcription Service ... Lang-Worth; Davis & Schwegler
Representatives ........... The Walker Co.; Homer Owen Griffith

Personnel
President .................. O. P. Soule
Vice-Press-Gen. Manager ........ John E. Gardner
Commercial Manager .......... Jay Spracher
Program Director ............ F. M. Gardner
Production Manager-Chief .... Charles Crabtree
Announcer .................. Tom Ivory
Publicity Director ............ Will E. Wright
Musical Director ............ Franklin V. Cox
Chief Engineer ............. William M. Bruner

KTFI
TWIN FALLS—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1270 Kc. .... Power: 1000 Watts
Owned-Operated By ........ Radio Broadcasting Corp.
Address ....................... Radio Bldg.
Phone Number ............. 2400
Transmitter Location ........ Highway No. 30, west of Twin Falls
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service ............ Transradio; UP
Transcription Service: NBC Thesaurus; Lang-Worth; Davis & Schwegler
Representative .............. The Walker Co.

Personnel
President .................. O. P. Soule
Vice-Press-Gen. Manager ........ John E. Gardner
Commercial Manager .......... Jay Spracher
Program Director ............ F. M. Gardner
Production Manager-Chief .... Charles Crabtree
Announcer .................. Tom Ivory
Publicity Director ............ Will E. Wright
Musical Director ............ Franklin V. Cox
Chief Engineer ............. William M. Bruner

KWAL
WALLACE—EST. 1939
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By ........ Silver Broadcasting Co.
Address ............... 319 Civic Center Bldg.
Phone Number ............. 330
Transmitter Location .......... Wallace
Time on the Air ........... 7 a.m. to 12 midnight
News Service ............ UP
Transcription Service: NBC Thesaurus; Standard Radio

Personnel
General Manager ............ R. G. Binyon
Station Manager ............ William M. Bruner
Program Director ............ Howard Olson
News Editor ............... E. Camy
Continuity Editor ......... R. Smith
Chief Engineer ............. William M. Bruner
Yes, sir, more people in these 32 important centers—in addition to Chicago—listen to WMAQ than to any other Chicago station, according to a recent survey. Information about these important trading centers will be sent you upon request.

WMAQ—CHICAGO—SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

New York  Chicago  Boston  Washington
Cleveland  Denver  San Francisco  Hollywood
WMRO
AURORA—EST. 1938
Frequency: 1280 Kc. Power: 250 Watts
Owned-Operated By: Martin R. O'Brien
Address: 34 S. River St.
Phone Number: Aurora 4215
Transmitter Location: N. Aurora
Time on the Air: 6:30 a.m. to local sunset
News Service: AP
Transcription Service: NBC Thesaurus; Keystone Broadcasting System: BMI
Personnel
Owner-General Manager: Martin R. O'Brien
Sales Promotion Manager: Vincent G. Coley
Program-Musical Director: Mary Louise Brown
Publicity Director: Janet Goss
Artists' Bureau Head: Frances Cook
Bookkeeper: Veronica Hammond
Continuity Director: Julie Van der Meer
Chief Engineer: Leo Burch

WJBC
BLOOMINGTON—EST. 1934
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address: 209 E. Washington
Phone Number: 535
Studio Addresses: 209 E. Washington: McLean County Farm Bureau Bldg., Illinois Wesleyan Campus; Illinois State Normal University
Transmitter Location: West Gregory St., Normal, Ill.
Time on the Air: 6 a.m. to 10 p.m.
News Service: Transradio
Transcription Service: C. P. MacGregor
Sales Representative: Spot Sales, Inc.

Personnel
President and Station Manager: A. M. McGregor
Commercial Manager: Hugh L. Gately
Chief Announcer: Stanley Lantz
Traffic Manager: Marjorie Stanbus
Artists' Bureau Head: Al Staas
Musical Director: Don Glasgow
Chief Engineer: Ted Bailey

WCAR
CARTAGH—EST. 1921
Frequency: 1080 Kc. Power: 250 Watts
Owned-Operated By: Superior Broadcasting Service, Inc.
Business Address: Carthage
Phone Number: 520
Transmitter Location: R.F.D., Carthage
Time on the Air: Daytime to local sunset
News Service: UP
Transcription Service: NBC Thesaurus

WDS
CHAMPAIGN—EST. 1937
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Champaign News-Gazette, Inc.
Address: 48 Main St.
Phone Number: 6-1855
Transmitter Location: Champaign
Time on the Air: Unlimited license
Newspaper Affiliation: Champaign News-Gazette
Transcription Service: Associated Music Publishers

WDNS
CHICAGO—EST. 1930
Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By: Chicago Daily Drovers Journal
Address: Palmer House
Phone Number: Randolph 1932
Transmitter Location: 1001 Exchange Ave.
Time on the Air: 6 a.m. to local sunset
Newspaper Affiliation: Chicago Daily Drovers Journal

WAAF
CHICAGO—EST. 1922
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Chicago Daily Drovers Journal
Address: Palmer House
Phone Number: Randolph 1932
Transmitter Location: 1001 Exchange Ave.
Time on the Air: 6 a.m. to local sunset
Newspaper Affiliation: Chicago Daily Drovers Journal

WKO
CAIRO—EST. 1941
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oscar C. Hirsch
Address: Cairo
Transmitter Location: North of Cairo
Time on the Air: Unlimited license

Personnel
Owner: Oscar C. Hirsch

WGBH
BOSTON—EST. 1924
Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: Boston University
Business Address: 465-469 Mass Ave.
Phone Number: 9-2200
Transmitter Location: Boston University
Time on the Air: Unlimited license
Newspaper Affiliation: Boston University Daily
Transcription Service: CBS

WBUR
BOSTON—EST. 1924
Frequency: 960 Kc. Power: 500 Watts
Owned-Operated By: Boston University
Business Address: 465-469 Mass Ave.
Phone Number: 9-2200
Transmitter Location: Boston University
Time on the Air: Unlimited license
Newspaper Affiliation: Boston University Daily
Transcription Service: CBS

WBZ
BOSTON—EST. 1926
Frequency: 1030 Kc. Power: 500 Watts
Owned-Operated By: American Broadcasting Company
Business Address: 465-469 Mass Ave.
Phone Number: 9-2200
Transmitter Location: Boston University
Time on the Air: Unlimited license
Newspaper Affiliation: Boston University Daily
Transcription Service: CBS

WNEV
ROCHESTER—EST. 1928
Frequency: 1360 Kc. Power: 500 Watts
Owned-Operated By: Rochester Institute of Technology
Business Address: 465-469 Mass Ave.
Phone Number: 9-2200
Transmitter Location: Rochester Institute of Technology
Time on the Air: Unlimited license
Newspaper Affiliation: Rochester Institute of Technology
Transcription Service: CBS

WOR
BOSTON—EST. 1925
Frequency: 680 Kc. Power: 500 Watts
Owned-Operated By: William S. Paley
Business Address: 465-469 Mass Ave.
Phone Number: 9-2200
Transmitter Location: Boston University
Time on the Air: Unlimited license
Newspaper Affiliation: Boston University Daily
Transcription Service: CBS
Need New Bounce Back of Your Advertising
—to turn today’s purchasing power into profits?

Use WBBM.

Sixteen years straight advertisers have picked WBBM to carry more of their advertising than any other big Chicago station. Regularly 8 out of 10 renew, too.

And only results result in renewals.

If you feel your advertising is “under wraps” in the nation’s second market, we have some recent results you’d like to see.

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York St. Louis • Charlotte • San Francisco • Los Angeles
**Personnel**

President .................. Ward A. Neff  
General Manager............. William E. Hutchinson  
Assistant Manager........... Arthur F. Harre  
Sales Promotion Manager.... Walter Beadell  
Program Director-Chief .... Leland Gillette  
Musical Director........... James Kozak  
Chief Engineer................ Carl Uhrich

**W A I T**

**CHICAGO—EST. 1941**

Frequency: 820 Kc. .......... Power: 5000 Watts  
(C. P. 10,000 Watts)

Owned-Operated By............ WAIT, Inc.  
Address .................. 360 N. Michigan Avenue  
Phone Number................ State 3077  
Transmitter Location........ Church Road,  
Elmhurst, III  
Time on the Air............. Variable Sign-off Schedule  
News Service.................. AP  
Transcription Service........ Associated Music Publishers  
Representative............... The Walker Co.

**Personnel**

President .................. Gene T. Dyer  
Station-Commercial Manager... Herbert P. Sherman  
Program Director............ Joseph Rudolph  
Chief Engineer................ Edward J. Jacker

**W B B M**

**CHICAGO—EST. 1923**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 780 Kc. .......... Power: 50,000 Watts  

Owned-Operated By............ The Columbia Broadcasting System, Inc.  
Address .................. 410 North Michigan Ave.  
Phone .................. Whitehall 6000  
Transmitter Location........ Glenview, Illinois  
Time on the Air............. 5:30 a.m. to 1:30 a.m.  
News Service.................. AP; INS; UP  
Transcription Service........ Associated Music Publishers  
Representative............... Radio Sales

**Personnel**

President .................. Wm. S. Paley  
Vice-President and Station  
Manager .................. H. Leslie Atlass  
Assistant Manager........... J. L. Van Volkenburg  
Commercial Manager.......... J. Kelly Smith  
Sales Promotion Manager..... King Park  
Program Director............ Walter J. Preston  
Assistant Program Director... Stuart Dawson  
Western Division Publicity  
Director .................. James J. Kane  
Chief Announcer.............. George Guyon  
Office Manager............. John V. McLoughlin  
Musical Director............ Caesar Petillo  
Chief Engineer................ Frank B. Falknor

**WCFL**

**CHICAGO—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 1000 Kc. .......... Power: 10000 Watts  

Owned-Oper. By............. Chicago Federation of Labor  
Address .................. 656 Lake Shore Drive  
Phone Number................ Superior 5300  
Transmitter Location....... Downers Grove, Illinois  
Time on the air: 6 a.m. to 12:30 midnight;  
Sundays, 8:30 a.m. to 12 midnight  
News Service.................. UP  
Transcription Service........ Standard Radio Representative... The Katz Agency

**Personnel**

President.................. John Fitzpatrick  
General Manager............. Maynard Marquardt  
Commercial Manager.......... M. B. Wolens  
Program-Publicity Director... George T. Case  
Chief Announcer.............. Robert M. Purcell  
Control Room Supervisor..... G. O. Porter  
Transmitter Supervisor...... John J. Kurilla  
Musical Director............ John Kelly  
Chief Engineer............... Maynard Marquardt

**WCW**

**CHICAGO—EST. 1926**

Frequency: 1240 Kc. .......... Power: 100 Watts  

Owned-Operated By............ Clinton R. White  
Address .................. 2756 Pine Grove Ave.  
Phone Number................ Crawford 4100  
Transmitter Location....... 2756 Pine Grove Ave.  
Time on the air: 11 a.m. to 2 p.m. nd 5 p.m. to  
7 p.m.

**Personnel**

Owner .................. Clinton R. White

**WEDC**

**CHICAGO—EST. 1926**

Frequency: 1240 Kc. .......... Power: 250 Watts  

Owned-Operated By............ Emil Denemark, Inc.  
Address .................. 3860 Ogden Ave.  
Phone Number................ Crawford 4100  
Transmitter Location....... 3860 Ogden Ave.  
Time on the air: 77 hours weekly  
News Service.................. UP

**Personnel**

President .................. Emil Denemark  
Manager .................. Frank J. Kotnour  
Sales Promotion Manager..... Don F. Lavery  
Program Director............ Ted E. Burkland  
Chief Announcer.............. Al LaValle  
Musical Director-Artists' Bureau Head.  

Chief Engineer... Edward M. Ziolkowski  
Chief Engineer................ C. K. Frisk
During 1940 and 1941, surveys repeatedly showed that when messages of national importance were broadcast over all major Chicago stations—W-G-N had the largest audience!

When you can have this large, alert, W-G-N audience, why take less?

A clear channel station WGN—720 kilocycles

The FIRST STATION in Chicago

The FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM
ILLINOIS

WENR

CHICAGO—EST. 1925
BLUE NETWORK

Frequency: 890 Kc............Power: 50000 Watts
Owned-Operated By.............Blue Network Co.
Address........................Merchandise Mart
Phone Number....................Superior 8300
Transmitter Location.........Tinley Park, Ill.
Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3:30 p.m. and 12 midnight to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.
News Service...................AP; INS; UP
Transcription Service.........NBC Thesaurus
Representative..................Blue Network

Personnel
President..................Mark Woods
V-P—Central Div. Mgr..........E. R. Borroff
Program Manager...............James Stirton
Advertising and Sales Promotion Manager, E. J. Huber
Chief Announcer...............Gene Rouse
Publicity Director.............Anthony J. Koelker
Production Manager............Maurice Wetzel
Sales Manager................Merritt Schoenfeld
Continuity Editor...............L. J. Edgely
Director of Public Service Programs, William E. Drips
Sales Traffic Manager........Ray M. Neihenge
Research Manager.............G. A. Vernon

WGN

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc............Power: 50000 Watts
Owned-Operated By.............WGN, Inc
Address........................441 N. Michigan Ave.
Phone Number....................Superior 0100
Transmitter Location............Roselle, Illinois
Time on the air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2 a.m.; Sundays, 8 a.m. to 1:35 p.m.
News Service...................The Chicago Tribune
News Service...................AP; UP; Chicago Tribune
Transcription Service.........World Broadcasting System
Representative..................WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel
President.....................Col. Robert R. McCormick
Manager Director..............W. E. Macfarlane
Broadcasting Manager........Frank P. Schreiber
Commercial Manager...........William A. McGuineas
Program Director..............Joseph Ainline
Sales Promotion Manager......Ben H. Berentson
Special Events-Publicity Director, Bruce Dennis
News Editor....................Tom Foy
Talent Division Head..........Marvin Welt
Farm Director..................William R. Denslow
Concert Division Head........Austin Wilder
Musical Director................Henry Weber
Chief Engineer..................Carl J. Meyers

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc............Power: 5000 Watts
Owned-Operated By.............Oak Leaf Broadcasting Station, Inc.
Address........................14 N. Western Ave.
Phone Number...................Seeley 8068
Transmitter Location..........Ashburn (Chicago)
Time on the air: Unlimited license
News Service...................AP
Transcription Service.........Associated Music Publishers
Representative..................Forjoe & Co.

Personnel
Station Manager...............Gene T. Dyer
Commercial Manager...........Arnold B. Hartley
Sales Promotion Manager.....M. E. Clemens
Musical Director...............John Van
Chief Engineer..................George Bush

"HELP THE RED CROSS"
IT is an accepted fact among hundreds of advertisers that advertising on WLS gets results.

A mail order advertiser, for example, offered a permanent wave kit for 50¢ on a WLS morning program three days weekly. He got results—but quick! From 23 programs he received 18,136 orders, each with 50¢ enclosed!

For information on how you can use WLS to get results in Chicago and the Middle West, write Glenn Snyder at WLS... or ask any John Blair man.
WIND
CHICAGO
(For station listing see Gary, Ind.)

W J J D
CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
Owned By: WJJD Incorporated
Operated By: Ralph L. Atlass
Address: 230 North Michigan Ave.
Phone Number: STAte 5466
Transmitter Location: Desplaines, Illinois
Time on the Air: 4:30 a.m. to sundown
News Service: Transradio
Transcription Service: Standard Radio

FOR MAXIMUM
RESULTS in CHICAGO
at MINIMUM
COST...

CHECK UP ON
WIND
5000 WATTS • 560 KC • FULL TIME
Studies in Gary, Indiana and Chicago, Ill.
National Sales Offices
230 North Michigan Avenue, Chicago, Ill.

WLS
CHICAGO—EST. 1924
BLUE NETWORK
Frequency: 890 Kc. Power: 50000 Watts
Owned-Operated By: Agricultural Broadcasting Co.
Address: 1230 W. Washington Blvd.
Phone Number: Monroe 9700
Transmitter Location: U. S. 45 and 183rd St., Tinley Park, Ill.
Time on the Air: 5 a.m. to 3 p.m. and 6:30 to 8 p.m.; Saturdays, 5 a.m. to 3 p.m. and 6:30 p.m. to 12 midnight; Sundays, 8 a.m. to 12 noon and 7 to 8 p.m.
News Service: AP, UP
Personnel
President: Burridge D. Butler
Treasurer: George Cook
Station Manager: Glenn Snyder
Commercial Manager: Charles F. Freeman
Artists’ Bureau Head: George Ferguson
Publicity and Sales Promotion Director: Don Kelley
Program Director: Harold Safford
Farm Program Director: Arthur C. Page
Sales Service Manager: Wells H. Barnett, Jr.
Continuity Director: Frank Baker

WJJD
20,000 WATTS • CHICAGO
“The Nation’s Largest
Independent Station”

Specializing in creating
audience response to the
sponsor’s product.
WSBC
CHICAGO—EST. 1925
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Gene T. Dyer and partners
Operated By: Radio Station WSBC
Address: 2400 W. Madison St.
Phone Number: Seeley 8066
Transmitter Location: 2400 W. Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m., 8 to 10 p.m. and 11 to 12 midnight.
News Service: AP
Transcription Service: Associated Music Publishers
Representative: Forjoe & Co.

Personnel
President-General Manager: Gene T. Dyer
Program Sales Executive: Arnold B. Hartley
Program Director: Ruth Shelly
Musical Director: Dean Remick
Chief Engineer: Ed Jacker

WHFC
CICERO—EST. 1926
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHFC, Inc.
Address: 8138 W. Cermak Road
Phone Number: 8228, Cicero 4305
Transmitter Location: 8138 W. Cermak Road
Time on the Air: Unlimited license (18-hours daily)
News Service: UP

Personnel
President: R. F. Hoffman
Manager: M. E. Clifford
Chief Announcer: John Ravenel
Chief Engineer: George M. Ives, Jr.

WDAN
DANVILLE—EST. 1938
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Northwestern Publishing Co.
Operated By: Danville Commercial News
Address: 202 W. Hazel St. (Hotel Wofford)
Phone Number: 1700
Transmitter Location: 1500 N. Washington Avenue
Time on the Air: 7 a.m. to 10:15 p.m.
Newspaper Affiliation: Danville Commercial News
News Service: UP
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel
General Manager: E. C. Hewes
Station Manager: Francis A. Higgins
Commercial Manager: Guy F. Kitchen
Sales Promotion Manager: Ward White
W S O Y
DECATUR—EST. 1924
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Commodore Broadcasting, Inc.
Address: 351-357 No. Main St. Phone Number: 5371-2
Transmitter Location: 1891 No. Oakland Ave. Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation: Decatur Herald, Decatur Review
Representative: Sears & Ayer, Inc.

Program Director: Cody Noble
Publicity Director-Chief Announcer: Del Greenwood
Musical Director: Marie Karlstrom
Chief Engineer: Ted Magin

Personnel
President: F. W. Schaub
General Manager: Merrill Lindsay
Program Director: Easter Straker
Chief Announcer: Hugh Muncy
Musical Director: Joe Mitchell
Chief Engineer: M. H. Stuckwish

W K B B
EAST DUBUQUE
(See Dubuque, la.)

W T M V
EAST ST. LOUIS—EST. 1935
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Valley Broadcasting Co., Inc.
Address: Broadview Hotel, 5th and Broadway Phone Number: East 4390
Transmitter Location: Broadview Hotel, 5th and Broadway
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS Representative: Sears & Ayer

Program Director: Carlin S. French
Sales Promotion-Production Manager: Ralph Randall
Program Director: Harry Coleman
Musical Director: William Hart
Chief Engineer: Thos. R. McLean

W G I L
GALESBURG—EST. 1938
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Galesburg Broadcasting Co.
Address: Hill Arcade Phone Number: 4626 Main
Transmitter Location: Hill Arcade Time on the Air: Unlimited license
News Service: INS, UP Transcription Service: Standard Radio Representative: Sears & Ayer

Personnel
President: Howard A. Miller
Commercial Manager: Rollin B. Laughner
Program Director-Traffic Manager: Zala Lanphere
Chief Announcer: Bill Traylor
Chief Engineer: Gerald Foster

W E B Q
HARRISBURG—EST. 1923
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harrisburg Broadcasting Company
Address: 100 East Poplar St. Phone Number: 28
Transmitter Location: 100 East Poplar St. Time on the Air: 6 a.m. to 10 p.m.
News Service: Up

Program-Musical Director: Virginia Crane
Publicity Director: Harold Cook
Production Manager: Bob Franz
Chief Engineer: Joseph R. Tate

W J P F
HERRIN—EST. 1940
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Orville W. Lyerla
Address: Herrin Phone Number: 382 and 383
Transmitter Location: Herrin Time on the Air: 6 a.m. to 10:15 p.m.

Program Director: Fred Reinhardt
Production Manager: Edgar C. Defenbaugh
Chief Engineer: Lynion Lemond

W L D S
JACKSONVILLE—EST. 1941
Frequency: 1180 Kc. Power: 250 Watts
Owned-Operated By: Stephens & Korsmeyer
Address: Illinois Theater Bldg.
**ILLINOIS**

Phone Number..........................1180
Transmitter Location...1½ miles east of
Jacksonville
Time on the Air.......................Daytime license
News Service............................UP
Transcription Service..........Standard Radio

**Personnel**
General Manager........Edgar Parsons
Sales Promotion Manager...Pat O'Halloran
Production Manager..........John O'Connor
Chief Announcer..............Ken Lambert
Musical Director............Peg Parsons
Chief Engineer..............Gerald Cassens

**WCLS**
JOLIET—EST. 1923

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By.........WCLS, Inc.
Address.........................7 East Clinton St.
Phone Number.................Joliet 4761
Transmitter Location......Maple Rd.
Time on the Air...............7 a.m. to 12 midnight
News Service.......................UP
Transcription Service.......Associated Music Publishers

**Personnel**
President......................Walter Ashe
Station Manager............Robert M. Holt
Commercial-Sales Promotion Manager.....Frank R. Davis
Program Director-Chief Announcer......James Mitchell
Publicity Director............Roger Patrick
Chief Engineer...............Lester De Costa

**WMBD**
PEORIA—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1470 Kc........Power: 5000 Watts
Owned-Operated By.........Peoria Broadcasting Company
Address..........................200 Alliance Life Bldg.
Phone Number....................7133
Transmitter Location........Highway No. 29,
                              halfway between Peoria and Pekin
Time on the Air: 5:45 a.m. to 12 midnight,
                 Sundays, 8 a.m. to 12 midnight
News Service.......................UP
Transcription Service........Standard Radio,
                              Lang-Worth, BMI
Representative...............Free & Peters, Inc.

**Personnel**
President and Manager.........Edgar L. Bill
Assistant Manager..............Charles C. Caley
National Sales Manager........Hugh K. Boice, Jr.
Promotion Manager............C. Russell Ehresman

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**Everything Points To ROCKFORD**

★ A GREAT DEFENSE MARKET
★ LOCATION OF CAMP GRANT
★ 2ND MACHINE TOOL CITY IN U. S.
★ PAYROLLS HITTING NEW HIGHS
★ RETAIL SALES 40% OVER 1940

**WROK**
ROCKFORD'S 1000 WATT MUTUAL OUTLET

Owned and Operated by Rockford Consolidated Newspapers, Inc.
The Rockford Morning Star and Register-Republic

National Representatives:
HEADLEY-REED CO.

ROCKFORD IS 100 MILES WEST OF CHICAGO

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410
Program Director: R. Brooks Watson
Director of Womens Activities: Josephine Wetzler
Continuity Director: Vernon Nolte
Farm Editor: Emil Bill
Artists’ Bureau Head: Milton Budd
Musical Director: Robert Black
Chief Engineer: Ted Giles

**WTAD**

**QUINCY—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Illinois Broadcasting Corp.
Address: W.C.U. Bldg., 510 Main St.
Phone Number: 6200
Transmitter Location: Quincy Gardens
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System
Representative: C. P. MacGregor

**WHBF**

**ROCK ISLAND—EST. 1925**

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Broadcasting Co.
Business Address: 1800 Third Ave.
Phone Number: 918 and 919
Studio Addresses: 1800 Third Ave., Fifth Ave.
Bldg., Moline; Orpheum Theater, Davenport, Iowa
Transmitter Location: 23rd Ave. and 52 St., Moline, Ill.
Time on the Air: 5:30 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: The Rock Island Argus
News Service: AP, UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Company

**WRKO**

**ROCKFORD—EST. 1923**

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d. 500 n.
Owned-Operated By: Rockford Broadcasters, Inc.
Address: News Tower
Phone Number: Main 5632
Transmitter Location: Kilburn Ave. Rd.
Newspaper Affiliation: Rockford Morning Star
Sales Manager: Walter Kosssler
Program Director: William R. Traum
Traffic Manager: John Dixon
Music Director: Connie Williams
Chief Engineer: Francis Wentura

**WCBUS**

**SPRINGFIELD—EST. 1928**

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WCBS, Inc.
Address: 523 E. Capital
Phone Number: 5855
Transmitter Location: 2200 S. 6th
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Illinois State Journal
News Service: AP
Representative: Sears & Ayer, Inc.
WTAX
SPRINGFIELD—EST. 1930
Frequency: 1240 Kc. ___________ Power: 100 Watts
Owned By: ___________ WTAX, Inc.
Operated By: ___________ Jay A. Johnson
Business Address: ___________ 204 Reisch Bldg.
Phone Number: ___________ 2-4441
Studio Address: ___________ 117-119 S. 5th St.
Transmitter Location: ___________ 1 mile south of First St. Road, Champaign, Ill.
Time on the Air: ___________ 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11:30 p.m.
News Service: ___________ UP
Transcription Service: ___________ Associated Music Publishers
Representative: ___________ The Foreman Company

President and Manager: ___________ Jay A. Johnson

W D Z
TUSCOLA—EST. 1921
Frequency: 1050 Kc. ___________ Power: 1000 Watts
Owned-Operated By: ___________ WDZ Broadcasting Company
Address: ___________ Star Building
Phone Number: ___________ 98 and 153
Transmitter Location: ___________ Intersection of U. S. Highways 36 and 45
Time on the Air: ___________ Sunrise to sunset
News Service: ___________ UP
Transcription Service: ___________ Lang-Worth
Representative: ___________ Howard H. Wilson Co.

Personnel

President: ___________ E. L. Bill
Station and Sales Manager: ___________ Clair B. Hull
Promotion Manager: ___________ Walter Schafer
Program Director-Chief Announcer: ___________ Fran Booton
Production Manager: ___________ Curt Poulton
Musical-Publicity Director: ___________ Herbert L. Johnson
Artists’ Bureau Head: ___________ Frank Jennings
Chief Engineer: ___________ Mark C. Spies

W I L L
URBANA—EST. 1922
Frequency: 580 Kc. ___________ Power: 5000 d.
Owned-Operated By: ___________ University of Illinois
Business Address: ___________ Urbana
Phone Number: ___________ 7-2400 and 7-2616
Studio Address: ___________ 400 S. Wright St.
Transmitter Location: ___________ 1 mile south on First St. Road, Champaign, Ill.
Time on the Air: ___________ 6:30 a.m. to local sunset
News Service: ___________ Daily Illini (student newspaper)
Transcription Service: ___________ AP
Representative: ___________ The Associated Newspapers

Director: ___________ Jos. F. Wright
Program Director: ___________ Frank E. Schooley
Publicity Director: ___________ Art Wildhagen
Chief Announcer: ___________ Paul Bolman
Continuity Editor: ___________ Virginia Cook
Musical Director: ___________ Lanson F. Deming
Production Director: ___________ Nat H. Erwin
Chief Engineer: ___________ A. James Ebel

(Non-Commercial Station)

W H B U
ANDERSON—EST. 1922
Frequency: 1240 Kc. ___________ Power: 250 Watts
 Owned-Operated By: ___________ Anderson Broad-casting Corp.
Business Address: ___________ Citizens Bank Bldg.
Phone Number: ___________ 234
Studio Address: ___________ 1110 Meridian St.
Transmitter Location: ___________ 1110 Meridian St.
Time on the Air: ___________ 7 a.m. to 10 p.m.
News Service: ___________ UP
Transcription Services: ___________ NBC Thesaurus.
Standard Radio Representative: ___________ Associated Radio Sales

Personnel

President-General Manager: ___________ L. M. Kennett
Commercial Manager: ___________ John R. Atkinson

W T R C
ELKHART—EST. 1931
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. ___________ Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Address: ___________ Hotel Elkhart
Phone Number: ___________ 948
Transmitter Location: ___________ Oakland Avenue Road one mile south Elkhart city limits
Time on the Air: ___________ 7 a.m. to 10 p.m.; Sundays, 11 a.m. to 9 p.m.
News Service: ___________ Elkhart Daily Truth
News Service: ___________ UP
Transcription Service: ___________ World; Standard Radio; Keystone
Representative: ___________ Burn-Smith Company, Inc.

Personnel

President: ___________ C. D. Greenleaf
General Manager: ___________ R. R. Baker
**Program Director**.......................... Paul Upson
**Musical Director**.......................... Ethel Geiss
**Chief Engineer**............................ Kenneth Singleton

**WEOA**
EVANSVILLE—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ........ Evansville On The Air, Inc.
Address .................... 519 Vine St.
Phone Number ............... 2-1171
Transmitter Location ........ Evansville
Time on the Air ............ Unlimited license
Transcription Service ....... World Broadcasting System
Representative .............. Weed & Co.

**Personnel**
Secretary-Treasurer
and General Manager........ Clarence Leich

**WGBF**
EVANSVILLE—EST. 1925
BLUE NETWORK
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By ........ Evansville On The Air, Inc.
Address .................... 519 Vine St.
Phone Number ............... 2-1171
Transmitter Location ........ Evansville
Time on the Air ............ Unlimited license
Transcription Service ....... World Broadcasting System
Representative .............. Weed & Co.

**Personnel**
General Manager............... Clarence Leich

**WGLO**
FORT WAYNE—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By ........ Westinghouse Electric Mfg. Co.
Operated By Westinghouse Radio Stations, Inc.
Business Address ............ 925 So. Harrison St.
Phone Number ............... A-2135
Studio Address ............... Westinghouse Building
Transmitter Location ..... Westinghouse Building
Time on the Air ........... 6:30 a.m. to 12 Midnight
News Service ................ UP
Transcription Service ....... NBC Thesaurus, Standard Radio
Representative .............. National Broadcasting Co.

**Personnel**
President ....................... Walter Evans
Station Manager............... J. B. Conley
Commercial Manager .......... Frank V. Webb
Auditor ....................... Kenneth Foellinger
Sales Promotion Mgr. ....... Jack O'Mara
Program Director .......... Eldon Campbell
Production Director ........ Carl Vandagrift
Chief Announcer ............ J. Howard Ackerley
Chief Engineer ............. Robert G. Duffield, Jr.

**WOWO**
FORT WAYNE—EST. 1925
BLUE NETWORK
Frequency: 1190 Kc. Power: 10,000 Watts
Owned-Operated By ........ Westinghouse Electric & Mfg. Co.
Operated By Westinghouse Radio Stations, Inc.
Address .................... 925 So. Harrison St.
Phone Number ............... A-2136
Transmitter Location ...... Routes 30 and 33
Time on the Air ............ 5:30 a.m. to 1 a.m.
News Service ................ UP
Transcription Services ..... NBC Thesaurus: Standard Radio
Representative .............. National Broadcasting Co.

**WIND**
GARY—EST. 1927
CBS
Frequency: 560 Kc. Power: 5,000 Watts
Owned-Operated By .......... Johnson-Kennedy Radio Corp.
Business Address .......... 504 Broadway
Phone Numbers ............... Gary 9191; State 4176 (Chicago)
Studio Addresses .......... 504 Broadway: 230 N. Michigan Blvd., Chicago
Transmitter Location ...... Black Oak, Indiana
Time on the Air ............ 6 a.m. to 4 a.m.
News Service ............... AP; Transradio
Representative .............. Foreman Company

**Personnel**
President ....................... Ralph L. Altass
Manager ...................... Dee O. Coe
Sales Manager............... John T. Carey
Program Director .......... J. Riley Jackson
Production Manager ........ Robert Diller
Director of Public Relations: Al Hollender
Chief Engineer .............. George Maki
(See Page 407)
WHIP
HAMMOND—EST. 1937
Frequency: 1520 Kc........Power: 5000 Watts
Owned-Operated By........Hammond-Calumet
Broadcasting Corporation
Business Address: 165 North Michigan Ave.,
Chicago, Ill.
Phone Number ..................Randolph 3727
Studio Addresses: 5935 S. Hohman Ave.; 165
N. Michigan, Chicago, Ill.
Transmitter Location: 137 & Pochman Aves.
Time on the Air........6 a.m. to 4 a.m.
News Service .................INS
Transcription Service .......Lang-Worth

Personnel
President-General Manager. George F. Sourrier
Managing Director ...........Doris Keane
Commercial-Sales Promotion
Manager .......................Robert E. Potter
Program Director ............Mark Love
Production Manager ..........Elmer Herkner
Publicity Director ..........Lyn Farnham
Artists Bureau Head .........Frank Bennett
Sports Director ...............Robert Bryar
Foreign Director .............Paul Saliner
Special Features Director ...John Curley
Musical Director .............Don Maya
Chief Engineer ...............H. V. Fitzcharles

WJOB
HAMMOND—EST. 1928
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated by .........O. E. Richardson &
Fred L. Adair
Address .....................449 State St.
Phone Number ...............Hammond 9800
Transmitter Location ...449 State St.
Time on the Air ...........7 a.m. to 12 midnight
News Service ...............UP
Representative ..........Associated Radio Sales

Personnel
Station Manager ..........O. E. Richardson
Technical Supervisor .......John Felthouse

WFBI
INDIANAPOLIS—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1260 Kc........Power: 5000 Watts
Owned-Operated By .........WFBI, Inc.
Address .....................48 Monument Circle
Phone Number ...............Lincoln 8506
Transmitter Location ....2 miles northeast of
Millersville, Indiana
Time on the Air ..........18 hours (regularly)
News Service ..........AP; INS

Why argue with FACTS?...in INDIANAPOLIS
WIRE
CARRIES MORE
LOCAL COMMERCIAL
PROGRAMS THAN
ALL THREE OTHER
STATIONS
Combined!

BASIC NBC RED
GEO. P. HOLLINGBERRY
REPRESENTATIVES
WISH INDIANAPOLIS—EST. 1941
BLUE NETWORK
Owned-Operated By...........Capitol Broadcasting Corporation
Address........................Board of Trade Building
Phone Number..................Market 6345
Transmitter Location............Post Road and Rawls Ave.
Time on the Air...............6 a.m. to 1 a.m.
News Service....................AP
Transcription Service...........Standard Radio
Representative................Free & Peters, Inc.

Personnel
President-Gen. Manager........G. Bruce McConnell
Treasurer........................Edward H. Harris
Vice-President...................Alvin R. Jones
Business Manager...............Raymond E. Bauman
Program Director...............Miles Reed
Chief Announcer.................William Frost
Musical Director...............James Boyer
Chief Engineer..................Stokes Gresham, Jr.

WKMO KOKOMO—EST. 1941
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.............Kokomo Broadcasting Co.
Address..........................400 North Main St.
Transmitter Location..........1450 Kc.
Time on the Air................Limited license
Transcription Service........Lang-Worth
Representative................Cox & Tanz

Personnel
President-Commercial ..........Dr. Charles K. Boyajian
Manager..........................B. A. Manning

WASK LAFAYETTE—EST. 1941
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By............WFAM, Inc.
Business Address.................Lafayette
Studio Address................Wallace Bldg.
Transmitter Location..........Lafayette
Time on the Air...............6 a.m. to 12 midnight

Personnel
President........................O. E. Richardson
Station Manager...............J. Gibbs Spring
Program Director..............Randolph Bean

WLBC MUNCIE—EST. 1926
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.............Donald A. Burton
Business Address.................Muncie
Phone Number....................4403
Studio Address: Junction of Highways Nos. 69, 3 and 35, south of Muncie
Transmitter Location: South of Muncie
Time on the Air: 5:30 a.m. to 11:30 p.m.
News Service: AP; UP
Transcription Service: Associated Music Publishers; Standard Radio
Representative: Foroe & Co.

**Personnel**

Owner-Station Manager: Donald A. Burton
Commercial Manager: Wm. F. Craig
Sales Manager: Wm. F. Craig
Publicity Director: Ed De Miller
Program-Musical Director: Carl Noble
Chief Engineer: Maurice Crain

**WGRC**

**NEW ALBANY (LOUISVILLE, KY.)**

**EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**SOUTHERN NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.; Louisville, Ky.
Phone: 3359 Wabash
Studio Address: Kentucky Home Life Bldg.; Louisville, Ky.; Elsby Bldg., New Albany
Transmitter Location: McCulloch Pike, near New Albany
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP; Transradio
Transcription Service: Standard Radio; Associated Music Publishers; Lang-Worth
Representatives: Burn-Smith Co.; Walter Biddick Co.

**Personnel**

President and Manager: S. A. Cisler
Commercial Manager: Howard Perry
Sales Promotion Manager: Harry Hunter
Production Manager: W. S. Luckenbill
Musical Director: Harry Arnold
Chief Engineer: William Sharp
Traffic-Continuity Director: David Wilburn
News Editor: Tom Smith

**WKBV**

**RICHMOND—EST. 1926**

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Knox Radio Corp.
Address: 225 N. 8th St.
Phone Number: 1434
Transmitter Location: North Richmond
Time on the Air: Unlimited License
News Service: INS
Transcription Service: Lang-Worth; Keystone Broadcasting System

**Personnel**

President: William O. Knox

**WSBT**

**SOUTH BEND—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc. Power: 500 Watts; (C. P. 1000)
Owned-Operated By: South Bend Tribune
Address: 225 W. Collay Ave.
Phone Number: 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
Newspaper Affiliation: South Bend Tribune
News Service: UP
Transcription Service: NBC Thesaurus; Standard Radio
Representative: Paul H. Raymer Co.

**Personnel**

President: F. A. Miller
Station Manager: Franklin D. Schurz
Commercial Manager: R. H. Swintz
Program Director-Chief: Announcer: Robert L. Barker
Publicity Director: Mary Stockdale
Musical Director: Harlan Hogan
Chief Engineer: H. Cole

**WBO**

**TERRE HAUTE—EST. 1925**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Banks of the Wabash Inc.
Address: 303 South Sixth Street
Phone Number: Crawford 3384
Transmitter Location: First St. and Peyton Ave.
Time on the Air: 6:45 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System; Langworth
Representative: Weed & Company

**Personnel**

Vice-President-Gen. Manager: Martin L. Leich
Commercial Manager: George M. Jackson
Program Director: Leo Baxter
Chief Engineer: Robert B. Almon

**WAOV**

**VINCENNES—EST. 1940**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Vincennes Newspapers, Inc.
Address: Grand Hotel
Phone Number: 787-788
Transmitter Location: US 41, north of Vincennes (1/2 mile)
INDIANA - IOWA

Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
Newspaper Affiliation ................. Vincennes
Sun-Commercial
News Service......................... UP
Transcription Service ........Lang-Worth. World
Broadcasting System
Representative........ George P. Hollingbery Co.

Personnel
Vice-President-General
Manager ...................... Howard N. Greenlee
Station Manager ............... Victor H. Lund
Commercial-Sales Promotion
Manager ...................... Lawrence O. Hammer
Program Director-Chief
Announcer ................. J. Frank Burger
Publicity Director .......... Anne Gilbert
Musical Director .......... Byron Davidson
Chief Engineer ............. Claude M. Harris, Jr.

IOWA
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 226

WOI
AMES—EST. 1921 (9YI)
Frequency: 640 Kc.................. Power: 5000 Watts
Owned-Operated By .............. Iowa State College
Address ....................... Service Building
Phone Number ................. 2500; Extension 281
Transmitter Location ............... Service Building
Time on the Air ............... 6 a.m. to local sunset
News Service ................ UP
Transcription Service ........ Standard Radio

Personnel
President ................... Charles E. Friley
Director ...................... W. I. Griffith
Production Manager ........ Dick Hull
Publicity Director ............ R. W. Beckman
Chief Announcer .............. Don Jackson
Musical Director .............. Howard Chase
Chief Engineer ............... L. L. Lewis
(Non-Commercial Station)

KBUR
BURLINGTON—EST. 1941
Frequency: 1490 Kc.................. Power: 250 Watts
Owned-Operated By .......... Burlington Broadcasting Co.
Address ....................... National Bank Bldg.
Phone Number ................. 660; 681
Transmitter Location ............... National Bank Bldg.
Time on the Air ............... 5:30 a.m. to 11 p.m.
Newspaper Affiliation ........... Burlington Hawkeye Gazette
News Service .................. AP
Transcription Service ........ Standard Radio
Representative........ William G. Rambeau Co.

Personnel
President-General Manager ...... Joe DuMond
Program-Musical Director .... Les Barry
Publicity Director .............. Herbert Resnick
Chief Announcer ............... Cliff Hendrix
Chief Engineer ............... Willis Wilson

KFGQ
BOONE—EST. 1927
Frequency: 1260 Kc.................. Power: 250 Watts
 Owned-Operated By .......... Boone Biblical College
Business Address .......... 924 West Second Street
Phone Number ................. 616-W
Transmitter Location ............... 924 West Second St.
Time on the Air ................ Daytime License

Personnel
Manager ...................... Lois Crawford
Program Director-Chief Announcer, Mina Green
Musical Director .............. Opal Hartung
Chief Engineer .............. Paul R. Huntsinger
(Non-Commercial Station)

WMT
CEDAR RAPIDS, WATERLOO—
EST. 1922
CBS-MUTUAL
THE COWLES GROUP
Frequency: 600 Kc.................. Power: 5000 Watts
Owned-Operated By .......... Iowa Broadcasting Company
Address: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 236 (Waterloo)
Transmitter Location ........ Marion, Iowa
**KROS**

**CLINTON—EST. 1941**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Clinton Broadcasting Corp.
Business Address: Jacobsen Bldg.
Phone Number: 448
Studio Address: 246 1/2 Fifth Ave., South
Transmitter Location: 246 1/2 Fifth Ave., South
Time on the Air: Unlimited License
Newspaper Affiliation: None
News Service: AP
Transcription Service: Standard Radio
Representative: Spot Sales, Inc.

**Personnel**

President: Peter Matzen
General Manager: Morgan Sexton
Sales Promotion Manager: B. M. Jacobsen
Program Director: Jack Hubbard
Production Manager: Robert Irwin
Publicity Director: Darlene Gordon
Auditor: Lucille De Leers
Musical Director: Margery Meinert
Chief Engineer: Gilbert Andrew

**KWLC**

**DECORAH—EST. 1926**

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Luther College
Business Address: 600 Leve Erikkson Drive
Phone Number: 690
Studio Address: C. K. Preus Gymnasium
Transmitter Location: C. K. Preus Gymnasium
Time on the Air: 7:30 a.m. to local sunset

**Personnel**

President: Dr. O. J. H. Preus
Treasurer: Karl Hanson
Program Director: Robert E. Lee
Publicity Director: M. Lore
Chief Engineer: O. M. Eittrin
(Non-Commercial Station)

**KRTN**

**DES MOINES—EST. 1935**

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.  Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting Company
Address: 715 Locust St.
Phone Number: 3-2111
Transmitter Location: S. E. 22nd & Park Ave.
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation: Des Moines Register and Tribune
News Service: AP
Transcription Service: Standard Radio
Representative: The Katz Agency

**Personnel**

President: Gardner Cowles, Jr.
General Manager: L. H. Hill
Assistant General Manager and Commercial Manager: Craig Lawrence
National Sales Manager: Ted Enns
Program Director: Ed Linehan
Sales Promotion Manager: Wayne Welch
Publicity Director: Mary Little
Farm Service Director: Andy Woolfries
Women's Director: Betty Wells
Musical Director: Edward Truman
Chief Engineer: Paul Huntsinger
**KSO**

**DES MOINES—EST. 1921**

**BLUE NETWORK—MBS**

**THE COWLES STATIONS**

Frequency: 1460 Kc. Power: 5000 Watts

Owned-Operated By: Iowa Broadcasting Company

Address: 715 Locust Street

Phone Number: 3-2111

Transmitter Location: S.E. 22nd & Park Avenue

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.

Newspaper Affiliation: Des Moines Register and Tribune

News Service: AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative: The Katz Agency

**Personnel**

President: Gardner Cowles, Jr.

General Manager: Luther Hill

Assistant General Manager and Commercial Manager: Craig Lawrence

National Sales Manager: Ted Enns

Program Director: Ed Linehan

Sales Promotion Manager: Wayne Welch

Publicity Director: Mary Little

Farm Service Director: Andy Woolfries

Women’s Director: Betty Wells

Musical Director: Edward Truman

Chief Engineer: Paul Huntsinger

Public Relations Director: Ralph Evans

Musical Director: Don Hovey

Technical Director: Paul A. Loyet

**KDTN**

**DUBUQUE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1370 Kc. Power: 1000 Watts

Owned By: Telegraph-Herald

Operated By: Fred Woodward

Address: 8th and Bluff

Phone Number: 1603

Transmitter Location: East Dubuque, Ill.

Time on the Air: Unlimited License

Newspaper Affiliation: Telegraph-Herald

News Service: AP

Transcription Service: Langworth: Standard Radio

Representative: John Pearson

**Personnel**

President: Fred Woodward

Station Manager: K. S. Gordon

Commercial Manager: W. J. Binkley

Program Director: Paul Skinner

Chief Engineer: Stan Beck

**WHO**

**DES MOINES—EST. 1924**

**NBC—CORN BELT WIRELESS**

Frequency: 1040 Kc. Power: 50000 Watts

Owned-Operated By: Central Broadcasting Co.

Business Address: 914 Walnut St.

Phone Number: 3-7147

Studio Addresses: 914 Walnut St.; Shrine Auditorium; Iowa State Fair Grounds

Transmitter Location: Mitchellville, Iowa

Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 8 a.m. to 12 Midnight

News Services: INS; UP

Transcription Services: NBC Theasurus; BMI

Representative: Free & Peters, Inc.

**WKBK**

**DUBUQUE—EST. 1933**

**BLUE NETWORK**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Sanders Bros. Radio Station

Address: Hotel Julien

Phone Number: 572

Transmitter Location: R. R. No.2, Dubuque, Iowa

Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 8 a.m. to 12 Midnight

News Service: INS

Transcription Service: Associated Music Publishers

Representative: Spot Sales, Inc.

**Personnel**

President: Walter E. Klauer

Station Manager: James D. Carpenter

Program Director: Gleason E. Kistler

Publicity Director-Chief Announcer: L. Vaughn Gayman

Musical Director: Ethel Carpenter

Chief Engineer: Leonard Carlson

**KVFD**

**FORT DODGE—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts

Owned By: Northwest Broadcasting Co.

Operated By: Edward Breen
Address...........912 First Ave. South; Warden Bldg.
Phone Number.................Walnut 3761
Transmitter Location.Junction of highways 169 and 20
Time on the Air.............6 a.m. to Midnight:
Sundays, 8 a.m. to Midnight
News Service..................UP
Transcription Service........Standard Radio
Representative................Burn-Smith Co.

Personnel
President-General Manager.....Edward Breen
Program Director...............Robert Carson
Publicity Director.............Cole McMartin
Traffic Manager...............Elizabeth Hohn
Bookkeeper....................Mae Chaliberg
Chief Engineer................Jack Duncan

WSUI
IOWA CITY—EST. 1919
Frequency: 910 Kc..........500 d.; 1000 n.
(C.P. 5000)
Owned-Operated By..The State University of Iowa
Address.........................Iowa City
Phone Number..................2111-237
Transmitter Location.........Iowa City
Time on the Air...8 a.m. to 10 p.m. (except Sunday)
News Service..................AP

Personnel
Station Director.............Carl H. Menzer
Program Director.............Pearl E. Broxam
Production.....................Prof. H. Clay Harshberger
Chief Announcer...............Bob Pfeiffer
Chief Engineer................S. J. Ebert
(Non-Commercial Station)

KFJB
MARSHALLTOWN—EST. 1923
Frequency: 1230 Kc...........Power: 250 Watts
Owned-Operated By..........Marshall Electric Company
Address........................1603 West Main Street
Phone Number..................3361
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
News Service.................UP
Transcription Service.......C. P. MacGregor; Lang-Worth
Representative...............The Walker Company

Personnel
President and Station Manager......Earl Peak
Commercial Manager............E. W. Thompson
Program Director...............O. L. Russell
Production Manager-Musical...Director
Chief Announcer...............Cleo Hiner
Chief Engineer................Bill White
Eugene Peak

KGLO
COLUMBIA CITY—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 1300 Kc...........Power 1000 Watts
(C.P. 5000 Watts)
Owned-Operated By..Mason City Globe Gazette Co.
Address......................200 North Federal Avenue
Phone Number..................2800
Transmitter Location.........Highway 18, west of Mason City
Time on the Air..............5 a.m. to 4 a.m.
Newspaper Affiliation........Mason City Globe Gazette
News Service..................AP: UP
Transcription Service.........NBC Thesaurus; Mason City Globe Gazette

Personnel
Station Manager..............F. C. Eighmey
Commercial Manager...........George Arnold, Jr.
Sales Promotion Manager......Ken Kew
Program Director...............John Price
Production Manager............Jim Woods
Publicity Director...............Henry Hook
Chief Engineer...............Leo Born

KBIZ
OTTUMWA—EST. 1941
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By..........J. D. Falvey
Address.......................117 E. Main St.
Phone Number..................5600
Transmitter Location.........Community Gardens
Time on the Air..............6 a.m. to 11 p.m.
Newspaper Affiliation........None
News Service..................UP
Transcription Service.........Standard Radio; Mason City Globe Gazette

Personnel
Station Manager..............I. D. "Jack" Falvey
Commercial-Sales Promotion Manager, Em Owen
Program Director-Chief Announcer...Harry Grove
Publicity Director...............Bill Mackintosh
Woman's Editor................Natalie Harris
Musical Director...............Celeste Coop
Chief Engineer...............Wayne Hatchett

KFNF
SHENANDOAH—EST. 1924
Frequency: 920 Kc...........Power: 1000 d., 500 n.
Owned-Operated By..........KFNF, Inc.
Address.......................407 Sycamore St.
Phone Number..................1 PBX
Transmitter Location.........407 Sycamore St.
Time on the Air..............6 a.m. to 2:30 p.m. and 5 to 10 p.m.; Sundays, 8 a.m. to 2:30 p.m. and 5 p.m. to 6:45 p.m.
News Service..................Transradio
Travel Service........ Standard Radio
Representative........ Reynolds-Fitzgerald, Inc.

Personnel
President.......................... Henry Field
Manager............................. John Nicholson
Commercial Manager-Program Director........ Paul O. Brawner
Musical Director.................. Paul McKinniry
Chief Engineer..................... George Crocker

KMA
SHENANDOAH—EST. 1925
BLUE NETWORK—MUTUAL
CORN BELT WIRELESS REBROADCASTING SERVICE
Frequency: 960 Kc........ Power: 5000 d; 1000 n.
Owned-Operated By........ May Broadcasting Co.
Address....................... Lowell and Elm Streets
Phone Number................... 192
Transmitter Location......... Route 48
Time on the Air................. Unlimited license
News Service..................... UP
Transcription Service.......... Langworth
Representative................. Free & Peters, Inc.

Personnel
President.......................... Earl E. May
Station & Commercial Mgr........... J. (Cy) Rapp
Sales Production Manager........ Owen Saddler
Program Director-Chief Announcer Mott Johnson
Continuity Director.......... Bill O'Hollaren
Traffic Manager................ Margaret Freeman
Artists' Bureau Head.......... Clifford Cross
Musical Director............... Faylon Geist
Chief Engineer.................. Ray Schroeder

KSCJ
SIoux City—EST. 1927
BLUE NETWORK
Frequency: 1360 Kc........ Power: 5000 Watts
Owned-Operated By........... Perkin Bros. Co.
Address....................... 415 Douglas Street
Phone Number................... 5-7993
Transmitter Location........ 5500 Floyd River Road
Time on the Air................. 6 a.m. to 12 midnight
Newspaper Affiliation........ Sioux City Journal-Tribune
News Service..................... AP
Transcription Service......... C. P. MacGregor
Representative................. Geo. P. Hollenberg Co.

Personnel
President......................... William H. Sammons
Station Manager.................. Eugene T. Flaherty
Program Director............... Larry Coke
Chief Announcer................. Charles Sebastian
Director of Education......... Elizabeth Sammons
Musical Director............... Miriam Corkhill
Chief Engineer.................. Alvin H. Smith

KTRI
SIoux City—EST. 1938
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By........... Sioux City Broadcasting Company
Business Address.............. Commerce Building
Phone Number................... 8-0185
Transmitter Location......... Commerce Building
Time on the Air................. Unlimited license
Newspaper Affiliation........ Sioux City Tribune
News Service..................... UP
Transcription Service........ Associated Music Publishers
Representative................. The Walker Company

Personnel
President........................ Eugene Kelly
General Manager................ Dietrich Dirks
Commercial Manager............. Ray Jensen
Program Director-Chief Announcer Bill Warner
Production Manager............. Del Allen
Publicity Director............. Bill Tredway
Office Manager................ Cliff Blakely
Artists' Bureau Head.......... Bernie Marr
Chief Engineer.................. Carl McGee

KICD*
SPENCER—EST. 1941
Frequency: 1240 Kc........ Power: 100 Watts
Owned-Operated By........... Iowa Great Lakes Broadcasting Co.
Address....................... Iowa
Transmitter Location......... Spencer
Time on the Air................. Unlimited license

Personnel
President......................... Robert G. Lexvold
Vice-President.................. Lawrence W. Andrews
Secretary-Treasurer............. Lyle W. Nolan
*Station had construction permit at press time and no further information was available.

Unassigned*
WATERLOO—EST. 1942
Frequency: 1540 Kc........ Power: 50000 Watts
Owned-Operated By........... Josh Higgins Broadcasting Co.
Address....................... Waterloo
Transmitter Location......... Waterloo
Time on the Air................. Unlimited license
* Station has construction permit. No further information available at press time.
K V A K
ATCHISON—EST. 1939
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Carl Latenser
Address: 622 Commercial Street
Phone Number: 1420
Transmitter Location: East Atchison
Time on the Air: 6 a.m. to 10 p.m.
News Service: Transradio
Transcription Service: Lang-Worth

Personnel
Owner & Director: Carl Latenser
Station Manager: Harold McKinney
Commercial-Sales Promotion Manager: Lloyd McClure
Program Director: Robert Griffith
Chief Engineer: Charles Weisman

K G G F
COFFEYVILLE—EST. 1930
MUTUAL BROADCASTING SYSTEM
Owned-Operated By: Hugh J. Powell
Address: 8th and Elm
Phone Number: 147
Transmitter Location: South Coffeyville
Newspaper Affiliation: Coffeyville Journal
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel
Owner: Hugh J. Powell
General Manager: Melvin Drake
Program Director-Chief Announcer: Dick Campbell
Production Manager-Musical Director: Ossie Osborn
Publicity Director: Lillian Houston
Chief Engineer: J. S. Jaminet

K G N O
DODGE CITY—EST. 1930
Owned-Operated By: Dodge City Broadcasting Co.
Address: 705 Second Ave.
Phone Number: 1100
Transmitter Location: West Park St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Dodge City Daily Globe
News Service: AP
Transcription Service: Standard Radio
Representative: Arthur H. Hagg and Associates

Personnel
President: J. C. Denious
Business Manager: N. C. Petersen
Commercial Manager: Vaughn Kimball
Chief Engineer: Ralph Hickman

K T S W
EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Emporia Broadcasting Co.
Address: 613 Merchant St.
Phone Number: 666
Transmitter Location: South Emporia
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Sears & Ayer

Personnel
President: S. B. Warren
General Manager: Nelson Rupard
Station Manager: E. I. Heaton

K I U L
GARDEN CITY—EST. 1935
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: F. D. Conrad
Business Address: 404 N. Main
Phone Number: 666
Studio Address: 404 N. Main, Warner Terrace
Transmitter Location: Warner Terrace
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: C. P. McGregor
Keystone Broadcasting System

Personnel
President: F. D. Conrad
Station Manager: Al Pyatt
Chief Announcer: Ed Watts, Jr.
Chief Engineer: W. N. Moore

K V G B
GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: H. T. Townsley
Address: 2103 Forest Ave.
Phone Number: 1080, 1081
Transmitter Location: Highway 281
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 1:30 a.m. to 10 p.m.
News Service .................. AP, Transradio
Transcription Service .......... Lang-Worth
Representative ............. Don Davis, Kansas State Network

Personnel
Owner ..................... H. T. Townsley
General Manager .......... Clem Morgan
Program Director ........ Ray Beals
Chief Announcer .......... Lynn Cook
Chief Engineer .......... Leo Legleiter

KWBW
HUTCHINSON—EST. 1935
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... The Nation’s Center Broadcasting Co.
Address ............... 101 East Avenue A
Phone Number .......... 5202
Transmitter Location ...... Hutchinson
Time on the Air .......... Unlimited license
Transcription Service ...... Standard Radio: Lang-Worth

Personnel
President .................. William Wyse
Commercial Manager ...... Vernon Minor
Chief Engineer ............ Earl Chamberlain

KCKN
KANSAS CITY—EST. 1925 (as WLBF) 1938 (as KCKN)
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... The KCKN Broadcasting Company
Address ............... 901 North 8th St.
Phone Number .......... Drexel 4300
Transmitter Location ...... 901 North 8th St.
Time on the Air .......... 6 a.m. to 12 midnight
Transcription Service ...... NBC Thesaurus
Rural Radio .............. Capper Publications

Personnel
President .................. W. A. Bailey
Vice-President-General Manager, Ellis Atteberry
Sales Promotion Manager .... Ruth Kendall
Program Director .......... John Drake
Publicity Director ......... Wilda Whitescarver
Chief Announcer .......... Al Christy
Director of Continuity .... Phil Hannum
Director of Defense Programs ... Manly Banister
Musical Director .......... Ruth Royal
Chief Engineer .......... C. E. Salzer, Jr.

KFKU
LAWRENCE—EST. 1924
Owned-Operated By .......... University of Kansas
Address .................. Lawrence
Transmitter Location ...... Tonganoxie, Kans.
Time on the Air .......... Shares time with WREN

Personnel
Director .................. Harold G. Ingham
(Non-Commercial Station)

WRENN
LAWRENCE—EST. 1926
BLUE NETWORK
Owned-Operated By .......... WREN Broadcasting Co., Inc.
Address .................. WREN Bldg.
Phone Number ............... 110
Transmitter Location ...... Tonganoxie, Kansas
Time on the Air .......... Shares Time
News Service .............. UP
Transcription Service ...... NBC Thesaurus
Representative ........... Geo. P. Hollingbery Co.

Personnel
General Manager ............ Verl Bratton
Promotion Director ........ John Bondeson
Chief Announcer .......... Millard Ireland
Musical Director .......... Arden Booth
Chief Engineer ............ Carl Bliessner

KSAC
MANHATTAN—EST. 1924
Owned-Operated By .......... Kansas State College of Agriculture and Applied Science
Address .................. College Campus
Phone Number .............. Office, 2236; Station, 3395
Transmitter Location ...... College Campus
Time on the Air .......... Shares time

Personnel
President .................. F. D. Farrell
Station Manager ............ H. Umberger
Program Director .......... L. L. Longsord
Production Manager-Publicity Director, J. P. Chapman
Musical Director .......... William Lindquist
Chief Engineer .......... R. C. Dennison
(Non-Commercial Station)

KOAM
PITTSBURG—EST. 1937
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 810 Kc. Power: 1000 Watts
Owned-Operated By .......... The Pittsburgh Broadcasting Company, Inc.
Address .................. Commerce Building
Phone Number .............. 2165
Transmitter Location ...... 2 miles SE of Pittsburgh, Kansas
Time on the Air .......... Daytime License
News Service .............. INS
Representative ............ The Walker Company

423
Day in and day out, our Wizard of Oz friend, the scarecrow is on the job in the interests of greater productivity. Standing alone and unique in the field of productive advertising throughout Kansas and adjoining states is WIBW.

Since 1924, farm and small town listeners have known our announcers and personalities by their first names. Selling, therefore, becomes a sincere, personalized recommendation of one friend and neighbor to another. Results from such long-established confidence are inevitable.

WIBW led the entire country in volume of low-cost inquiries for Kerr Mason Jars. Client X (name on request) made direct $1.00 sales at a unit cost of only 15c. Our daily commercial mail averages over 1,100 pieces!

Our Family of 4,811,511 listeners tunes in one of America’s easiest-heard signals... a dominating signal made possible by America’s peak soil conductivity and our enviable 580 kc frequency that makes our 5,000 watts equal to a million watts at the other end of the dial.

Take advantage of this station that stands alone in power, personality and prestige in a territory where buying power is at a 20-year peak.

WIBW—THE VOICE OF KANSAS

Ben Ludy—General Manager
Represented by Capper Publs., Inc.
**Personnel**

**KANSAS**

President: E. Victor Baxter  
Station Manager: R. E. Wade  
Sales & Promotion Manager: I. A. Schell  
Publicity Director: Don Taylor  
Chief Announcer: Lou Martin  
Musical Director: Leota Taylor  
Chief Engineer: W. L. Brown

KSN

**WICHITA—EST. 1936**

BLUE NETWORK  
NATIONAL BROADCASTING CO.  
Frequency: 1240 Kc.  
Owned-Operated By: The KANS Broadcasting Co.  
Address: Hotel Lassen  
Phone Number: 4-2337  
Transmitter Location: Wichita  
Time on the Air: Unlimited license  
Transcription Service: NBC Thesaurus; Standard Radio  
Representative: Headley-Reed Co.

**Personnel**

President: Herb Hollister  
General Manager: Jack Todd

KFBI

**WICHITA—EST. 1923**

MUTUAL BROADCASTING SYSTEM  
Frequency: 1070 Kc.  
Owned-Operated By: Farmers and Bankers Broadcasting Corporation  
Address: First and Market Sts.  
Phone Number: 2-1447, 4-6452  
Transmitter Location: 42nd and Broadway  
Time on the Air: 5:30 a.m. to 12 midnight

KFBI at Wichita

5000 Watts day, 1000 Nite, 1070 KC

Howard Wilson & Co., Representatives
News Service ....................................INS
Transcription Service ..................................World Broadcasting Service, Standard Radio
Representative ........................................Howard H. Wilson Company

Personnel
President ............................................H. K. Lindsley
General Manager ......................................Ray Linton
Station Director .......................................Ted Johnson
Sales Promotion Manager .............................Leo Howard
Merchandising Manager-Publicity Director ... Ralph Varnum
Local Sales Manager .................................Robert M. Kent
Auditor ..................................................John W. Eberhardt
Continuity Director ....................................Josephine Rice
Office-Traffic Manager ................................Bess V. Jordan
Musical Director ......................................Verne Mydegger
Technical Director .....................................K. W. Pyle

K F H
WICHITA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1330 Kc ............................Power: 5000 Watts

KENTUCKY
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 230

W C M I
ASHLAND—EST. 1935
MUTUAL—SOUTHERN NETWORK
Frequency: 1340 Kc ............................Power: 250 Watts
Owned-Operated By ................................Ashland Broadcasting Company
Addresses ..........................................WCMJ Bldg., Ashland, Ky.;
Radio Center, Huntington, W. Va.; First Nat’l Bank Building, Ironton, Ohio
Phone Number ......................................3010 (Ashland), 28358 (Huntington), 678 (Ironton)
Transmitter Location ................................48th St. and Ohio River, Ashland, Ky.
Time on the Air .....................................6:30 a.m. to 12 midnight
Newspaper Affiliation ................................Ashland Daily Independent
News Service ........................................UP
Transcription Service ..............................Standard Radio
Representative ......................................John H. Perry Associates

Personnel
President ............................................Gilmore Nunn
Treasurer-Business Manager ....................Warren G. Davis
Commercial Manager (Ashland) ...............T. J. Carroll
Commercial Manager (Huntington) .......... Herbert Wright
Commercial Manager (Ironton) ...............Hubert Harling
Program-Publicity Director ........................Dallas Wyatt
Chief Announcer .................................John Wymer
Chief Engineer ......................................Clarence Weaver

W L B J
BOWLING GREEN—EST. 1940
Frequency: 1340 Kc ............................Power: 250 Watts
Owned-Operated By ................................Bowling Green Broadcasting Co.
Address .............................................801 Fairview Ave.
Phone Number ......................................930-1
Transmitter Location ................................801 Fairview Ave.
Time on the Air .....................................7 a.m. to 10 p.m.
News Service ........................................Transradio
Transcription Service ..............................Standard Radio; NBC Thesaurus

Personnel
President-General Mgr ..................................M. M. Murdock
Business Manager .................................P. S. Clark
National Sales & Promotion Manager .......Clark A. Luther
Program Director ....................................Vernon E. Reed
Chief Announcer ....................................Eddy McLean
Traffic Manager .....................................Leila Hull
Accountant ..........................................Winnifred Walker
Musical Director .....................................Guy Snyder
Chief Engineer ......................................Amos C. Dadisman

W H L N
HARLEN—EST. 1941
Frequency: 1450 Kc ............................Power 250 Watts
Owned-Operated By ................................Blanfox Radio Company, Incorporated
Address ...............................................South Main St.
Phone Number ......................................625
Time on the Air ......................................5 a.m. to 10 p.m.
News Service ........................................UP
Transcription Service ..............................Lang-Worth
**Personnel**

President-General Manager........ R. B. Helms
Secretary-Treasurer-Commercial Manager,........ J. Francke Fox
Program Director-Chief Announcer,........ Mark Williams
Publicity Director........ Claude Warren
Musical Director........ Jack Hickman

**WSON**  
HENDERSON—EST. 1941  
Frequency: 860 Kc. Power: 250 Watts  
Owned-Operated By........ Paducah Broadcasting Co.
Address................... Zion Road  
Transmitter Location........ Southeast of Henderson
Time on the Air........ Daytime license  
Representative........ Sears & Ayer, Inc.

**WHOP**  
HOPKINSVILLE—EST. 1939  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By........ Paducah Broadcasting Co.
Business Address........ Hopkintonville
Phone Number........ 1025, 1026
Studio Address........ Route 68 (11/2 miles northeast of Hopkinsville
Transmitter Location........ Route 68
Transcription Service........ World Broadcasting System, Associated Music Publishers  
Representative........ Sears & Ayer

**WLAP**  
LEXINGTON—EST. 1928  
MUTUAL—SOUTHERN NETWORK  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By........ American Broadcasting Corp. of Kentucky
Address........ Radio Bldg., Walnut and Short Sts.
Phone Number........ 1721  
Transmitter Location........ Mason-Headley Road  
Time on the Air........ 6:30 a.m. to 12 midnight; Sundays: 8 a.m. to 12 midnight
News Service........ UP  
Transcription Service........ Standard Radio  
Representative........ John H. Perry Associates

**WAVE**  
LOUISVILLE—EST. 1933  
NATIONAL BROADCASTING COMPANY  
Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By........ WAVE, Incorporated
Address........ Preston and Broadway
Phone Number........ Wabash 6543
Transmitter Location........ Near Jeffersonville, Indiana  
Time on the Air........ 6 a.m. to midnight; Sundays: 8 a.m. to 12 midnight
News Service........ INS
Transcription Service........ NBC Thesaurus
Lang-Worth Representative........ Free & Peters, Inc.

**WINN**  
LOUISVILLE—EST. 1940  
BLUE NETWORK  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By........ Kentucky Broadcasting Corp.
Address........ 10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number........ Wabash 4126, 4127
Transmitter Location........ On top Tyler Hotel  
Time on Air........ 6 a.m. to midnight
News Service........ Transradio  
Transcription Service........ Standard Radio, C. P. MacGregor
Representative........ Sidney C. Warden

**Personnel**

President-General Manager........ Gilmore N. Nunn
President........ D. E. Kendrick
Station Manager........ M. K. McCarten
Commercial Manager........ G. F. Bauer

Treasurer........ Warren G. Davis
Station Director........ Ted Grizzard
Program Director........ Lowry Kohler
Chief Engineer........ Sanford Helit

**WINN**  
LOUISVILLE—EST. 1942  
NATIONAL BROADCASTING COMPANY  
Frequency: 1080 Kc. Power: 3000 watts  
Owned-Operated By........ Mid-America Broadcasting Corp.
Address........ Louisville
Time on the Air........ Unlimited license

* Station had a construction permit at time of going to press and is scheduled to be in operation by mid-summer of 1942.
Sales Promotion Manager...Harry L. Van Sant
Program Director.....................E. E. Kendrick
Publicity Director...................Charles Pettinger
Chief Engineer......................John Alfred Rutherford

WGRC
LOUISVILLE
(See New Albany, Ind.)

WHAS
LOUISVILLE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 840 Kc........Power: 50000 Watts
Owned-Operated By..............Courier-Journal and
Louisville Times Company
Address..........................300 West Liberty St.
Phone Number......................Wabash 2211
Transmitter Location....R. R. No. 2, Anchorage,
Kentucky
Time on the Air: 5 a.m. to 1 a.m.; Sundays,
7 a.m. to 12 midnight
Newspaper Affiliation..............Courier-Journal and
Louisville Times
News Service........................AP, UP
Transcription Service..............Associated Music
Publishers
Representative........Edward Petry & Company

Personnel
Owner................................Barry Bingham
Radio Director......................Credo Fitch Harris
Executive Manager................W. Lee Coulson
Commercial Manager..............Joe Eaton
Program Manager..................Robert L. Kennett
Sales Promotion Manager........Neil D. Cline
Production Manager...............T. Dudley Musson
Office Manager.....................J. H. Callaway
Agricultural Coordinator........John Merrifield
Musical Director...................Robert Hutsell
Technical Advisor................Orin W. Towner

WOMI
OWENSBORO—EST. 1938
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By..............Owensboro Broadcasting Co.
Address..........................Owensboro
Phone Number......................420, 421
Transmitter Location..............Owensboro
Time on the Air........7 a.m. to 10:35 p.m.
News Service........AP
Transcription Service........Standard Radio: Keystone Broadcasting System

Personnel
President................Lawrence W. Hager
General Manager................Hugh O. Potter
Commercial-Sales Promotion Director,
Malcolm Greep
Musical Director................Cliffordean Potter
Chief Engineer......................W. W. Binford

WPAD
PADUCAH—EST. 1930
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By..............Paducah Broadcasting Co.
Business Address................P. O. Box 1020
Phone Number......................4100
Studio Address....................Taylor Bldg.
Transmitter Location...........9th and Terrell
Time on the Air........6 a.m. to 11:30 p.m.
News Service........UP
Transcription Service...........Associated Music
Publishers, World Broadcasting System
Representative....................Sears & Ayer

Personnel
President & General Mgr........Pierce E. Lackey
Sales Manager...................Prewitt Lackey
Program Director-Chief Announcer..Gene Peak
Chief Engineer.....................C. G. Sims

LOUISIANA
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 232

KALB
ALEXANDRIA—EST. 1935
LOUISIANA NETWORK
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By..............Alexandria Broadcasting Co., Inc.
Address............................Fifth and Johnston Sts.
Phone Number......................3335
Transmitter Location...........Upper Fourth St.

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
8 a.m. to 8 p.m.
News Service.......................INS
Transcription Service...........Standard Radio.
Lang-Worth

Personnel
President......................Walter H. Allen
Station Manager..................W. J. Dickerson
Sales Manager....................Edgar Cappellini
Program Director-Chief Announcer.
Gordon Loudon
Chief Engineer....................Jesse R. Sexton
**WJBO**

**Baton Rouge—Est. 1934**

**Blue Network**

**LOUISIANA Network**

Frequency: 1150 Kc. Power: 5000 Watts

Owned-Operated By: Baton Rouge Broadcasting Co., Inc.

Address: 444 Florida St.

Phone Number: 5271-2

Transmitter Location: Roosevelt Road

Time on the Air: 6:30 to midnight

Newspaper Affiliation: Baton Rouge Times, Baton Rouge Morning Advocate

**Personnel**

President: Chas. P. Mansfield, Jr.

Vice-President & General Manager: H. Vernon Anderson

Secretary-Treasurer: Charles P. Mansfield, Sr.

Sales Manager: J. Roy Dabadie

Program Director: Ralph Sims

Production Manager: Bob Scace

Publicity Director: Mildred R. Bland

Musical Director: Marquita Munselle

Chief Engineer: Wilbur T. Golson

Time on the Air: 7 a.m. to 10 p.m.

News Service: Standard Radio

Transcription Service: Standard Radio

**KMLB**

**Monroe—Est. 1930**

**LOUISIANA Network**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Liner’s Broadcasting Station, Inc.

Address: 1150 Market St.

Phone Number: 421

Transmitter Location: Millhaven Rd.

Time on the Air: 6 a.m. to 10 p.m.

News Service: Standard Radio

**Personnel**

President-General Manager: J. C. Liner, Jr.

Program-Musical Director: Melba Henry Liner

Chief Engineer: O. L. Morgan

**WDSU**

**New Orleans—Est. 1923**

**Blue Network**

Frequency: 1280 Kc. Power: 5000 Watts

Owned-Operated By: WDSU, Inc.

Address: Hotel Monteleone

Phone Number: 5000

Transmitter Location: Raymond 7135

Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor

Representative: Weed & Co.

**Personnel**

President: Joseph H. Uhalt

General Manager: P. K. Ewing

**WJBW**

**New Orleans—Est. 1926**

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Charles C. Carlson

Address: 540 Audubon Building

Phone Number: Raymond 5060

Transmitter Location: 3517 Bruxelle St.

Time on the Air: 6 a.m. to 12 midnight

**Personnel**

President-General Mgr.: Charles C. Carlson

Sales Promotion Manager: Patrick J. Shannon

Program Director: Elsie Carlson

Production Manager: Bynon O. Brunson

Chief Announcer: Anthony Harry Nigocia

Chief Engineer: Robert R. Brown
WWL New Orleans Gives Solid Coverage from Pensacola to Port Arthur

There are no "light spots" in WWL's dominance of the rich, thriving mid-Gulf region. For over 150 miles east, west, north of New Orleans its clear-channel 50,000-watt signal commands unquestioned leadership. For Deep South results, you need the powerful consumer and dealer influence of WWL, New Orleans.

LATEST CBS LISTENING AREA STUDY SHOWS WWL REACHES:

**DAYTIME** — 608,090 Radio Homes* — $853,779,-
000 Retail Sales
(*182 counties in which 33% or more of the radio homes regularly listen to WWL. **Plus** coverage in 510 counties in which 10% to 33% of the 1,513,600 radio homes are regular WWL listeners)

**NIGHT TIME** — 1,027,610 Radio Homes* — $1,354,-
406,000 Retail Sales
(*340 counties with 33% or more regular WWL listening homes. **Plus** coverage in 901 counties where 10% to 33% of the 3,209,090 radio homes regularly listen to WWL)

870 KC • CBS • 50,000 Watts • Clear Channel
Represented Nationally by the Katz Agency, Inc.

The greatest selling power in the South's greatest city
WNOE
NEW ORLEANS-EST. 1926
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By: WNOE, Inc.
Address: St. Charles Hotel, 211 St. Charles St.
Phone Number: Raymond 0423
Transmitter Location: 3915 Euphosine St.
Time on the Air: 24 hours daily
News Service: AP, UP
Transcription Service: Standard Radio

Personnel
President: James A. Noe
Vice-President-General Mgr.: James Gordon
Program Director: John D. Duffy
Production Manager: Beverly Brown
Chief Engineer: C. E. Davidson

WSMB
NEW ORLEANS-EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: MA 5920
Transmitter Location: Algiers, La.
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: Edward Petry & Co.

Personnel
President: E. V. Richards
General Manager: H. Wheelahan
Sales Manager-Publicity Director: T. J. Fontelieu
Musical Director: M. Sandi
Chief Engineer: H. G. Nebe

WWL
NEW ORLEANS-EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio
Representative: The Katz Agency

General Manager: W. H. Summerville
Sales Promotion Manager: Edward O'Dwyer
Program Director-Chief Announcer: Henry Dupre
Auditor: A. J. Cummings
Production Manager: Ed Hoerner
Publicity Director: Martin Burke
Musical Director: J. D. Bloom, Jr.

KRMD
SHREVEPORT-EST. 1928
LOUISIANA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: INS
Transcription Service: Standard Radio

Personnel
President: R. M. Dean
Station Manager: G. V. Wilson
Station Director: W. L. Switzer
Commercial Manager: David Wilson
Chief Engineer: R. M. Dean

KTBS
SHREVEPORT-EST. 1928
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Tri-State Broadcasting System, Inc.
Address: Commercial Bldg.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: The Branham Co.

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: C. H. Maddox

KWKH
SHREVEPORT-EST. 1925
COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK
Frequency: 1130 Kc. Power: 50000 Watts
Owned-Operated By: International Broadcasting Corp.
Address: Commercial Building
Phone Number: Near Dixie, La.
Time on the Air: Unlimited license
News Service: The Shreveport Times
Transcription Service: World Broadcasting
Representative: The Branham Co.

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: W. E. Antony
MAINE
For Latest U. S. Census, Population and Retail Trade Data
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WRDO
AUGUSTA—EST. 1932
BLUE NETWORK
NBC—MUTUAL—YANKEE—colonial
Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: WRDO, Inc.
Address: 175 Water St. Phone Number: 2285
Transmitter Location: 341 Water St. Time on the Air: 7 a.m. to 12 midnight
News Service: Associated Music Publishers
Transcription Service: Weed & Company

Personnel
President: Adeline B. Rines
Station Manager: Jack S. Atwood
Sales Promotion Manager: William Hucke
Program-Musical Director: Harold Newcomb
Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

WCOU
IN MAINE'S TWIN MARKET
LEWISTON-AUBURN
PAYROLL AND WAGE EARNERS IN THIS MARKET LEAD THE STATE

FORJOE & COMPANY
19 WEST 44th ST., NEW YORK CITY
201 N. WELLS STREET, CHICAGO, ILL.

WABI
BANGOR—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 910 Kc. Power: 250 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Address: 57 State St. Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me. Time on the Air: 7 a.m. to 12:05 p.m.
News Service: INS
Transcription Service: Associated Library Representative: R. C. Foster

Personnel
President: F. B. Simpson
Station Manager: Alec Robertson
Commercial Manager: Rudolph O. Marcoux
Program Director: Maurice Dobler
Musical Director: Harold W. Dorr
Chief Engineer: Nelson Lawson

WLBZ
BANGOR—EST. 1926
BLUE NETWORK—MBS—NBC
Owned-Operated By: Maine Broadcasting Co.
Address: 100 Main St. Phone Number: 6023
Transmitter Location: Outer Broadway Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 12 midnight
News Service: UP

Personnel
General Manager: Thompson L. Guernsey

WCOU
LEWISTON—EST. 1938
MBS—YANKEE—colonial NETWORKS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Co., Inc.
Address: 223 Lisbon St. Phone Number: 3140-3141
Transmitter Location: East Ave. Time on the Air: 18 hours per day
News Service: UP
Transcription Service: Standard Transcription Library
Representative: Forjoe & Co.

Personnel
President: Jean B. Couture
Station Manager-Treasurer: Faust Couture
Commercial-Sales Promotion Manager: J. C. Libby
**WGAN**

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc........Power: 5000 Watts

Owned-Operated By........Portland Broadcasting System, Inc.

Address....................Columbia Hotel

Phone Number................2-7489

Transmitter Location........Near Portland

Time on the Air.............Unlimited license

Newspaper Affiliation........Gannett Publishing Co.

Transcription Service........Transradio

Representative..............Paul H. Raymer Co.

**Personnel**

President-Treasurer........Guy P. Gannett

General Manager.............Creighton E. Gatchell

Program Manager.............Richard E. Bates

Chief Engineer...............Rodger D. Hodgkins

**WAGM**

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc........Power: 100 Watts

Owned-Operated By...........Aroostook Broadcasting Corporation

Address......................Northern National Bank Bldg.

Phone Number................8821

Transmitter Location.......Northern National Bank Bldg.

Time on the Air: 11 a.m. to 1 p.m. and 4 p.m. to 7 p.m.

**Personnel**

General Manager.............R. W. MacIntosh

Commercial Manager-Chief Engineer.

L. E. Hughes

---

**EVERYBODY IN RADIO READS REGULARLY**
"Boom town" Baltimore - PLUS

WBAL'S powerful voice-50,000 watts - not only blankets the booming Baltimore and Maryland market, but is the basic advertising medium of the Central Atlantic States.

EDWARD PETRY & CO., Inc.
National Representative

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS
Penny for Penny—

BALTIMORE COVERAGE
Better Than Any!

Penny for penny, your advertising dollar realizes more Baltimore listeners—more permanent purchasers—over WCBM! This is no idle boast . . . no “freak” . . . no one-time proposition. It is WCBM’s reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!

P. S. Baltimore business is booming today
as never before! Population up 20%!

WCBM
THE BLUE NETWORK

JOHN ELMER, Pres.
GEO. H. ROEDER, Gen. Mgr.

★ Nat’l Rep.—THE FOREMAN CO.
New York and Chicago
### WCAO
**Baltimore—Est. 1922**
**Columbia Broadcasting System**

<table>
<thead>
<tr>
<th>Frequency: 600 Kc.</th>
<th>Power: 1000 d., 500 n.</th>
<th>(C.P. 5000 Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By</td>
<td>The Monumental Radio Company</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>811 West Lanvale St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td>Madison 7220-1-2-3-4</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>811 West Lanvale St. (New transmitter being constructed on Park Heights Avenue, extended)</td>
<td></td>
</tr>
<tr>
<td>Time on the Air:</td>
<td>6 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to 1 a.m.</td>
<td></td>
</tr>
<tr>
<td>News Service</td>
<td>INS</td>
<td></td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth.</td>
<td></td>
</tr>
<tr>
<td>Representative</td>
<td>C. P. MacGregor</td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td>Paul H. Raymer Company</td>
<td></td>
</tr>
</tbody>
</table>

**President** | Louis M. Milbourne
**Vice-President-General** | L. Waters Milbourne
**Manager** | Gordon A. Scheilhing
**Program Director** | John Varney
**Musical Director** | Martin L. Jones

### WFBR
**Baltimore—Est. 1922**
**Mutual Broadcasting System**
**Maryland Coverage Network**

<table>
<thead>
<tr>
<th>Frequency: 1300 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By</td>
<td>Baltimore Radio Show, Inc.</td>
</tr>
<tr>
<td>Business Address</td>
<td>10 East North Ave.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Mulberry 1300</td>
</tr>
<tr>
<td>Studio Address</td>
<td>Radio Center</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Waterview Ave.</td>
</tr>
<tr>
<td>Time on the Air</td>
<td>6 a.m. to 1 a.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP, INS</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Associated Music Publishers, C. P. MacGregor</td>
</tr>
<tr>
<td>Representative</td>
<td>John Blair &amp; Co.</td>
</tr>
</tbody>
</table>

**Personal**
**President** | Robert S. Maslin, Sr.
**Executive Vice-President** | Hope H. Barroll, Jr.
**Commercial Manager** | Purnell H. Gould
**Local Sales Manager** | William S. Pike, Jr.
**Sales Promotion Mgr.** | Edwin R. Mowbray, Jr.
**Program Director** | Bert Hanauer
**Production Manager** | Henry Hickman
**Publicity Director** | Robert S. Maslin, Jr.
**Musical Director** | Jos. Imbrogli
**Chief Engineer** | William Q. Ranft

### WTBO
**Cumberland—Est. 1929**

| Frequency: 820 Kc. | Power: 250 Watts |
| Owned-Operated By | Associated Broadcasting Corporation |
| Address           | 31 Frederick St. |
| Phone Number      | Cumberland 288 and 299 |
| Transmitter Location | Fort Hill, Cumberland |
| Time on the Air:  | 7:30 a.m. to sunset, Dallas, Texas |
| News Service      | AP, Up |
| Transcription Service | NBC Thesaurus |
| World Broadcasting System | Headley-Reed Company |

**Personal**
**President-General Manager** | Frank V. Becker
**Commercial-Sales Promotion Manager** | G. P. Richards
**Program Director** | Stewart W. Phillips
**Publicity Director** | David H. Murrie
**Accountant** | Ina Lee Eichner
**Chief Announcer-Musical Director** | Willis Conover
**Chief Engineer** | Charles Ray Sine

### WFMD
**Frederick—Est. 1936**

| Frequency: 930 Kc. | Power: 500 Watts |
| Owned-Operated By | Monocacy Broadcasting Company |
| Business Address  | Winchester Hall |
| Phone Number      | Frederick 1628, 1627 |
| Studio Addresses  | Winchester Hall, Gobrecht Bldg., Hanover, Pa.; 32 W. Main St., Westminster, Md. |
| Transmitter Location | Frederick, Md. |
| Time on the Air   | 6:30 a.m. to 10:15 p.m.; Sundays, 7:30 a.m. to 10:15 p.m. |
| News Service      | Transradio |
| Transcription Service | World Broadcasting System |
| Representative    | Burn-Smith Company, Inc. |
ALL

the Statistics
in the World
Could not Produce
a Better
Selling Argument
than

POSITIVE RESULTS

as evidenced by

RENEWALS!
RENEWALS!
RENEWALS!
RENEWALS!

WTBO
Cumberland, Md.

Nat'l Reps.:
SPOT SALES, INC.

M A R Y L A N D

Personnel
President.............. Major Laurence Leonard
Vice-President and General Manager,   A. V. Tidmore
Assistant General Manager... J. Roy McLennan
Commercial Manager.............. G. G. White
Musical Director............. Margaret Spessard
Womens' Program Director........ Jane Hoover
Chief Engineer................ A. V. Tidmore

W J E J
HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK
Frequency: 1240 Kc......... Power: 250 Watts
Owned-Operated By....... Hagerstown Broadcasting Co.
Address.......................... Franklin Court
Phone Number.................... 2323
Transmitter Location....... Carroll Heights
Time on the Air.............. 7 a.m. to 2 a.m.
News Service.................. Transradio Representative...... Spot Sales, Inc.

Personnel
President.............. Dr. Arthur L. Blessing
Secretary-General Manager... Grover C. Crilley
Commercial Manager........ Clarence Myers
Program Director-Chief Announcer... W. H. Paulsgrove
Musical Director ....... Earl Mentzer
Chief Engineer............. G. Harold Brewer

W B O C
SALISBURY—EST. 1940
MBS—MARYLAND COVERAGE NETWORK
Frequency: 1230 Kc......... Power: 250 Watts
(Application on file for C.P. 1 kw on 960 kc)
Owned-Operated By......... The Peninsula Broadcasting Co.
Business Address............. Radio Park
Phone Number.................. Salisbury 2480
Transmitter Location....... Radio Park
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
News Service.................. UP
Transcription Service....... World Broadcasting System

Personnel
President.............. John W. Downing
Vice-President.......... William F. Allen
Secretary............... W. Lee Allen
Treasurer............. John T. Holt
General Manager...... Charles J. Truitt
Chief Announcer......... Samuel Carey
Musical Director......... Russell Yoke
Chief Engineer.......... Peter A. Alfonsi
WCOP HAS CHANGED BOSTON'S LISTENING HABITS AND BOSTON'S ADVERTISERS' BUYING HABITS

Evening TIME!
Popular TIME!
Economical TIME!

BUT SOON
TIME WILL BE
AT A PREMIUM!

NOW'S
THE TIME
TO LOOK INTO
BOSTON'S Best Buy

NATIONAL HEADLEY-REED COMPANY
REPRESENTATIVES New York - Chicago - Detroit - Atlanta

WCOP
COPELEY PLAZA HOTEL, BOSTON
WAAB
BOSTON—EST. 1930
MUTUAL—COLONIAL
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: The Yankee Network, Inc.
Address: 21 Brookline Ave, Massachusetts
Phone Number: COMmonwealth 0800
Transmitter Location: Squantum, Quincy, Massachusetts
Time on the Air: 7 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 2 a.m.
News Service: • Wm. Fred
Transcription Service: • Harry
Merchandising: • Frank R. Bowes
Sales: • John H. Wright
Promotion Manager: • Harry D. Goodwin
Publicity: • E. F. Stafford
Musical Director: • Avner Rakov
Plant Manager: • F. M. Sloan (WBZ)
President: • Geo. H. Bucher
Station Manager (Acting): • C. S. Young
Program Manager: • John F. McNamara
Sales Manager: • Frank R. Bowes
Sales Promotion Manager: • Harry D. Goodwin
Publicity Director: • E. F. Stafford
Musical Director: • Avner Rakov
Plant Manager: • F. M. Sloan (WBZ)

WBZ & WBZA
BOSTON & SPRINGFIELD
EST. 1921
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1030 Kc. Power: 5000 (WBZ), 1000 (WBZA)
Operated By: Westinghouse Radio Stations, Inc.
Addresses: Hotel Bradford, Boston; Hotel Kimball, Springfield
Phone Number: Hancock 4281 (WBZ), Springfield 6-8336 (WBZA)
Transmitter Locations: Hull, Mass. (WBZ), Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 p.m.; Sundays, 8 a.m. to 1 a.m.
News Service: • AP
Transcription Service: • NBC Theasaurus
Standard Radio Representative: • National Broadcasting Co.

WCOP
BOSTON—EST. 1935
AMERICAN BROADCASTING CORP.
Frequency: 1150 Kc. Power: 500 Watts
Owned By: American Broadcasting Corp.
Operated By: Massachusetts Broadcasting Co.
Address: Copley-Plaza Hotel
Phone Number: COMmonwealth 1717
Transmitter Location: Off Speedway, Brighton, Mass.
Time on the Air: 18 hours daily
News Service: • INS
Transcription Service: • Standard Radio
Representative: • Headley-Reed Co.

WEEI
BOSTON—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 950 Kc. Power: 5000 Watts
Owned By: Boston Edison Company
Operated By: Columbia Broadcasting System
Address: 182 Tremont St.
Phone Number: HUBbard 2323
Studio Address: 182 Tremont St.; Boston Herald-Traveler, 80 Mason St.
Transmitter Location: Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service: • AP
One of America's greatest local programs

The 920 CLUB WORL

BOSTON, MASS.
MASSACHUSETTS

Transcription Service. World Broadcasting System, Lang-Worth Feature Programs
Radio Sales

**Personnel**

Station Manager: H. E. Fellows
Sales Manager: Kingsley Horton
Sales Promotion Manager: David S. Garland
Production Manager: L. G. Del Castillo
Publicity Director: Walter Murphy
Chief Announcer: C. H. Dickerman
Accountant: J. J. Murray
Musical Director: Francis E. Bellizia
Chief Engineer: P. K. Baldwin

**WHDH**

**BOSTON—EST. 1929**

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Matheson Radio Co., Inc.
Address: Hotel Touraine, 62 Boylston St.
Phone Number: Hancock 9900
Transmitter Location: Saugus, Mass.
Time on the Air: 6:30 a.m. until sunset in Denver, Colo.; Sundays 8:15 a.m. until sunset in Denver, Colo.
News Service: Transradio
Transcription Service: C. P. MacGregor; World Broadcasting System, Associated Program Service
Representative: Spot Sales, Inc.

**Personnel**

President: A. E. Matheson
General Manager: Ralph G. Matheson
Commercial Manager: J. J. Matheson
Program Director: G. M. Watson, Jr.
Production Manager: Ray Rich, Jr.
Musical Director: Kenneth Wilson
Chief Engineer: R. G. Matheson

**WMEX**

**BOSTON—EST. 1934**

Frequency: 1500 Kc. Power: 5000 Watts
Owned-Operated By: Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number: Commonwealth 3900
Transmitter Location: Quincy, Mass.
Time on the Air: 111 hours weekly
News Service: INS
Transcription Service: C. P. MacGregor

**Personnel**

President-Program Director: John E. Reilly
Managing Director-Chief Engineer: Alfred J. Pote
Sales Manager: S. A. Wasser
Commercial Manager: W. S. Pote
Production Manager: John Kiley
Publicity Director: Philip Hobson

**WNAC**

**BOSTON—EST. 1922**

MUTUAL BROADCASTING SYSTSM
NBC—YANKEE NETWORK

Frequency: 1260 Kc. Power: 5000 Watts
Phone Number: COMmonwealth 0800
Time on the Air: 6 a.m. to 1 a.m.; Sundays 8 a.m. to 1 a.m.
News Service: INS
Transcription Service: Associated; Standard Radio
Representative: Edward Petry & Co., Inc.

**Personnel**

President: John Shepard, 3rd
Executive Secretary to President: Robert Bartley
Vice-President in Charge of Station Operations: R. L. Harlow
Vice-President in Charge of Sales and Production: Linus Travers
Vice-President in Charge of Engineering: Paul A. DeMars
Merchandising and Promotion Director: James S. Powers
Merchandising: F. C. McVarish
Special Events: Fred McLaughlin
Sales and Station Relations: Gerald Harrison
Assistant Sales & Production: William Eynon
Assistant Sales & Station Relations: Roger Coakley
Program Director: Eleanor Geer
Production Director: George Steffy
Production Supervisor: Charles Curtin
Editor of News Service: Robert Myers
Chief Meteorologist, Weather Service: Salvatore Pagliuca
Publicity Director: A. J. Stephenson
Musical Director: Francis J. Cronin
Chief Engineer: Irving B. Robinson

**WORL**

**BOSTON—EST. 1926**

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address: Myles Standish Hotel, 610 Beacon Street
Phone Number: Commonwealth 5100
Transmitter Location: Needham, Mass.
Time on the Air: 6:30 a.m. to local sunset
News Service: UP

**Personnel**

President: Harold A. Lafount
General Manager: George Lasker
Assistant Manager: Ashley L. Robinson
Publicity Director: Stephen Manookian
Program-Musical Director: Robert N. Perry
Chief Engineer: John Parker
WSAR
FALL RIVER—EST. 1921
MUTUAL—COLONIAL & YANKEE
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Dought & Welch Electric Co.
Address: 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2-4261 (Transmitter)
Transmitter Location: 20 Walker St., Somerset St., Somerset, Mass.
Time on the Air: 7:30 a.m. to 12 midnight
News Service: INS; Yankee Network
Personnel
President and Station Manager: Wm. T. Welch
Secretary and Assistant Treasurer: Philly J. Maurette
Program Director: Josephine Y. Welch
Commercial Manager: Leonard C. Cox
Chief Engineer: John C. Pavao

WEIM
FITCHBURG—EST. 1941
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ruben E. Aronheim
Address: 717 Main Street
Phone Number: 315 Fitchburg 1600
Transmitter Location: Luenburg-Fitchburg line
Time on the Air: 7 a.m. to 12 midnight
Personnel
President: Ruben E. Aronheim
General Manager: Milton H. Meyers
Chief Engineer: Theodore Kalin

WHAI
GREENFIELD—EST. 1938
MUTUAL—YANKEE & COLONIAL NETWORKS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis
Address: 354 Main St.
Phone Number: 4301
Transmitter Location: Woodard Rd.
Time on the Air: Unlimited License
Transcription Service: World Broadcasting System; BMI
Personnel
Owner: John W. Haigis
Manager: James L. Spates
Commercial-Sales Promotion Manager: Horace W. Nichols
Program-Musical Director: Warren Greenwood
Chief Announcer: Louis Doolittle
Chief Engineer: James L. Spates

WHYN
HOLYOKE—EST. 1941
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Hampden-Hampshire Corporation
Business Address: 180 High Street
Phone Numbers: 8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location: Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight
Personnel
President: Mrs. William R. Dwight
Station Manager: Charles N. DeRose
Commercial Manager: Patrick J. Monique
Program Director: Walcott A. Wylle
Chief Announcer: Robert Dixon
Copy Chief: Ward Gardner
Musical Director: Gilbert Canfield
Chief Engineer: Thomas Humphrey

WOCB
HYANNIS—WEST YARMOUTH
EST. 1940
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.
Business Address: South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Phone Number: Hyannis 1697
Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Time on the Air: 8 a.m. to 11 p.m.
Personnel
Station Manager: H. M. Alleman
Program Director: H. H. Flint
Publicity Director: John Gowen, 3rd
Musical Director: Ralph Lawton
Chief Engineer: Rodney A. Merrill
WLAW

LAWRENCE—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By...........Hildreth & Rogers Company
Address.....................278 Essex Street
Phone Numbers...........Lawrence 4107, 4108 & 4109
Transmitter Location....River Road, Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours)
News Service.....................UP
Transcription Service.......Standard Radio: World Broadcasting System
Representative...........The Katz Agency, Inc.

Personnel
President..................A. H. Rogers
General Manager.............Irving E. Rogers
Sales Manager...............David M. Kimel
Business Manager...........David G. Jones
Program Director...........John D. Maloy
Chief Announcer...............Charles J. Higgins, Jr.
Continuity Director.........Irene F. Morgan
Chief Engineer..............George A. Hinckley

If you want...

1. The Merrimack Valley from mountains to sea
2. Strongest signal in the Heart of New England, reaching 4,000,000 people
3. War Boom spending founded in long established markets
4. Direct sales returns...use...

WLAW

LOWELL-LAWRENCE—EST. 1934
MUTUAL—YANKEE & COLONIAL
Frequency: 1400 Kc. Power: Lowell, 250 Watts; Lawrence, 100 Watts
Owned-Operated By.....Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Number..............Lowell 8715
Studio Addresses: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..............INS
Transcription Service: Associated Music Publishers
Representative............Edward Petry & Co., Inc.

Personnel
President..................A. S. Moffat
Station Manager...........Robert F. Donahue
Commercial Manager.......Haskell Bloomberg
Program Director...........Thomas Clayton
Chief Announcer............Philip Goulding
News Editor...............Fred Simmonds
Chief Engineer.............Anthony Michaels

If you want...

1. The Merrimack Valley from mountains to sea
2. Strongest signal in the Heart of New England, reaching 4,000,000 people
3. War Boom spending founded in long established markets
4. Direct sales returns...use...

WLAW

MASS.

Columbia's Voice In Northern New England
**WNBH**

NEW BEDFORD—EST. 1921

**COLONIAL—YANKEE—MUTUAL**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: E. Anthony & Sons, Incorporated

Business Address: 12 Market Street

Phone Number: 8-5228

Studio Address: 588 Pleasant Street

Transmitter Location: Crow Island.

New Bedford Harbor

Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation: Standard-Times Mercury

Transcription Service: NBC Thesaurus

Representatives: Burn-Smith Company; R. C. Foster

**Personnel**

Station Manager: Hugh R. Norman

Commercial Manager: Raymond D. Markey

Program Director: Paul W. Stiles

Publicity Director-News Editor: Earle D. Wilson

Chief Engineer: Clyde Pierce

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**WB RK**

PITTSFIELD—EST. 1938

**MUTUAL—COLONIAL & YANKEE NETWORKS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Munroe B. England

Address: 8 Bank Row

Phone Number: 2-1553

Transmitter Location: 1100 East St.

Time on the Air: 7 a.m. to 12 midnight

News Service: Transradio

Transcription Service: C. P. MacGregor

Representative: Burn-Smith Co.

**Personnel**

President-Station Manager: Munroe B. England

Commercial Manager: John Parsons

Sales Promotion Manager: Robert Burbank

Chief Engineer: Norman Blake

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**WESX**

SALEM—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: North Shore Broadcasting Company

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Salt Water Watts

77,000 Radio Homes in the S. MVM Zone

Retail Sales up $9,000,000 in 1941

R. C. Foster—Boston

Burn-Smith—N. Y., Chicago

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Offensive Industries Booming!!

Write for Coverage Maps!

Member—Yankee-Colonial Networks

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444
MASSACHUSETTS

Business Address........126 Washington St.
Phone Numbers.... Salem 5670; Lynn 2-0550
Studio Addresses: 126 Washington St.: 341
Union Street, Lynn
Transmitter Location ..........Marblehead
Time on the Air ..........6:30 a.m. to 12 midnight
News Service .............INS
Transcription Service ......World Broadcasting System;
Associated Music Publishers
Representatives: Wm. G. Rambeau Co.; Robert C. Foster

Personnel
President ..................Charles W. Phelan
General Manager .................Van D. Sheldon
Commercial Manager ............Robert C. Taylor
Program Director ..........Marjorie Leadbetter
Publicity Director .............Walter Mackie
Musical Director .............Frank Fitzpatrick
Chief Engineer .............Richard I. Hammond

WMAS
SPRINGFIELD—EST. 1932
COLUMBIA BROADCASTING SYSTEM
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By ........WMAS, Inc.
Address .................Hotel Charles
Phone Number .............7-1414
Transmitter Location ..........Pynchon Park
Time on the Air ..........7 a.m. to 1 a.m.
News Service .............INS
Transcription Service ......Associated Music Representative
Edward Petry & Co.

Personnel
President ..................A. S. Moffat
General Manager .................A. W. Marlin
Program Director ..........Herbert A. Edman
Chief Engineer .............Earle G. Hewinson

WSPR
SPRINGFIELD—EST. 1936
MBS—YANKEE—COLONIAL NETWORKS
Frequency: 1270 Kc........Power: 500 Watts
Owned-Operated By ........WSPR, Inc.
Address .................63 Chestnut Street
Phone Number .............Springfield 6-2757
Transmitter Location: Union St. and Palmer
Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .............INS: Transradio
Transcription Service ......Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel
President-Station Manager, Quincy A. Brackett
Treasurer .................Lewis B. Breed
Commercial Manager ..........Milton W. Stoughton
Program-Publicity Director,
Wayne Henry Latham
Chief Engineer .............Lawrence A. Reilly

WMAW
WORCESTER—EST. 1941
Frequency: 1230 Kc........Power: 250 Watts
(3 amplifiers (100-watt) at Auburn, Whitinsville and Marlborough)
Owned-Operated By ........C. T. Sherin Co.
Address .................Worcester
Time on the Air ...........Unlimited license

Personnel
President .............Frank F. Butler
Vice-President ..........W. Robert Ballard
* Station had C.P. at press-time.

WORC
WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc........Power: 1000 Watts
Owned-Operated By ........A. F. Kleindienst
Address .................65 Elm Street
Phone Number .............5-3101
Transmitter Location ..........Auburn, Mass.
Time on the Air ..........7 a.m. to 12 midnight
News Service .............Transradio
Transcription Service ......NBC Thesaurus
Representative .............Weed & Co.

Personnel
Owner ..................A. F. Kleindienst
Station Manager ............Mildred P. Stanton

WTAG
WORCESTER—EST. 1924
NBC—YANKEE NETWORK
Frequency: 580 Kc........Power: 5000 Watts
Owned By: Worcester Telegram Publishers Company, Inc.
Operated By: Worcester Telegram and Evening Gazette
Address .................18-20 Franklin Street
Phone Number .............5-4321
Time on the Air ..........6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram &
The Evening Gazette
News Service .............AP
Transcription Service ......World Broadcasting System; Langworth
Representatives: Edward Petry & Co.; Bertha Bannon

Personnel
Vice-President-General
Manager ..................George F. Booth
Director .................Edward E. Hill
Commercial Manager ..........George H. Jaspert
Local Sales Manager ..........Dorothy Robinson
Sales Promotion Manager ..........Philip R. Jasen
Program Director ..........William T. Cavanagh
Musical Director ..........Jean Wilkins
Chief Engineer ..........Hobart H. Newell
MICHIGAN
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 235

W E L L
BATTLE CREEK—EST. 1925
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By .......Federated Publications, Inc.
Phone Numbers.............5655; 7166
Transmitter Location ......Michigan National Bank Bldg.
Time on the Air: 7 a.m. to 12 midnight: Sundays, 9 a.m. to 10 p.m.
Newspaper Affiliation .......Battle Creek Enquirer-News
Transmission Service ......Associated Music Representative
Personnel
President .....................A. L. Burgan
General Manager .............D. E. Jayne
Commercial Manager ..........F. F. Owen
Program Director .............Frank Jayne
Chief Engineer ................R. B. Roof

Phone Numbers: Houghton 1; Calumet 869
Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton
Transmitter Location ......Laurium, Michigan
Time on the Air .............7:30 a.m. to 10 p.m.
Newspaper Affiliation ......Daily Mining Gazette, Houghton; Evening News Journal, Calumet
News Service ................AP
Representative ..........Bogner and Martin

W J B K
DETOUR—EST. 1928
BLUE NETWORK
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By ........James F. Hopkins, Incorporated
Address .....................8559 Hamilton Avenue
Phone Number ...............Trinity 2-2000
Transmitter Location ......15555 Woodrow Wilson Avenue
Time on the Air ..........24 hours daily
News Service ..............INS
Transcription Service ......Associated Music Publishers; World Broadcasting System
Representatives ..........Forjoe & Company; Associated Radio Sales
Personnel
President-Station Manager ..........James F. Hopkins
Commercial Manager ..........Art Croghan
Sales Promotion Manager ......John Olenik
Program-Musical Director ......Sybil Krieghoff
Production Manager (Foreign) ......Stanley Altschuler
Publicity Director ............Leila Bingham
Chief Announcer .............Charles R. Sterritt
Chief Engineer ................Paul Frincke

W H D F
CALUMET—EST. 1929
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
MICHIGAN

Transmitter Location: 7310 Woodward Ave.
Time on the Air: 20 1/2 hours daily
News Service: INS
Transcription Service: Standard Radio; C. P. MacGregor
Representative: United Broadcasting Company

Personnel

President-General Manager: John L. Booth
Vice-President: W. W. Booth
Treasurer-Auditor: Hugh M. Gray
Secretary-Personnel Manager: Meril A. Lindbloom
Sales Manager: Mike Kent
Merchandising Manager: Michael Jachimski
Program Director: Charles Farrall
Publicity Director: Virginia Connor
Traffic Manager: Herbert Mertz
Musical Director: Edward Clark

WJR
DETAIR—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 760 Kc. Power: 50000 Watts
Owned-Operated By: WJR, The Goodwill Station
Business Address: 2103 Fisher Building

Phone Number: Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location: Trenton, Michigan
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service: INS
Transcription Service: Standard Radio
Representative: Edward Petry & Co., Inc.

Personnel

President: G. A. Richards
Executive Vice-President and General Manager: Leo Fitzpatrick
Vice-President: John Patt
Assistant General Manager-Sales Manager: Owen F. Uridge
Secretary-Treasurer: P. M. Thomas
Publicity Director: Neal Tomy
Program Director: Norman White
Production Managers: Arthur McPhillips, David Oldson
Chief Announcer: Franklin C. Mitchell
Musical Director: Samuel Benavie
Chief Engineer: M. R. Mitchell

CKLW
DETOIT
(See Windsor, Ont., Canada, Page 659)

This Area Covers The Homes of 8,000,000 People!

CKLW BLANKETS THIS RICH MARKET
22 HOURS OUT OF EVERY DAY!
In The Detroit Area Buy CKLW—More Listeners For Less!
WWJ

DETOUR—EST. 1920
NATIONAL BROADCASTING CO.
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Evening News Association
Business Address: 115 W. Lafayette
Phone Number: 5000 R. Andolph 2000
Studio Address: 115 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road,
Oak Park, Michigan
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: The Detroit News
News Service: UP
Transcription Service: Lang-Worth
Standard Radio Representative: George P. Hollingbery Co.

Personnel
General Manager: W. J. Scripps
Station Manager: Harry Bannister
Business Manager: Forrest Wallace
Sales Manager: Harry Betteridge
Sales Promotion Manager: Jake Albert
Program Supervisor: James Eberle
Program Director: Melvin C. Wissman
Production Manager: Jack Hill
Public Relations Director: Robert Kelly
Musical Director: Mischa Kottler
Chief Engineer: Walter Hoffman

WXYZ

DETOUR—EST. 1930
BLUE NETWORK—MICHIGAN RADIO NETWORK
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address: 1700 Stroh Building
Phone Number: 8321 Cherry
Studio Address: 14th floor Maccabees Bldg.
Transmitter Location: 15505 Joy Road
Time on the Air: 6:30 a.m. to 1 a.m.
News Service: UP
Transcription Service: Standard Radio Representative: Paul H. Raymer Co.

Personnel
President-Treasurer: George W. Trendle
Vice-President: John H. King
Secretary-General: H. Allen Campbell
Assistant Commercial Manager: James G. Riddell
Sales Promotion, Advertising and Publicity: Lambert B. Beeuwkes
Studio Manager: H. Earl Moore
Director of Production: Charles Livingstone
Merchandising Manager: Harold S. Christian
News Editor: Felix Holt
Chief Announcer: Jack McCarthy
Traffic Manager: David H. Harris
Musical Director: Benny Kite
Chief Engineer: Vern C. Alston

WKAR

EAST LANSING—EST. 1922
Frequency: 870 Kc. Power: 5000 Watts
Owned-Operated By: Michigan State College
Business Address: East Lansing
Phone Number: 5-8113, ext. 600
Studio Address: Auditorium Building
Transmitter Location: Campus
Time on the Air: 6 a.m. to 5 p.m.
News Service: AP
Transcription Service: Lang-Worth

Personnel
Station Manager: Robert J. Coleman
Program Supervisor: Ray J. Stanley
Production Manager: L. D. Barnhart
Chief Engineer: Norris Grover
(Non-Commercial Station)

WDTC

ESCANABA—EST. 1941
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Delta Broadcasting Company
Address: First and Ludington Streets
Phone Number: 878
Transmitter Location: First and Ludington
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard Radio

Personnel
Secretary-Treasurer-General Manager: Gordon H. Brozek
Chief Engineer: Jack Foster

WFDF

FLINT—EST. 1922
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Flint Broadcasting Co.
Address: Union Industrial Bldg.
Phone Number: 2-7158
Transmitter Location: Bristol Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: INS
Transcription Service: NBC Thesaurus Representative: Burn-Smith, Inc.

Personnel
President-General Manager: Howard M. Loeb
Commercial Manager: F. S. Loeb
Program Director: Adrian R. Cooper
Chief Announcer: James Cleaver
Auditor: Audrey Jones
News Editor: Jack Lewin
Musical Director: William Geyer
Chief Engineer: Frank D. Fallain
**W L A V**  
GRAND RAPIDS—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Leonard A. Versluis  
Address: Keeler Building, 6 Fountain St., N.E.  
Phone Number: 6-5461  
Transmitter Location: 6 Fountain St., N.E.  
Time on the Air: 6:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  
News Service: INS Transcription Service: Standard Radio

**Personnel**  
Owner: Leonard A. Versluis  
Manager: Hy M. Steed  
Sales Promotion Manager: King C. Bard  
Program Director-Traffic: Raymond A. Plank

**WOOD-WASH**  
GRAND RAPIDS—EST. 1930  
BLUE NETWORK  
NATIONAL BROADCASTING CO.  
MICHIGAN RADIO NETWORK  
Frequency: 1330 Kc. Power: 500 Watts  
(C.P. 5000 Watts)  
Owned-Operated By: King-Trendle Broadcasting Corporation  
Address: 16th Floor Grand Rapids National Bank Building  
Phone Number: 9-4211  
Transmitter Location: Bridge St. Road, 1 mile west of city limits  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
Representative: Paul H. Raymer Co.

**W J M S**  
IRONWOOD—EST. 1931  
MUTUAL BROADCASTING SYSTEM  
LAKE SUPERIOR NETWORK  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.

**Address**: 124 E. McLeod Ave.  
**Phone Number**: 20  
**Transmitter Location**: U. S. Highway No. 2 & Douglas Boulevard  
**Time on the Air**: 6 a.m. to 12 midnight  
**News Service**: AP; UP  
**Transcription Service**: Associated Music Publishers: Standard Radio; C. P. MacGregor  
**Representative**: Bogner & Martin

**W I B M**  
JACKSON—EST. 1925  
BLUE NETWORK  
MICHIGAN RADIO NETWORK  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WIBM, Inc.  
Address: 228 West Michigan Avenue  
Phone Number: 6121  
Transmitter Location: 228 West Michigan Avenue  
Time on the Air: 6:30 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Forjoe & Company

**Personnel**  
President: Herman Radner  
Vice-President and Station Manager: Roy Radner  
Sales Promotion Manager: William Cizek  
Program-Musical Director: Wilbur Dunn  
Chief Engineer: C. W. Wirtanen

**W K Z O**  
KALAMAZOO-GRAND RAPIDS  
EST. 1923  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 590 Kc. Power: 5000 Watts  
Owned By: WKOZ, Incorporated  
Operated By: John E. Fetzer  
Business Addresses: P. O. Box 886 (Kalamazoo); P. O. Box 203 (Grand Rapids)  
Phone Number: 3-1223  
Studio Addresses: 711 Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)  
Transmitter Location: Parchment, Michigan  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight  
News Service: INS Transcription Service: NBC Thesaurus  
Representative: Free & Peters, Incorporated

**Personnel**  
President-General Manager: John E. Fetzer
Station Manager .................. Ray V. Hamilton
Commercial Manager .............. John W. O'Harrow
Program-Publicity Director (Kalamazoo) ..................... Paul H. Aurandt
Program Director (Grand Rapids), Harry Caray
Chief Announcer .................. Roy Rowan
Chief Engineer .................. Arthur E. Covell

**WJIM**
LANSING—EST. 1934
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Operated By .......... WJIM, Inc.
Address ........................ City National Building
Phone Number ................. 2-1333-4-5
Transmitter Location .... City National Building
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .................. UP
Transcription Service ... Associated Recorded
Program Service

**WMPC**
LAPEER—EST. 1926
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By: The Liberty Street Gospel Church of Lapeer
Address ............................. 803 Liberty St.
Phone Numbers .................. 455-J; 455-M
Transmitter Location ........ 803 Liberty St.
Time on the Air ............... Shares Time

**WDMJ**
MARQUETTE—EST. 1931
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address ............................. 146 W. Washington
Phone Number .................. 616
Transmitter Location ........ 146 W. Washington
Time on the Air: Unlimited: 8 a.m. to 10 p.m.; Sundays, 9 a.m. to 4 p.m.
Newspaper Affiliation .... Daily Mining Journal
News Service .................. Transradio
Transcription Service .... World and Keystone Broadcasting Systems

**WKBZ**
MUSKEGON—EST. 1926
Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Operated By .......... Ashbacker Radio Corp.
Business Address .............. Muskegon
Phone Number .................. 26-051
Studio Address .................. 424 Apple Ave.
Transmitter Location .... Muskegon Township
Time on the Air ............... 7 a.m. to 11 p.m.
News Service .................. UP
Transcription Service .... World Broadcasting System; Associated Music Publishers; Long-Worth
Representative ................. Burn-Smith Co.

**WCAR**
PONTIAC—EST. 1939
Frequency: 1130 Kc. .... Power: 1000 Watts
Owned-Operated By .......... Pontiac Broadcasting Company
Address ............................. 8th Floor Riker Building
Phone Number .................. Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: 4 a.m. to local sunset; Sundays, 8 a.m. to local sunset
News Service .................. INS
Transcription Service .... NBC Thesaurus: Standard Radio
Representative .......... The Foreman Company

**Personnel**
President .................. Frank J. Russell, Jr.
General Manager ............. Gordon H. Brozek
Manager ....................... Grant F. Ashbacker
Commercial Manager .......... William C. Wester
Sales Promotion Manager .... Loran A. Haney
Program-Musical Director ... Frank Lynn
Production Manager ........... Ernest Murray
Publicity Director ............ Louis Dwyer
Chief Announcer .............. Albin Beck
Office Manager ............... Henry Klooster
Chief Engineer ................ Geo. Krivitzky

**Personnel**
President-Station Manager .......... Frank S. Hemingway
Manager ........................ Nora Eastman
Musical Director .............. A. O. Voorheis
Chief Engineer ................ H. F. Hayes
(Non-Commercial Station)

**Personnel**
President .................. George M. Stutz
General Manager ............. H. Y. Levinson
Commercial Manager .......... Monte Meyer
Program-Musical Director .... William E. Macdonald
Accountant ................... Carl E. Cloyd
Administrative Secretary ....... Cloman Pipe
Chief Engineer ................ Wiley Wenger
MICHIGAN

W

WSAM

H L S

PORT HURON—EST.

SAGINAW— EST.

1938

BLUE NETWORK

MICHIGAN RADIO NETWORK

.

Co.
Business

Power: 250 Watts
Owned-Operated By.. Harmon LeRoy Stevens
Frequency:

Kc

1450

6 a.m. to 12

Transmitter Location
Time on the Air
Service
Transcription Service

News

Keystone Broad-

President-Commercial

Manager. .Harmon L. Stevens
Manager
Robert Mackin
Sales Promotion Manager
V. O. Cram

Sales Promotion
Chief Engineer

Commercial

Helen Nelson
Allen Keys

Chief Announcer

Musical Director
Chief Engineer

Lyle Patterson

Conant

Leslie

SAULT

•

STE.

212 West Sixth Street
Elmhurst 6524; Royal

1939

d.;

100 n.

Hiawathaland

West Portage Avenue
2642

Personnel

0815

2201 Woodward
Location
Heights Blvd., Ferndale, Michigan
Time on the Air
7 a.m. to 4 a.m.
INS
News Service
Transmitter

General Manager

WT

Personnel
Manager

E. C.

Program Director-Chief
Announcer

Thompson

Frequency:

Kirk

Chief Engineer

Joseph

L.

Casting

Location

Time on the Air

1941

Power: 250 Watts
Midwestern Broad-

Company
Anderson

Building

Traverse City 1150
Transmitter Location. .Elmwood Township-Leelanau County, Michigan
Time on the Air
Unlimited License
News Service
AP
Transcription Service
Standard Radio
Representative
....Associated Radio Sales

1939

Power: 500 Watts
....Harold F. Gross &

Personnel

C. Shields

Address

1400 Kc

Address

H A L

Owned-Operated by

M

Phone Number

SAGINAW—EST.
Frequency: 980 Kc

C

Owned-Operated By

Knight

McFarland

•

W

Stanley R. Pratt

TRAVERSE CITY— EST.

G. B. Hartick

Transmitter

Power: 250

Transmitter Location
U. S. Highway No. 2
Time on the Air
Unlimited license
Transcription Service
Standard Radio
Representative
Joseph Hershey McGillvra

Company

Edmund

MARIE— EST.

Address
Phone Number

EST. 1925

Power: 250 Watts
1340 Kc
Owned-Operated By. .Royal Oak Broadcasting

Phone Numbers

WSOO

Broadcasting Co.

Frequency:

Address

Simon Maruszan

Owned-Operated By

L

Greenbaum

Jack Parker
Robert Phillips

Manager

Frequency: 1230 Kc

W EX
ROYAL OAK—

INS
Radio

Manager,
Milton L.

President-Station

President
Business

Standard

Station Manager-Program
Director

Personnel

Publicity Director

Hotel
2-6148

Personnel

UP

Service
Transcription Service
casting System

Bancroft

Bay at Weiss St.
Bay at Weiss St.
74 Vz hours per week

midnight

News

Oak

Address

Phone Number
Studio Address

and Herman LeRoy Stevens
932 Military St.
Address
Phone Number
6191
Transmitter Location .... 32nd St. and Lapeer
Ave.
Time on the Air

1940

Frequency: 1230 Kc... Power: 250 d.; 100 n.
Owned-Operated By. .Saginaw Broadcasting

Saginaw
Saginaw

President-Station

Sales Manager
Sales Promotion
Musical Director
Chief Engineer

Daytime license
operate under a

'Station was licensed to
construction permit at time of going to press.

451

Manager

Les Biederman
Keevil
Bud Hicks
Don Mullen

Graham
Manager

Drew McClay


**KATE**

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By... Albert Lea Austin

Broadcasting Company

Address: 332 So. Broadway

Phone Number: 2338

Transmitter Location: 332 So. Broadway

Time on the Air: 6 a.m. to 12 midnight

News Service: UP

Transcription Service: World Broadcasting System

Representative: Foreman & Company

**Personnel**

President and Station Manager... E. L. Hayek

Commercial Manager... Tom H. Lathrop

Program Director-Chief: Announcer... Roy Pickett

Chief Engineer... George Church

**K T O M**

BRAINERD—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts

Owned By... Edward Tom O'Brien, David Shepard, Howard S. Johnson, John W. Boler

Operated By... Brainerd-Bemidji Broadcasting Co.

Address: Brainerd, Minnesota

Time on the Air: 8 a.m. to 12 midnight

Unlimited license

* Station had C.P. at press time.

**KDAL**

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 510 Kc. Power: 1000 Watts

Owned-Operated By... Red River Broadcasting Co., Inc.

Address: 218 Bradley Building

Phone Number: Melrose 2230

Transmitter Location: Foot of 83rd Ave. W., Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight

News Service: Transradio

Transcription Service: Lang-Worth; Standard Radio

Representative: Free & Peters, Inc.

**Personnel**

President-Station Manager... Dalton LeMasurier

Commercial Manager... Odin S. Ramsland

Sales Promotion Manager... Ellis Harris

Program Director... Gilbert Fawcett

Chief Engineer... Robert A. Dettman

**WEB C**

DULUTH—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts

Owned-Operated By... Head of Lakes Broadcasting Co.

Business Address: WEBC Bldg. (Duluth and Superior, Wis.)

Phone Number: Melrose 1537

Transmitter Location: Unlimited license

Newspaper Affiliation: Duluth News Tribune

Transcription Service: NC Thesaurus

Representative: George P. Hollingbery Co.

**Personnel**

General Manager... Walter C. Bridges

Business Manager... Thomas W. Gavin

**KGDE**

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 100 W.

Owned-Operated By... Charles L. Jaren

Address: Fergus Falls

Phone Number: 988

Transmitter Location: Fergus Falls

Time on the Air: Unlimited license

**Personnel**

General Manager... C. L. Jaren

**WMFG**

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By... Head of Lakes Broadcasting Co.

Address: Androy Hotel

Phone Number: 1150

Transmitter Location: Androy Hotel

Time on the Air: 6:30 a.m. to 11 p.m.

News Service: UP

Transcription Service: C. P. MacGregor

Representative: George P. Hollingbery Co.

**Personnel**

President: Morgan Murphy

Station Manager: H. S. Hyett

Sales Promotion Manager: Leo Freemont

Chief Engineer: C. B. Persons
**KYSM**

MANKATO—EST. 1938
BLUE NETWORK—NBC
MINNESOTA RADIO NETWORK
NORTHWEST RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: F. E. Clements & Company
Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.
Time on the Air: 19 hours daily
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Company

**Personnel**

President: F. B. Clements
Genera Manager: John F. Meagher
Merchandising Manager: Bob DeHaven
Program—Publicity Director: Jack Hanssen
Continuity Director: Jeanne Kimball
News Editor: Orrin Melton
Musical Director: Maurice Piche

**WCCO**

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.
Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Audio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul
Transmitter Location: Anoka, Minn.
Time on the Air: 4:55 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
News Service: AP; UP
Representative: Radio Sales

**Personnel**

General Manager: E. H. Gammons
Assistant to General Manager: Al Sheehan
Commercial Manager: Thomas H. Dawson
Sales Promotion Manager: Sam H. Kaufman
Program Director: Hayle Cavanor
Educational Director: Max Karl
Office Manager: Emmett Heerd
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney

**WOL**

MINNEAPOLIS-ST. PAUL—EST. 1940
NORTHERN CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Independent Merchants Broadcasting Co.
Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul
Transmitter Location: 2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
News Service: INS
Transcription Service: Associated Music Publishers
Representative: The Foreman Company

**Personnel**

President: C. J. Winton, Jr.
General Manager: K. W. Husted
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Douglas Durkin
Program Director: Robert Sutton
Sports Director: Harry McTigue
News Editor: B. E. Hardman
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautigam
Technical Advisor: Ogden Prestholdt
117 national and local spot advertisers have used an average of nearly 5 consecutive years each—an aggregate total of 591! We’ve prepared a booklet full of proof. Write for it. You’ll see how products and services just like yours have used KSTP and why! The 8th retail market listens—and buys—when it’s on KSTP, the Northwest’s leading radio station.

KSTP 50,000 WATTS—CLEAR CHANNEL EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
MINNEAPOLIS—ST. PAUL, MINN.
**WTCN**  
**MINNEAPOLIS-ST. PAUL—EST. 1934**  
**BLUE NETWORK**  
Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
Owned By: Minneapolis Daily Times & St. Paul Dispatch-Pioneer Press  
Operated By: Minneapolis Broadcasting Corporation  
Address: Wesley Temple Building  
Phone Numbers: Main 6562; Nestor 8661  
Transmitter Location: Snelling Road B. Rose Township  
Time on the Air: 6:00 a.m. to 12 midnight  
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press; Minneapolis Daily Times  
News Service: AP  
Transcription Service: Associated Music Publishers  
Representative: Free & Peters  

**Personnel**  
President: G. B. Bickelhaupt  
Station Manager: C. T. Hagman  
Commercial Manager: F. Van Konyenburg  
Program Director: Robert DeHaven  
Publicity Director-Traffic Manager: Judy Bryson  
Musical Director: Frank Zdarsky  
Technical Director: John M. Sherman

**KVox**  
**MOORHEAD—EST. 1937**  
**MUTUAL BROADCASTING SYSTEM**  
**NORTH CENTRAL BROADCASTING SYSTEM**  
Frequency: 1340 Kc. Power: 250 Watts  
Owned By: KVox Broadcasting Co., Inc.  
Operated By: North Central Broadcasting System  
Address: Comstock Hotel  
Phone Number: 3-1523  
Transmitter Location: 14th St. and 12th Ave., South  
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight  
News Service: UP  
Transcription Service: World Broadcasting System  
Representatives: North Central Broadcasting System; Joseph Hershey McGillivra  

**Personnel**  
President: John Boler  
Station Manager: M. M. Marget  
Commercial Manager: Reinhart Steinley, Jr.  
Program Director: Ray Stough  
Chief Engineer: Fred Monkkonen

**WCAL**  
**NORTHFIELD—EST. 1922**  
Frequency: 770 Kc. Power: 5000 Watts  
Owned-Operated By: St. Olaf College  
Business Address: St. Olaf College  
Phone Number: Northfield 770  

**KFAM**  
**ST. CLOUD—EST. 1938**  
**BLUE NETWORK**  
**NBC—NORTHWEST NETWORK**  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: The Times Publishing Co.  
Business Address: 16-18 Sixth Ave., North  
Studio Address: Weber Bldg.  
Transmitter Location: Highway No. 152  
Time on the Air: 6:00 a.m. to 12 midnight  
News Service: St. Cloud Times  

**Personnel**  
President-General Manager: Fred Schilplin

**KSTP**  
**ST. PAUL-MINNEAPOLIS—EST. 1928**  
**NBC—NORTHWEST NETWORK**  
Frequency: 1500 Kc. Power: 50000 Watts  
Owned-Operated By: KSTP, Inc.  
Address: Hotel Saint Paul (St. Paul), Hotel Radisson (Minneapolis)
WHLB  
VIRGINIA—EST. 1936  
NATIONAL BROADCASTING CO.  
ARROWHEAD NETWORK  
Frequency 1400 Kc.  Power: 250 Watts  
Owned-Operated By  Head of the Lakes Broadcasting Co.  
Address  WHLB Bldg.  
Phone Number  2000  
Transmitter Location  16th and Sixth Ave.  
Time on the Air  6:30 a.m. to 11 p.m.  
News Service  UP  
Representative  George P. Hollingbery Co.  

Personnel  
President  W. C. Bridges  
Station Manager  Barney Irwin  
Chief Announcer  Norman Page  
Chief Engineer  Wayne Kestila  

KWLM  
WILMAR—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By  Lakeland Broadcasting Company  
Business Address  Willmar, Minn.  
Phone Numbers  1340, 1310, 910  
Studio Address  Willmar War Memorial Auditorium  
Transmitter Location  Foot Lake  
Time on the Air  6 a.m. to 12 midnight  
Transcription Service  World Broadcasting System  
Representative  North Central Broadcasting System  

Personnel  
President-General Manager  H. W. Linder  
Program Director  Willard Linder  
Production Manager  Earl Henton  
Montevideo Studio Manager  Gil Frayseth  
Chief Announcer  Jack Lynch  
Chief Engineer  Verne Baumgartner  

KWNO  
WINONA—EST. 1938  
MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By  Winona Radio Service  
Address  216 Center St.  
Phone Number  3314  
Transmitter Location  831 Barnia St.  
Time on the Air  6:30 a.m. to 11 p.m.  
Newspaper Affiliation  Winona Republican-Herald  
News Service  UP  
Transcription Service  Standard Radio  

Personnel  
President  M. H. White  
General Manager  J. L. McCurrin  
Program Director  Margaret Johnson  
Production Manager-Publicity Director  
Joel Foss  
Chief Announcer  Don Hendricks  
Traffic Manager  Phyllis Lund  
Accountant  Isabelle Hartung  
Musical Director  Margaret Johnson  
Chief Engineer  Maurice Reutter
### MISSISSIPPI

**WCBI**

**COLUMBUS—EST. 1940**

**MISSISSIPPI NETWORK**

- **Frequency:** 1430 Kc  .  **Power:** 250 Watts
- **Owned By:**  .  Birney Imes, Jr.
- **Operated By:**  .  Columbus Broadcasting Co.
- **Business Address:**  .  Gilmer Hotel
- **Phone Number:**  .  1313

**Transmitter Location:**  .  Tombigbee Bridge

**Time on the Air:**  .  16 hours daily

**Newspaper Affiliation:**  .  Columbus Commercial Dispatch

- **News Service:**  .  AP
- **Transcription Service:**  .  Standard Radio, Keystone Broadcasting System, BMI
- **Representative:**  .  Associated Radio Sales

**Personnel**

- **Owner:**  .  Birney Imes, Jr.
- **General Manager:**  .  Bob McRaney
- **Commercial Manager:**  .  James Eatherton
- **Chief Announcer-Musical Director:**  .  Phil Gulley
- **Children's Program Director:**  .  Mrs. John Q. Hays
- **West Point Studio Director:**  .  Madge Moore
- **MSCW Studio Director:**  .  Dr. Crandall
- **Chief Engineer:**  .  P. C. Melone

**WGCM**

**GULFPORT—EST. 1929**

**MISSISSIPPI STATE NETWORK**

- **Frequency:** 1240 Kc  .  **Power:** 250 Watts
- **Owned-Operated By:**  .  WGCM, Inc.
- **Business Address:**  .  Hewes-Martin Bldg.
- **Phone Numbers:**  .  1111 (Gulfport), 265 (Biloxi)

**Transmitter Location:**  .  (Arlington Heights)

**Time on the Air:**  .  7 a.m. to 10 p.m.

- **News Service:**  .  INS
- **Transcription Service:**  .  C. P. MacGregor

**Personnel**

- **President:**  .  P. K. Ewing
- **General Manager:**  .  F. C. Ewing
- **Program Director-Chief Announcer:**  .  Jack Daughtery
- **Production Manager:**  .  H. C. Hill
- **Publicity Director:**  .  Al Wolfe
- **Artists' Bureau Head:**  .  M. E. McCorkle
- **Chief Engineer:**  .  Gordon Clark

**WGJR**

**GREENVILLE—EST. 1939**

- **Frequency:** 1340 Kc  .  **Power:** 250 Watts
- **Owned-Operated By:**  .  John R. Pepper (Radio Services Co.)
- **Address:**  .  107 So. Poplar
- **Phone Number:**  .  1770

**Transmitter Location:**  .  North on Highway No. 1

**Time on the Air:**  .  7 a.m. to 10 p.m.

- **News Service:**  .  UP
- **Transcription Service:**  .  Associated Music Publishers

**Personnel**

- **Owner:**  .  John R. Pepper
- **Station Representative:**  .  Frank W. Baldwin
- **Program Director:**  .  Bert Ferguson
- **Production Manager:**  .  Barbee Ashley
- **Chief Announcer:**  .  Bob Thompson
- **Musical Director:**  .  Charlotte Hague
- **Chief Engineers:**  .  Ray A. Dickson, Horace Alvis

**WGGM**

**GREENWOOD—EST. 1938**

**BLUE NETWORK**

- **Frequency:** 1240 Kc  .  **Power:** 250 Watts

**Owned By:**  .  P. K. Ewing

- **Operated By:**  .  W. E. Williams
- **Address:**  .  222 Howard Street
- **Phone Number:**  .  1717

- **Transmitter Location:**  .  One mile north of city

**Time on the Air:**  .  15½ hours per day

- **Transcription Service:**  .  C. P. MacGregor
- **Representative:**  .  Sears & Ayer, Inc.

**Personnel**

- **President:**  .  John Norton
- **General Manager:**  .  W. E. Williams
- **Program Director:**  .  John Norton

**WFOR**

**HATTIESBURG—EST. 1924**

**NATIONAL BROADCASTING CO.**

- **Frequency:** 1400 Kc  .  **Power:** 250 Watts
- **Owned-Operated By:**  .  Forrest Broadcasting Co.
- **Address:**  .  302 Hemphill St.
- **Phone Number:**  .  1866

**Transmitter Location:**  .  W. Seventh St. and 25th Ave.

**Time on the Air:**  .  6 a.m. to 11:05 p.m.

- **News Service:**  .  AP
- **Transcription Service:**  .  Associated Radio Sales

**Personnel**

- **President:**  .  C. J. Wright
- **Program Director:**  .  John T. Orr
- **Chief Engineer:**  .  C. H. Dyess
WJDX
JACKSON—EST. 1929
Frequency: 1300 Kc. . . . .Power: 5000 d., 1000 n.
Owned-Operated By: Lamar Life Insurance Company
Business Address: Lamar Life Building
Phone Numbers: 1-1183 (Adv. Dept.), 2-2841 (Studios)
Studio Address: Heidelberg Hotel
Transmitter Location: U. S. Highway No. 51
Time on the Air: 6:15 a.m. to 11:05 p.m.; Sundays, 8 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representative: George P. Hollingbery
Company
Personnel
Station Manager: Wiley P. Harris
Commercial and Advertising Manager: Allen Lacy, Jr.
Program-Musical Director: Maurice Thompson
Publicity Director: Pat Halverson
Chief Engineer: P. G. Root

WSLI
JACKSON—EST. 1938
THE BLUE NETWORK
Frequency: 1450 Kc. . . . .Power: 250 Watts
Owned-Operated By: Standard Life Broadcasting Co.
Address: Robert E. Lee Hotel
Phone Number: 3-2788
Transmitter Location: Jackson
Time on the Air: Unlimited license
Transcription Service: Standard Radio
Manager: L. M. Sepaugh

WAML
LAUREL—EST. 1935
NATIONAL BROADCASTING CO.
MISSISSIPPI NETWORK
Frequency: 1490 Kc. . . . .Power: 250 Watts
Owned-Operated By: New Laurel Radio Station, Inc.
Address: 505½ Central Ave.
Phone Number: 288
Transmitter Location: Washington Road
Time on the Air: 6:30 a.m. to 10:15 p.m.
News Service: UP
Transcription Service: World Broadcasting System
Representative: Associated Radio Sales

WSKB
McCOMB—EST. 1939
Frequency: 1230 Kc. . . . .Power: 250 Watts
Owned-Operated By: McComb Broadcasting Corp.
Business Address: Box 111
Phone Number: 37
Studio Address: McColgan Hotel
Transmitter Location: Pike County
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: World Broadcasting System
Personnel
President: Robert L. Sanders
General Manager: George Blumenstock
Station Manager: Charles White
Program Director: Julia D. Blumenstock
Chief Announcer: Bill Lowery
Musical Director: Mrs. B. L. Mathis
Chief Engineer: Robert Louis Sanders

WCOC
MERIDIAN—EST. 1926
COLUMBIA BROADCASTING SYSTEM
MISSISSIPPI NETWORK
Frequency: 910 Kc. . . . .Power: 1000 Watts
Owned-Operated By: Mississippi Broadcasting Co., Inc.
Address: Threefoot Building
Phone Number: 1042
Transmitter Location: Highway No. 45 North
Time on the Air: 7 a.m. to 11:30 p.m.
News Service: UP
Personnel
General Manager: D. W. Gavin

WMIS
NATCHEZ—EST. 1941
MISSISSIPPI & LOUISIANA NETWORKS
Frequency: 1490 Kc. . . . .Power: 250 Watts
Owned-Operated By: Natchez Broadcasting Co.
Address: 407 Franklin St.
Phone Number: 1515
Transmitter Location: Highway No. 61, North
Time on the Air: 7 a.m. to 10 p.m.
News Service: INS
Transcription Service: C. P. MacGregor
Personnel
President: P. K. Ewing
Station Manager: P. K. Ewing, Jr.
Commercial Manager: B. O. Pennington
Program Director: Val Jensen
Chief Announcer: Lloyd Harris
Bookkeeper: A. R. Young
Musical Director: Harry King Barth
Chief Engineer: George Wilson
**WQBC**

**VICKSBURG**

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By: Delta Broadcasting Company, Inc.
Address: Hotel Vicksburg Phone Number: 312
Transmitter Location: 2½ miles S. E. of Vicksburg
Time on the Air: 9½ to 10½ hours daily

**KHSV**

**CAPE GIRARDEAU—EST. 1925**

Frequency: 1400 Kc.  Power: 250 Watts
Owned By: Oscar C. Hirsch
Operated By: Oscar C. Hirsch Battery & Radio Co.
Address: 324 Broadway Phone Number: 2104, 2105
Transmitter Location: 3½ miles west of Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.
News Service: Transradio Transcription Service: Standard Radio, Lang-Worth
Representative: John E. Pearson

**KFRO**

**COLUMBIA—EST. 1925**

BLUE NETWORK
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By: Star Times Publishing Company
Address: Ninth and Elms Sts. Phone Number: 4141-42
Transmitter Location: 1200 East Broadway Time on the Air: 7:15 a.m. to 11 p.m.

**KHMO**

**HANNIBAL—EST. 1941**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Courier Post Publishing Co.
Address: 102½ S. Main St. Phone Number: 3450
Transmitter Location: Lindell Ave. Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Hannibal Courier-Post
News Service: AP Transcription Service: Lang-Worth Representative: John E. Pearson

**KWOS**

**JEFFERSON CITY—EST. 1936**

MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Tribune Printing Co. Business Address: 210 Munroe Phone Number: 4000
Studio Address: St. Mary’s Blvd. Transmitter Location: St. Mary’s Blvd. Time on the Air: 120 hours weekly
Newspaper Affiliation: Jefferson City Capitol News & Post Tribune

**MISSOURI**

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 240

**MISSISSIPPI—MISSOURI**

**WQBC**

VICKSBURG

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By: Delta Broadcasting Company, Inc.
Address: Hotel Vicksburg Phone Number: 312
Transmitter Location: 2½ miles S. E. of Vicksburg
Time on the Air: 9½ to 10½ hours daily

**KHMO**

HANNIBAL—EST. 1941

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Courier Post Publishing Co.
Address: 102½ S. Main St. Phone Number: 3450
Transmitter Location: Lindell Ave. Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Hannibal Courier-Post
News Service: AP Transcription Service: Lang-Worth Representative: John E. Pearson

**KWOS**

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Tribune Printing Co. Business Address: 210 Munroe Phone Number: 4000
Studio Address: St. Mary’s Blvd. Transmitter Location: St. Mary’s Blvd. Time on the Air: 120 hours weekly
Newspaper Affiliation: Jefferson City Capitol News & Post Tribune

**Personnel**

**WQBC**

President: J. W. Roth Production Manager: Harold Douglas
Publicity Director: Foster H. Brown Chief Engineer: Myrl Roe Solomon
Artists’ Bureau Head: Wm. Haley, Jr. Musical Director: Carl Stepp
Chief Engineer: Robert Haigh

**KHMO**

President: L. P. Cashman Station Director: O. W. Jones
Sales Promotion Manager: J. A. Tillman Program Director-Chief Announcer: J. C. Lentz
Chief Engineer: C. E. Drake

**KWOS**

President: Elizey Roberts Vice-President: John C. Roberts, Jr.
General Manager: C. L. Thomas Program Director: Guy Lowe

**Newspaper Affiliation**

WQBC: Vicksburg Evening Post
KHMO: Hannibal Courier-Post
KWOS: Jefferson City Capitol News & Post Tribune
PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

$47,000,000 are paid each year to employees of industrial manufacturing concerns.

$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

John E. Pearson, Representative

Basic Blue Network
M I S S O U R I

News Service.................................................. AP, UP
Transcription Service............................................. World Broadcasting System
Representative..................................................... Sears & Ayer

Personnel

President..................................................... R. C. Goshorn
Station Manager................................................ R. L. Rose
Program Director............................................... Elda Oswald
Chief Engineer.................................................. J. C. Haynes, Jr.

WMBH
JOPLIN—EST. 1933
Frequency: 1450 Kc........................................... Power: 250 Watts
Owned-Operated By.............................................. Joplin Broadcasting Co.
Address.......................................................... Frisco Bldg., Sixth and Main Sts.
Phone Number..................................................... 330-1-2
Transmitter Location.......................................... 13th and Roosevelt
Time on the Air: 6 a.m. to 11 p.m.; Saturdays, 6 a.m. to 12 midnight
Newspaper Affiliation......................................... Joplin Globe & News-Herald
News Service..................................................... UP
Transcription Service............................................. World Broadcasting System
Representative..................................................... Sears & Ayer

Personnel

President-Station Manager................................. D. J. Poynor
Commercial Manager.......................................... Bob Burke
Sales Promotion Manager................................. J. Charles McIntire
Program Director.............................................. Roy Wilson
Production Manager............................................. Stella Lukens
Continuity Director-News Editor,......................... Paul Stubblefield
Chief Engineer.................................................. Baxter Burris

KCNO
KANSAS CITY—EST. 1925
BLUE NETWORK
Frequency: 1480 Kc............................................. Power: 5000 d., 1000 n.
Owned-Operated By.............................................. KCNO Broadcasting Company
Address.......................................................... 1515 Commerce Trust Building
Phone Number..................................................... 900-900
Transmitter Location ......................................... 10th and Hardesty
Time on the Air: 6 a.m. to 12 midnight
News Service..................................................... UP
Transcription Service............................................. Associated Music Publishers, C. P. MacGregor
Representative..................................................... John Pearson

Personnel

President..................................................... T. L. Evans
General & Sales Manager................................. Jack Stewart
Business Manager.............................................. C. E. Breazeal
Sales Promotion Manager................................. Richard W. Evans
Program Director.............................................. Dorothy Stewart
Production Manager.......................................... Kenneth Heady
Publicity Director............................................. Dave Brown
News Editor...................................................... James Munroe
Musical Director............................................... Virginia Crumbaugh

KITE
KANSAS CITY—EST. 1934
Frequency: 1590 Kc............................................. Power: 1000 Watts
Owned-Operated By.............................................. First National Television, Inc.
Address.......................................................... Irving-Pit building
Phone Number..................................................... Harrison 5818
Transmitter Location.......................................... Kansas City
Time on the Air.................................................. Unlimited license
General Manager............................................... D. E. "Plug" Kendrick

KMBC
COLUMBUS BROADCASTING SYSTEM
KANSAS CITY—EST. 1921
Frequency: 980 Kc............................................. Power: 5000 Watts
Owned-Operated By.............................................. Midland Broadcasting Co.
Address.......................................................... Pickwick Hotel
Phone Number..................................................... Harrison 2850
Transmitter Location.......................................... 50th & Bellinger Rd.
Time on the Air: 5 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Transcription Service............................................. Lang-Worth; World Broadcasting System
Representative..................................................... Free & Peters, Inc.

Personnel

President..................................................... Arthur B. Church
Vice-President and Managing Director................. Karl Koerper
Director of Sales.............................................. Sam H. Bennett
Director Natl. Program Sales............................ Geo. E. Halley

WDAF
KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 610 Kc............................................. Power: 5000 Watts
Owned-Operated By.............................................. The Kansas City Star Company
Address.......................................................... 1729 Grand Ave
Phone Number..................................................... Harrison 1200
Transmitter Location.......................................... 82nd and Mission Road, Johnson County, Kans.
Time on the Air: Daily ex. Sunday, 6 a.m. to
12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation......................................... The Kansas City Star
News Service..................................................... AP
Transcription Service.......................................... Lang-Worth
Representative..................................................... Edward Petry and Company

Personnel

President..................................................... George B. Langan
Station Manager.............................................. H. Dean Fitzer
Assistant Manager............................................. H. V. S. Batton
Commercial Manager................................. R. Gardner Beames
Program Manager.............................................. Harry J. Kaufmann
Chief Announcer.............................................. Randall Jesse
Chief Engineer.................................................... Joseph A. Flaherty

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There is ONE and only one Basic NBC Red Network in the World

In the prosperous area where St. Louis is the center, KSD is the only basic NBC Red Network station—it is 225 miles to the nearest.
**K W O C**
**POPLAR BLUFF—EST. 1938**
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By:  A. L. McCarthy, J. H. Wolpers d/b Radio Station K W O C
Address:  1801 Main St.
Phone Number:  1310
Time on the Air:  7 a.m. to 10 p.m.; Sundays, 8 a.m. to 5 p.m.
Newspaper Affiliation:  Poplar Bluff Daily American Republic
News Service:  AP
Transcription Service:  World Broadcasting
Personnel
General Manager:  P. H. Cunningham
Production Manager:  William R. Tedrick
Chief Engineer:  Don Lidenton

**K F E Q**
**ST. JOSEPH—EST. 1924**
BLUE NETWORK
(C.P. 5000 d. & n.)
Owned-Operated By:  KFEQ, Inc.
Address:  Schneider Building
Phone Number:  4-0813
Transmitter Location:  East and south of St. Joseph on the Pickett Road
Time on the Air:  6 a.m. to Pacific Coast sunset
Newspaper Affiliation:  St. Joseph News-Press, St. Joseph Gazette
News Service:  UP
Transcription Service:  NBC Thesaurus, Standard Radio
Representative:  Headley-Reed Company

**K M O X**
**ST. LOUIS—EST. 1925**
COLUMBIA BROADCASTING SYSTEM
Frequency: 1120 Kc.  Power: 50000 Watts
Owned-Operated By:  Columbia Broadcasting System, Inc.
Address:  401 South Twelfth Blvd.
Phone Number:  Central 8240
Transmitter Location:  Lemay Ferry and Baumgartner Roads
Time on the Air:  5 a.m. to 1 a.m.; Sundays, 7 a.m. to 12:15 a.m.
News Service:  AP, Transradio, UP
Transcription Service:  Associated Music Publishers
Representative:  Radio Sales

**K S D**
**ST. LOUIS—EST. 1922**
NATIONAL BROADCASTING CO.
Owned-Operated By:  Pulitzer Publishing Company
Address:  Twelfth and Olive Sts.
Phone Number:  Main 1111
Transmitter Location:  Twelfth and Olive Sts.
Time on the Air:  5:30 a.m. to 12:30 a.m.
Newspaper Affiliation:  St. Louis Post-Dispatch
News Service:  AP
Transcription Service:  NBC Thesaurus, Lang-Worth
Representative:  Free & Peters, Inc.

**K F U O**
**ST. LOUIS—EST. 1921**
Frequency: 850 Kc.  Power: 5000 Watts
Owned By:  Evangelical Lutheran Synod of Missouri, Ohio and other states

**Personnel**
- President: Joseph Pulitzer
- General Manager: George M. Burbach
- Commercial and Sales Manager: Edward W. Hamlin

**Other Personnel**
- President-Treasurer: Barton Pitts
- Nat'l Advertising Manager: Glen G. Griswold
- Local Advertising Manager: J. Ted Branson
- Program Director: Harry Packard
- Chief Engineer: J. Wesley Koch

**Power:**
- KFUB: 4013
- KFUB: Harrison 1161
- KFUB: 5:30 a.m. until local sunset
- KFUB: Scarritt Building
- KFUB: 5000 d., 1000 n.
- KFUB: 1111
- KFUB: 12:30 a.m.
- KFUB: 50000 Watts
- KFUB: Main 1111
- KFUB: 5:30 a.m.
- KFUB: Local Sales Manager: J. Soulard Johnson
- KFUB: Sales Promotion Manager: Tom Rooney
- KFUB: AP, Transradio, UP
- KFUB: Associated Music Publishers
- KFUB: Radio Sales
- KFUB: Free & Peters, Inc.
- KFUB: Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By.... Board of Control of Concordia Seminary
Address................. 801 DeMun Ave.
Phone Number........... DELmar 3030
Transmitter Location... 801 DeMun Ave.
Time on the Air....... 3642 Lindell Blvd.
News Service............ UP
Transcription Service... Lang-Worth

Personnel
Station Manager............ Herman H. Hohenstein
Production Manager-Chief Announcer...
Elmer Knoernschild
Accountant-Office Manager... William C. Krato
Director of Continuity..... Karl Boehmke
Musical Director........... Theodore Hoeltly-Nickel
Chief Engineer............. Carl S. Meyer

K W K
ST. LOUIS—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1380 Kc. Power: 5000 W. 1000 n.
(CP 5000)
Owned-Operated By.... Thomas Patrick, Inc.
Address... Hotel Chase, Lindell & Kingshighway
Phone Number........... Rosedale 3210
Transmitter Location... 500 E. Logan, Baden
Station. Baden, Mo.
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 7 a.m. to 12:30 a.m.
News Service............ UP
Transcription Service... World Broadcasting System
Representative........... Paul H. Rayner Company

W E W
ST. LOUIS—EST. 1921
Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By.... The St. Louis University
Address............. 3642 Lindell Blvd.
Phone Number........... FRanklin 5665
Transmitter Location... 3642 Lindell Blvd.
Time on the Air: 6 a.m. to local sunset
News Service............ INS
Transcription Service... Standard Radio, Lang-Worth
Representative........... John E. Pearson

W I L
ST. LOUIS—EST. 1922
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Missouri Broadcasting Corp.
Address............. Melbourne Hotel
Phone Number........... Jefferson 8403
Transmitter Location... 3601 Lindell Blvd.
Time on the Air: 7 a.m. to 2 a.m.; Saturdays, 7 a.m. to 3 a.m.; Sundays, 8:30 a.m. to 12 midnight
News Service............ INS
Transcription Service... Standard Radio, C. P. MacGregor, Lang-Worth
Representative........... William G. Rambeau Co.

K X O K
ST. LOUIS—EST. 1939
BLUE NETWORK
Frequency: 630 Kc. Power: 5000 W.
Owned-Operated By..... Star-Times Publishing Company
Address................ 12th and Delmar Blvds.
Phone Number.......... CHEstnut 3700
Transmitter Location... Horse Shoe Lake, Madison County, Ill.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation... St. Louis Star-Times
News Service............ INS; UP
Transcription Service... Associated Music Publishers, Standard Radio, Lang-Worth
Representative........... Weed & Company

Personnel
General Manager........ John C. Roberts, Jr.
Sales Manager........... Clarence G. Cosby
Program Director....... C. L. Thomas
News Editor............. Harry Renfro
Publicity Director....... Robert Seat
Chief Announcer......... William Dubin
Continuity Editor....... Charles Barnhart
Musical Director......... Stanley W. Daugherty
Chief Engineer........... Art Rekart

Personnel
President.............. Rev. H. B. Crimmins
General Manager....... Nicholas Pagliara
Program-Publicity Director... Don C. Lochner
Production Manager..... Mark Thompson
Office Manager........ Myrtle L. Brigham
Musical Director......... Ralph Stein
Chief Engineer........... George Ruppe
KDRO
SEDALIA—EST. 1939
Frequency: 1450 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: Albert S. and Robert A.
Drohlich d/b Drohlich Bros.
Address: 2100 W. Broadway
Phone Number: 4004, 4005
Transmitter Location: 2100 W. Broadway
Time on the Air: 6 a.m. to 11 p.m.; Saturdays,
6 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio
Representative: John Pearson

Personnel
Station Manager: Robert A. Drohlich
Promotion Manager: Albert S. Drohlich
Commercial Manager: John Pearson
Program Director: William Davis
Musical Directors: William Davis.
Robert J. Williamson
Chief Engineer: Glen Gray

KGBX
SPRINGFIELD—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1260 Kc. . . . . . . . Power: 5000 Watts
Owned-Operated By Springfield Broadcasting
Co.
Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Springfield Newspapers, Inc.
News Service: UP
Transcription Service: NBC Thesaurus,
Standard Radio
Representative: John E. Pearson

President: Tams Bixby, 2nd

General Manager: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

KTTS
SPRINGFIELD—EST. 1941
Frequency: 1400 Kc. . . . . . . . Power: 250 Watts
Owned-Operated By: Independent Broadcasting Co.
Address: Springfield
Transmitter Location: Springfield
Time on the Air: Unlimited license

Personnel
President-Treasurer: J. H. G. Cooper
Vice-President: Frank L. Sedgwick
Secretary: Irving W. Schwab
"Station had a construction permit at press-
time and no further information was available.

KWTO
SPRINGFIELD—EST. 1933
Frequency: 560 Kc. . . . . . . . Power: 5000 Watts
Owned-Operated By: Ozarks Broadcasting Co.
Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 5 a.m. to local sunset
Newspaper Affiliation: Springfield Newspapers, Inc.
News Service: UP
Transcription Service: Standard Radio
Representative: John E. Pearson

President and Station Mgr.: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 242

KGHL
BILLINGS—EST. 1928
BLUE NETWORK—NBC
Frequency: 790 Kc. . . . . . . . Power: 5000 Watts
Owned-Operated By: Northwestern Auto
Supply Co.
Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Casney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Heil Kiichli

MONTANA
**MONTANA**

**KRBM**  
BOZEMAN—EST. 1939  
BLUE NETWORK—NBC  
Z-BAR NET  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: KRBM Broadcasters, Inc.  
Address: Baxter Hotel  
Phone Number: 1420  
Transmitter Location: East of Bozeman  
Time on the Air: 7 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, Davis & Schweger  
Representative: The Walker Co.

**KGIR**  
BUTTE—EST. 1929  
BLUE NETWORK—NBC  
Z-BAR NET  
Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By: KGIR, Inc.  
Address: Butte  
Transmitter Location: 4 1/2 miles west of Great Falls  
Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.  
Newspaper Affiliation: The Tribune  
News Service: UP  
Transcription Service: NBC Thesaurus, Standard Radio  
Representative: Walter Biddick Company

**KPFA—KRBM**  
Helena  
Bozeman & Livingston

**KGIR**  
BUTTE—EST. 1929

**KFBB**  
GREAT FALLS—EST. 1922  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: Buttrey Broadcast, Inc.  
Address: 605 First National Bank Building  
Phone Number: 4377, 4378  
Transmitter Location: 4 1/2 miles west of Great Falls  
Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.  
Newspaper Affiliation: The Tribune  
News Service: UP  
Transcription Service: NBC Thesaurus, Standard Radio  
Representative: The Walker Co.

**KPFA**  
HELENA—EST. 1937  
BLUE NETWORK  
NATIONAL BROADCASTING CO.—Z BAR NET  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Peoples Forum of the Air  
Address: 1306 Eleventh Ave.  
Phone Number: 1240  
Transmitter Location: Helena  
Time on the Air: 8 a.m. to 11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, NAB  
Representative: The Walker Co.

**KGEZ**  
KALISPELL—EST. 1927

Phone Number: 22-3-44  
Transmitter Location: Butte  
Time on the Air: 7 a.m. to 1 a.m.  
News Service: UP  
Transcription Service: Standard Radio, Titan, Lang-Worth  
Representative: The Walker Co.

**Personnel**

President: R. B. MacNab, Jr.  
Station Manager: Ernest A. Neath  
Commercial Manager: Melvin F. F. Jass  
Program Director: L. L. Sterling  
Chief Engineer: Fred Heister

**KPFA**  
HELENA—EST. 1937

**Personnel**

President: F. A. Buttrey  
General Manager: Joseph P. Wilkins  
Program Director: John Alexander  
Chief Engineer: Wilbur Myhre

**KGEZ**  
KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 1000 Watts (C.P. 1460 Kc.; 1000 Watts)  
Owned-Operated By: Donald C. Treloar

**Personnel**

President: Barclay Craighead  
Station Manager: K. O. MacPherson  
Chief Engineer: R. D. Martin
MONTANA - NEBRASKA

Address..........................203 - 1st Ave. E.
Phone Number........................332 (Office), Rural 3220
(Transmitter)
Transmitter Location........2½ miles south of Kalispell, on Highway No. 83
Time on the Air........7 a.m. to 10 p.m.
News Service....................UP
Transcription Service........C. P. MacGregor
Representative..................Homer Owen Griffith

Personnel
General Manager...............Donald C. Trelloar
Commercial Manager...........W. B. LaBonte
Program-Musical Director.....Oliver Hockley
Production Manager-Chief Announcer......H. R. Chittick
Chief Engineer................Donald Gorman

K R J F
MILES CITY—EST. 1941

Frequency: 1340 Kc. . . . . . . . . . . . . . . . . . . Power: 250 Watts
Owned-Operated By...........Star Printing Co.
Business Address..............13 N. Sixth St.
Phone Number.................60, 61
Studio Address...............U. S. Highway No. 212
Transmitter Location........U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation........Miles City Star
News Service..................AP
Transcription Service.........World Broadcasting

Personnel
General Manager...............W. F. Flinn
Station Manager................Don Tannehill
Program Director...............Mary Tannehill
Chief Engineer..................R. E. Nelson

K G C X
WOLF POINT—EST. 1926

Frequency: 1480 Kc. . . . . . . . . . . . . . . . . . . Power: 1000 Watts
Owned-Operated By...........E. E. Krebsbach
Business Address..............Wolf Point
Phone Number..................102
Studio Address.................Westland Super Service Station
Transmitter Location........2 miles east of Wolf Point
Time on the Air..............7:30 a.m. to 10 p.m.
News Service..................Transradio
Transcription Service........Lang-Worth, World Broadcasting System, Davis & Schwegler, Keystone Broadcasting System

Personnel
President........................E. E. Krebsbach
Station and Commercial Manager......Milton J. Severson
Chief Announcer................Mel King
Musical Director..............Wendel Manvel
Chief Engineer................Eugene Bunker

K O R N
FREMONT—EST. 1939

Frequency: 1400 Kc. . . . . . . . . . . . . . . . . . . Power: 250 Watts
Owned-Operated By............Nebraska Broadcasting Corporation
Address..........................Pathfinder Hotel
Phone Number..................1060, 1061
Transmitter Location........1 mile east of Fremont
Time on the Air.............6 a.m. to 10 p.m.
News Service..................AP
Representative................Sears and Ayer, Inc.

Personnel
President.........................Arthur Baldwin
Legal Counsel....................A. C. Sidner
General Manager...............Lloyd C. Thomas
Station-Commercial Manager.....Jack Luther
Program Director...............Clarice Allport
Chief Announcer................William Talbot
Chief Engineer...................Lee Gustavson

NEBRASKA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 243
To put it across ... SPEAK your LISTENER'S LANGUAGE

“Pailin’ a cow” sounds as foreign to the city-ite, as “Having brunch” does to the farmer. To sell your product, talk your listeners’ language. Use KOIL and KFAB.

KOIL sells your product to metropolitan listeners in the greater Omaha area, because it speaks the language of the city. KFAB sells in the agricultural areas throughout Nebraska and her neighboring states, because it knows how to talk to farm men and farm women. Including famous 7-Point Plus Merchandising, there are dozens of other reasons, too, why KOIL and KFAB will give your product a substantial sales boost.

Call or write for details. You need these stations, to do a complete selling job in these city and farm markets.

KOIL
OMAHA

KFAB
LINCOLN

DON SEARLE, GENERAL MANAGER...
ED PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE
**KMMJ**

**GRAND ISLAND—EST. 1925**


Address: 315½ North Locust St.  Phone Number: 703

Transmitter Location: Phillips, Nebr.  Time on the Air: 5 a.m. until local sunset


**Personnel**

President-General Manager: Don Searle  Business Manager: Wick Heath  Commercial Manager: William Martin  Program Director-Chief Announcer: George Kister  Production Manager: Dick Yarnall  Chief Engineer: Ray Taylor

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**KHAS**

**HASTINGS—EST. 1939**


Address: West Second St.  Transmitter Location: Hastings  Time on the Air: Unlimited license  Transcription Service: World Broadcasting System

**Personnel**

Station Manager: George H. Engelter  Chief Engineer: Walter Ely

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**KGFW**

**KEARNEY—EST. 1928**

Frequency: 1340 Kc.  Power: 250 Watts  Owned-Operated By: Central Nebraska Broadcasting Corporation

Address: Federal Annex Bldg.  Phone Number: Executive office, 23542.  Program Dept., 31551

Transmitter Location: South Central Ave.  Time on the Air: 6 a.m. to 10 p.m.  News Service: AP  Transcription Service: Standard Radio Representative: Sears & Ayer, Inc.

**Personnel**

General Manager: Lloyd C. Thomas  Station-Commercial Manager: E. Anson Thomas  Sales Promotion Manager: David G. Roberts  Program Director-Chief Announcer: Paul Boscoe  Production Manager: Leslie Cox  Publicity Director: Harold Clark  Office Manager: Betty Bishop  Farm Editor: Leonard Brown  Chief Engineer: Jack Lewis

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**KFAB**

**LINCOLN—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.  Power: 10000 Watts  Owned-Operated By: KFAB Broadcasting Company

Address: Hotel Lincoln  Phone Number: 2-3214

Transmitter Location: 17th and Holdredge Sts.  Time on the Air: 4:45 a.m. to 12 midnight.  (Synchronized with WBBM sunset to midnight)

Newspaper Affiliation: Nebraska State Journal. Lincoln Star


**Personnel**


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**KFOR**

**LINCOLN—EST. 1924**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.  Power: 250 Watts  Owned-Operated By: Cornbelt Broadcasting Corporation

Address: Hotel Lincoln  Phone Number: 2-3214  Transmitter Location: 4745 Vine St.  Time on the Air: 6:30 a.m. to 12 midnight  Newspaper Affiliation: Nebraska State Journal. Lincoln Star


**Personnel**

W J A G
NORFOLK—EST. 1922
Frequency: 1090 Kc...........Power: 1000 Watts
Owned-Operated By...........Norfolk Daily News
Business Address............116 N. 4th St.
Phone Number.................432
Studio Address.................Hotel Norfolk
Transmitter Location........West Koenigstern Ave.
Newspaper Affiliation........Norfolk Daily News
News Service................AP
Transcription Service........Lang-Worth, Standard Radio
Representative..............The Walker Co.

Personnel
President....................Gene Huse
Station Manager...............Art Thomas
Chief Engineer...............Frank Weidenbach

K G N F
NORTH PLATTE—EST. 1930
Frequency: 1460 Kc...........Power: 1000 Watts
Owned-Operated By...........Great Plains Broadcasting Co.
Address....................1521 West 12th St.
Phone Number.................295
Time on the Air..............7 a.m. until local sunset
News Service................UP
Transcription Service........C. P. MacGregor, Lang-Worth, Keystone Broadcasting System
Representative..............The Walker Co.

Personnel
President and Station Mgr....W. L. LeBarron
Commercial Manager...........Jo di Natale
Program Director...............Ernie Jaeggi
Chief Engineer...............Stephen Inns

K B O N
OMAHA—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc...........Power: 250 Watts
Owned-Operated By...........Inland Broadcasting Company
Address.....................2027 Dodge Street
Phone Number.................Jackson 8282
Time on the Air..............Full time license
News Service................AP
Representative..............William G. Rambeau Co.

Personnel
Station Manager...............Ernest F. Bader
Commercial Manager...........James Farris
Sales Promotion Manager......Paul Frye
Chief Engineer...............Leland Gustafson

K O I L
OMAHA—EST. 1925
CBS-MBS
Frequency: 1290 Kc...........Power: 5000 Watts
Owned-Operated By...........Central States Broadcasting Co.
Address....................Omaha National Bank Bldg.
Phone Number.................Jackson 7626
Transmitter Location........Council Bluffs, Iowa
Time on the Air..............6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation........Lincoln Star, Nebraska State Journal
News Service................INS
Transcription Service........Standard Radio
Representative..............Edward Petry & Co.

Personnel
President.....................Frank Throop
General Manager...............Don Searle
Sales Manager................Arthur J. Weaver
Sales Promotion Manager-Program Director. R. Bruce Wallace
Production Manager...............Harold Hughes
Chief Engineer...............Mark Bullock

K O W H
OMAHA—EST. 1922
BLUE NETWORK
Frequency: 660 Kc...........Power: 500 Watts
Owned By........................World Publishing Co.
Operated By....................Omaha World Herald
Address.................World Herald Bldg.
Transmitter Location........Northwest of Omaha
Time on the Air..............Daytime license
News Service................AP
Transcription Service........Standard Radio
Representative..............George P. Hollingsbery Co.

Personnel
Manager.......................Vernon H. "Bing" Smith
Assistant Manager...............Frank E. Shoppen
Commercial Manager..........Clem Young

W O W
OMAHA—EST. 1923
NBC—NEBRASKA WIRELESS NETWORK
Frequency: 590 Kc...........Power: 5000 Watts
Owned-Operated By...........Woodmen of the World Life Insurance Society
Address........Insurance Building, 17th & Farnam Streets
Phone.........................Webster 3400
Transmitter Location........56th & Kansas Avenue
Time on the Air..............5:45 a.m. to 1 a.m.
News Service................UP
Transcription Service........NBC Thesaurus; Lang-Worth; BMI
Representative...............John Blair & Company

Personnel
President.....................De Emmet Bradshaw
Personnel Director...........William Ruebs
Station Manager...............John J. Gillin, Jr.
Local Sales Manager..........Howard O. Peterson
Promotion Manager...........Bill Wiseman
Program Manager and Chief...Harry Burke
Announcer...............Harry Burke
Production Manager..........Lyle DeMoss
Publicity Director...........Bill Wiseman
Director of News and Special Events: Foster May
Sports Editor: Tom Dailey
Musical Director: Fred Ebener
Chief Engineer: Wm. J. Kotera

**KGKY**
SCOTTSBLUFF—EST. 1930
Frequency: 1490 Kc. Power: 250 Watts
Owned By: L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
Operated By: Hilliard Co.

For Latest U. S. Census, Population and Retail Trade Data Please Turn to Page 245

**KENO**
LAS VEGAS—EST. 1940
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Broadcasting Company
Business Address: P. O. Box 1310
Phone Number: 1400
Studio Address: El Rancho Vegas
Transmitter Location: El Rancho Vegas
Time on the Air: 8 a.m. to 11 p.m.
News Service: INS
Transcription Service: NBC Thesaurus

*Personnel*
President-Station Manager: Maxwell Kelch
Commercial Manager: Gooch McDowell
Program Director: R. W. Dow
Chief Announcer: R. H. Smith
Women's Director: Peggy Maxwell
Chief Engineer: V. L. Harvey

**KOH**
RENO—EST. 1930
BLUE NETWORK
NBC—CALIFORNIA RADIO SYSTEM
Frequency: 630 Kc. Power: 1000 Watts
Owned By: The Bee Incorporated
Operated By: McClatchy Broadcasting Company
Address: 143 Stevenson Street
Phone Number: 5106-07
Transmitter Location: County Road, Sparks, Nevada
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee
News Service: Associated Music Publishers
Transcription Service: UP
Representative: Paul H. Raymer Co.

**RADIO Executives Everywhere Read RADIO DAILY REGULARLY**
WMUR

The Radio Voice of New Hampshire

WMUR gives you complete coverage of New Hampshire... a market of 500,000 people with $250,000,000 a year to spend. With one of the most, if not THE most, desirable frequencies in New England, WMUR on 610 kcs. with 5000 watts day and 1000 night throws out such a strong signal that 67% of its regular mail comes from the 17 major markets of New Hampshire which account for 76% of the retail business of the state. A member of the Blue network, WMUR also features local programming which attracts mail from the entire state and neighboring major markets in Maine and Vermont. To get your sales message across to the farmers, business men, laborers, housewives and every other sales potentiality in New Hampshire, your best medium is WMUR... "The Radio Voice of New Hampshire"

Represented Nationally by LOREN L. WATSON
345 Madison Ave., New York City
For Latest U.S. Census, Population and Retail Trade Data
Please Turn to Page 245

WKNE
KEENE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKNE Corporation
Address: Dunbar St., Keene 2080
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Paul H. Raymer Co.

WLNH
LACONIA—EST. 1922
MUTUAL—COLONIAL AND YANKEE NETWORKS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting Co.
Address: 653 Main Street, Laconia 501
Phone Number: Laconia 501
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Joseph Hershey McGillivra

WF EA
MANCHESTER—EST. 1932
NATIONAL BROADCASTING CO.
YANKEE AND COLONIAL NETWORK
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: N. H. Broadcasting Co.
Address: Carpenter Hotel
Phone Number: 7970; 7520
Transmitter Location: Merrimack, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel
President: Mrs. Henry P. Rines
Station Manager: David F. Shurtleff
Commercial Manager: Larned E. Runnels
Sales Promotion Manager: Frederick Cole
Program Director: Donald L. Sellers
Production Manager-Chief Announcer: Paul B. Flynn
Musical Director: Alfred Engel
Chief Engineer: Reginald A. B. Schow

WMUR
MANCHESTER—EST. 1941
BLUE NETWORK
Frequency: 610 Kc. Power: 5000 d. 1000 n.
Owned-Operated By: Radio Voice of New Hampshire, Inc.
Address: 1819 Elm Street
Phone Number: 2090-2091
Transmitter Location: Manchester
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: Associated Music Publishers
Representative: Spot Sales, Inc.

Personnel
President: Francis P. Murphy
Station Manager: Leslie F. Smith
Program Director: Charles W. Burton
Musical Director: Bert Colter
Chief Engineer: Vincent H. Chandler
The New
W H E B

"The Listening Habit of Central New England"

JOSEPH HERSHEY
M cG I L L V R A
National Representative

BERTHA BANNAN
Special
Boston Representative

BERT GEORGES, General Manager—DAVID CARPENTER, Sales Manager
WHEB
PORTSMOUTH—EST. 1932
Frequency: 750 Kc. Power: 1000 Watts
Owned-Operated By: WHEB, Inc.
Address: Lafayette Road
Phone Number: 2670-2671-2672
Transmitter Location: Lafayette Road
Time on the Air: 6 a.m. to hour after local sunset
News Service: AP
Transcription Service: NBC Thesaurus
National Sales Office: Bert Georges, Suite 607, 1270 Sixth Ave., New York, N. Y.
Representative: Joseph Hensley McGillvra: Bertha Bannan

NEW JERSEY
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 246

WCAP
ASBURY PARK—EST. 1927
Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: Radio Industries Broadcast Company, Inc.
Business Address: 4 Convention Hall
Phone Number: Asbury Park 1911
Studio Address: 8-10-12 North Promenade Convention Hall
Transmitter Location: Whitesville, (Neptune Township) N. J.
Time on the Air: Shares with WTNJ and WCAM
News Service: Local News; Christian Science Monitor News
Representative: Forioe & Company

Personnel
President: George S. Ferguson
Station Manager: V. N. Scholes
Technical Advisor: Thomas F. Burley
Program Director: Marie Godfrey
Chief Announcer: Raul Brent
Musical Director: G. H. Scott
Chief Engineer: John Basso

WKBW
ATLANTIC CITY—EST. 1939
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Press-Union Publishing Co.
Business Address: 1900 Atlantic Ave.
Phone Number: 5-1111
Studio Address: Convention Hall, Georgia Ave. & Boardwalk
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air: 7 a.m. to 12 midnight

Newspaper Affiliation: Atlantic City Press:
Atlantic City Evening Union
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Headley-Reed Co.

WFPG
ATLANTIC CITY—EST. 1940
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Broadcasting Co.
Business Address: Steel Pier
Phone Number: 52188
Transmitter Location: Atlantic City
Time on the Air: Unlimited license
Transcription Service: Associated Music Publishers

Personnel
President: Albert J. Feyl
Acting Station Manager: Earle Godfrey
Business Manager: Monroe L. Mendelson
Program Director: Ralph Shoemaker
Chief Engineer: Earle Godfrey

WSNJ
BRIDGETON—EST. 1937
QUAKER NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Eastern States Broadcasting Corp.
Address: Bridgeton
Phone Number: Bridgeton 1600
Transmitter Location: Near Bridgeton
Time on the Air: Unlimited license

Personnel
President-Station Manager: A. Harry Zoog
Commercial Manager: E. E. Kohn
In The New York Market
YOU CAN'T MISS
WAAT

In The New York Market
YOU CAN'T MISS
WAAT

In The New York Market
YOU CAN'T MISS
WAAT
TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth
Representative: C. Cox & Tanz

**PERSONNEL**

President Manager: Howard S. Frazier
Commercial Manager: Ovelton Maxey

**WCAM**
CAMDEN—EST. 1926
Frequency: 1310 Kc. Power: 500 Watts
Owned By: Municipality of Camden, New Jersey
Operated By: City of Camden, N. J.
Phone Numbers: Camden 907-4523-9000
Transmitter Location: Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m.,
2 to 5 p.m.; 8 to 12 midnight; Tues., 2 to 5 p.m.;
Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
2 to 5 p.m., 9 to 12 midnight; (No time Saturday)
News Service: Transradio
Transcription Service: Standard Radio

**PERSONNEL**

Chief Executive: Mayor George E. Brunner
Station Manager: Frederick Caperoon
Sales Promotion Manager: L. M. Maxwell
Program Director and Chief Announcer: Edwin Tucker
Publicity Director: William Markward
Chief Engineer: C. E. Onens

**WAAT**
JERSEY CITY—EST. 1936
NEW JERSEY STATE NETWORK
Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: Bremer Broadcasting Co.
Address: 50 Journal Square 4-3500 (Jersey City); Market 3-0883 (Newark); Rector 2-5878 and Circle 5-5780 (New York City)
Phone Numbers: Journal Square 4-3500 (Jersey City); Market 3-0883 (Newark); Rector 2-5878 and Circle 5-5780 (New York City)
News Service: INS; U7
Transcription Service: Standard Radio
National Sales Office: 39 Rockefeller Plaza, New York City
Representative: William G. Rambeau Co.

**PERSONNEL**

President and General Manager: Paul H. LaStayo
Vice-President & Assistant General Manager: Irving Robert Rosenhaus
Vice-President in Charge of Sales: A. B. Schillinn
Public Re'ations Director: Walter Patrick Kelly
Program Director: H. Emory Ells
Traffic Manager: Gabrielle Haas
Comptroller: Theodore Elkins
Assistant Sales Director: E. S. Lennon
Office Manager: Esther Chazen
Musical Director: Jay Stanle
Technical Supervisor: Frank V. Bremer

**WHOM**
JERSEY CITY—EST. 1930
Owned-Operated By: New Jersey Broadcasting Corporation
Business Address: 29 W. 57th St., New York, N. Y.
Phone Number: Plaza 3-4204
Studio Address: 2870 Hudson Boulevard
Transmitter Location: Washington Street
Time on the Air: 630 a.m. to 12 midnight
News Service: AP; INS
Transcription Service: Lang-Worth: BMI

**PERSONNEL**

President: Paul F. Harron
General Manager: Joseph Lang
Assistant Manager: West W. Wilcox
Commercial-Sales Promotion Manager: J. M. Compter
Program Director: Thurston S. Holmes
Production: John Kelsey, William Fender
Publicity Director: Fred Coll
Musical Director: Joseph DeLuca
Chief Engineer: Allison Burnham

**IN THE INTEREST OF NATIONAL UNITY**
STILL BROADCASTING TO
2,000,000 Jews
1,250,000 Italians
650,000 Germans
450,000 Poles
ALL WANTING TO LISTEN TO THEIR MOTHER-TONGUE PROGRAMS ON
WHOM COVERS THE NEW YORK METROPOLITAN AREA
1000 WATTS—D
500 WATTS—N

477
### WHBI
**NEWARK—EST. 1922**
- **Frequency:** 1280 Kc., Power: 2500 w; 1000 n.
- **Owned-Operated By:** May Radio Broadcasting Corp.
- **Address:** 100 Shipman Street
- **Phone Number:** Michell 2-7354
- **Transmitter Location:** Newark
- **Time on the Air:** Sundays A.M. and P.M.

**Personnel**
- President-General Manager: James L. Shearer

### WPAT
**PATERSON—EST. 1941**
- **Frequency:** 930 Kc., Power: 1000 Watts
- **Owned-Operated By:** North Jersey Broadcasting Co., Inc.
- **Address:** 115 Ellison St.
- **Phone Number:** Armory 4-3400
- **Transmitter Location:** Clifton, N. J.
- **Time on the Air:** To local sunset
- **News Service:** AP
- **Transcription Service:** Associated Music Publishers
- **National Sales Office:** 55 W. 42nd St., New York, N. Y.

**Personnel**
- President: James B. Cosman
- Station-Commercial Manager: Edward Coder
- Sales Promotion Manager: Ralph Sumner Silver, Jr.
- Program Director: Milton Bernard Kaye
- Chief Announcer: Stephen Ellis
- Chief Engineer: Earl F. Lucas

### WRBB
**RED BANK—EST. 1932**
- **Frequency:** 1240 Kc., Power: 100 Watts
- **Owned-Operated By:** Monmouth Broadcasting Co.
- **Address:** 63 Broad St.
- **Phone Number:** 980
- **Transmitter Location:** Red Bank
- **Time on the Air:** Shares time with WFAS, WGBB

**Personnel**
- President: Thomas F. Burley, Jr.

### WTNJ
**TRENTON—EST. 1923**
- **Quaker Network**
- **Frequency:** 1310 Kc., Power: 500 Watts
- **Owned-Operated By:** WOAX, Inc.
- **Address:** 416 Bellevue Avenue
- **Phone Numbers:** 8139; 8140; 8149

- **Transmitter Location:** Lincoln Point, Morrisville, Pa.
- **Time on the Air:** 7 a.m. to 10:30 a.m. and 5 to 8 p.m.
- **News Service:** UP
- **Transcription Service:** Langworth; C. P. MacGregor; Davis & Schwegler
- **Representative:** Joseph Hershey McGilvra

**Personnel**
- Vice-President-General Manager: F. J. Wolff
- Commercial Manager: H. M. Gebert
- Program Director: Walter Lewis
- Production Manager: Louis Jerome
- Chief Announcer: Robert Carroll
- Chief Engineer: Edward P. Knowles

### WTTM
**TRENTON—EST. 1941**
- **Frequency:** 920 Kc., Power: 1000 Watts
- **Owned-Operated By:** Trent Broadcast Corp.
- **Address:** 35 West State St.
- **Phone Number:** 6289
- **Transmitter Location:** Yardley, Pa.
- **Time on the Air:** 24 hours daily; Sundays, 7:30 a.m. to 12 midnight
- **News Services:** AP

**Representative:** Burn-Smith Co.

**Personnel**
- President: Charles Quinn
- Executive Vice-President-Station Manager: A. Harry Zoeg
- Commercial Manager: George S. McGinley
- Program Director: Milton T. March
- Chief Engineer: Blair K. Thron

### WAWZ
**ZAREPHATH—EST. 1931**
- **Frequency:** 1380 Kc., Power: 1000 Watts
- **Owned-Operated By:** Pillar of Fire
- **Address:** Alma White College
- **Phone Number:** Bound Brook 223
- **Transmitter Location:** Alma White College, Zarephath
- **Time on the Air:** Shares time

**Personnel**
- President: Bishop Alma White
- Vice-President-Secretary: Arthur K. White
- Vice-President-Co-Manager: Ray B. White
- Treasurer-Musical Director: Orland Wolfram
- Chief Engineer: N. L. Wilson
  (Non-Commercial Station)
KGGM
ALBUQUERQUE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1260 Kc., Power: 1000 Watts
Owned-Operated By: New Mexico Broadcasting Company
Address ............... Kimo Theatre Bldg.
Phone Number ............ 4544-4545
Transmitter Location ..... Albuquerque
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ............ Transradio
Transcription Service .... World Broadcasting System; C. P. MacGregor
Representative .......... Weed & Company
Personnel
President ............... A. R. Hebenstreit
Station Manager ........ Harry Burdick
Sales Promotion Manager ... Ted Schifani
Program Director ......... Robert Van Driel
Musical Director-Chief ... Wendell Barcroft
Anouncer .............. Leonard Dods

KB
ALBUQUERQUE—EST. 1920
BLUE NETWORK
Frequency: 1030 Kc., Power: 50000 d.; 25000 n.
Owned-Operated By: Kalamazoo Broadcasting Company
Address ............... 420 West Gold Avenue
Phone Number ............ 4411
Transmitter Location ... Alameda, New Mexico
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service ............ INS; UP
Transcription Service .... NBC Thesaurus
Representative .......... The Katz Agency, Inc.
Personnel
President ............... T. M. Pepperday
Manager ................ Frank Quinn
Program Director ........ Van Hauften
Women’s Editor .......... Mary Hickox
Musical Director .......... Bud Nelson
Chief Engineer .......... Geo. S. Johnson

KAVE
CARLSBAD—EST. 1936
Frequency: 1240 Kc., Power: 250 Watts
Owned-Operated By: Carlsbad Broadcasting Co.
Address ............... Crawford Hotel
Phone Number ............ 244
Transmitter Location .... La Huerta, N.M.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 8 p.m.

KICA
CLOVIS—EST. 1931
Frequency: 1240 Kc., Power: 250 Watts
Owned-Operated By: Western Broadcasters, Inc.
Address ............... 321 Main St.
Phone Number ............ 3
Transmitter Location ... 10th at Hillcrest Park
News Service ............ UP
Transcription Service .... Associated Music Publishers; C. P. MacGregor
Representative .......... Forjoe & Co.
Personnel
President-General Manager ... Charles C. Alsup
Station Manager ........ Drury Lane
Program Director ........ Doris Johnson
Chief Announcer .......... J. R. Whitworth
Musical Director .......... E. Alsup
Chief Engineer .......... Wesley Rutz

KWEN
HOBBS—EST. 1937
Frequency: 1490 Kc., Power: 100 Watts
Owned-Operated By: W. E. Whitmore
Address ............... Hobbs
Time on the Air ........ Unlimited license

PFUN
LAS VEGAS—EST. 1941
Frequency: 1230 Kc., Power: 250 Watts
Owned-Operated By: Southwest Broadcasters, Inc.
Business Address .......... P. O. Box 710
Phone Number ............ 489
Studio Address .......... Highway No. 65
Transmitter Location ... Highway No. 65
Time on the Air .......... 7 a.m. to 10 p.m.
News Service ............ INS
Transcription Service .... Standard Radio
Personnel
President-Station Manager ... E. N. Thwaites
Program Manager .......... Dorothy G. Thwaites
Spanish Department Manager, Henry Tafoya, Jr.
**KGFL**  
**ROSWELL—EST. 1927**  
Frequency: 1400 Kc........Power: 100 Watts  
Owned-Operated By............KGFL, Inc.  
Address: 502 West Second Street  
Phone Number: 208  
Transmitter Location: Roswell  
Time on the Air: Unlimited license  
Transcription Service: C. P. MacGregor  

**Personnel**  
Station Manager............W. E. Whitmore  

**KVSF**  
**SANTA FE—EST. 1934**  
Frequency: 1340 Kc........Power: 100 Watts  
Owned-Operated By............New Mexico Broadcasting Co.  
Address: 759 Cerillos Road  

**KTNM**  
**TUCUMCARI—EST. 1941**  
Frequency: 1400 Kc........Power: 250 Watts  
Owned-Operated By............Krasin-Krutzner Broadcasting Co.  
Address: Tucumcari  
Phone Number: 192  
Transmitter Location: Tucumcari  
Time on the Air: 6 a.m. to 10 p.m.  
News Service: INS  
Transcription Service: Standard Radio  

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**POPULARITY COUNTS!**

A Ross Federal Survey taken in Albany and Troy in August, 1941 gave these results:

<table>
<thead>
<tr>
<th>Station</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABY</td>
<td>36.4%</td>
</tr>
<tr>
<td>WOKO</td>
<td>22.6%</td>
</tr>
<tr>
<td>WGY</td>
<td>22.2%</td>
</tr>
<tr>
<td>WTRY</td>
<td>6.8%</td>
</tr>
<tr>
<td>Others</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Complete Data Furnished on Request

**Buy Where the Listeners Are!**

The Radio Centre Stations

**WOKO**  
CBS  
HAROLD E. SMITH, GEN. MGR.  
MUTUAL  
ALBANY—TROY—SCHENECTADY  

NEW YORK
For Latest U. S, Census, Population and Retail Trade Data
Please Turn to Page 247

WABY
ALBANY—EST. 1933
MUTUAL
Frequency: 1400 Kc.. Power: 250 Watts
Owned-Operated By: Adirondack Broadcasting Co., Inc.
Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Colonie, N. Y.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
Radio City: Transradio
Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel
General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: James A. Corey

WOKO
ALBANY—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc.. Power: 500 n.
Owned-Operated By: WOKO, Inc.
Address: Radio Centre
Phone Number: 4-4193
Transmitter Location: Central Avenue
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Representative: J. P. McKinney & Son

Personnel
General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: O. A. Sardi

WMBO
AUBURN—EST. 1926
Frequency: 1340 Kc.. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Address: Metcal Building, 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and Division Streets
Time on the Air: 8 a.m. to 10 p.m.
Newspaper Affiliation: Auburn Citizen-Advertiser

News Service: AP
Transcription Service: Standard Radio

Personnel
President: William O. Dapping
Station Manager: Frederick L. Keesee
Publicity Director: Dorothy Bolin
Chief Engineer: Herbert House

WBTA
BATAVIA—EST. 1940
Frequancy: 1490 Kc.. Power: 250 Watts
Owned-Operated By: Batavia Broadcasting Corporation
Address: 90 Main Street
Phone Numbers: 715; 716; 2100; 299
Transmitter Location: Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service: UP
Representative: Bogner and Martin

Personnel
President: Edmund R. Gamble
Station Manager: Frank A. Corti
Sales Manager: Robert E. Newstead
Program Director: Cliff Jones
Chief Announcer: Floyd Hess
Chief Engineer: John Dinter

WNBF
BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
Frequency: 1290 Kc.. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones
Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Binghamton
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
National Sales Office Address: 368 Madison Avenue, New York, N. Y.
Representative: John Blair & Co.

Personnel
President: John C. Clark
General Manager: Cecil D. Mastin
Sales Manager: Harry Trenner
Sales Promotion Manager: Ewing Hawkins
Program Director: E. Ray McCloskey
Production Manager: Walter Roberts
Chief Announcer: Newell Struck
Continuity Chief: Virginia Howe
Musical Director: Donald Grey
Chief Engineer: Lester H. Gilbert
WBYN

Brooklyn's Own Station
Serving
Greater New York
at
1430 On Your Dial

1000 WATTS

GRiffith B. Thompson
V.P. and general manager

Sidney J. Flamm
V.P. in charge of sales

132 West 43rd Street, New York City, BRyant 9-3773

1 Nevins Street, Brooklyn, N. Y., TRiangle 5-3300
**NEW YORK**

**WBRR**  
BROOKLYN—EST. 1934
Frequency: 1330 Kc.  Power: 1000 Watts
Owned-Operated By: Watchtower Bible & Tract Society, Inc.
Address: 124 Columbia Heights
Phone Number: MAin 4-9735
Transmitter Location: Rossville, Staten Island
Time on the Air: Shares time

**Personnel**
Manager: Andrew K. Wagner
Musical Director: Karl Klein
Chief Engineer: Ralph Leffler
(Non-Commercial Station)

**WBYN**  
BROOKLYN—EST. 1941
Owned-Operated By: WBYN—Brooklyn, Inc.
Address: 132 W. 43rd St., N. Y. C.; 1 Nevins St., Brooklyn
Phone Number: BRyant 9-3773; TRiangle 5-3300
Transmitter Location: 583 Meserole St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP

**Personnel**
Vice-President-General Manager: Griffith B. Thompson
V-P in Charge of Sales: Sidney J. Flamm
Program Director: Norman H. Waremud
Publicity Director: Louis Frankel
Musical Director: Lee Grant
Chief Engineer: Peter Testam

**WLIB**  
BROOKLYN—EST. 1926
Frequency: 1190 Kc.  Power: 1000 Watts
Owned-Operated By: WLIB, Inc.
Address: 846 Flatbush Avenue
Phone Number: INgersoll 2-1300
Transmitter Location: 180 Morgan Avenue
Time on the Air: Daytime license
News Service: INS
Transcription Service: Lang-Worth

**Personnel**
General Manager: Elias Godofsky
Commercial-Sales Promotion Manager: Louis Berne
Program Director: Paul Gould
Chief Announcer: Frank Ross
Musical Director: Roger Wayne
Chief Engineer: Arthur Faske
ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN
beams your message
via a NEW transmitter
to the Great Western
New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.
**WBEN**
BUFFALO—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 930 Kc. . . . Power: 5000 Watts
Owned-Operated By: .. WBEN, Inc.
Address .................. Hotel Statler
Phone Number .............. Cleveland 6400
Transmitter Location ...... Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation .... Buffalo Evening News
News Service ................ UP
Transcription Service...... NBC Thesaurus; Langworth
Representative ............ Edward Petry & Co., Inc.

**Personnel**
President ................. Edward H. Butler
Vice-President .......... A. H. Kirchhofer
Station Manager ......... Edgar H. Twamley
Commercial Manager ...... Gene Wyatt
Program Director-Chief Announcer, George Torge
Director of Public Service Programs ............ Charles T. Harrell
Director of Sports .......... Jim Wells
Director of Women’s Programs .............. Margaret Wilkinson
Publicity Directors ........... Joe Betzer, Cy King, Joe Haeffner
Musical Director .......... Robert Armstrong
Chief Engineer ........... Ralph J. Kingsley

**WBNY**
BUFFALO—EST. 1935
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By ..........Roy L. Albertson
Address .................. 485 Main Street
Phone Number .............. Cleveland 3365
Transmitter Location ...... 154 Eagle Street
Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
News Service ............ Transradio
Transcription Service: Standard Radio: C. P. MacGregor; Langworth
Representative ........ William G. Rambeau Co.

**Personnel**
Owner and General Manager .......... Roy L. Albertson
Commercial Manager-Program Director ........ Virginia C. Fyda
Musical Director .......... Arthur Crosson
Chief Engineer ............ Thomas L. Vines

**WEBR**
BUFFALO—EST. 1924
BLUE NETWORK
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By ........ WEBR, Inc.
Address .................. 23 North Street

**WG R**
BUFFALO—EST. 1922
MUTUAL BROADCASTING SYSTEM
Owned-Operated By: ... Buffalo Broadcasting Corp.

News Comes First at WB NY

Buffalo’s only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WB NY’s newscasts.

**WB NY**
Owned and Operated by ROY L. ALBERTSON
485 Main Street Buffalo, N. Y.
**NEW YORK**

Address ........................................ Rand Bldg.
Phone Number .................................. Washington 3100
Transmitter Location ......................... Hamburg, N. Y.
Time on the Air ............................... 6 a.m. to 1 a.m.
News Service .................................. UP
Transcription Service ........................ World Broadcasting System; Associated Music Publishers
Representative ............................... Free & Peters

**Personnel**

President .................................... H. W. Deyo
Executive Vice-President .................... I. R. Lounsberry
Program Director ............................ Herbert C. Rice
Sales Manager ............................... John A. Bacon
Sales Promotion Manager ................... R. McPherson

**WKBW**

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc.  Power: 50000 Watts

Owned-Operated By ......................... Buffalo Broadcasting Corp.
Address ....................................... Rand Building
Phone Number ................................ Washington 3100
Transmitter Location ....................... Hamburg, N. Y.
Time on the Air .............................. 7 a.m. to 2 a.m.
News Service ................................ UP
Transcription Service ........................ World Broadcasting System; Associated Music Publishers
Representative ............................... Free & Peters

**Personnel**

President .................................... H. W. Deyo
Executive Vice-President .................... I. R. Lounsberry
Program Director ............................ Herbert C. Rice
Sales Manager ............................... John A. Bacon
Sales Promotion Manager ................... R. McPherson
Publicity Director ........................... Jack MacLean
Chief Engineer ............................... Karl B. Hoffman

**WENY**

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.  Power: 250 Watts

Owned-Operated By ......................... Elmira Star-Gazette
Business Address ........................... 201 Baldwin St.
Phone Number ................................ 5181
Studio Address .............................. Mark Twain Hotel
Transmitter Location ....................... Schuyler Ave.
Time on the Air .............................. 7:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation ...................... Elmira Star-Gazette;
Sunday Telegram; Elmira Advertiser
News Service ................................ UP
Transcription Service ........................ World Broadcasting System
Representative ............................... J. P. McKinney & Son

**Personnel**

Director ...................................... Dale L. Taylor
Sales Manager ............................... Joseph M. Cleary
Commercial Manager ......................... Ernest F. Oliver
Production Manager ........................ Woodrow Ott
Publicity Director ........................... Phil Cameron
Chief Announcer .............................. John Newhouse
Office Manager .............................. Rita E. Hogan
Musical Director ............................ Harry Springer
Chief Engineer ............................... Perry Esten

**WLAN**

ENDICOTT—EST. 1941

Frequency: 1450 Kc.  Power: 250 Watts (with 2 amplifiers)
Owned-Operated By ......................... Thomas J. Watson
Address ....................................... Endicott
Transmitter Location ....................... Endicott
Time on the Air .............................. Unlimited license

**Personnel**

Owner ......................................... Thomas J. Watson
Manager ....................................... Walter S. Lemmon
*Station had a construction permit at press-time and no further information was available.*

**WGBB**

FREEPORT—EST. 1924

Frequency: 1240 Kc.  Power: 100 Watts

Owned-Operated By ......................... H. H. Carman
Address ....................................... 44 So. Grove Street
Phone Number ................................ Freeport 2418
Transmitter Location ....................... 215 Bedell Street
Time on the Air .............................. Shares time with WBRB and WFAS

**Transcription Service** .................... NBC Thesaurus

**Personnel**

Owner and General Manager ............... H. H. Carman
Commercial Manager ........................ Neal Seaman
Program Director ........................... A. Cheesman
Chief Announcer .............................. John Dudley
Chief Engineer ............................... Alfred Sturhann

**WHCU**

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.  Power: 1000 Watts

Owned-Operated By ......................... Cornell University
Business Address ........................... Ithaca Savings Bank Bldg.
Phone Number ................................ 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location ....................... Forest Home, Ithaca
Time on the Air .............................. 6:15 a.m. to sundown, New Orleans

News Service ................................ UP
Transcription Service ........................ World Broadcasting System
Representative ............................... Joseph Hershey McGillvra

**Personnel**

Station Manager ............................. Michael R. Hanna
Commercial-Sales Promotion Manager .... Lew Trenner
Production Director ......................... Joseph A. Short
Production Manager ........ George W. Johnston
Research Director ....... Richard W. Sidenberg
Musical Director ........ Harry J. Hennessy
Chief Engineer .......... True McLean

W J T N
JAMESTOWN—EST. 1924
BLUE NETWORK
Frequency: 1240 Kc........ Power: 250 Watts
Owned-Operated By .... James Broadcasting Company, Inc.
Address .............. 208 Hotel Jamestown Bldg.
Phone Number ............ 7-151
Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ........ UP
Transcription Service ... Associated Music Publishers; Lang-Worth
Representative ........ Radio Advertising Corporation

PERSONNEL
President ............... Jay E. Mason
Vice-President-General Manager .................. Simon Goldman
Promotion Manager-Program Director ............ A. E. Spokes
Publicity Director ...... Catherine Lindstrom
Musical Director ........ George Pfleeger
Chief Engineer .......... Harold J. Kratzert

W K N Y
KINGSTON—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By .... Kingston Broadcasting Corp.
Address ................. Governor Clinton Hotel
Phone Number ............ Kingston 4500
Transmitter Location .... Plainfield St., Ulster Township
Time on the Air .......... 7 a.m. to 1 a.m.
News Service ............ INS
Transcription Service ... World Broadcasting System; Keystone Broadcasting System
Representative .......... William G. Rainbeau Co.

PERSONNEL
President-Station Manager, Benjamin F. Feiner, Jr.
Program Director .... D. M. Murphy
Public Relations Director E. L. Feiner
Chief Announcer ........ W. L. Smith
Chief Engineer .......... M. S. Seimes

W A L L
MIDDLETOWN—EST. 1941
Frequency: 1340 Kc........ Power: 250 Watts
Owned-Operated By .... Community Broadcasting Corp.
Business Address .......... Middletown
Transmitter Location ....... Middletown
Time on the Air .......... Unlimited license

PERSONNEL
President ............... Martin Karig
*Station has a construction permit at press time and no further information was available.

W G N Y
NEWBURYGH—EST. 1933
Frequency: 1220 Kc........ Power: 1000 Watts
 Owned-Operated By .... WGNY Broadcasting Co., Inc.
Business Address .......... 161 Broadway
Phone Number ............. 4600
Studio Addresses: 161 Broadway, Newburgh;
22 James St., Middletown; 47 Cannon
Poughkeepsie
Transmitter Location .... Chochecton Turnpike,
Newburgh, N. Y.
Time on the Air .......... 6:30 a.m. to local sunset
Newspaper Affiliation: Speidel Newspapers,
Inc.; Poughkeepsie Newspapers, Inc.
Transcription Service ... World Broadcasting System; C. P. MacGregor
Representative .......... Headley-Reed Company

PERSONNEL
President ............... Merritt C. Speidel
Director ................ Edward A. Chappell
Station Manager .......... Harold W. Cassill

For
"COVERAGE + SERVICE"
In
Southwestern New York and
Northwestern Pennsylvania
Ask
Radio Advertising
Corporation

About
W J T N
Jamestown, N. Y.

•
Blue Network
NEW YORK

Program Director ................. Frank Johnson
Publicity Office .................... Davis-Leiber
Musical Director ................. Fred Mendelsohn
Consult. Engineer .................. H. L. Wilson

W E A F
NEW YORK—EST. 1922
KEY STATION NBC
Frequency: 660 Kc. .......... Power: 50000 Watts
Owned-Operated By .......... National Broadcasting Co.
Address ......................... 30 Rockefeller Plaza
Phone Number ..................... Circle 7-8300
Transmitter Location .... Port Washington, N. Y.
Time on the Air ............... Unlimited license
News Service .................... AP; INS; UP
Representative ................. National Broadcasting Co.

Personnel
See NBC Network Listing

W E V D
NEW YORK—EST. 1927
Frequency: 1330 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... Debs Memorial Radio Fund
Address ......................... 117 West 46th Street
Phone Number ..................... Bryant 3-2360

For Complete

NETWORK INFORMATION

National-Regional

Please turn to page 289
AMERICA'S MOST POWERFUL INDEPENDENT STATION

FIRST in

✓ POWER
50,000 Watts—1050 Kilocycles Clear Channel

✓ COVERAGE
America's Largest Market
Fifteen Million Radio Homes

✓ ADVERTISERS
Greatest Number of Spot Advertisers

✓ NEWS
Fulton Lewis Jr., Wythe Williams, George Combs, U. P., A. P., Newsreel Theatre, Fulton Oursler

✓ SPORTS
Brooklyn Dodgers' Baseball,
Pro Football, Hockey, Clem McCarthy, Red Barber, Dick Fishell, Bert Lee, Sam Taub,
Marty Glickman

WHN 50,000 WATTS

NEW YORK • 1540 BROADWAY • BRyant 9-7800
CHICAGO OFFICE • 360 NORTH MICHIGAN AVE. • RANDOLPH 5254
NEW YORK

Transmitter Location: 1335 Grand St., Brooklyn, N.Y.
Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 4 a.m.; no schedule Monday night

Personnel
Chairman of Board: Adolph Held
Managing Director: Henry Greenfield
Chief Announcer: David Niles
Program Director: George Field
Musical Director: Joseph Garnet
Chief Engineer: Charles Brown

WHN
NEW YORK—EST. 1922
Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By: Marcus Loew Booking Agency
Address: 1540 Broadway

Phone Number: BRyant 9-7800
Transmitter Location: East Rutherford, N.J.
Time on the Air: 6 a.m. to 3 a.m.
News Service: UP
Chicago Office: 360 N. Michigan

Personnel
Director: Herbert L. Pettey
Sales Director: Bert Lebhar, Jr.
Station Manager: Frank Roehrenbeck
Program Manager: Fred Raphael
Comptroller: Jacques Van Straten
Publicity Director: Al Simon
Sales Promotion Manager: Robert G. Patt
Musical Director: Don Albert
Chief Engineer: Paul Fueiling

WHOM
(See Jersey City, N.J.)

For

TELEVISION—FM INFORMATION

Please turn to page 893

For Complete Section Covering

THE TECHNICAL SIDE OF BROADCASTING

Please turn to page 971

491
Good for you
before and after

As this ad goes to press, WINS is happy to announce that construction on its new 50 kilowatt transmitter at Lyndhurst, N. J. is rapidly nearing completion.

Actual operation on this increased power is expected early in 1942. Until this time, having now built up its other facilities as a 50,000 watt station, WINS offers the advertiser highly effective radio coverage at unusually attractive rates.

WINS
NEW YORK

WAVELENGTH 1000

"easy to remember... easy to dial"

NEW STUDIOS: 28 WEST 44TH STREET, NEW YORK, N. Y. • BRYANT 9-6000
W I N S  
NEW YORK—EST. 1924  

Frequency: 1000 Kc.  Power: 1000 Watts  
(C.P. 50000 Watts)  
Owned-Operated By ..Hearst Radio, Inc.  
Address ..28 West 44th Street  
Phone Number ......BRyant 9-6000  
Transmitter Location ......Astoria, L. I.  
Time on the Air......7 a.m. to local sunset.  
Chicago  
Newspaper Affiliation: N. Y. Journal-American;  
N. Y. Daily Mirror  
News Service ..INS  
Transcription Service ....World Broadcasting  
System; Standard Radio  

Personnel  
President (Hearst Radio, Inc.),  
Charles B. McCabe  
Station Manager ..........Cecil H. Hackett  
Sales Promotion Manager-Publicity  
Director ..........Bernard Estes  
Program Director ..........Hazel Bower  
Chief Announcer ..........Bill Harding  
Musical Director ..........Henry Sylvern  
Production Manager ..........Robert Cotton  
Chief Engineer ..........Paul Von Kunitz  

W J Z  
NEW YORK—EST. 1921  

THE BLUE NETWORK  

Frequency: 770 Kc.  Power: 50000 Watts  
Owned-Operated By ..Blue Network Co., Inc.  
Address ..30 Rockefeller Plaza  
Phone Number ..........Circle 7-8300  
Transmitter Location ......Bound Brook, N. J.  
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.  
News Service ..AP; INS; UP  
Transcription Service ......NBC Thesaurus  
Representative ....Blue Network Co., Inc.  

Personnel  
President ..........Mark Woods  
Manager ..........John H. McNeil  
National Spot Sales Manager,  
Murray Grabhorn  
(For additional personnel see listings under  
The Blue Network in network section of this  
volume).  

Complete Listings of  

MUSICAL DIRECTORS OF STATIONS  
See page 615  

HOME ECONOMICS DIRECTORS OF STATIONS  
See page 621  

NEWSPAPER OWNED OR AFFILIATED STATIONS  
See page 604
How to make 5,000 watts do the work of 480,000

The lower the frequency of a station the longer its wave-length; the longer the wave-length the stronger the signal. WMCA has New York's lowest frequency (570 kc.) and longest wave-length (526 meters). The tremendous value of "first on the dial" is illustrated below:

**FOR EXAMPLE, TO DELIVER A 2 MILLIVOLT SIGNAL 43 MILES WITH A NON-DIRECTIONAL ANTENNA*:** Actual WMCA triples its power through a three-element directional antenna which amplifies the signal toward areas of greatest population.

WMCA at 570 kc. needs only 5,000 watts

IF WMCA were at 1000 kc. . . . it would need 76,500 watts

IF WMCA were at 1200 kc. . . . it would need 158,000 watts

IF WMCA were at 1600 kc. . . . it would need 480,000 watts

Virgil Reiter & Co., 400 N. Michigan Ave., Chicago.

*First on New York's Dial, 570 • America's Leading Independent Station*
WMCA
NEW YORK—EST. 1925
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: WMCA, Inc.
Address: 1657 Broadway
Phone Number: Circle 6-2200
Transmitter Location: Kearney, N. J.
Time on the Air: 6:45 a.m. to 1:15 a.m.
News Service: AP
Representative: Virgil Reiter & Company

Personnel
Owner: Edward J. Noble
President: E. E. Anderson
Vice-President-General Manager: Donald S. Shaw
Treasurer: C. N. Priaulx
Assistant Secretary-Treasurer: H. L. Morgan, Jr.
Director of Sales: Charles Stark
Sales Promotion Manager: Maxwell Dane
Program Director: Walter Craig
Production Manager: William C. Card
Night Program Manager: Alan Williams
Director of Recorded Music: Bob Bach
Director of News & Publicity: Leon Goldstein
Musical Director: Joseph Rines
Chief Engineer: Frank Marx

WNBC
NEW YORK—EST. 1924
Frequency: 830 Kc. Power: 1000 Watts
Owned By: City of New York
Operated By: Municipal Broadcasting System
Address: Municipal Building
Phone Number: Worth 2-5600
Transmitter Location: Greenpoint, Brooklyn, New York
Time on the Air: 7 a.m. to sunset

Personnel
Director: M. S. Novik
Chief Announcer: T. H. Cowan
Continuity Supervisor: Edward Goldberger
Program Director: Seymour N. Siegel
Publicity Director: Jack Goodman
Musical Director: Herman Neuman
Chief Engineer: Isaac Brimberg (Non-Commercial Station)

WAAT
(See Jersey City, N. J., Page 479)

FEDERAL COMMUNICATIONS COMMISSION

Entire Section—Personnel—Activities

Starts on page 183

☆

NATIONAL ASSOCIATION OF BROADCASTERS

Personnel—Articles—Code—Activities

Complete Section Starts on page 928
WITH its recent increase in wattage, WNEW comes into hundreds of thousands of new homes—better and stronger.

Now—it’s doubly true: MORE PEOPLE IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER INDEPENDENT STATION! (according to independent surveys—sent on request).

And now—more than ever—WNEW is your best buy in America’s best market—the station that moves most goods—fastest—and at the least cost!

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)
NEW YORK

WNEW

New York—Est. 1934

Frequency: 1130 Kc. Power 10000 Watts
Owned-Operated By... Greater New York Broadcasting Corporation
Address... 501 Madison Avenue
Phone Number... Plaza 3-3300
Transmitter Location... Belleville Turnpike, Kearney, N. J.

Time on the Air: 24 hours a day—seven days a week
News Service... AP
Transcription Service... World Broadcasting System
Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager... Bernice Judis
Sales Manager... Herman Bess
National Sales Manager... Walter Duncan
Sales Promotion Manager... Alvan Sommerfield
Research Director... Sidney Fishman
Special Events and Publicity Director...

Production Head... William McGrath
Assistant to Manager... Dorothy Andrews
Auditor... Aaron Goldenberg
Assistant Publicity Director... Rhea Diamond
Music Clearance Director... James Rich
Sales Traffic Director... Irene Davis
Program Traffic Director... Vita Kane
Chief Announcer... John Jaeger
Musical Director... Merle Pitt
Chief Engineer... M. J. Weiner

WOR

New York—Est. 1922

Mutual Broadcasting System

Frequency: 710 Kc. Power: 50000 Watts
Owned-Operated By... Bamberger Broadcasting Service
Business Address... 1440 Broadway
Phone Number... Pennsylvania 6-8600
Studio Addresses... 1440 Broadway; 214 W. 42nd Street

Transmitter Location... Carteret, N. J.

Time on the Air: 24 hours daily; Sundays, 7:45 a.m. to 2 a.m.
News Service... AP; Transradio; UP; General News Ticker (Sports)
Transcription Service... WOR Electrical Transcription & Recording Service
Representatives: Paul A. Belaire (Boston); John Shelton & Robert Wood (Chicago); Edward S. Townsend (San Francisco)

Personnel

President... Alfred J. McCosker
Vice president and general manager... Theodore C. Streibert
Vice-President in Charge of Program Operations... Julius F. Seebach, Jr.
Director of Sales... Rufus C. Maddux
Sales Manager... Eugene S. Thomas
Commercial Program Manager...

Production Manager... Arthur Whiteside
Director of Publicity... Jerry Danzig
Director of Special Features and News...

Chief Engineer-Secretary... J. R. Poppele
Director WOR Artists Bureau: Nat Abramson
Director of Sales Promotion... Joe Creamer

Musical Director... Alfred Wallenstein
Continuity Director... Robert Simon

POPULATION AND MARKET STATISTICS

Covering the Entire U. S. A.

Please turn to page 209
IT'S A MONOPOLY

For 12 hours a day... from 6 A.M. to 6 P.M. ... WOV monopolizes 14% of the entire metropolitan listening audience... the audience that can best be sold in the Italian language.

WOV sells this fruitful market of industrious wage earners and prosperous tradespeople... 521,606 families, 1,780,024 persons... at a lower cost (at our present low rates) than any other advertising medium.

THE Pulse of New York Survey for January 2-14, 1942... the only 100% yardstick for the measurement of radio audiences... establishes beyond question the leadership WOV enjoys among the independent radio stations in the Metropolitan area.

A representative from WOV, with authentic facts and figures will be very glad to prove this conclusion.

WOV... For Victory  CIRCLE 5-7979
730 Fifth Avenue, New York
WOV
NEW YORK — EST. 1933
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By Wodaam Corporation
Address 730 Fifth Avenue
Phone Number Circle 5-7979
Transmitter Location Carlstadt, N. J.
Time on the Air 7 a.m. to 12 midnight Tues-
day thru Saturday; Sunday, 10 a.m. to 1 p.m.; 6:30 p.m. to 9 p.m.; Monday, 7 a.m. to 2 p.m.; 5 p.m. to 8 p.m.; 10 p.m. to 12 midnight
News Service AP; INS
Transcription Service Associated Music Publishers

Personnel
Station Manager H. D. Henshel
Commercial Manager Ralph Nardella
Promotion-Publicity Manager Herbert Landon
Program Director Mario Ferrari-Hutton
Production Manager James Capozzichi
Artists’ Bureau Director Syd Leipzig
Musical Director Paul Romeo
Chief Engineer Whitman N. Hall

WQXR
NEW YORK—EST. 1934
Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By Interstate Broadcasting
Company, Inc.
Address 730 Fifth Avenue
Phone Number Circle 5-5566
Transmitter Location Maspeth, Long Island, N. Y.
Time on the Air 7 a.m. to 12 midnight; Sun-
days, 8:30 a.m. to 12 midnight
News Service AP
Transcription Service World Broadcasting System
Representative The Foreman Company

Personnel
President John V. L Hogan
Executive Vice-President Elliott M. Sanger
Chief Sales Manager Hugh K. Boice
Sales Promotion Manager Norman S. McGee
Program Director Eleanor N. Sanger
Publicity Director Dorothy Beckman
Chief Announcer Arch Keper
Musical Director Eddy Brown
Chief Engineer Russell Valentine

WHLD
NIAGARA FALLS—EST. 1940
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By The Niagara Falls
Gazette Publishing Company
Address Hotel Niagara
Phone Number 8421

Transmitter Location Lockport & Military Roads
Time on the Air Daytime Military Roads
Newspaper Affiliation Niagara Falls Gazette
News Service UP
Transcription Service Lang-Worth, Standard Radio; C. P. MacGregor
Representative Headley-Reed Company

WSLB
OGDENSBURG—EST. 1940
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By St. Lawrence Broadcasting
Corp.
Address 2315 Knox St.
Phone Number Ogdensburg 500
Transmitter Location 2315 Knox St.
Time on the Air 7 a.m. to 11:15 p.m.; Sun-
days, 9 a.m. to 7 p.m.
News Service AP
Transcription Service NBC Theasaurus
Representative DeLisser, Inc.

Personnel
President-Commercial Manager Joseph R. Brandt
Station Manager Harold J. Frank
Sales Promotion Manager-Program
Director Jack Paige
Chief Engineer Raymond E. Lafferty

WHDL
OLEAN—EST. Tupper Lake, 1928;
Olean, 1934
BLUE NETWORK
BI-STATE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WHDL Inc.
Business Address 601-619 Exchange National
Bank Building
Phone Numbers Olean 4149; Bradford 6000;
Transmitter, Olean 7597
Studio Addresses 601-619 Exchange National
Bank Building; Citizens Bank Building,
Bradford, Pa.; St. Bonaventure College,
N. Y.
Transmitter Location Alleghany, N. Y.
Time on the Air 7 a.m. to 12:05 a.m.
Newspaper Affiliation Olean Times
Herald
News Service UP
Transcription Service World Broadcasting
Representative J. P. McKinney & Son
WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

National Rept.: George P. Hollingbery Co.

"The Stromberg-Carlson Station"
**Personnel**

President: E. B. Fitzpatrick
Station Manager: Thomas L. Brown
Commercial-Sales Promotion Manager: Frederick G. Meyer
Program Director: Virgil C. Booth
Production Manager-Chief: Warren E. McDowell

**WMFF**

**PLATTSBURG—EST. 1935**

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Plattsburg Broadcasting Corporation
Address: Radio Centre Phone Number: 1600
Transmitter Location: Boynton Ave. Time on the Air: 7:30 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service: Transradio Transcription Service: C. P. MacGregor Representative: George P. Hollingbery Co.

**Personnel**

President: E. H. Bragg
General Manager: George F. Bissell
Commercial Manager: Edward Furman
Program/Publicity Director: Edward Barry
Chief Announcer: Wilson Daily
Chief Engineer: Jack Nazak

**W K I P**

**POUGHKEEPSIE—EST. 1939**

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Poughkeepsie Broadcasting Corporation
Address: The Nelson House Phone Number: 6-800
Transmitter Location: The Nelson House Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP Transcription Service: NBC Thesaurus Representative: Headley-Reed Company

**Personnel**

President: Richard E. Coon
General Manager: Bruff W. Olin, Jr.
Production Manager-Chief: Joel Blake
Announcer: Rod Switt
Publicity Director: Sydney Freed
Chief Engineer: John Burke

**WHAM**

**ROCHESTER—EST. 1927**

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated By: Stromberg Carlson Telephone Manufacturing Company
Business Address: 111 East Avenue
Phone Number: Stone 1862
Studio Address: Sagamore Hotel Transmitter Location: Victor, New York Time on the Air: 6 a.m. to 12:30 a.m.
News Service: UP Transcription Service: Lang-Worth; World Broadcasting System Representative: Geo. P. Hollingbery Co.

**Personnel**

President: Wesley M. Angle
Vice-President: Edward A. Hanover
General Manager: William Fay
Commercial Manager: J. W. Kennedy, Jr.
Sales Promotion Manager: Arthur W. Kelly
Program Director: Chas. Siverson
Production Manager-Chief: Jack Lee
Musical Directors: Charles Silverson, Charles J. Wexler
Educational Director: Homer Bliss
Farm Director: Tom Murray
Librarian: Frank Seibold
Accountant: Bernice Snyder
Director of Home Economics: Hazel Cowles
Director of News & Sports: Allen Sisson
Technical Supervisor: Ken Gardner

**WHBC**

**ROCHESTER—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d. 500 n.
Owned-Operated By: WHEC, Inc.
Address: 40 Franklin St. Phone Number: Stone 1320
Transmission Location: 979 Mt. Read Blvd. Time on the Air: 6:25 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.; Saturdays, 6:25 a.m. to 1 a.m.
Newspaper Affiliation: Gannett Newspapers, Inc.

**Personnel**

Vice-President: Clarence Wheeler
Treasurer-General Manager: Gunnar O. Wiig
Commercial Manager: L. C. Wheeler
Publicity Director: Ross Woodbridge
Assistant Secretary: Mary Carroll
Traffic Manager: Elizabeth Gledhill
Chief Announcer: Harry LeBrun
Musical Director: Ken Sparnon
Chief Engineer: Bernard O'Brien
HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the Station that is

FIRST—to be established in Central New York. Started in 1922.

FIRST—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

FIRST—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

FIRST—in total number of hours sold.

FIRST—in sponsored Columbia Network Shows.

FIRST—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

To get the most out of your radio dollar in Central New York . . .

Use

WFBL
SYRACUSE, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. Exclusive National Representatives
**NEW YORK**

**WSAY—ROCHESTER—EST. 1936**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Brown Radio Service & Laboratories

Address: Taylor Bldg., Main St.

Phone Number: 3-2121

Transmitter Location: Taylor Bldg.

Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.

News Service: INS

National Sales Office: 366 Madison Avenue, New York, N. Y.

**Personnel**

President-Chief Engineer: Gordon P. Brown

General Manager: Mort Nusbaum

National Sales Manager: Winston H. Thornburg

Program Director: Harold Kolb

Sales Promotion Manager: Elmer J. Walz

Publicity Director: Harlan Evans

Chief Announcer: Kenneth E. Loysen

**WNBZ—SARANAC LAKE—EST. 1937**

BLUE NETWORK

Frequency: 1320 Kc. Power: 100 Watts

Owned-Operated By: Upstate Broadcasting Corporation

Business Address: 100 Main St.

Phone Number: 1320

Studio Addresses: 3 Olive St., 100 Main St.

Transmitter Location: 3 Olive St.

Time on the Air: 7:30 a.m. to local sunset

Transcription Service: Keystone Broadcasting System; Standard Radio

Representative: Geo. P. Hollingbery Co.

**Personnel**

President: Carl F. Woese

Vice-President-General Manager: H. Scott Killgore

Station-Commercial Manager: John F. Grimes

Program-Publicity Director: Ruth O’Connell

Production Manager: Earl Sharland

Chief Announcer: Michael Ebert

Chief Engineer: Harold Warner

**WGY—SCHENECTADY—EST. 1920**

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50,000 Watts

 Owned-Operated By: General Electric Company

Address: 1 River Road

Phone Numbers: 4-2211; 3-2121

Transmitter Location: South Schenectady

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 1 a.m.

News Service: UP

Transcription Service: NBC Thesaurus; Standard Radio

Representative: National Broadcasting Co.

**WAGE—SYRACUSE—EST. 1941**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts

Owned-Operated By: Sentinel Broadcasting Corporation

Address: Loew Building

Phone Number: 2-0277

Transmitter Location: Liverpool, N. Y.

Time on the Air: 6 a.m. to 2 p.m.; Sundays, 9 a.m. to 2 p.m.

News Service: AP

Transcription Service: NBC Thesaurus

Representative: Edward Petry & Co., Inc.

**Personnel**

President: Frank C. Revoir

Station Manager: William T. Lane

Commercial Manager: William B. Hines

Sales Promotion Manager: Arnold Bowden

Program Director: Gordon Alderman

Publicity Director: Glenn Williams

Musical Director: Thelma Jean McNeill

Chief Engineer: Charles Brannen

**WFBL—SYRACUSE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts

Owned-Operated By: Onondaga Radio Broadcasting Corporation

Address: Onondaga Hotel

Phone Number: 2-1147

Transmitter Location: Collamer, N. Y.

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: INS

Transcription Service: World Broadcasting System

Representative: Free & Peters

**Personnel**

President: S. H. Cook

Vice-President-General Manager: Samuel Woodworth
Vice-President-Merchandising
Manager .................... Robert G. Soule
Commercial Manager ........ Charles Phillips
Program Director ............ George Perkins
Publicity Director .......... Harvey Sanderson
Control Room Supervisor .... Walter L. Stoner
Transmitter Supervisor .... James Kelley
Musical Director ............ Raymond Ganter
Chief Engineer ............. A. R. Marcy

WOLF
SYRACUSE—EST. 1940
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By .......... Civic Broadcasting Corporation
Address .................... Chimes Building
Phone Number ............... 2-7211
Transmitter Location ...... Van Rensselaer and Kirkpatrick Streets
Time on the Air: .......... 19 1/3 hours daily
News Service ............... Transradio
Representative ............. Burn-Smith Co.

Personnel
President-Commercial Manager .... T. S. Marshall
Station-Program Director ...... Louis W. Kaiser
Publicity Director-News Editor, ... Martin A. Burstein
Chief Announcer ............. Hamilton Woodle
Musical Director ............. Claude Parton
Chief Engineer ............. David Foote

WSYR
SYRACUSE—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 570 Kc........Power: 5000 Watts
Owned-Operated By .......... Central New York Broadcasting Corporation
Address .................... 224 Harrison Street
Phone Number ............... 3-7111
Transmitter Location ...... 2341 Valley Drive
Time on the Air: .......... 19 hours daily; Sundays, 16 hours per day
News Service ............... UP
Transcription Service: Associated Recorded Program Service; Lang-Worth
Representative ............ Paul H. Raymer Company

Personnel
President .................. Harry C. Wilder
Vice-President .............. Fred R. Ripley
Sales Promotion Manager..... E. R. Vadeboncoeur
Program Director .......... Lansing B. Lindquist
Artists’ Bureau Head ........ Fred Jeske
Chief Announcer ............ Bill Rothrum
Musical Director ............ Charles Thomas
Chief Engineer ............. Armand Belle Isle

WHAZ
TROY—EST. 1922
Frequency: 1330 Kc........Power: 1000 Watts
Owned-Operated By .......... Rensselaer Polytechnic Institute
Address ..................... 110 Eighth St.
Phone Number ............... Troy 6810
Transmitter Location ...... 110 Eighth St.
Time on the Air: .......... 6 p.m. to 12 midnight Mondays only

Personnel
President .................. Dr. W. O. Hotchkiss
Station Manager ............ W. J. Williams
Commercial Manager ........ Mary Mahony
Sales Promotion Manager ... W. C. Stoker
Program-Musical Director ... A. Olin Niles
Production Manager .......... H. H. Nugent
Publicity Director .......... F. Tiff
Chief Announcer ............ R. W. Schmelzer
Chief Engineer ............. H. D. Harris

WTRY
TROY—EST. 1940
BLUE NETWORK
Frequency: 980 Kc........Power: 1000 Watts
Owned-Operated By .......... Troy Broadcasting Co., Inc.
Address ..................... 92 Fourth St.
Phone Number ............... Troy 2100; Albany 4-2500
Transmitter Location ...... Boght Corners
Time on the Air: .......... 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 12 midnight
News Service ............... UP
Transcription Service ...... World Broadcasting System; Lang-Worth
Representative ............. Paul H. Raymer Co.

Personnel
President .................. Col. H. C. Wilder
Manager .................... Fred R. Ripley
Commercial-Sales Promotion Manager, .... William A. Riple
Program Director ............. W. Woodbury Carler, Jr.
Publicity Director ............ Cecil Walker
Chief Announcer ............. Al Parker
Musical Director ............. Tony Sharp
Chief Engineer ............. A. H. Chismark
WIBX
UTICA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WIBX, Inc.
Address First National Bank Bldg.
Phone Number 2-2101
Transmitter Location Schuyler St., Marcy, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service INS
Transcription Service Standard Radio
New York Sales Office Hotel Belmont-Plaza
Representatives Virgil Reiter & Co. (Chicago); Walter Biddick Co. (West Coast); Bertha Bannan (Boston)

Personnel
President-Treasurer Margaret Bowen
Executive Vice-President Elliott Stewart
National Sales-Merchandising Manager N. W. Cook
Local Sales Manager L. H. Garvey
Production Manager Michael Carlo
Chief Announcer Robert Mahaney
Director of Children’s Activities Betty Cushing Griffin
Continuity Chief Scott Garfield
Office Manager Gladys Moore
Musical Director Walter Griswold
Chief Engineer J. T. Dowdell

WATN
WATERTOWN—EST. 1941
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Watertown Broadcasting Corporation
Business Address Woolworth Bldg.
Phone Numbers Studios 2424; Commercial Office, 975
Studio Address 118 Washington St.
Transmitter Location 118 Washington St.
Time on the Air: 7 a.m. to 11:15 p.m.; Friday and Saturday, 7 a.m. to 1 a.m.
News Service Transradio
Transcription Service Standard Radio
Representative Burns-Smith Co., Inc.

Personnel
President G. Harry Righter
General Manager John S. Van Cronkhite
National Sales Manager Alfred Dinsdale
Chief Announcer J. Kenneth Meyer
Artists Bureau Head Raymond H. Cameron
Musical Director Frederick C. B. Johnstone
Chief Engineer Craig L. Whitman

WWNY
WATERTOWN—EST. 1941
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By The Brockway Company
Address Hotel Woodruff, Public Square
Phone Number 4-120
Transmitter Location: Outer Holcomb Street, just inside city limits
Time on the Air: Unlimited license
Newspaper Affiliation Watertown Daily Times
News Service UP
Transcription Service World Broadcasting System

Personnel
President Harold B. Johnson
Station Manager Thomas E. Van Cronkhite
Commercial-Sales Promotion Manager Louis Saiff
Program-Publicity Director Jean Clos
Production Manager-Chief Announcer Robert Mowers
Traffic Manager Margaret McCord
Musical Director Earl Kelly
Chief Engineer Maynard B. Davis

Sales are Soaring in WATERTOWN, N. Y.
INVESTIGATE THIS MARKET... and
WATN
250 WATTS
WATERTOWN, N. Y.
G. H. Righter, Pres.
J. S. Van Cronkhite, Gen. Mgr.
Representative Burns-Smith Co., Inc.

505
WFAS
WHITE PLAINS—EST. 1932

Frequency: 1240 Kc......Power: 250 Watts

Owned-Operated By......Westchester Broadcasting Corp.

Address .....................Roger Smith Hotel
Phone Number ................White Plains 6400
Transmitter Location......Roger Smith Hotel
Time on the Air..Shares time with WGBB
News Service......................AP

Transcription Service ....World Broadcasting System; Lang-Worth

Representative ............Headley-Reed Co.

**Personnel**

President......................J. Noel Macy
V-P-Managing Director........Frank A. Seitz
Program-Musical Director.....Ran Kaler
Chief Engineer............Harry C. Laubenstein

WWRL
WOODSIDE—EST. 1926

Frequency: 1600 Kc......Power: 250 Watts; (C. P. 5,000)

Owned-Operated By......Long Island Broadcasting Corporation

Address.....................41-30 58th Street
Phone Number ..............Newtown 9-3300
Transmitter Location......41-30 58th St., Woodside, L. I.
Time on the Air; Part time schedule (75 hours weekly)
News Service......................INS
Transcription Service......Lang-Worth; NAB

**Personnel**

President ....................William H. Reuman
General Manager...............Robert A. Catherwood
Asst. General Manager........Edith Dick
Director of Publicity and Promotion........Walter Kaner
Program Director...............Dud Conolly
Chief Engineer................William H. Reuman
Night Studio Manager..........Fred Barr
Production Manager and Musical Director.........Adolph Goebel

**COMING SOON!**

5,000 WATTS
NON-DIRECTIONAL
FULL TIME

★
LOWEST RATES
IN
NEW YORK CITY

WWRL
"160 THE RIGHT END OF THE DIAL"
**W I S E**

ASHVILLE—EST. 1939
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
(WFBC-WKPT-WOPI-WISE)
Frequency: 1230 Kc. . . . . . . . Power: 250 Watts
Owned By: WISE Broadcasting Co.
Operated By: Radio Station WISE, Inc.
Address: Langren Hotel
Phone Number: 1213
Transmitter Location: Langren Hotel
Time on the Air: 121 hours weekly
Newspaper Affiliation: Asheville Daily News
News Service: INS
Transcription Service: NBC Thesaurus

**Personnel**
President-Station Manager: Harold Thoms
Commercial Manager: Baxter Barkley
Program Director: Ken Beachboard
Chief Engineer: Charles Sumner

**W W N C**

ASHVILLE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 570 Kc. . . . . . . . Power: 1000 Watts
(C.P. 5000)
Owned-Operated By: Asheville Citizen-Times Co., Inc.
Address: 14 O'Henry Avenue
Phone Number: 5500
Transmitter Location: Flatiron Building
Time on the Air: 8:30 a.m. to 12:00 noon; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: Asheville Citizen-Times
News Service: UP
Transcription Service: Lang-Worth: World Broadcasting System

**Personnel**
Executive Director: Don S. Elias
Commercial Manager: John E. Thayer
Program Director: Ezra A. McIntosh
Assistant Program Director: Mardi Liles
Promotion Manager: Herman I. Mosely
Chief Engineer: Cecil Hoskins

**W B B B**

BURLINGTON—EST. 1941
MUTUAL BROADCASTING SYSTEM
NORTH CAROLINA & SOUTHERN NETWORKS
Frequency: 920 Kc. . . . . . . . Power: 1000 Watts
Owned-Operated By: Alamance Broadcasting Company, Inc.
Address: 310½ South Main St.
Phone Numbers: 2730; 2731
Transmitter Location: Elon Road (West Front Street Extension)
Time on the Air: 6 a.m. to local sunset
News Service: UP
Transcription Service: Standard Radio

**Personnel**
Managing Director: E. Z. Jones
Commercial Manager: Ernie Smith
Program Director: Paul Hudson
Publicity Director: Kent Dennan
Chief Announcer: William Sandifer
Chief Maintenance Engineer: Edward Day
Accountant: Laraine Skinner
Traffic Director: Pal Faulconer
Musical Director: Katherine Faulconer
Chief Engineer: C. C. Penny

**W A Y S**

CHARLOTTE—EST. 1941
THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc. . . . . . . . Power: 1000 Watts
Owned-Operated By: Inter-City Advertising Co., Inc.
Address: 120 E. Third St.
Phone Numbers: 37173 (office); 41233 (studio-transmitter)
Transmitter Location: Oakdale
Time on the Air: 6:30 a.m. to 12 midnight
News Service: INS
Transcription Service: Lang-Worth
Representative: Weed & Co.

**Personnel**
President: George W. Dowdy
Station Manager: Harold H. Thoms
Program Director: Ron Jenkins
Chief Announcer: Don Mack
Chief Engineer: Bob Rigby

**W B T**

CHARLOTTE—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1110 Kc. . . . . . . . Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.
Business Address: Wilder Building
Phone Number: 3-8833
Transmitter Location: 9 miles southeast of Charlotte
Time on the Air: 5 a.m. to 1 p.m.; Sundays, 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: Radio Sales

**Personnel**
President: Wm. S. Paley
Station Manager: A. E. Joscelyn
Sales Manager: Royal E. Penny
Sales Promotion Manager: William F. Carley
News Editor........................................ Jack Knell
Farm Editor ...................................... Grady Cole
Program Director ............................. C. H. Crutchfield
Auditor .......................................... E. J. DeGray
Musical Director ................................. Jack Phipps
Chief Engineer ................................. J. J. Beloungy

WSOC
CHARLOTTE—EST. 1928
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By . Radio Station WSOC, Inc.
Address ............... 1925 N. Tryon Street
Phone Number ........... 7138
Transmitter Location ......... 1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight:
Sundays, 9 a.m. to 12 midnight

News Service .. Transradio
Transcription Service ....... NBC Thesaurus
Representative .... Headley-Reed Company

Personnel
President and Station Manager ............ E. J. Gluck
Commercial Manager .......................... W. C. Irwin
Program Director ............................ C. G. Hicks
Sales Promotion Manager ................. Paul W. Norris
Chief Engineer ................................. L. L. Caudle

WCNC
ELIZABETH CITY—EST. 1939
Frequency: 1400 Kc...........Power: 250 Watts
Owned-Operated By . Albemarle Broadcasting Co.
Address ............... Colonial Ave.
Phone Number ........... 1400
Transmitter Location ..... Parsonage St. Extension
News Service .......... UP

Transcription Service ....... World Broadcasting System

Personnel
President-Manager ......................... T. W. Aydlett
Commercial Manager-Program Director  .... Paul Moyle
Chief Announcer ........................... Louis Rigsbey
Artists’ Bureau Head ................. Francis Elliott
Musical Director ......................... Bob Truere
Chief Engineer ............................... Joe Kyle

WFNC
FAYETTEVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc...........Power: 250 Watts
Owned By ............... W. C. Ewing & T. K. Weyher
Operated By . Cumberland Broadcasting Co.
Address ............... 114 Anderson St.
Phone Number ........... 4848
Transmitter Location ....... N. Water St.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service .......... UP

Transcription Service ....... Associated Music Publishers

Personnel
President-Station Manager .............. W. C. Ewing
Commercial Manager ................ C. D. Moore
Program Director-Chief Announcer .... Ted Ellis
Production Manager .... Mrs. Charles Batson
Publicity Director .............. Kate Southerland
Musical Director ......................... Larry Roller
Chief Engineer ............................... Frank Stewart

WGNC
GASTONIA—EST. 1939
BLUE NETWORK
Frequency: 1450 Kc...........Power: 250 Watts
Owned-Operated By . F. C. Todd
Address ............... National Bank of Commerce Bldg.
Phone Number ........... 732
Transmitter Location ..... Gastonia
Time on the Air: 7 a.m. to 12 midnight
News Service .......... UP

Transcription Service ....... Associated Music Publishers

Personnel
President .................. C. C. Council
General Manager .............. J. F. Jarman, Jr.
Commercial Manager ........................ C. J. Woodhouse
Program-Publicity Director .... J. B. Clark
Chief Announcer .......................... Franklin Evans

Director of Scripts and Continuity, Mildred Williams
Recording Engineer .................. Lewis Brown
Bookkeeper-Personnel Manager .... Sue Taylor
Director of Negro Affairs ........... Norley Whitted
Musical Director ......................... Anne Edwards
Chief Engineer ............................... R. A. Dalton
**NORTH CAROLINA**

**Personnel**

Owner........................................F. C. Todd
Manager......................................Pat McSwain
Commercial-Sales Promotion Manager.....................................................F. C. Abernathy
Program Director................................Earl Holder
Chief Announcer................................Dick Gray
Chief Engineer.................................Clarence Morse

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**WGBR**

**GOLDSBORO—EST. 1939**

Frequency: 1400 Kc................Power: 250 Watts
Owned-Operated By......................Eastern Carolina Broadcasting Corp.
Business Address.......................P. O. Box 1024
Phone Numbers.............................1550; 1551
Studio Address..................................Raleigh Highway
Transmitter Location.....................Raleigh Highway
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service..............................UP
Transcription Service..................Standard Radio
Representative.........................Associated Radio Sales

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**WBIG**

**GREENSBORO—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1470 Kc................Power: 5000 Watts
Owned-Operated By......................North Carolina Broadcasting Co., Inc.
Business Address.......................Box 1807
Phone Number..............................6125
Studio Address..................................O. Henry Hotel
Transmitter Location....................Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..............................AP; Transradio
Transcription Services:..............World Broadcasting System; Lang-Worth; Standard Radio
Representative.........................George P. Hollingbery Co.

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**Personnel**

Station and Commercial Manager........................Edney Ridge
Program Director.............................Faye Kenyon
Publicity Director........................Virginia Wilson McKinney
Production Manager-Chief Announcer..................Wally Williams
News Editor..................................Nancy Hudson
Musical Director.............................Margaret Banks
Chief Engineer............................Earl Allison

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**ALWAYS A GOOD SHOW!**

George P. Hollingbery Co.
Natl Repr.

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**HELP THE RED CROSS**

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**ASK EDNEY RIDGE**

**WBIG, GREENSBORO, N. C.**

FOR **“COLD FACTS”!**

5000 Watts, Day 5000 Watts, Night
“THE PRESTIGE STATION OF THE CAROLINAS”
WGBG
GREENSBORO—EST. 1942
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By...Greensboro Broadcasting Co.
Business Address Ashe St. Extension & Asheboro Rd.
Transmitter Location...Greensboro
Time on the Air...6 a.m. to local sunset
News Service...UP
Transcription Service...Lang-Worth

Personnel
President-Station Manager...Ralph M. Lambeth
Commercial Manager...Herbert G. Mitchell
Program Director...Ted R. Woodard
Chief Announcer...Eddie Carlos
Chief Engineer...James Stewart

WHKY
HICKORY—EST. 1940
BLUE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
(C.P. 1290 Kc.; 5000 d.; 1000 n.)
Owned-Operated By...The Catawba Valley Broadcasting Co., Inc.
Address...Radio Bldg.
Phone Number...1195-6
Transmitter Location...Radio Bldg.
Time on the Air...119 hours weekly
News Service...UP
Transcription Service...NBC Thesaurus

Personnel
President...Carl V. Cline
Station-Commercial Manager...W. T. Hix
Chief Engineer...E. S. Long
WMFR
HIGH POINT—EST. 1936
BLUE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WMFR, Inc.
Address: 156½ S. Main St.
Phone Number: 4593
Transmitter Location: 156½ S. Main St.
Time on the Air: 6 a.m. to 12:05 p.m.
News Service: UP
Transcription Service: Lang-Worth

Personnel
President: James E. Lambeth
Station Manager: Ralph M. Lambeth
Commercial-Sales Promotion Manager: Pat Taylor
Program Director-Chief Announcer: Stan Conrad
Thomasville Studio Manager: Harrold Harrison
Lexington Studio Manager: Frank Lambeth

WFTC
KINSTON—EST. 1936
BLUE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Jonas Weiland
Address: 210 East King St.
Phone Number: 2100
Transmitter Location: Kinston, N. C.
Time on the Air: 15 hours daily
News Service: Transradio
Representative: Burn-Smith Company

Personnel
President-Station Manager: Jonas Weiland
Program Director-Chief Announcer: Ray Woodard
Chief Engineer: Glen Neuville

WHIT
NEW BERNE—EST. 1942
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Coastal Broadcasting Co.
Address: New Berne
Phone Number: 1450
Transmitter Location: Trent Rd. & U. S. Highway No. 17
Time on the Air: Unlimited license
News Service: UP

Personnel
President-Station Manager: Louis N. Howard

"The World's Foremost Tobacco Centre"
INCREASE
Your Sales
in this
MERCHANDISABLE AREA

WFTC
KINSTON, NORTH CAROLINA
1230 KC. 250 W.

JONAS WEILAND
MANAGER
NORTH CAROLINA is the South's Greatest State

WPTF in RALEIGH is NORTH CAROLINA'S NO.1 SALESMAN!

FREE & PETERS, INC. National Representatives
### WPTF
**Raleigh—Est. 1922**
**National Broadcasting Company**

- **Frequency**: 680 Kc.
- **Power**: 50000 Watts
- **Owned-Operated By**: WPTF Radio Co.
- **Address**: 20 East Martin St.
- **Phone Number**: 8311
- **Transmitter Location**: Cary, N. C.
- **Time on the Air**: 6 a.m. to 12 midnight
- **News Service**: AP; UP
- **Transcription Service**: NBC Thesaurus, Lang-Worth

**Personnel**
- **President**: J. R. Weatherspoon
- **General Manager**: Richard H. Mason
- **Sales Manager**: John H. Field, Jr.
- **Sales Promotion Manager**: Joseph Ahern
- **Program Director**: Graham B. Poyner
- **Technical Supervisor**: Henry Holick

### WRAL
**Raleigh—Est. 1938**
**Mutual Broadcasting System**

- **Frequency**: 1240 Kc.
- **Power**: 250 Watts
- **Owned-Operated By**: Capitol Broadcasting Company
- **Address**: 130 S. Salisbury Street
- **Phone Number**: 6411
- **Transmitter Location**: Extension of East Davie Street
- **Time on the Air**: 6 a.m. to 12 midnight
- **News Service**: Transradio
- **Transcription Service**: C. P. MacGregor
- **Representative**: Weed & Co.

**Personnel**
- **President**: A. J. Fletcher
- **General Manager**: Fred Fletcher
- **Commercial Manager**: Frank Stearns
- **Program Director**: Margaret Early
- **Traffic Manager**: Alice Hall
- **Continuity Director**: Lucy Crenshaw
- **Chief Announcer**: Ray Reeve
- **Musical Director**: William Barham
- **Chief Engineer**: Stanley Brown

### WBT
**Roanoke Rapids—Est. 1940**
**The Blue Network**

- **Frequency**: 1230 Kc.
- **Power**: 250 Watts
- **Owned-Operated By**: J. Winfield Crew, Jr.
- **Address**: 251 Roanoke Avenue
- **Phone Number**: R-855-1
- **Transmitter Location**: 10th Street Extension
- **Time on the Air**: 6:30 a.m. to 11 P.M.; Sundays, 9 a.m. to 10 p.m.
- **News Service**: UP
- **Transcription Service**: C. P. MacGregor
- **Representative**: Spot Sales, Inc.

### Weed
**Rocky Mount—Est. 1933**
**Blue Network**

- **Frequency**: 1450 Kc.
- **Power**: 250 Watts
- **Owned-Operated By**: W. Avera Wynne
- **Business Address**: Box 391
- **Phone Number**: Edinburgh 1240
- **Studio Address**: Nashville Highway
- **Time on the Air**: 7 a.m. to 12 midnight
- **News Service**: UP

**Personnel**
- **Manager**: George Arrington
- **Program-Production Manager**: Thomas Snowden
- **Publicity Manager**: Elmer Procter
- **Chief Announcer**: Bill Holm
- **Musical Director**: David Conner
- **Chief Engineer**: L. G. Murphey

### WSTP
**Salisbury—Est. 1939**
**Mutual Broadcasting System**

- **Frequency**: 1490 Kc.
- **Power**: 250 Watts
- **Owned-Operated By**: Piedmont Broadcasting Corp.
- **Business Address**: P. O. Drawer 920
- **Phone Number**: 2121
- **Studio Address**: Yadkin Hotel, Swannanoa Theatre Blvd., Kannapolis, N. C.
- **Transmitter Location**: Statesville Highway at Grant Creek
- **News Service**: Transradio
- **Representative**: Burn-Smith Co.

**Personnel**
- **Manager**: Bryce P. Beard
- **Commercial Manager**: John Shultz
- **Program Director**: F. F. Patterson
- **Kannapolis Studio Director**: Earl Caton
- **Chief Announcer**: Russell McIntire
- **Chief Engineer**: Carl B. Watson
**WRRF**

WASHINGTON—EST. 1941

Frequency: 930 Kc
Power: 1000 Watts
Owned-Operated by: Tar Heel Broadcasting System
Address: Washington
Time on the Air: Daytime

**Personnel**

President: W. R. Robertson, Sr.
*Station had a construction permit at press-time and no further information was available.*

**WMFD**

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc
Power: 250 Watts
Owned-Operated by: Richard Austin Dunlea
Business Address: P. O. Box 696
Phone Number: 4840

Studio Addresses: Castle Hayne Road, Forest Hills; 5th & Market; Front & Chestnut; South 5th St., at Nunn

Transmitter Location: Castle Hayne Road

Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10:30 p.m.

News Service: Transradio

Transcription Service: BMI

**Personnel**

President-General Manager: R. A. Dunlea
Commercial-Sales Promotion Manager: Claud O'Shields
Assistant Manager: Julia M. Johnston
Program-Musical Director: Harry W. Lee
Production Manager: Margaret Saleem
Chief Announcer: Howard Oment
Chief Engineer: Robert David England

**WGTM**

WILSON—EST. 1937

Frequency: 1340 Kc
Power: 250 Watts
Owned-Operated by: WGTM, Inc.
Address: 115 W. Nash Street
Phone Number: 2188

Time on the Air: 17 hours daily

News Service: UP

Representative: Burn-Smith Co.

**Personnel**

President: H. W. Wilson
Station Manager: Penn T. Watson
Commercial Manager: Allen Wanamaker
Program Director: Clinton Faris
Publicity Director: Mina Ray Church
Chief Announcer: Ted Austin
News Bureau Manager: Elmer Oettinger, Jr.
Chief Engineer: Bill Malone

**WAIR**

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc
Power: 250 Watts
Owned-Operated by: C. G. Hill, Geo. D. Walker, S. H. Walker
Address: Pepper Bldg.
Phone Number: 2-1133

Transmitter Location: Reynolds, N. C.

Time on the Air: Unlimited license

News Service: AP

Transcription Service: World Broadcasting System

Representative: Spot Sales, Inc.

**Personnel**

General Manager: George D. Walker
Commercial Manager: C. G. Hill
Program-Musical Director: Charles Keaton
Production Manager-Chief Announcer: Rosser Fowlkes
Publicity Director: E. D. Hill
Artists' Bureau Head: Hortense Pease
Chief Engineer: Earl Downey

**WSJS**

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc
Power: 1000 Watts
Owned-Operated by: Piedmont Publishing Co.
Address: 419-421 N. Spruce St.
Phone Number: 4141

Transmitter Location: Liberia St.

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation: Winston-Salem Journal

Twins City Sentinel

News Service: UP

Transcription Services: Associated Music Publishers: Lang-Worth

Representative: Headley-Reed Co.

**Personnel**

President: Gordon Gray
Business Manager: N. L. O'Neil
Sales Manager: Harold Essex
Program Director: Johnny Miller
Chief Announcer: Clay B. Daniel
Musical Director: B. C. Dunford, Jr.
Women's Program Director: Priscilla Lambeth
Chief Engineer: Phil Hedrick
K F Y R
BISMARCK—EST. 1925
BLUE NETWORK
NATIONAL BROADCASTING COMPANY
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Broadcasting Company
Address: 320 Broadway
Phone Number: 468
Transmitter Location: 2 1/2 miles North and 1/4 mile West of Menoken, N. Dak.
Time on the Air: Unlimited license
News Service: AP
Transcription Service: Standard Radio Representative: John Blair & Company

Personnel
President and General Manager: P. J. Meyer
Station and Commercial Manager: F. E. Fitzsimonds
Program Director-Chief Announcer: W. R. Griffin
Publicity Director: Robert W. MacLeod
Chief Engineer: Ivar Nelson

K D L R
DEVILS LAKE—EST. 1925
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Address: 1025 Third St.
Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: Unlimited license
News Service: AP
Transcription Service: World Broadcasting System

Personnel
President and General Manager: Bert Wick
Program Director-Chief Announcer: Dal Stallard
Musical Director: Kermit Myhre
Chief Engineer: Richard Moritz

W D A Y
FARGO—EST. 1922
BLUE NETWORK
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Address: Black Building
Phone Number: 5357
Transmitter Location: Four miles west of Fargo
Time on the Air: 9 a.m. to 12 midnight
Newspaper Affiliation: Fargo Forum
News Service: UP
Transcription Service: NBC Thesaurus Representative: Free & Peters

Personnel
President and General Manager: E. C. Reineke
Commercial Manager: B. J. Lavin
Program Director-Chief Announcer: Ken Kennedy
Production Manager: David Henley
Publicity Director: Bill Dean
Musical Director: Abbie Andrews
Chief Engineer: Julius Hetland

K F J M
GRAND FORKS—EST. 1923
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: University of North Dakota
Address: Woodworth Hall, University Campus
Phone Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel
President: John C. West
Business Manager: J. W. Wilkerson
Program Director: Russell Ireland
Chief Engineer: Elwin J. O’Brien
(Non-Commercial Station)

K I L O
GRAND FORKS—EST. 1941
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier
Address: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota Campus
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Long-Worth Representative: The Foreman Company

Personnel
Owner-Station Manager: Dalton Le Masurier
Commercial Manager: Elmer Hanson
Sales Promotion Manager: Bill Walker
Program Director: Helen LaVelle
Chief Announcer: Bob Crawford
Musical Director: Blanche Warnken
Chief Engineer: Harvey Kees

K R M C
JAMESTOWN—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1300 Kc. Power: 250 Watts
Owned-Operated By: Jamestown Broadcasting Company, Inc.
Business Address: Midland Building
Your advertising on Fort Industry stations hits the mark. The experienced hands of 176 radio people pull the bow string that lets fly your message to its target. Of these staff members, all but ten have been with The Fort Industry Company two years or more; 22 have been with this firm ten years or longer; 44, five years or longer; 52 have been with Fort Industry at least three years. Long association together has sharpened their aim; they have pioneered, many of them, in broadcasting. Their combined experience doesn’t show on the rate card, but it can be measured in vast, loyal audiences. If it’s a Fort Industry station, your programming problem is safe in the hands of qualified broadcasters. Your message will find its mark!

THE FORT INDUSTRY STATIONS

WWVA-WSPD-WMMN
WLOK-WHIZ-WAGA

WHEELING, W. VA. TOLEDO, O. FAIRMONT, W. VA.
LIMA, O. ZANESVILLE, O. ATLANTA, GA.
Phone Numbers ....................100; 358
Transmitter Location . 1201 First Avenue South
Time on the Air .... 6:30 a.m. to 12 midnight
News Service ..................Transradio
Transcription Service .........World Broadcasting System
Representative .... North Central Broadcasting System

Personnel
President ..................... John W. Boles
Station Manager ............... B. Harland Ohde
Program Director ............ John D. Stebbins
Chief Engineer ............... Lloyd R. Amoo

KGCU MANDAN—EST. 1925
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1270 Kc. ... 250 Watts
Owned-Operated By ........ Mandan Radio Association, Inc.
Business Address ............ 205 1st St., N.W.
Phone Numbers ............... 631; 257
Studio Addresses: 205 1st St., N.W.; Prince Hotel, Bismarck, N. D.
Transmitter Location .... South East of Mandan
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 6:30 a.m. to 11 p.m.
News Service ................ Transradio
Transcription Service ....... C. P. MacGregor
Representative .... North Central Broadcasting System

Personnel
President ..................... H. C. Schulte
Station Manager ............... Russ Kaber
Commercial Manager .......... W. C. Roerink
Program Director-Chief Announcer .......... Bob Kyllingstad
Chief Engineer ............... Otto H. Lehner

KLPM MINOT—EST. 1929
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1390 Kc. ... 1000 Watts
Owned-Operated By ........ John B. Cooley
Business Address ............. Box 909
Phone Number ................. 1267
Studio Address ............... 118A South Main St.
Transmitter Location ... Three miles southeast of Minot
Time on the Air .......... Unlimited license
News Service ................ Transradio
Transcription Service ......... World Broadcasting System
Representative .... The Walker Company

Personnel
President ..................... John B. Cooley
Station Manager-Chief Engineer C. W. Baker
Commercial Manager .......... E. H. Cooley
Program Director ............. Lillian Berke

KOVC VALLEY CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. ... 250 Watts
Owned-Operated By ........ KOVC, Inc.
Address ...................... 312 Fifth Ave.
Phone Number ................. 408
Transmitter Location .... 312 Fifth Ave.
Time on the Air .......... 98 hours weekly

Personnel
President ..................... Milton Holiday
General Manager .............. Robert E. Ingstad
Program Director-Chief Announcer Harry Myers
Publicity Director .......... Charles Sjostrom
Musical Director .......... Midge George
Chief Engineer ............... Stanley Guth

For Latest U. S. Census, Population and Retail Trade Data
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WADC AKRON—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1350 Kc. ... 5000 Watts
Owned-Operated By .......... Allen T. Simmons
Business Address ............. Box 830
Phone Number ................. Meadowbrook 3211
Studio Address ............... Tallmadge, Ohio
Transmitter Location .... State Route No. 8, North of Akron
Time on the Air .......... 6:30 a.m. to 1 a.m.

News Service ................ Transradio
Transcription Service ......... C. P. MacGregor
Representative ................ Geo. P. Hollingbery Co.

Personnel
President-Station Manager Allen T. Simmons
Commercial-Sales Promotion Manager .......... R. B. Wilson
Program Director .......... H. H. Hageman
Publicity Director .......... Robert Wass
Traffic Manager .......... C. R. Jolliff
Musical Director .......... Charles Harr
Chief Engineer ............... John Aitkenhead
**WAKR**

AKRON—EST. 1940  
BLUE NETWORK

Frequency: 1590 Kc.; Power: 5000 d.; 1000 n;  
(CP 5000 m.)  
Owned-Operated By: Summit Radio Corporation  
Address: First Central Tower  
Phone Number: HEmlock 6151  
Transmitter Location: 4 1/2 miles south of Akron  
Time on the Air: 7 a.m. to 1 a.m.  
News Service: AP  
Transcription Service: NBC Theaurus  
Representative: Spot Sales, Inc.

**Personnel**

- President-Station Manager: S. Bernard Berk  
- Commercial Manager: Kenneth M. Keegan  
- Sales Promotion Manager: V. G. Berk  
- Program Director-Chief Announcer: Deane S. Long  
- Production Manager: Russell B. Wise  
- Chief Engineer: Don Dayton

**WJW**

AKRON—EST. 1932  
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.; Power: 250 Watts  
(C. P. 850 Kc.: 5000 Watts)  
Owned-Operated By: WJW, Inc.  
Address: 41 S. High Street  
Phone Number: Jefferson 6111  
Transmitter Location: 41 S. High Street,  
(C. P. Franklin Township, Ohio)  
Time on the Air: 7 a.m. to 2 a.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Headley-Reed Co.

**Personnel**

- President-Station Manager: Bill O’Neil  
- Sales Promotion Manager: Jack Lockler  
- Program-Publicity Director: Bill Griffiths  
- Office Manager: Lawrence Webb  
- Musical Director: Carl Ayers  
- Chief Engineer: Gerald Roberts

**WICA**

ASHTABULA—EST. 1937

Frequency: 970 Kc.; Power: 1000 Watts  
Owned-Operated By: WICA, Inc.  
Address: 221 Center St.  
Phone Number: 1211  
Transmitter Location: South of city  
Time on the Air: 7 a.m. to local sunset  
News Service: UP  
Transcription Service: Standard Radio  
Representative: The Walker Co.

**Personnel**

- President: C. A. Rowley  
- Manager: R. B. Rowley  
- Commercial Manager: R. C. Marvin  
- Program Director: W. W. Walrith  
- Publicity Director: Al Newkirk  
- Chief Announcer: Richard Miner  
- Musical Director: Ross Miller  
- Chief Engineer: George Gautney

**WHBC**

CANTON—EST. 1926  
COLUMBUS BROADCASTING SYSTEM

Frequency: 1230 Kc.; Power: 250 Watts  
Owned By: Brush-Moore Newspapers, Inc.  
Operated By: The Ohio Broadcasting Company  
Address: 550 Market Avenue, South  
Phone Number: 7-166  
Transmitter Location: Lakeside Avenue  
Time on the Air: 7 a.m. to 12 midnight  
Newspaper Affiliation: Brush-Moore Newspapers, Inc.

**Personnel**

- President: Louis H. Brush  
- General Manager: Felix Hinkle  
- Commercial-Sales Promotion Manager: Robert C. Fehlman  
- Production Manager: Janet Baker  
- Chief Announcer: Leonard Taylor  
- Musical Directors: James Winger, Martin Alexander  
- Chief Engineer: Kenneth Sliker

**WCKY**

CINCINNATI—EST. 1929  
COLUMBUS BROADCASTING SYSTEM

Frequency: 1530 Kc.; Power: 5000 Watts  
Owned-Operated By: L. B. Wilson, Inc.  
Address: Hotel Gibson, 5th & Walnut Streets  
Phone Number: Cherry 6565  
Transmitter Location: near Crescent Springs, Ky.  
Time on the Air: 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 2 a.m.  
News Service: UP  
Transcription Service: Standard Radio  
Representative: Free & Peters

**Personnel**

- President and General Manager: L. B. Wilson  
- Sales Director: Fred A. Palmer  
- Assistant Sales Manager: A. C. Boone  
- Promotion Manager: Helen Rees  
- Program Director-Chief Announcer: Rex Davis  
- Production Manager: Al Bland  
- Traffic Manager: Jeanette Fuller  
- Merchandising Director: Thomas Mitchell  
- Publicity Director: Elmer Dressman  
- Women’s Editor: Olive Kackley  
- Accountant: Marie Schulte  
- Chief Engineer: C. H. Topmiller  
- Assistant Chief Engineer: Arthur H. Gillette

518
WCPO
CINCINNATI—EST. 1922
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Scripps-Howard Radio, Inc.
Address ............. 204 Keith Building, 523 Walnut Street
Phone Number ............. MAin 3314
Transmitter Location ... Daylight Building, 623 East 6th St.
Time on the Air: 6:30 a.m. to 12:15 a.m.; Saturdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:15 p.m.
Newspaper Affiliation: The Cincinnati Post; Scripps-Howard Newspapers
News Service ............. UP
Transcription Service .... Standard Radio
Representative ............. The Branham Company

Personnel
President ............. Jack Howard
Vice President ............. J. C. Hanrahan
General Manager ............. M. C. Watters
Sales Promotion Manager .... Hugh J. Stump
News Editor ............. Thomas McCarthy
Production Manager ............. Robert Bentley
Publicity Director ............. Evelyn Eppinger
Chief Announcer ............. Douglas MacNamee
Artists’ Bureau Head ....... Harry Hartman
Director of Women’s Programs ... Betty Jo Huck
Musical Director ............. Jesse Walker
Chief Engineer ............. Glen Davis

WLW
CINCINNATI—EST. 1922
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 700 Kc. Power: 50000 Watts
Owned-Operated By: The Crosley Corporation
Address ............. 1329 Arlington Street
Phone Number ............. Kirby 4800
Transmitter Location .... Mason, Ohio
Time on the Air: 20 hours daily; 18 hours Sunday
Newspaper Affiliation: The Cincinnati Times-Star
News Service ............. AP; INS; UP; Reuters
Representative ............. Spot Sales, Inc. (West Coast)

Personnel
President ............. Powel Crosley, Jr.
Vice-President-General Manager .......... James D. Shouse
Sales Manager ............. R. E. Dunville
Sales Manager, Chicago Office .... Dewey Long
Business Manager ............. E. K. Bauer
Director of Research & Merchandising, .... B. Strawway
Promotion Manager ............. M. F. Allison
Director of Agricultural Dept ... Ed Mason
Program Director ............. George C. Biggar
Production Manager .......... Harold Carr
Artists’ Bureau Head ....... William McCluskey
Publicity Director ............. Cecil Carmichael
Musical Director ............. Milton Weiner
Technical Supervisor ............. R. J. Rockwell

Chief Announcer ............. Lou Mason
Musical Director .......... “Chick” Mauthe
Chief Engineer ............. John Tiffany

WKRC
CINCINNATI—EST. 1923
MUTUAL BROADCASTING SYSTEM
THE SOUTHERN NETWORK
Frequency: 50 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: The Cincinnati Times-Star Co.
Address ............. Victory Parkway & Wm. H. Taft Rd.—Hotel Alms
Phone Number ............. Woodburn 0550
Transmitter Location .... Victory Parkway & Wm. H. Taft Rd.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
Newspaper Affiliation: The Cincinnati Times-Star
News Service ............. AP
Transcription Service .... Lang-Worth
Representative ............. The Katz Agency

Personnel
President ............. Hulbert Taft, Sr.
General Manager ............. Hulbert Taft, Jr.
Sales Manager ............. Ken Church
Publicity and Special Events Director ............. Margaret Maloney
Sales Promotion Manager ............. Dave Ward

BUY DEFENSE BONDS
SECOND ONLY TO WLW IN CINCINNATI

WSAI • HAS MORE NATIONAL AND LOCAL SPOT TIME SOLD THAN ANY OTHER CINCINNATI STATION.

WSAI • HAS MORE CONSISTENT ADVERTISERS THAN ANY OTHER CINCINNATI STATION.

WSAI • DELIVERS MORE LISTENERS AT A LOWER COST PER THOUSAND THAN ANY OTHER CINCINNATI NETWORK STATION.

WSAI • CAN SHOW A GREATER RECORD OF SUCCESS STORIES THAN ANY OTHER CINCINNATI STATION.

in Short- WSAI HAS THE LISTENERS, HAS THE MERCHANDISING, GETS RESULTS!
WSAI
CINCINNATI—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: Crosley Radio Corp.
Address ..................... 1329 Arlington St.
Phone Number.............. Kirby 4600
Transmitter Location .... Near Mt. Healthy, Ohio
Time on the Air: 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 2 a.m.
News Service.............. AP; INS; Reuters
Transcription Service .... Associated Music Publishers
Representative............ Spot Sales, Inc.

Personnel
President .................. Powel Crosley, Jr.
Vice-President ............ James D. Shouse
General Manager ............ A. S. Grinalds
Artists' Bureau Head ...... George Biggar
Program Director .......... Clair Shadwell
Production Manager ......... Harold Carr
Publicity Director .......... Cecil Carmichael
Musical Director .......... William Stoess
Chief Engineer ............. R. J. Rockwell

WCLE
CLEVELAND—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 500 Watts
Owned-Operated By: United Broadcasting Company
Business Address .......... 1311 Terminal Tower
Phone Number ............. Prospect 5800
Transmitter Location .... Seven Hills
Time on the Air: 6:45 a.m. to local sunset
Newspaper Affiliation .... Cleveland Plain Dealer
News Service ............... AP
Transcription Service ...... Lang-Worth
Representative .......... Radio Advertising Corporation

Personnel
President ................... John S. McCarrens
Vice-President and Station Manager ............... H. K. Carpenter
Assistant to Manager .......... Robert D. Borland
Sales Manager ................ K. K. Hackathorn
Program Director .......... Russell Richmond
Merchandising and Advertising Manager ........ Robert Greenberg
Continuity Director .......... Leslie Biebl
Production Manager .......... Al Llewellyan
Publicity Director .......... Milton Hill
Special Events Director .... Carl Mark
News Editor ................ Lee Oils
Musical Director .......... Willard Pott
Chief Engineer .............. Carl Smith

WGAR
CLEVELAND—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Owned-Operated By: The WGAR Broadcasting Company
Address ............. Hotel Statler
Phone Number .......... Prospect 0200
Transmitter Location .... 1000 Harvard Ave.
Cuyahoga Heights, Ohio
Time on the Air: 6:30 a.m. to 1 a.m.
News Service ............ INS
Transcription Service .... World Broadcasting System
Representative .......... Edward Petry & Co., Inc.

Personnel
President ................... George A. Richards
Vice President-General Manager ................ John F. Patt
Assistant Manager in Charge of Sales .......... Eugene Carr
Local Sales Manager ............ Harry Camp
Public Relations Director .... Maurice Condon
Director of Operations .... Carl George
Program Director .......... David Baylor
News Editor ......... Ralph Worden
Production Manager .......... Wayne Mack
Artists' Bureau Head .......... Jack Paar
Musical Director .......... Walberg Brown
Chief Engineer .............. R. Morris Pierce

WHK
CLEVELAND—EST. 1921
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: United Broadcasting Co.
Address ............. 1311 Terminal Tower
Phone Number .......... Prospect 5800
Transmitter Location .... Seven Hills
Time on the Air: 6:45 a.m. to 1 a.m.; (126 1/4 hours weekly)
Newspaper Affiliation .... Cleveland Plain Dealer
News Service ............... AP
Transcription Service ...... Lang-Worth
Representative .......... Paul H. Raymer Co.

Personnel
President ................... John S. McCarrens
V-P & Station Manager ....... H. K. Carpenter
Assistant to Manager .......... Robert D. Borland
Sales Manager ................ K. K. Hackathorn
Program Director .......... Russell Richmond
Merchandising and Advertising Manager ........ Robert Greenberg
Continuity Director .......... Leslie Biebl
Production Manager .......... Al Llewellyan
Special Events Director .... Carl Mark
Publicity Director .......... Milton Hill
News Editor ................ Lee Oils
Musical Director .......... Willard Pott
Chief Engineer .............. Carl Smith
WTAM
CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1100 Kc. . . . Power: 50000 Watts
Owned-Operated By . . . National Broadcasting Co.
Business Address . . . .815 Superior Ave., N.E.
Phone Number . . . .Cherry 0942
Studio Address . . . .NBC Bldg.
Transmitter Location . Brecksville, Ohio
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service . . . .UP
Transcription Service . . . NBC Thesaurus; Standard Radio
Representative . . . .National Broadcasting Co.
Personnel
President . . . .Niles Trammell
Station Manager . . . .Vernon H. Pribble
Sales Manager . . . .Howard A. Barton
Program Director . . . .Hal Metzger
Production Manager . . . .Fred Wilson
Publicity Director-News
Editor . . . .Bob Dailey
Director of Special Events . . . .Tom Manning
Musical Director . . . .Lee Gordon
Chief Engineer . . . .S. E. Leonard

WBNS
COLUMBUS—EST. 1921
COLUMBUS BROADCASTING SYSTEM
Frequency: 1460 Kc. . . .Power: 5000 d.; 1000 n.
Owned-Operated By . . .WBNS, Incorporated
Address . . . .33 North High Street
Phone Number . . . .Adams 9265
Transmitter Location . . . .1034 Barnett Rd.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service . . . .AP
Transcription Service . . . .World Broadcasting
Representative . . . .John Blair & Company
Personnel
President . . . .Robert H. Wolfe
Station Manager . . . .Richard A. Borel
Sales and Commercial Manager . . . W. I. Orr
National Sales Manager . . . .Robert D. Thomas
Program Director . . . .Jack Price
Musical Director . . . .Lowell Riley
Promotion Manager . . . .Jim Yerian
Publicity Director . . . .Jerome R. Reeves
Chief Engineer . . . .Lester H. Nafzger

WCOL
COLUMBUS—EST. 1934
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1230 Kc. . . .Power: 250 Watts
Owned-Operated By . . . WCOL, Inc.
Business Address . . . .33 North High St.
Phone Number . . . .Main 4581
Transmitter Location . . . .33 North High St.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service . . . .INS
Transcription Service . . . .NBC Thesaurus
Representative . . . .Weed & Company
Personnel
President . . . .K. B. Johnston
Station Manager . . . .Neal Smith
Production Manager . . . .Wallace Beavers
Program-Publicity Director . . . .Edward Bronson
Chief Announcer . . . .Bill Wallace
Chief Engineer . . . .Ernest Lowe

WHKC
COLUMBUS—EST. 1921
MUTUAL BROADCASTING SYSTEM
Frequency: 640 Kc. . . .Power: 500 Watts
Owned-Operated By . . .United Broadcasting Co.
Address . . . .22 East Gay St.
Phone Number . . . .Adams 1101
Transmitter Location . . . .Sharon Road
Time on the Air: 6:30 a.m. to local sunset,
Los Angeles, Calif.
Newspaper Affiliation . . . .Cleveland Plain Dealer
News Service . . . .UP
Transcription Service . . . .Lang-Worth
Representative . . . .Radio Advertising Corp.
Personnel
President . . . .John S. McCarrren
General Manager . . . .Carl M. Everson
Sales Manager . . . .Harry H. Hoessly
Program-Musical Director . . . .John Agnew
Production Manager-Artists Bureau Head,
Publicity Director . . . .Fred Sample
Chief Announcer . . . .John Moss
Chief Engineer . . . .J. E. Anderson

WOSU
COLUMBUS—EST. 1922
Frequency: 820 Kc. . . .Power: 5000 Watts
Owned-Operated By . . . Ohio State University
Business Address: Communication Lab; Campus
Phone Numbers: University 3148; Extension 711 and 597
Transmitter Location: University Golf Course, Tremont Road
Time on the Air . . . .Limited time
News Service . . . .AP; UP
Transcription Service . . . .Lang-Worth
Personnel
President . . . .Howard L. Bevan
Station Director . . . .R. C. Higgy
Director of News Bureau . . . .H. K. Schellenger
Musical Director . . . .Ann Charles
(Non-Commercial Station)
WHIO
DAYTON—EST. 1935
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Miami Valley Broadcasting Corporation
Business Address: 45 South Ludlow Street
Phone Number: ADams 2261
Transmitter Location: Hempstead Road (R.R. No. 2—Box 292 A, Dayton, Ohio)
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
Newspaper Affiliations: Dayton Daily News; Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
News Service: UP
Transcription Service: Standard Radio Representative, George P. Hollingbery Co.

Personnel
President: James M. Cox, Jr.
Manager: James Le Gate
Commercial Manager: Robert H. Moody
Sales Promotion Manager: Garland Baldwin
Program Director: Lester Spencer
Chief Announcer: Robert Fidler
Continuity Chief: Richard Belt
Musical Director: Henry Lange
Chief Engineer: Ernest L. Adams

WING
DAYTON—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: Great Trails Broadcasting Corporation
Address: 121 North Main Street
Phone Number: ADams 3288
Transmitter Location: Shaker Road
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 7:45 a.m. to 1 a.m.
News Service: INS
Transcription Service: Lang-Worth Representative, Paul H. Raymer Company

Personnel
General Manager: Ronald B. Woodyard
National Sales Manager: C. J. Thornquest
Local Sales and Sales Promotion Manager: Richard A. Ruppert
Program Director: Charles D. Miller
Musical Director: Charles Reeder
Chief Engineer: Paul Braden

WFIN
FINDLAY—EST. 1941
Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Findlay Radio Company
Business Address: 500½ South Main Street
Phone Number: Main 1330
Studio Address: Second Floor, Hancock Savings & Loan Building

Transmitter Location: Olive Street (Extended)
Time on the Air: Sunrise to sunset
News Service: INS
Transcription Service: Lang-Worth

Personnel
Station Manager: Fred R. Hover
Commercial Manager: A. Maurice Dunlap
Sales Promotion Manager: Howard Wolfe
Program Director: Crawford Taylor
Production Manager: Grace E. Ingledue
Musical Director: Les Ryder
Chief Engineer: Edgar Smith

WHIO
Dayton Market
Basic CBS 5000 Watts
G. P. Hollingbery Company, Representative

ALWAYS A
For the LISTENER
... thanks to Columbia's best
... and to "big time" show building for local advertisers.

ALWAYS A
For the ADVERTISER
... thanks to WHOIO's complete coverage and loyal following in this consistent, high-income market.
**Personnel**

President.........................George Storer
Vice-President-General Manager...J. H. Ryan
Managing Director.................Ralph Elvin
Program Director...............Frank D. Heibeck
Chief Announcer...............Harley Lucas
Chief Engineer...............Russell Shettler

**WMAN**

MANSFIELD—EST. 1939

Frequency: 1400 Kc................Power: 250 Watts
Owned-Operated By...........Richland, Inc.
Address.......................144½ Park Avenue West
Phone Numbers.................4205-6
Transmitter Location........Corner Longview Ave. and No. Main St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service...............Standard Radio
Transcription Service..........Headley-Reed Co.

**Personnel**

President.........................M. F. Rubin
Vice-President...................C. F. Burke
Secretary.......................Marie W. Vandegrift
Treasurer.......................W. M. O'Neil
General Manager...............Orville E. Fields
Program Director-Chief Announcer...Harry Lytle
Publicity Director.............Robert Horn
Director of Women's Programs..Sylvia Frankel
Bookkeeper...............Florence Schiska
Musical Director.............Earl Black
Chief Engineer...............Perry Wilson

**WMRN**

MARION—EST. 1940

Frequency: 1490 Kc................Power: 250 Watts
Owned-Operated By........The Marion Broadcasting Company
Address.......................WMRN Building
Phone Number...............2516
Transmitter Location........North Main Street, ¼-mile north of city limits
Time on the Air...............7 a.m. to 10 p.m.
News Service...............UP
Transcription Service........NBC Thesaurus

**Personnel**

President-Station Manager...Robert T. Mason
Commercial Manager........Edward W. Fox
Sales Promotion Manager.....William Hickman
Program Director........Louise T. Marsh
Production Manager........Madge L. Cooper
Chief Announcer...........Bert Stille
Traffic Manager...............Anna Mae Spano
Musical Director............Hubert Pershing Morehead
Chief Engineer...............S. Robert Morrison

**WPAY**

PORTSMOUTH—EST. 1935

SOUTHERN NETWORK

Frequency: 1400 Kc................Power: 250 Watts
Owned-Operated By...........Scio Broadcasting Co.
Address.......................1009 Gallia St.
Phone Number...............1010
Transmitter Location........1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 10 a.m. to 11 p.m.
Newspaper Affiliation........Portsmouth Times
News Service...............UP
Transcription Service........NBC Thesaurus; Lang-Worth

**Personnel**

President......................Chester B. Thompson
General Manager...............Ralph H. Patt, Jr.
Program-Publicity Director...William Aldridge
Chief Announcer...............Paul Wagner
Musical Director...............Dorothy Page
Chief Engineer...............Maurice Myers

**WIZE**

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc................Power: 250 Watts
Owned-Operated By........Radio Voice of Springfield, Inc.
Address.......................117 West High Street
Phone Number...............6121
Transmitter Location........Springfield
Time on the Air...............Unlimited license
Transcription Service..Standard Radio; Lang-Worth

**Personnel**

President......................Charles Sawyer
Vice-President-General...Manager........Ronald B. Woodyard
Station Manager........Reggie Martin

**WSTV**

STEUBENVILLE—EST. 1940

SOUTHERN NETWORK

Frequency: 1340 Kc................Power: 250 Watts
Owned-Operated By...........The Valley Broadcasting Company
Address.......................Exchange Realty Building
Phone Number...............2-6265
Studio Addresses..............Steubenville, Ohio
Transmitter Location........Altamont Heights
Time on the Air...............7 a.m. to 1 a.m.
News Service...............UP
Transcription Service........NBC Thesaurus; Lang-Worth

524
Lister Listener

That's What You Want!

56% Listener Preference

That's What You Get . . . . 

when WTOL broadcasts your advertising adjacent to newscasts!

WTOL is the favorite station for newscasts by the decisive margin of 56% over the next most popular station heard in the Toledo area! This fact is quoted from the sworn statement of a recognized independent research organization.

WTOL  TOLEDO'S Friendly
STATION  ARCH. SHAWD

Represented Nationally by Radio Advertising Corporation
WFMJ

will increase your sales in the rich Youngstown steel district (America's 35th market).

WFMJ is First in Results
First in Local Sales
First in News
First in Listeners*

In Youngstown it's

WFMJ

Affiliated with the Blue Network
Headley-Reed Co., National Representatives

*Hooper-Holmes Survey
OHIO

WRN
WARREN—EST. 1941
Frequency: 1400 kc. Power: 250 Watts
Owned-Operated by: Nied & Stevens
Address: 2nd National Bank Building
Phone Number: 4490
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Lang-Worth

Personnel
Owners: Frank T. Nied, Perry H. Stevens
Station Manager: R. L. Bowles
Program Director: Marquerite Petran
Chief Announcer: Eric Norman
Women's Features Director: Margaret Rodgers
Musical Director: Bruna Bertelli
Chief Engineer: James F. Ranney

WFMJ
YOUNGSTOWN—EST. 1939
THE BLUE NETWORK
Frequency: 1450 kc. Power: 250 Watts
Owned-Operated by: W. F. Maag, Jr.
Address: 101 W. Boardman St.
Phone Number: 34121
Transmitter Location: 101 W. Boardman St.
Time on the Air: 17 1/2 hours daily; 16 1/2 hours Sundays
Newspaper Affiliation: Youngstown Vindicator
News Service: AP; UP
Transcription Services: Lang-Worth;
Standard Radio; C. P. MacGregor
Representative: Headley-Reed Company

Personnel
Manager: William F. Maag, Jr.
Sales-Sales Promotion Manager: Leonard E. Nasman
Program Director: Lee Bland
Production Manager: Jim Sirmons
Chief Announcer: Robert Wylie
Musical Director: L. R. Boals
Chief Engineer: Frank Dieringer

WKBN
YOUNGSTOWN—EST. 1926
CBS
Frequency: 570 kc... Power: 1000 d.; 500 n.; (CP 5000)
Owned-Operated by: WKBN Broadcasting Corp.
Address: 17 N. Champion St.
Phone Number: 42122
Transmitter Location: 3430 Sunset Blvd.
Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Cleveland Plain Dealer
News Service: Transradio
Transcription Services: World; Lang-Worth
Representative: Paul H. Raymer Co.

WHIZ
ZANESVILLE—EST. 1924
BLUE NETWORK NATIONAL BROADCASTING CO.
Frequency: 1240 kc. Power: 250 Watts
Owned-Operated by: Southeastern Ohio Broadcasters, Inc.
Address: 48-52 North Fifth St.
Phone Number: 644
Transmitter Location: Newark Road
Time on the Air: 7 a.m. to 12:05 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service: UP
Transcription Services: Standard Radio; Lang-Worth
Representative: John Blair & Company

Personnel
President: George Storer
Managing Director: Stanton P. Kettler
Program Director and Assistant Manager: Allen L. Haid
Musical Director-Chief Announcer: James Minium
Chief Engineer: Wm. Hunt

HELP THE RED CROSS

527
RETAIL SALES UP 16% IN OKLAHOMA

Put your sales message into this growing, prosperous defense market, and watch it ring your cash register.

Retail sales increased 17% in Tulsa department stores in 1941—15% in Oklahoma City. And 1942 promises even greater gains, because of the millions in defense payrolls in this market.

It is a market full of people who have money to spend for your product or service. Easy, economical coverage by KOMA and KTUL brings that money into your coffers—doublefold!

Here, you get MORE for your MONEY!

BOTH STATIONS

5000 WATTS

DAY AND NIGHT

• CBS •

KTUL-KOMA AREA FIGURES

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,378,541</td>
</tr>
<tr>
<td>Radio Families</td>
<td>286,580</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$7,134,761</td>
</tr>
</tbody>
</table>

Source: CBS Audit of Market Data

Oklahoma City

KOMA

Tulsa

KTUL

FREE & PETERS, Inc., Exclusive National Representatives
KADA
ADA—EST. 1934
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Dr. C. C. Morris
Address: N. Broadway
Phone Number: 1212
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: AP
Representative: Arthur Hagg & Associates

Personnel
Owner: Dr. C. C. Morris
Manager: James M. Griffith
Commercial Manager: Craig Van Caron
Program Director: Roger McIntire
Chief Engineer: T. A. Golladay

KVSO
ARDMORE—EST. 1935
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1240 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Ardmoreite Publishing Co.
Business Address: 114-16 N. Washington
Phone Number: 3030
Studio Address: Chickasaw & Northwest Blvd.
Transmitter Location: Chickasaw & Northwest Blvd.
Time on the Air: 6:30 a.m. to 11:05 p.m.
News Service: Daily Ardmoreite
Representative: Arthur H. Hagg & Associates

Personnel
General Manager: Albert Riesen
Musical Director: Dolly Dutton
Chief Engineer: George Milner

KWON
BARTLESVILLE—EST. 1941
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bartlesville Broadcasting Co.
Business Address: Box 343
Phone Number: 2431
Studio Address: Union National Bank Bldg.
Transmitter Location: U. S. Highway No. 75, northeast of Bartlesville
Time on the Air: 6:30 a.m. to 11 p.m.

Personnel
Vice-President-General Manager: J. Fred Case

KASA
ELK CITY—EST. 1932
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: E. M. Woody
Address: Casa Grande Hotel
Phone Number: 730
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 7 a.m. to 6 p.m.
News Service: AP
Transcription Service: Keystone Broadcasting System

Personnel
President: E. M. Woody
Station Manager: F. E. Mayhew
Program-Musical Director: F. Leon Dean
Chief Engineer: Howard Rex Morris

KCRC
ENID—EST. 1926
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Enid Radiophone Co.
Business Address: Willow & Kennedy Sts.
Phone Number: 447
Transmitter Location: Willow & Kennedy Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: Enid Morning News; Enid Daily Eagle
News Service: AP
Transcription Service: World Broadcasting System
Representative: Arthur H. Hagg & Associates

Personnel
President: M. C. Garber
Station Manager: Milton B. Garber
Commercial Manager: H. P. Hale
Sales Promotion Manager: Jack Ireland
Program Director: Ted Compton
Publicity Director: Loren Carlberg
Musical Director: Mabel Waken
Chief Engineer: A. B. Clopton

KSWO
LAWTON—EST. 1941
Frequency: 1150 Kc. Power: 250 Watts
Owned-Operated By: Carver & Ross Radio Broadcasters
Business Address: Box 584
Phone Number: 2370
Studio Address: 17th & E. Lawton

529
OKLAHOMA

Transmitter Location...........17th & E. Lawton
Time on the Air.............Daytime license
News Service..................UP
Transcription Service........Standard Radio

Personnel
President ..................Dr. Willard Carver
Station Manager ..........Byrne Ross
Sales Promotion Manager.....Hoke Ross
Program Director ..........Winifred Stabler
Chief Announcer ..........Max Taque
Chief Engineer ..........Clifford Easum

KBIX
MUSKOGEE—EST. 1936
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1490 Kc........Power: 250 Watts
Owned By ...............Clara M. Bixby Estate
Operated By: Oklahoma Press Publishing Co.
Business Address ........P. O. Box 1512
Phone Number .............303
Studio Address ............Barnes Building
Transmitter Location ........Barnes Building
Time on the Air .............7 a.m. to 12 midnight
Newspaper Affiliation ......Muskogee Daily
Phoenix & Times Democrat
News Service .................AP
Transcription Service ......Broadcast Music, Inc.
Representative ..........The Branham Company

Personnel
Vice-President ..............Tom Bixby, Jr.
General Manager ..........O. C. Benjamin
Sales Promotion Manager......Ed Roddy
Program-Musical Director ....Dorothy Mae Smith
Continuity Chief ............Floyd Qualls
Chief Engineer ..........Earl Homer Graves

WNAD
NORMAN—EST. 1922
Frequency: 640 Kc...........Power: 1000 Watts
Owned-Operated By ..........University of Oklahoma
Business Address ..........Faculty Exchange
Phone Number .............900; Station No. 124
Studio Address .............Union Bldg.
Transmitter Location ........Owen Stadium
Time on the Air ..............9 a.m. to local sunset

Personnel
Station Director ..............Homer Heck
Director of Production .......H. H. Leake
Chief Announcer ...........Dick Carter
Office Manager ..............Juanita Farris
Script Editor ..............Noel Kand
Musical Director ..........Edmund Durham
Technical Supervisor ........Clyde Farrar
Chief Engineer ..............Royden Freeland
(Non-Commercial Station)

KOCY
OKLAHOMA CITY—EST. 1923
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By ........Plaza Court Broadcasting Co.
Address ..................Plaza Court
Phone Number .............3-4333
Transmitter Location ......Plaza Court
Time on the Air .............17 hours daily
News Service .................AP; UP
Transcription Service ......Associated Music Publishers; Standard Radio; Lang-Worth
Representative ..........Burn-Smith Co.

Personnel
President .................John D. Thomas
Manager .................M. H. Bonnebrake
Commercial Manager .....Joe Bernhard
Program Director ........John Hollis
Publicity Director .........Thomas Collins
Chief Announcer ..........Ted Andrews
Chief Engineer ..........G. W. Brock

KOMA
OKLAHOMA CITY—EST. 1932
(Cas KJF—1923)
COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE
Frequency: 1520 Kc........Power: 5000 Watts
Owned-Operated By ........KOMA, Inc.
Address ..................Biltmore Hotel
Phone Number ............2-3291
Transmitter Location .......7½ miles north of Oklahoma City
Time on the Air .............6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .................UP
Transcription Service ......Associated Music Publishers
Representative ..........Free & Peters

Personnel
President ..........J. T. Griffin
Station Manager ..........Jack Howell
Sales Promotion Manager ..Lyle Griffin
Program Director ..........Raymond Ruff
Production Manager ......W. E. Evans
Accountant ..............Mary Frances Kennedy
Musical Director ..........Mickey Reynolds
Chief Engineer ..........M. W. Thomas
(See Page 528)

KTOK
OKLAHOMA CITY—EST. 1927
BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By ..........Oklahoma Broadcasting Company, Inc.
Address ..................1800 West Main
Phone Number ..........3-8352

530
OKLAHOMA

Transmitter Location .................................. 1800 West Main
Time on the Air ........................................ 6:30 a.m. to 12 midnight
News Service ........................................... UP
Transcription Service .................................. Standard Radio:
Radio: Lang-Worth
Representative .......................................... Arthur H. Hagg & Associates

Personnel
President ............................................... Harold V. Hough
Station Manager ....................................... Robert D. Enoch
Sales Promotion Manager ............................... Bus Ham
Program Director ....................................... Russell Miller
Chief Announcer-Musical Director ....................... Paul Buening
Office Manager ......................................... Flora Luper
Chief Engineer .......................................... Bernard Tullius

WKY
OKLAHOMA CITY—EST. 1928
NATIONAL BROADCASTING COMPANY
Frequency: 930 Kc.  Power: 5000 Watts
Owned By ............................................... Oklahoma Publishing Co.
Operated By ............................................ WKY Radiophone Co.
Address ................................................. Skirvin Tower Hotel
Phone Number ......................................... 3-4506
Transmitter Location ................................. Highway No. 66
Times on the Air ....................................... 5:30 a.m. to 12 midnight
Newspaper Affiliation ................................ Daily Oklahoman:
OKLAHOMA City Times; The Farmer Stockman
News Service ........................................... AP
Transcription Service ................................ NBC Thesaurus:
Standard Radio
Representative ......................................... The Katz Agency

Personnel
President ............................................... E. K. Gaylord
Secretary-Treasurer .................................... Edgar T. Bell
Station Manager ....................................... Gayle V. Grubb
Commercial Manager ................................... Ralph Miller
Program Director ....................................... John I. Prosser
Publicity and Continuity Director ....................... George Hamaker
Director of Home Economics .......................... Mrs. Mart Adams
Director of Child Education ......................... Edith Wallace
News Editor ............................................. Bob Eastman
Traffic Manager ....................................... Daryl McAllister
Musical Director ....................................... Allan Clark
Chief Engineer .......................................... Herman Lovell

KHBG
OKMULGEE—EST. 1937
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address ................................................ McCulloch Bldg.
Phone Number .......................................... 3646
Transmitter Location ................................. Okmulgee
Time on the Air ........................................ Unlimited license
Transcription Service .................................. Lang-Worth

KGFF
SHAWNEE—EST. 1930
BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: KGFF Broadcasting Co.
Address ................................................ Aldridge Hotel
Phone Number .......................................... 4390
Transmitter Location ................................. Shawnee Country Club
Time on the Air ....................................... 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation ................................ Shawnee Morning News; Shawnee Evening Star
News Service ........................................... AP
Representative .......................................... Arthur H. Hagg & Associates

Personnel
President ............................................... Oscar Stauffer
Secretary-Treasurer and General Manager .......... Joseph W. Lee
Commercial Manager ................................... Weldon Stamps
Production Manager-Chief ............................. Frank Jackson
Announcer ............................................... Maxine Eddy
Publicity Director ..................................... Sue Ricciotti
Chief Engineer .......................................... S. Ricciotti

KOME
TULSA—EST. 1938
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Oil Capital Sales Corp.
Address ................................................ Radio Bldg., 910 S. Boston
Phone Number ..................... 3-4121
Transmitter Location .............. 3904 S. Newport
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
News Service ..................... AP
Transcription Service ............. Standard Radio; 
C. P. MacGregor

Personnel
President ........................... Harry Schwartz
General Manager ................. John M. Whitney
Commercial Manager ............. Harold Grimes
Sales Promotion Manager ...... Jean Schaeffer
Program Director ............... Bill Conine
Continuity Director ............ Bernice Ash
News Editor ...................... James Neal
Traffic Manager ................. Mildred Carruth
Musical Director ............... Mildred Alexander
Chief Engineer ................... Leland Sael

K T U L
TULSA—EST. 1934
COLUMBIA BROADCASTING SYSTEM
Frequency: 1430 Kc.. Power: 5000 Watts
Owned-Operated By ............. Tulsa Broadcasting Company, Inc.
Address ......................... National Bank of Tulsa Bldg.
Phone Number ................... 2-3191
Transmitter Location . Route 8, Tulsa, Okla.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
News Service ..................... UP
Transcription Service ........... Associated Music Publishers
Representative ................... Free & Peters

Personnel
President ......................... J. T. Griffin
Vice President-General Manager ............... Wm. C. Gillespie
Commercial Manager .......... Lawson Taylor
National Sales & Promotion Manager .................. John Esau
Program Director ............... Jack Edmunds
Artists’ Bureau Head .......... Jack Hoffman
Continuity Chief............... Carlyle Stevens
Bookkeeper ............... Edythe Alexander
Chief Announcer .............. Eddie Lyon
Musical Director ............. Lillian Smithline
Chief Engineer ............... Nathan Wilcox

(See Page 528)

K V O O
TULSA—EST. 1926
NATIONAL BROADCASTING COMPANY
Frequency: 1170 Kc.. Power: 50000 d.; 25000 n. 
(C. P. 50000)
Owned-Operated By ............. Southwestern Sales 
Corporation
Address ......................... Philtower Bldg.
Phone Number .................. 2-2254
Transmitter Location: 10 miles east of Tulsa on 
U. S. Highway No. 86
Time on the Air: 6 a.m. to 12 midnight 
(on.-Tues.-Wed.-Fri); 6 a.m. to 1 a.m. 
(Thurs.-Sat); 7 a.m. to 12 midnight (Sun.)
News Service ..................... INS
Transcription Service ........... Standard Radio; 
Langworth
Representative ................... Edward Petry & Co.

Personnel
President ........................ P. Q. Proctor
Vice President-General Manager ............... William B. Way
Commercial Manager ........... Willard Egolf
Sales Promotion Manager .. Walter L. Dennis
Program Director ............. Edward C. Coontz
Chief Announcer .............. Herbert W. S. Lateau
Farm Editor ..................... Samuel B. Schneider
Continuity Editor ............. F. M. Randolph
Director of Women’s Activities . Dorothy McCune
Musical Director ............. Joe O’Neill
Publicity Director ............ Allan Page
Chief Engineer ............... L. W. Stinson

BUY DEFENSE BONDS

532
OREGON

For Latest U.

S. Census, Population

and Retail Trade Data

Please Turn to Page 254

W

K

K B K R

L

I

ALBANY— EST.

BAKER—EST.

1941

DON

LEE BROADCASTING SYSTEM

Phone Number
140
Transmitter Location
Baker
Time on the Air
6 a.m. to 10 p.m.
News Service
UP
Transcription Service
NBC Thesaurus
Representatives
Associated Radio Sales;

Power: 250 Watts
Central Willamette
Broadcasting Company
15th and Elm Streets
Business Address
870
Phone Number
Studio Addresses 15th and Elm; Hotel Benton,
Frequency: 1240 Kc

Owned-Operated By

Homer Owen

Corvallis; KWIL Building, Lebanon
15th and Elm Streets
Transmitter Location
Air: 6:30 a.m. to 11 p.m.; Saturday, 6:30 to 12 midnight; Sunday, 8 a.m. to
11 p.m.

Manager. .Glenn McCormick
Commercial Manager
C. A. Buckmiller
Program Director
Kenneth Holden
Chief Announcer
Kenneth Lockwood
President-Station

Albany Democrat

Affiliation

Griffith

Personnel

Time on the

Newspaper

1939

Frequency: 1490 Kc
Power: 250 Watts
Owned-Operated By.. Baker Broadcasting Co.
Address
1st and Court Streets

MUTUAL BROADCASTING SYSTEM

Herald

.

Chief Engineer

Service
UP
Transcription Service
C. P. MacGregor
Representatives
John Keating; Romig Fuller

Sidney Williams

News

.

.

K B*N D

.

BEND— EST.

Personnel
W.

President
Secretary-Treasurer
Station

Manage

Musical Director
Chief Engineer

Frequency: 1340 Kc

Owned-Operated By
Address
Phone Number

L.

Chet Wheeler
Hal Byer
Ken Davis

r

Commercial Manager
Sales Promotion Manager
Program-Publicity Director.
Production Manager
Chief Announcer
Corvallis Studio Manager

Jackson

R. R. Cronise

.

Edwin Watson

Newspaper

St.

848
1121 Wall St.
7 a.m. to 10 p.m.

Bend

Affiliation

Bulletin

Service
UP
Transcription Services
Standard Radio;
C. P. MacGregor; Keystone Broadcasting

News

Peter Onnigian

Derwood Smith
Herbert Davidson

Paul

1121 Wall

Transmission Location
Time on the Air

.Herbert Davidson

1938
Power: 250 Watts
The Bend Bulletin

W. Spargo

System

Personnel
Station

AST
ASTORIA—

Manager

K

EST. 1935

Owned-Operated By

K O'A C 1922

CORVALLIS—EST.

Power: 5000 d.; 1000 n.
Frequency: 550 Kc
Owned By. Oregon State System of Higher
Education
Operated By: Oregon State Agricultural College
General Extension Division
Programs By
Corvallis, Oregon
Address
Phone Number
526
Studio Addresses
Corvallis; Eugene
Granger, Corvallis
Transmitter Location
Time on the Air
10 a.m. to 10 p.m.

Power: 250 Watts
Astoria Broadcasting

Company
Address

Phone Number
Transmitter Location
Time on the Air

Newspaper

Affiliation

1006 Taylor Avenue
95
1006 Taylor Avenue
7 a.m. to 1 1 a.m.
Astorian-Budget

UP

News

Service
Transcription Service

Standard Radio

News

Commercial Manager
Program Director
Chief Engineer

UP

Service

Personnel
President
Station Manager

John G. Jones
Robert Dickinson

Chief Technician

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc

Frank H. Loggan

Commercial Manager

Personnel
Acting Manager
Director of Women's

M. R. Chessman
James C. Wallace
Frank E. Marrion
Sylvia Chandler

Programs

Dr. V. V. Caldwell
'

Zelta

Rodenwald

Grant
(Non-Commercial Station)

Chief Engineer

Raymond Williams
533

S. Feikert


KODL
THE DALLES—EST. 1940
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Western Radio Corp.
Address.......................... Scenic Drive
Transmitter Location............. The Dalles
Time on the Air.................. Unlimited license
Representative.................. Walter Biddick Co.

Personnel
President-Station Manager......... V. Barney Kenworthy
Commercial and Sales Promotion Manager........... Glenn Howell

KORE
EUGENE—EST. 1927
MBS—DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Frank L. Hill and C. G. Phillips
Address.......................... Route 3
Phone Number................. 3
Transmitter Location............. Route 3
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 12 midnight
News Service.................... UP
Transcription Service............. C. P. McGregor
Representative.................. John Blair & Co.

Personnel
Owner............................. Frank L. Hill
General Manager................. L. W. Trommlitz
Production Manager-Musical.................. Dolph Janes
Manager-Musical.................. Day Foster
Manager-Commercial.................. Harold Gander

KOOS
GRANTS PASS—EST. 1939
REDWOOD BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Oregon Broadcasting System
Address.......................... P. O. Box 43
Phone Number................. 192
Studio Address.................. Redwood Highway & Pacific Highway
Transmitter Location............. Redwood Highway & Pacific Highway
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 7 p.m.
News Service.................... AP
Transcription Services.............. World Broadcasting System; C. P. MacGregor
Representative.................. John Blair & Co.

KOOS
MARSFIELD—EST. 1928
MBS—DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Koos, Inc.
Address.......................... 505 Hall Building
Phone Number................. 432
Transmitter Location............. Hall Building
Time on the Air: 6:45 a.m. to 10:30 p.m.
News Service.................... UP
Representative.................. Burn-Smith Co.

Personnel
President.......................... Sheldon F. Sackett
General Manager.................. Ben E. Stone
Sales Manager................... Mark DeLaunay
Sales Promotion Manager........ Philip Morgan
Program Director.................. Leslie E. Cabe
Publicity Director-Office Manager............. Francis Waterbury
Chief Announcer and Engineer........ Roger L. Spaugh

KFJ
KLAMATH FALLS—EST. 1928
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: KFJI Broadcasters, Inc.
Address.......................... Willard Hotel Bldg.
Phone Number................. 2125
Transmitter Location............. Klamath Falls
Time on the Air.................. Unlimited license
Transcription Service.............. World Broadcasting System

Personnel
President.......................... J. A. Kincaid
Station & Commercial Manager........ Geo. Kincaid

KLB
LA GRANDE—EST. 1938
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ben E. Stone
Address.......................... 1120½ Adams
Phone Number................. 220
Transmitter Location............. Old Oregon Trail
Time on the Air: 7 a.m. to 10 p.m.
News Service.................... UP
Transcription Service.............. Standard Radio

Personnel
Owner-General Manager............. Ben E. Stone
Resident Manager.................. E. Reardon
Program Director.................. Don Bailey
Chief Engineer................... Miles L. Shepherd

KLBM
O R E G O N
K MED
MEDFORD—EST. 1926
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By Mrs. W. I. Virgin
Address Sparta Bldg., Main & Riverside
Phone Number 305
Transmitter Location Ross Lane
Time on the Air Unlimited license
Transcription Service NBC Thesaurus

Personnel
Owner Mrs. W. I. Virgin

KW RC
PENDLETON—EST. 1941
Frequency: 1240 Kc Power: 250 Watts
Owned-Operated By Western Radio Corp.
Address Box 178
Phone Number 1425
Transmitter Location S. W. 7th St., near city limits
Time on the Air Unlimited license
News Service UP
Transcription Service Lang-Worh

KALE
PORTLAND—EST. 1932
MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.
Frequency: 1330 Kc Power: 5000 Watts
Owned-Operated By KALE, Inc.
Business Address P. O. Box 1031
Phone Number Atwater 7203
Studio Address New Heathman Hotel Building
Transmitter Location Head of Barnes Road
Time on the Air 6:30 a.m. to 12 midnight
News Service INS UP
Transcription Service World Program Library
Associated Music Publishers Langworth
Representative Free & Peters, Inc.

K B PS
PORTLAND—EST. 1923
Frequency: 1450 Kc Power: 100 Watts
Owned-Operated By School District No. 1
Business Address Benson Polytechnic School
Phone Number La 4195
Transmitter Location Benson Polytechnic School
Time on the Air 11 a.m. to 1 p.m.; 3:15 p.m. to 5 p.m.

K EX
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.

K X P
PORTLAND—EST. 1926
BLUE NETWORK
NORTHWEST TRIANGLE
Frequency: 1190 Kc Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Avenue
Phone Number Atwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Oregon
Time on the Air 6 a.m. to 12 midnight:
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP INS
Transcription Service NBC Thesaurus Langworth
Representative Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
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Kale
Paul H. Raymer Co.

Kale
Unlimited Art School
K X P
Unlimited Basses
Kale
Paul H. Raymer Co.
**KGW**

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By. The Oregonian Publishing Company
Business Address. 537 S. W. Sixth Ave.
Phone Number. AWater 2121
Studio Address. 801 Oregonian Bldg.
Transmitter Location. North Portland, Ore.
Time on the Air: 6 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation. The Oregonian
News Service. AP; INS
Transcription Service. Langworth; NBC Thesaurus
Representative. Edward Petry & Co., Inc.

**Personnel**

President. Caroline P. Leadbetter
Station Manager. Arden X. Pangborn
Assistant Manager. H. Quenton Cox
Sales Manager. Paul H. Connet
Traffic Manager. Ralph Greer
Sales Promotion Manager. Jack Eichenberger
Program Director. Ralph W. Rogers
Production Manager. Homer Welch
Director of Women's Activities. Peggy Williams
Chief Announcer. Don Knass
Musical Director. Abe Bercovitz
Chief Engineer. Harold Singleton

**KOIN**

PORTLAND—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By. KOIN, Inc.
Business Address. P. O. Box 1031
Phone Number. Atwater 3333
Studio Address. New Heathman Hotel Bldg.
Transmitter Location. Head of Barnes Road
Time on the Air. 6 a.m. to 12 midnight.
News Services. INS; UP
Transcription Services. World Program Library; Associated Music Service; Lang-Worth
Representative. Free & Peters, Inc.

**Personnel**

President. C. W. Myers
Station Manager. C. Roy Hunt
Commercial Manager. Harry H. Buckendahl
Sales Promotion Manager. Charles E. Couche
Program Director. H. M. Swartwood, Jr.
Production Manager. Ted W. Cooke
Chief Announcer. Art Kirkham
Publicity Director. Lester Halpin
Musical Director. Joseph Sampietro
Technical Director. Louis Bookwalter

**KWJJ**

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
Owned-Operated By. KWJJ Broadcast Co., Inc.
Address. 622 S. W. Salmon Street
Phone Number. 4393
Transmitter Location. Oaks Park, Portland
Time on the Air. Unlimited license
Transcription Service. Standard Radio
Representative. Homer Owen Griffith

**Personnel**

President. Wilbur J. Jerman
Secretary-Treasurer & General Manager. John C. Egan

**KXL**

PORTLAND—EST. 1926

Frequency: 750 Kc. Power: 10000 Watts
Owned By. XKL Broadcasters
Address. KXL Building
Phone Number. Broadway 6451
Transmitter Location. Harmony, Oregon
Time on the Air. 6 a.m. to local sunset
News Service. UP
Transcription Service. Lang-Worth; C. P. MacGregor; Standard Radio; Davis & Schwegler
Representative. The Katz Agency, Inc.

**Personnel**

President-Station Manager.. Frances R. Symons
Commercial Manager. H. S. Jacobsen
Program Director. Virginia Symons
Chief Engineer. Ralph Mifflin

**KRNR**

ROSEBURG—EST. 1935
MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 250 d.; 100 n.
(C. P. 250)
Owned-Operated By. News-Review Company
Business Address. Roseburg
Phone Number. 4
Transmitter Location. Umpqua Hotel
Time on the Air. 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation. Roseburg News-Review
News Service. AP
Representative. John Keating

**Personnel**

President. Harris Ellsworth
General Manager. M. H. Pengra
Commercial Manager. Max Frye
Program-Musical Director. Gilbert Walters
Production Manager-Chief Announcer. Bill Thomas
Chief Engineer. Henry Chandler, Jr.
OREGON

KSLM
SALEM—EST. 1933
Frequency: 1390 Kc.Power: 1000 Watts
Owned By: Oregon Radio, Inc.
Operated By: H. B. Read
Business Address: 633 N. Front St.
Phone Number: 6131
Transmitter Location: 633 N. Front St.
Time on the Air: 6:30 a.m. to 12 midnight
News Service: UP
Transcription Service: Langworth; C. P. MacGregor

Representative: John Keating

Personnel
President-General Manager: H. B. Read
Commercial-Sales Promotion Manager: Earle W. Headrick
Program Director-Chief Announcer: Jean Sevillier
Publicity Director: Malcolm Mitchell
Musical Director: Marias Brockway
Chief Engineer: Goodwin Lein

RADIO DAILY
A Publication
Devoted to the Better Interests of Commercial Radio and Television

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WCAU

IN PHILADELPHIA

• 1 A CLEAR CHANNEL

• 50,000 WATTS IN ALL DIRECTIONS

• MORE LISTENERS: MORE COVERAGE

THAN ANY OTHER PHILA. STATION!
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 255

WCBA-WSAN
ALLENTOWN—EST. 1923
BLUE NETWORK—NBC
QUAKER NETWORK
Frequency: 1470 Kc. Power: 500 Watts
(C.P. 5000 Watts)
Owned By: Lehigh Valley Broadcasting Co.
Operated By: B. Bryan Musselman
Address: 38-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Route No. 309 and Old Catasauga Rd.
Time on the Air: 7 a.m. to 12:05 a.m.
Newspaper Affiliation: Allentown Morning Call
Call: Allentown Evening Chronicle
News Service: UP
Transcription Services: World Broadcasting System:
New York Sales Office: 3 Rockette Plaza

Personnel
President: J. C. Shumberger, Sr.
Vice President-Managing Director: B. Bryan Musselman
Program Director: George Y. Snyder

WFBG
ALTOONA—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
QUAKER NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Company (Lessee)
Address: 1320-32 11th Avenue
Phone Number: 6467
Time on the Air: 7:30 a.m. to 11:15 p.m.
News Service: INS
Transcription Service: World Broadcasting System: Lang-Worth
Representative: Headley-Reed Co.

Personnel
President: George P. Gable
Managing Director: Roy Thompson
Chief Engineer: George Burgoon

MASON DIXON RADIO GROUP
One of the Best “Spot Buys” in Radio
Every Station In A Good Market!

WDEL Wilmington, Del.  WKBO Harrisburg, Penna.
WORK York, Penna.  WAZL Hazleton, Penna.
WGAL Lancaster, Penna.  WEST Easton, Penna.
WILM Wilmington, Del.

Address: 8 West King Street, Lancaster, Pennsylvania

Represented Nationally—PAUL H. RAYMER CO.
New York • Chicago • San Francisco • Los Angeles
### WISR
**Butler — Est. 1941**

- **Frequency:** 680 Kc
- **Power:** 250 Watts
- **Owned By:** Butler Broadcasting Co.
- **Operated By:** David H. Rosenblum
- **Address:** 357 N. Main St.
- **Phone Number:** 4701
- **Transmitter Location:** North Hill, Butler Township
- **Time on the Air:** Local sunrise to sunset
- **News Service:** AP
- **Transcription Service:** World Broadcasting Service

**Personnel**
- President-Station Manager: David H. Rosenblum
- Commercial-Sales Promotion Manager: James V. Pryor
- Program-Musical Director: Everett H. Neill
- Production Manager: Kieran Balfe
- Chief Announcer: Kenneth Wilson
- Chief Engineer: Clifford L. Gorsuch

### WCED
**Du Bois — Est. 1940**

- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Tri-County Broadcasting Co., Inc.
- **Address:** 80 Park Place
- **Phone Number:** 1700
- **Transmitter Location:** 80 Park Place
- **Time on the Air:** 7 a.m. to 11 p.m.
- **Newspaper Affiliation:** DuBois Courier-Express
- **News Service:** UP
- **Transcription Service:** Standard Radio Representative: Spot Sales, Inc.

**Personnel**
- President: H. T. Grey
- Station-Commercial Manager: J. S. Gray
- Program Director: J. M. Andrews
- Chief Engineer: D. W. Jeffries

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**FIRST IN PENNSYLVANIA'S FIRST CITY**

**WERC**

"Erie's Radio Center"

- "Retailers in Erie recorded a 31 per cent increase for the twelve-month period."
  Dept. of Commerce, Jan. 27, 1942.
- "Erie ranks as the first city in Pennsylvania with expected retail sales to show an increase of 32.9%." Sales Management, Jan. 14, 1942.

**THE BEST AND MOST ECONOMICAL WAY TO SELL THE ERIE MARKET IS THROUGH the STATION WHICH SERVES IT BEST.**

**WERC**

CBS Affiliate

Erie, Penna.

*National Representative . . Spot Sales, Inc.*

540
WEST
EASTON—EST. 1936
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
Frequency: 1400 Kc., Power: 250 Watts
Owned-Operated By: Associated Broadcasters, Inc.
Address .......... 516 Northampton St.
Phone Number .......... 8001
Transmitter Location: Williams Township
Time on the Air: 7 a.m. to 1 a.m.
News Service .......... UP
Transcription Service .......... NBC Thesaurus:
Lang-Worth
Representative .......... Paul H. Raymer Co.

Personnel
Station Executive .......... Clair R. McCullough
Station Manager .......... Elwood C. Anderson
Sales Promotion Manager .......... Harold Barbour
Program Manager .......... Eugene Bethman
Chief Engineer .......... J. E. Mathiott

WERC
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc., Power: 250 Watts
(C. P. 1390 Kc.: 1000 Watts)
Owned-Operated By: Presque Isle Broadcasting Co.
Address .......... 121 West 10th St.
Phone Number .......... 47-490
Transmitter Location: 121 West 10th St.
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12 midnight
News Service .......... UP
Transcription Service .......... NBC Thesaurus:
Standard Radio
Representative .......... Spot Sales, Inc.

Personnel
President .......... Jacob A. Young
General Manager .......... C. E. Denny
Commercial Manager .......... Ed Pearson
Program Director .......... J. J. Young
Chief Engineer .......... Otis L. Atherton

WLEU
ERIE—EST. 1935
BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK
Frequency: 1450 Kc., Power: 250 Watts
Owned-Operated By: WLEU Broadcasting Corporation
Address .......... Commerce Building, 12th and State Streets
Phone Numbers .......... 23-327 or 22-129
Transmitter Location: Commerce Bldg.
Time on the Air: Unlimited license
News Service .......... Transradio
Transcription Service .......... World Broadcasting System

Personnel
President .......... Leo J. Omellian
General Manager .......... V. Hamilton Worl
Program Director .......... James Hamilton
Publicity Director .......... Robert Forester
Chief Announcer .......... James P. O'Shea
Musical Director .......... Anthony Conti
Chief Engineer .......... Clarence Baker

WHJB
GREENSBURG—EST. 1935
Frequency: 620 Kc., Power: 250 Watts
Owned-Operated By: Pittsburgh Radio Supply House
Address .......... Penn Albert Hotel
Phone Number .......... Greensbrug 3740
Transmitter Location: Penn Albert Hotel
Time on the Air: 7 a.m. to sunset
News Service .......... Transradio
Transcription Service .......... Lang-Worth

Personnel
President .......... H. J. Brennen
Station Manager .......... George J. Podeyn
Commercial Manager .......... Robert Thompson
Program Director .......... Howard Hoffman
Production Manager-Chief
Engineer .......... Howard Lewis
Farm Director .......... J. Wyant Rowe

WSAJ
GROVE CITY—EST. 1922
Frequency: 1340 Kc., Power: 100 Watts
Owned-Operated By: Grove City College
Address .......... Hall of Science
Phone Number .......... 168-J
Transmitter Location: Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel
President .......... W. C. Keller
Station Manager-Chief
Engineer .......... H. W. Harmon
Program-Publicity Director .......... Rae G. Walters
Chief Announcer .......... Robert Simons
Musical Director .......... Prof. W. L. Multer
(Non-Commercial Station)

WHP
HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc., Power: 5000 d.; 1000 n.
Owned-Operated By: WHP, Inc.
Address .......... Telegraph Building, 216 Locust St.
Phone Number .......... 4-3211
Transmitter Location: Harrisburg-Hershey Highway 4 miles from Harrisburg (Swatara Township)
Time on the Air .......... 18% hours daily; Sundays, 16 hours
Newspaper Affiliation: Harrisburg Telegraph
News Service .................. UP
Transcription Service ....... Standard Radio: Lang-Worth
Representative ............... John Blair & Company

**Personnel**

Station Manager ........... A. K. Redmond
Program-Publicity Director Dick Redmond
Local Sales Representative R. A. Maxwell
Office Supervisor ........ Beatrice Potteiger
Musical Director ........... David Shoop
Chief Engineer ............... R. S. Duncan

**W K B O**

**HARRISBURG—EST. 1927**

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... Keystone Broadcasting Corp.
Address ................. 31 North Second St.
Phone Number .............. 4-0191
Transmitter Location .... Third & Walnut Sts.
Time on the Air .......... 6:30 a.m. to 1 a.m.
News Service ............. UP
Transcription Service....... World Broadcasting System
Representative ............ Paul H. Raymer Co.

**Personnel**

Station Executive ............ Clair McCullough
Station Manager ............. C. G. Moss
Sales Promotion Manager George O. Smith
Program Director ........... Lewis Mannell
Publicity Director .......... Kaye Witmer
Chief Engineer .............. J. E. Mathiot

**W A Z L**

**HAZLETON—EST. 1932**

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Hazelton Broadcasting Service
Address .......... Hazelton National Bank Bldg.
Phone Number ............. 1488
Transmitter Location .... Hazelton National Bank Bldg.
Time on the Air .......... 7 a.m. to 1 a.m.
News Service ............. UP
Transcription Service....... NBC Thesaurus: Lang-Worth
Representative ............ Paul H. Raymer Co.

**Personnel**

Station Executive ............ Clair R. McCollough
Station Manager ............. V. C. Diehm
Program Manager ........... Thomas Tito
Publicity Director .......... Kathryn Kahler

**W J A C**

**JOHNSTOWN—EST. 1925**

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .......... WJAC, Incorporated
Address .................. Tribune Annex
Phone Number .............. 24-361
Transmitter Location ...... Tribune Building
Time on the Air .......... 7 a.m. to 11:30 p.m.; Sundays 9 a.m. to 9:15 p.m.
Newspaper Affiliation .... Johnstown Tribune
News Service ............. UP
Transcription Service..... NBC Thesaurus
Representative ............ Headley-Reed Company

**Personnel**

President-Station Manager J. C. Tully
Commercial Manager-Program J. P. Foster
Chief Engineer .............. Nevin Straub

**W G A L**

**LANCASTER—EST. 1922**

BLUE NETWORK—MBS-NBC
MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By .......... WGAL, Inc.
Business Address .......... 8 West King St.
Phone Number ............. 5252
Transmitter Location ...... 8 West King St.
Time on the Air .......... 6:45 a.m. to 1 p.m.
News Service ............. UP
Transcription Service..... NBC Thesaurus
Representative ............ Paul H. Raymer Co.

**Personnel**

Station Executive ............ Clair R. McCollough
Station Manager ............. Walter Miller
Sales Promotion Manager Terrence McGough
Program Manager ........... Ernest Stanziola
Publicity Director .......... Howard Stanley
Chief Engineer .............. J. E. Mathiot

**W M R F**

**LEWISTOWN—EST. 1941**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By .......... Lewistown Broadcasting Co.
Business Address .......... Hotel Coleman
Phone Number ............. 757
Studio Address .......... 28 West Market St.
Transmitter Location ...... Lewistown Heights
Time on the Air .......... 7 a.m. to 10 p.m.
News Service ............. UP
Transcription Service..... NBC Thesaurus: C. P. MacGregor
Representative ............ Burn-Smith Co.

**Personnel**

President Walter Fosnot
Station-Sales Promotion Manager Joseph M. Nassau
Commercial Manager: Harold P. Hanna
Program Director: Bernice L. Price
Production Manager: Joseph W. Smiley
Publicity Director: James S. Woods
Chief Announcer: Tyler Post
Chief Engineer: Bernard H. Bopp

WKST
NEW CASTLE—EST. 1938
COLUMBIA BROADCASTING SYSTEM
QUAKER STATE NETWORK
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: WKST, Inc.
Business Address: Cathedral Bldg.
Phone Number: 5050-5051
Studio Address: Cathedral Bldg., New Castle; Lawrence Ave., Ellwood City; Westminster College, New Wilmington
Transmitter Location: Old Pittsburgh Road
Time on the Air: 7 a.m. to 12 midnight
News Service: INS
Transcription Service: NBC Thesaurus; Standard Radio
Representative: Spot Sales, Inc.

Personnel
President: S. W. Townsend
Station Manager: A. W. Graham
Commercial Manager: Arthur Pryor
Publicity Director: Ray Wallace
Chief Announcer: Gil Gallagher
News Editor: Tom Smith
Chief Engineer: Robert Emch

KPA
NEW KENSINGTON—EST. 1940
Frequency: 1150 Kc. Power: 250 Watts
Owned-Operated By: Allegheny-Kiski Broadcasting Co.
Address: 810 Fifth Avenue
Phone Number: New Kensington 3534
Transmitter Location: East Deer Township, Allegheny County, Pa.
Time on the Air: 7 a.m. to local sunset
News Service: INS
Transcription Service: Lang-Worth; C. P. MacGregor
Representative: Cox & Tanz

Personnel
President: C. Russell Cooper
Station Manager: Ed Kroen
Program Director: Harold Terkell
Production Manager: Thomas L. Aye, Jr.
Chief Announcer: Jack Craddock

KYW
PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.
Frequency: 1060 Kc. Power: 50000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Address: 1619 Walnut Street
Phone Number: LOCust 3760
Transmitter Location: Whitemarsh, Pa.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
News Service: AP; UP; Reuters
Transcription Service: NBC Thesaurus; Standard Radio
Representative: National Broadcasting Co.

Personnel
WESTINGHOUSE RADIO STATIONS
Chairman: A. W. Robertson
President: George H. Bucher
Vice-President: Walter Evans
General Manager: Lee B. Wailes
Technical Manager: Joseph E. Baudino
Sales Manager: William E. Jackson
Auditor: Frank A. Logue
Advertising and Publicity Manager: George A. Harder
Program Supervisor: Gordon Hawkins
International Short Wave Manager: J. P. Nelson
Station Manager: Leslie Joy
Program Manager: James P. Begley
Sales Manager: B. A. McDonald
Sales Promotion Manager: Harold M. Coulter
Production Managers: James Harvey, Donn Bennett
Publicity Director: J. A. Aull
Plant Manager: E. H. Gager
Musical Director: Clarence Fuhrman
Auditor-Personnel Manager: A. H. Bates

WCAN
PHILADELPHIA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1210 Kc. Power: 50000 Watts
Owned-Operated By: WCAU Broadcasting Company
Address: 1622 Chestnut Street
Phone Number: LOCust 7700
Transmitter Location: Moorestown Township, New Jersey
Time on the Air: 5 a.m. to 1 a.m.
News Service: AP; Transradio
Transcription Service: World Broadcasting System
Representative: Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel
President and Station Manager: Dr. Leon Levy
Commercial Manager: Alex Rosenman
Sales Promotion Manager: Joseph T. Connolly
Director of Programs: Stan Lee Broza
Production Manager: Horace Feyhl
Publicity Director: Dick Koster
Director of W69H: Kenneth Stowman
Program Director of W69H: Norris West
Musical Director: Joey Kears
Acting Technical Director: George Lewis
MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN WITH

It pays to buy WFIL ... the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's CHARTED MERCHANDISING — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason ... and there is ... WFIL Charted Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

WFIL

THE BLUE NETWORK—KEY STATION QUAKER NETWORK—FM STATION W53PH
WDAS
PHILADELPHIA—EST. 1924
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WDAS Broadcasting Station, Inc.
Address: 1211 Chestnut Street
Phone Numbers: Locust 7400; Race 7474
Transmitter Location: Woodside Park
Time on the Air: 7 a.m. to 12 midnight
News Service: INS
Transcription Service: Lang-Worth

Personnel
President: Alexander W. Dannenbaum
Vice-President-General Manager: P. J. Stanton
Secretary-Treasurer & Commercial Manager: A. W. Dannenbaum, Jr.
Program Director: Harold Davis
Production Manager: Gene Edwards
Publicity Director-Chief Announcer: Jerry Stone
News Editor: Bob Benson
Foreign Language Director: Nathan Fleisher
Musical Director: Joseph Schribeman
Chief Engineer: Frank Unterberger

WFIL
PHILADELPHIA—EST. 1934
BLUE NETWORK
QUAKER NETWORK
Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By: WFIL Broadcasting Company
Address: Widener Building
Phone Number: Rittenhouse 6900
Transmitter Location: 63rd Street & Schuylkill River
Time on the Air: 5:45 a.m. to 2 a.m.
News Service: INS
Transcription Service: Associated Music Publishers
Representative: The Katz Agency, Inc.

Personnel
President: Samuel R. Rosenbaum
General Manager: Roger W. Clipp
Sales Manager: John E. Surrick
Business Manager: William B. Caskey
Program Director: Edward C. Obrist
Production Manager: Donald Martin
Public Relations Director: James Allen
Musical Director: Joseph Schribeman
Chief Engineer: Frank Unterberger

WHAT
PHILADELPHIA—EST. 1925
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Independence Broadcasting Company, Inc.
Address: 539 Ledger Bldg., 6th and Chestnut Streets
Phone Number: Lombard 2390

Transmitter Location: Hotel Philadelphia, 40th and Market Streets
Time on the Air: 45 hours weekly (shares with WTEL)
Newspaper Affiliation: Philadelphia Record

Personnel
President: J. David Stern
General Manager: Milton Laughlin

WIBG
PHILADELPHIA—EST. 1925
Frequency: 990 Kc. Power: 10000 Watts
Owned-Operated By: Seaboard Radio Broadcasting Corporation
Business Address: 1423-25 Walnut Street
Phone Number: Rittenhouse 9182
Transmitter Location: 1423-25 Walnut Street, Philadelphia
Time on the Air: Unlimited license
News Service: Associated Music Publishers

Personnel
President: Paul F. Harron
General Manager: Edward D. Clery
Sales Promotion-Production Manager: Rupe Werling
Program-Musical Director: Douglas Arthur
Chief Engineer: John H. Henninger
BULLSEYES
AIMED AT THE THIRD
LARGEST MARKET IN
THE COUNTRY—
PHILADELPHIA

5,000 WATTS

24 HOURS A DAY

7,435,612 LISTENERS

MUTUAL BROADCASTING SYSTEM

WIP
610 ON THE DIAL
THE BUY OF 1942
"PHILADELPHIA'S PIONEER VOICE"
WIP
PHILADELPHIA—EST. 1922
MUTUAL BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Pennsylvania Broadcasting Company
Address: 35 South 9th Street
Phone Number: Walton 6800
Transmitter Location: Bellmawr, N. J.
Time on the Air: 24 hours daily
News Service: Transradio; UP
Transcription Service: World Broadcasting System
Representative: Burn-Smith Co., Inc.

Personnel
President & Station Manager: Benedict Gimbel, Jr.
V.P. in Charge of Sales: Edward A. Davies
Commercial-Sales Promotion Manager & Assistant Program Director: Edward Wallis
Program Director: Murray Arnold
Production Manager: Sam Serota
Chief Announcer-Night Mgr.: George Barry
Musical Director: Joe Fassetto
Technical Supervisor: Clifford C. Harris

WPEN
PHILADELPHIA—EST. 1929
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: William Penn Broadcasting Co.
Address: 1528 Walnut St., Race 4006
Transmitter Location: 72nd and Race Sts.
Time on the Air: 6:45 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Lang-Worth

Owner: Arde Bulova
General Manager: Arthur Simon
Sales Promotion-Publicity: Raymond Gathrid:
Ira Walsh
Program Director: Lewis L. London
Musical Director: Joseph Fransoza
Chief Engineer: Charles Burtis

KDKA
PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.
Frequency: 1020 Kc. Power: 50000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Business Address: 1619 Walnut St., Philadelphia, Pa.
Studio Address: Grant Building
Phone Number: 4200
Transmitter Location: Allison Park, Hampton Township, Pa.
Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service: AP; UP; Reuters
Transcription Service: NBC Thesaurus
National Sales Office Address: 1619 Walnut Street, Philadelphia, Pa.
Representative: National Broadcasting Co.

President: G. H. Bucher
General Manager: James B. Rock
Commercial Manager: J. S. de Russy
Sales Promotion Manager: W. B. McGill
Program Director: Franklin Tookie
Production Manager: Claude Maris
Publicity Director: John M. Cooper
Artists’ Bureau Head: Beulah M. Rodgers
Office Manager: Robert E. Pusey
Continuity Supervisor: Dale Jackson
Agricultural Director: Donald Lerch
Chief Announcer: Wilbur C. Sutherland
Traffic Manager: G. Dore Fleck
Musical Directors: Bernie Armstrong, Aneurin Bodycombe
Chief Engineer: Dwight A. Myer

WTel
PHILADELPHIA—EST. 1925
Frequency: 1340 Kc. Power: 100 Watts
Address: 4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310; North 1031
Transmitter Location: "H" St. and Wyoming Ave.

KQV
PITTSBURGH—EST. 1919
THE BLUE NETWORK
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By: KQV Broadcasting Co.
Address: Chamber of Commerce Bldg.
Phone Number: Grant 4860
Transmitter Location: 1475 Crane Road
Time on the Air: 7 a.m. to 12:30 a.m.
News Service: Transradio
Transcription Service: Lang-Worth; Standard Radio
Representative: George P. Hollingbery Co.
Let us doctor your sales. We are recognized specialists in our field. Practicing in Philadelphia, the country's third largest market, our treatments will make your sales healthy and strong for we are known as "the station that sells." Won't you consult us and let us diagnose your case?

WPEN

5000 WATTS—950 ON THE DIAL
**Personnel**

President.................. H. J. Brennen
Station Manager............ G. S. "Pete" Wass
Commercial & Advertising Manager............. R. M. Thompson, Sr.
Program Director........... Ray Shannon
Publicity Director.......... Tex Howard
Chief Engineer............. Walter W. McCoy

**W CAE**

PITTSBURGH—EST. 1922
MUTUAL BROADCASTING SYSTEM
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Address....................... Wm. Penn Hotel
Phone Number................. 533-411
Time on the Air............. 6:30 a.m. to 2 a.m.
Newspaper Affiliation........ Pittsburgh-Sun Telegraph
News Service.................... INS
Transcription Service........ World Broadcasting System
Representative.............. The Katz Agency, Inc.

**Personnel**

President-Manager........... Leonard Kapner
Sales Manager............... Willard Schroeder
Sales Promotion Manager... Jim Murray
Chief Announcer............. Bob Donley
Program Manager............ R. Clifton Daniel
Musical Director........... Earl Truxell
Chief Engineer............. James Schultz

**W J A S**

PITTSBURGH—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1320 Kc. Power: 5000 w. 1000 n.
Owned-Operated By: Pittsburgh Radio Supply House
Address....................... 411 Seventh Avenue
Phone Number................. 4860
Transmitter Location........ 1459 Crane Road, Greentree
Time on the Air............. Unlimited license
News Service................... Transradio
Representative.............. Wm. G. Rambeau Co.

**Personnel**

President & General Manager........... H. J. Brennen
Commercial Manager........... R. M. Thompson, Sr.
Chief Announcer............. Beckley Smith
Publicity Director........... M. Caughey
Musical Director & Pgm. Mgr........ Jas. Hughes
Chief Engineer............. W. W. McCoy

**W W'S W**

PITTSBURGH—EST. 1931
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Walker & Downing Radio Corporation
Address....................... Hotel Keystone
Phone Number................. Grant 5200
Transmitter Location.......... 341 Rising Main St., N. S.
Time on the Air............. 24 hours daily
Newspaper Affiliation........ Pittsburgh Post Gazette
News Service.................... AP
Transcription Service........ Standard Radio; Associated Music Publishers

**Personnel**

President-Station Manager........... Frank R. Smith, Jr.
Commercial Manager........... Thomas B. Price
Sales Promotion Manager..... John Wilkoff
Program Director........... Walter E. Sickles
Production Manager........... John Davis
Artists' Bureau Head......... Marie Wilk
Chief Announcer............. David Tyson
Traffic Manager............... Laura Wilk
Musical Director........... Buzz Aston
Chief Engineer............. Henry R. Kaiser

**W E E U**

READING—EST. 1931
NATIONAL BROADCASTING CO.
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Berks Broadcasting Co.
Business Address........... 533 Penn St.
Phone Number............... 7335
Studio Addresses........... 533 Penn St.; Reading Senior High School
Transmitter Location........ Spring Township
Time on the Air............. 8 a.m. to local sunset
Transcription Service........ Lang-Worth; NBC Thesaurus; Standard Radio
Representative.............. George P. Hollingbery Co.

**Personnel**

General Manager............ Clifford M. Chafey
Program Director........... Paul Breddy
Sales Manager............... Robert Magee

**W R A W**

READING—EST. 1921
NATIONAL BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Reading Broadcasting Co.
Business Address........... 533 Penn St.
Phone Number............... 7336
Studio Addresses........... 533 Penn St.; State Theatre
Transmitter Location........ Reading
Time on the Air............. 7 a.m. to 12 midnight
Representative.............. George P. Hollingbery Co.

549
PERSONNEL

President ................................ Clifford M. Chafey
Station Manager ...................... Raymond A. Gaul
Sales Manager ......................... Arthur W. Chafey

WARM

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

PENNSYLVANIA NETWORK

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ............. Union Broadcasting Co.

Address .......................... Select Bldg.
Phone Number ...................... 41148
Transmitter Location .......... 721 N. Blakely St., Dunmore, Pa.
Time on the Air ............... 7 a.m. to 1 a.m.
News Service ...................... UP
Transcription Service .......... NBC Thesaurus
Representative .................. George P. Hollingbery Co.

PERSONNEL

President-Station Manager .......... Martin F. Memolo
Commercial Manager ......... Dale Robertson
Sales Promotion Manager ......... George Field
Program Director .................... Kenneth Beghold
Chief Announcer ................. John Von Bergen
Musical Director ................. Maynard Fisher
Chief Engineer .................. Adolph Oschmann

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Owned-Operated By ............ Scranton Broadcasters, Inc.
Business Address .............. 1000 Wyoming Ave.
Phone Number .................... 6296
Studio Address ................. Administration Building of International Correspondence Schools
Transmitter Location ........ Drinker Turnpike, Dunmore, Pa.
Time on the Air: 7 a.m. to 2 a.m.; Sundays, 8:45 a.m. to 2 a.m.
News Service ...................... INS
Transcription Service .......... Standard Radio; Lang-Worth
Representative .................. John Blair & Co.

PERSONNEL

President ...................... Frank Megargee
Station Manager .................... Robert E. McDowell
Commercial & Sales Manager ...... Geo. D. Coleman
Program Director ............... Frank Monaghan
Production Manager .......... John Graller
Publicity Director .............. Edwin Erwin
Chief Announcer .................. Bill Pierce
Chief Engineer .................. Kenneth R. Cooke

WQAN

SCRANTON

Owned-Operated By ............ The Scranton Times
Address .......................... Scranton
Transmitter Location ........ Scranton
Time on the Air ............... Shares time with WGBI
Newspaper Affiliation .......... The Scranton Times

PERSONNEL

President ...................... Edward J. Lynett
Director ...................... A. J. O'Malley

(WPIC

SHARON—EST. 1938

Frequency: 790 Kc.  Power: 1000 Watts
Owned-Operated By ............ Sharon Herald Broadcasting Company
Business Address ............... P. O. Box 541
Phone Numbers .................... 4113, 4114
Studio Address ................. Pine Hollow Blvd.
Transmitter Location ........ Pine Hollow Blvd.
Time on the Air ............... 6 a.m. to local sunset
Newspaper Affiliation .......... Sharon Herald
News Service ...................... UP
Transcription Service .......... Associated Music Publishers
Representative .................. Howard H. Wilson Company

WPIC

SHARON—EST. 1938

Frequency: 790 Kc.  Power: 1000 Watts
Owned-Operated By ............ Sharon Herald Broadcasting Company
Business Address ............... P. O. Box 541
Phone Numbers .................... 4113, 4114
Studio Address ................. Pine Hollow Blvd.
Transmitter Location ........ Pine Hollow Blvd.
Time on the Air ............... 6 a.m. to local sunset
Newspaper Affiliation .......... Sharon Herald
News Service ...................... UP
Transcription Service .......... Associated Music Publishers
Representative .................. Howard H. Wilson Company
**W K O K**

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Sunbury Broadcasting Corp.

Address: 1150 N. Front St. Phone Number: 1325

Transmitter Location: 1150 N. Front St. Time on the Air: 7 a.m. to 10 p.m.; Sundays, 7 a.m. to 5 p.m.

News Service: UP

Transcription Service: Lang-Worth; Standard Radio: C. P. MacGregor

Representative: Cox & Tanz

**Personnel**

President & General Manager: John Fahaline, Jr. Commercial Manager: J. T. Van Sweringen

Program Director: Paul Gamble Publicity Director: Evelyn Keller

Chief Announcer: John C. MacDonald

Chief Engineer: A. C. Heck

Owned-Operated By: Washington Broadcasting Company

Address: George Washington Hotel Phone Number: 4870

Transmitter Location: ½ mile northeast of Washington city limits

Time on the Air: 7 a.m. to 12 midnight

News Service: UP

**W B A X**

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts

Owned-Operated By: John H. Stenger, Jr.

Address: 141 South Main St. Phone Number: 3-0196

Transmitter Location: Plains Township, Pa. Time on the Air: 7 a.m. to 12 midnight

News Service: UP

Transcription Service: Lang-Worth; Associated Music Publishers

**Personnel**

President-Station Manager: John H. Stenger, Jr.

Office Manager: A. E. Grebe

Sales Promotion Manager: W. Jones Evans

Program Director: Ken Beghold

Chief Announcer: Dick Mawson

Musical Director: Phil Cusick

Chief Engineer: Robert Love

**W B R E**

WILKES-BARRE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned By: Louis G. Baltimore

Operated By: Radio Station WBRE

Address: 52 So. Franklin Street Phone Number: 33101

Transmitter Location: Third Avenue, Kingston, Pa.

Time on the Air: 6:30 a.m. to 1 a.m.

News Service: AP

Transcription Service: C. P. MacGregor

**Personnel**

President and Station Manager: Louis G. Baltimore

Commercial Manager: S. R. Baltimore

Program Director: Franklin D. Coslett

Musical Director: L. Savitt

Chief Engineer: Charles Sakoski

**WMBS**

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 1000 Watts

Owned-Operated By: Fayette Broadcasting Corp.

Address: Fayette Title and Trust Bldg. Phone Number: 600

Transmitter Location: Burgess Field

Time on the Air: 6 a.m. to 1 a.m.

News Service: INS

Transcription Service: NBC Thesaurus

**Personnel**

President and Station Manager: Joseph C. Burwell

Commercial Manager: M. E. Slagle

Artists' Bureau Head: Hugh Raftery

Program Director: Sullivan Sages

Chief Announcer: Karl Jansen

Publicity Director: Bill Fields

Musical Director: Mary Lucius

Chief Engineer: S. M. Glotfelty

**WJPA**

WASHINGTON—EST. 1941

TRI-STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
PROVIDENCE and PAWTUCKET ... one vast metropolitan area, plus 145 other cities and towns, gives you access to over 1,000,000 people, in NEW ENGLAND'S 2nd LARGEST MARKET.

WFCI in R.I.

PROVIDENCE

PAWTUCKET

BASIC

Blue

NETWORK

IN

1942

WFCI

PAWTUCKET BROADCASTING COMPANY, INC.
Studios and Offices - 450 MAIN STREET, PAWTUCKET, R. I.
NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY, Graybar Building, New York City
### WRAK
**WILLIAMSPORT—EST. 1929**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
<th>Address: 244 West Fourth Street</th>
<th>Phone Number: 2-6116</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time on the Air: 7:30 a.m.</td>
<td>to 10:15 p.m.</td>
<td>Time on the Air: 6:45 a.m. to 1 a.m.</td>
<td>Time on the Air: 6:30 a.m. to 1 a.m.</td>
</tr>
</tbody>
</table>

**Personnel**
- President: E. M. Case
- Station Manager: George E. Joy
- Commercial Manager: Thomas W. Metzger
- Office Manager: Helen McKenna
- Program Director: Mary Helen Person
- Production Manager: J. Wright Mackey
- Chief Announcer: Paul M. Breining
- Chief Engineer: Louis Persio

### WORK
**YORK—EST. 1932**

<table>
<thead>
<tr>
<th>Frequency: 1350 Kc.</th>
<th>Power: 1000 Watts</th>
<th>Address: 450 Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time on the Air: 6:30 a.m.</td>
<td>to 1 a.m.</td>
<td>Time on the Air: 6:15 a.m. to 1 a.m.</td>
</tr>
</tbody>
</table>

**Personnel**
- President: Louis J. Appell
- Station Manager: Howard M. Wehmunken
- Chief Announcer: Don Graham
- Chief Engineer: George Sutherland
- Musical Director: Arthur Paquette

### WFCI
**PAWTUCKET—EST. 1941**

<table>
<thead>
<tr>
<th>Frequency: 1420 Kc.</th>
<th>Power: 1000 Watts</th>
<th>Address: 400 Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time on the Air: 6:30 a.m.</td>
<td>to 1 a.m.</td>
<td>Time on the Air: 6:15 a.m. to 1 a.m.</td>
</tr>
</tbody>
</table>

**Personnel**
- President: Howard W. Thornley
- Treasurer: Frank F. Crook
- Station Manager: W. Paul Oury
- Commercial Manager: T. F. Allen
- Program Director: George Sutherland
- Chief Announcer: James McFadden
- Chief Engineer: George Sutherland
- Musical Director: Arthur Paquette
- President-Chief Engineer: Howard W. Thornley

### WECN
**PROVIDENCE—EST. 1922**

<table>
<thead>
<tr>
<th>Frequency: 790 Kc.</th>
<th>Power: 5000 Watts</th>
<th>Address: 1500 Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time on the Air: 6 a.m.</td>
<td>to 1 a.m.; Sundays, 8 a.m. to 1 a.m.</td>
<td>Time on the Air: 6:15 a.m. to 1 a.m.</td>
</tr>
</tbody>
</table>

**Personnel**
- President: Richard D. Wright
- Station Manager: William D. Stone
- Chief Announcer: Edward Petry Co., Inc.
RHODE ISLAND - SOUTH CAROLINA

**Personnel**

President .................. John Shepard, III
V. P. In Charge of Station . R. L. Harlow
V. P. In Charge of Sales and Production . Linus Travers
V. P. In Charge of Engineering . Paul A. DeMars
Merchandising and Promotion Director . James S. Powers
Station & Sales Supervisor . Malcolm S. Parker
Program-Publicity Director . Rose M. Powers
Production Manager . Donald Morton
Chief Announcer . James Zirga
Musical Director . Carl J. Tatz

**W JAR**

PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By . The Outlet Company
Business Address . 176 Weybosset Street Providence, R. I.
Phone Number . Gaspee 1071
Transmitter Location . Wampanoag Trail, East Providence, R. I.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 1 a.m.
Transcription Service . World Broadcasting System

**WAIM**

ANDERSON—EST. 1935
COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . W. L. Hall
Address . Anderson College
Phone Number . 800
Transmitter Location . Anderson College
Time on the Air . Unlimited license
Newspaper Affiliation . Anderson Independent
News Service . Anderson Daily Mail
Transcription Service: Lang-Worth; C. P. McGregor; World Broadcasting System
Representative . Spot Sales, Inc.

**WCSC**

CHARLESTON—EST. 1930
COLUMBIA BROADCASTING SYSTEM


**WPRO**

PROVIDENCE
COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By . Cherry & Webb Broadcasting Company
Address . 15 Chestnut Street
Phone Number . Plantations 9776
Transmitter Location . Wampanoag Trail, East Providence, R. I.
Time on the Air . 130 hours per week
News Service . AP; UP
Transcription Service . NBC Thesaurus
Representative . Paul H. Raymer Company

**Personnel**

President . William S. Cherry, Jr.
Station Manager . William T. Bush
Commercial Manager . Harvey Carter
Program Director . H. William Koster
Publicity Director . Albert C. Rider
Musical Director . Edwin F. Drew
Chief Engineer . Howard W. Thornley

**WTMA**

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts

Representative . Weed & Company

**Personnel**

President . Mortimer L. Burbank
Station Manager . John J. Boyle
Musical Director . Earl J. Shean
Chief Engineer . Thomas Prior

For Latest U. S. Census, Population and Retail Trade Data Please Turn to Page 257
Owned-Operated By: Atlantic Coast Broadcasting Company
Business Address: 134 Meeting Street, Charleston, S. C.
Phone Number: 2-2961; 2-2962
Radio Station Location: Wagner Terrace, Charleston, S. C.
Time on the Air: 18 hours daily; Sundays, 16 hours
Newspaper Affiliation: Charleston Evening Post
News Service: AP
Transcription Service: Associated Music Publishers, Standard Radio
Representative: George P. Hol'lingbery, Co.

Personnel
President: R. M. Manigault
Station Manager: R. E. Bradham
Commercial Manager: W. P. Spelk
Program Director: C. Wylie Calder
Musical Director: Kenneth Dent
Chief Engineer: D. M. Bradham

WCOS
COLUMBIA—EST. 1939
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Carolina Advertising Corp.
Address: 1202 Main St.
Phone Number: 25601
Transmitter Location: 200 Senate St.
Time on the Air: 120 1/4 hours weekly
News Service: INS
Transcription Service: Associated Music Publishers, C. P. MacGregor
Representative: Spot Sales, Inc.

Personnel
President: A. B. Langley
General Manager: Roy A. Powell
Program Director: W. C. Bockman
Publicity Director: Howard Hamrick
Chief Announcer: Bob Eisenman
Musical Directors: Dot Baxter, Virginia Hook
Chief Engineer: Charles A. Thoman

WIS
COLUMBIA—EST. 1930
NATIONAL BROADCASTING COMPANY
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: The Liberty Life Insurance Company
Address: 1811 Main Street
Phone Number: 2-2135; 2-2136
Transmitter Location: Bluff Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: NBC Thesaurus
Representative: Free & Peters, Inc.

Personnel
President: W. Frank Hipp
Station Manager: G. Richard Shatto
Commercial Manager: J. D. Saumenig
Merchandising Manager: Robert E. Ellison
Program Director: Floyd D. Rodgers, Jr.
Production Manager-Chief Announcer: Glenn Adams
Publicity Director: Roland Dopson
Chief Engineer: Scott Hell
Chief Control Engineer: Charles Bell

WOLS
FLORENCE—EST. 1937
NATIONAL BROADCASTING CO.
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: O. Lee Stone
Address: Sanborn Hotel
Phone Number: 48
Transmitter Location: Charleston Highway
Time on the Air: 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Davis & Schwenger
Representative: Cox & Tanz

Personnel
Owner: O. Lee Stone
Station Manager: Melvin H. Purvis
Commercial-Sales Promotion Manager: H. Russ Holt
Program-Musical Director: Rod Dorse
Publicity Director: Bonnie McCubins
Chief Engineer: Robert M. Wallace

WFBC
GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
Frequency: 1330 Kc. Power: 5000 d.; 1000 n.; (C. P. 5000)
Owned-Operated By: Greenville News-Piedmont Co.
Address: Poinsett Hotel
Phone Number: 362; 363
Transmitter Location: Gaunt, S. C.
Time on the Air: 6 a.m. to 12 midnight
News Service: Greenville News-Piedmont
News Service: Transradio; UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.: B. Frank Cook (Atlanta, Ga.)

Personnel
President: Roger C. Peace
Station Manager: B. T. Whitmire
Commercial Manager: W. H. Clews
Sales Promotion Manager: Lee Parsons
Program Director: Norvin C. Parsons
Production Manager: Dick Pyron
SOUTH CAROLINA

Publicity Director.................. James Dawson
Chief Announcer..................... Joel Lawhon
Musical Director.................... Alice Wyman
Chief Engineer...................... W. C. Etheridge

WMRC
GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1490 Kc........... Power: 250 Watts
 Owned-Operated By............. Textile Broadcasting Company, Inc.
Business Address.............. P. O. Box 1499
Phone Number.................. 5730
Studio Address................. Prevost Building
Transmitter Location............. 400 Mayberry Street
Time on the Air................. 6 a.m. to 12 midnight
News Service..................... AP; INS
Transcription Service........... World Broadcasting System

Personnel
President....................... Robert A. Jolly
Station-Commercial Manager... Ralph C. Barron
Program Director................ C. E. Campbell
Publicity Director............... Charles McLawhorn
Musical Director............... Jimmy Collins
Chief Engineer.................. George D. Tate

WCRS
GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.
Frequency: 1450 Kc............. Power: 250 Watts
 Owned-Operated By............. Grenco, Inc.
Address.................. Greenwood
Phone Number.................. 4300
Transmitter Location............. Greenwood
Time on the Air................. Unlimited license
News Service..................... AP
Transcription Service........... Standard Radio

Personnel
President....................... Douglas Featherstone
Station Manager............... Don Crosland
Program Director............... Newton S. Smith
Women's Editor.................. Margaret Bailey
Chief Engineer.................. Fred U. Wamble

WORD
SPARTANBURG—EST. 1940
BLUE NETWORK
Frequency: 1480 Kc............. Power: 250 Watts
 Owned-Operated By............. Spartanburg Advertising Company
Address.................. 155 South Liberty Street
Phone Number.................. 2901
Transmitter Location............. 2½ miles Northeast of Spartanburg
Time on the Air................. 6 a.m. to 12 midnight
News Service..................... UP
Transcription Service........... Standard Radio
Representative............... Geo. P. Hollingbery Co.

WSPA
SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 950 Kc............. Power: 5000 d; 1000 n.
 Owned-Operated By............. Spartanburg Advertising Corporation
Address.................. 155 South Liberty Street
Phone Number.................. 2900
Transmitter Location............. 3½ miles Northwest of Spartanburg
Time on the Air................. 5:30 a.m. to 12 midnight
News Service..................... UP
Transcription Service........... World Transcription Service
Representative............... George P. Hollingbery Co.

WFIG
SUMTER—EST. 1940
Frequency: 1340 Kc............. Power: 250 Watts
 Owned-Operated By............. J. Samuel Brody
Address.................. 39 North Main Street
Phone Numbers................. 1340 (Studio); 93 (Business Office)
Transmitter Location........ Highway No. 78
Time on the Air................. 15 hours daily
News Service..................... UP
Transcription Service........... World Broadcasting System

Personnel
Owner......................... Julius S. Brody
Station Manager............... T. Doug Youngblood
Program Director-Chief.... Eddie Carlos
Announcer...................... Dorothy Boney
Publicity Director............. Mrs. Murray Lewis
Musical Director............... Mrs. Murray Lewis
Chief Engineer............... Paul Petroski

556
KABR
ABERDEEN—EST. 1935
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Aberdeen Broadcast Company
Address ............... 117½ South Main Street
Phone Number ............. 4626
Transmitter Location ............... Wylie Park
Time on the Air ......... 6 a.m. to 12 midnight
News Service ................. AP
Transcription Service ............. NBC Thesaurus
Representative .............. Weed & Company

Personnel
President ..................... H. C. Jewett, Jr.
Vice-President .................. C. H. Anderson
Vice-President .................. Olwin Ackley
Treasurer ......................... J. H. McKeever
Secretary-General Manager .......... A. A. Fahy
Program Director ................ E. C. Pieplow
Chief Announcer .................... E. L. Weeks
Chief Engineer ....................... Delbert Hunt

KGFX
PIERRE—EST. 1922
Frequency: 630 Kc. Power: 200 Watts
Owned-Operated By: Ida A. McNeil
Address ..................... 203 West Summit Ave.
Phone Number .................. 351
Transmitter Location ............. 203 West Summit Ave.
Time on the Air ............. 9:30 a.m. to local sunset
News Service ....................... AP
Transcription Service .............. Keystone Broadcasting System
Representative .................... Cox & Tanz

Personnel
Owner and Director ................. Ida A. McNeil
Chief Engineer ....................... Robert H. Dye

KOBH
RAPID CITY—EST. 1936
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Black Hills Broadcast Company of Rapid City
Address ..................... Alex Johnson Hotel
Phone Number ..................... 2000
Transmitter Location ............. East of City
Time on the Air ............. 6 a.m. to 10 p.m.; Sundays,
8:30 a.m. to 5 p.m.
News Service ....................... UP
Transcription Service, Lang-Worth; Keystone Broadcasting System
Representative .............. The Walker Company

WCAT
RAPID CITY—EST. 1921
Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: South Dakota State School of Mines
Address ..................... Rapid City
Phone Number .................. 1600
Transmitter Location ............. Rapid City
Time on the Air: Shares time on a daytime license
(Non-Commercial Station)

KELO
SIoux FALLS—EST. 1937
BLUE NETWORK
NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Sioux Falls Broadcast Assn., Inc.
Address ..................... 317 So. Phillips Ave.
Phone Number .................. 757
Transmitter Location ........ Highway No. 16
Time on the Air ............. 10 a.m. to 12 midnight
News Service ....................... UP
Transcription Service .............. Standard Radio; NBC Thesaurus
Representative .................... Howard H. Wilson Co.

Personnel
President and Station Manager ............. Joseph Henkin
Vice-President-Promotion Manager .......... S. Fanle, Jr.
Commercial Manager ........ George R. Hahn
V.P. & Program-Musical Director .......... Morton Henkin
Traffic Manager .................... Evans Nord
Chief Engineer ....................... Max Staley
KS00
SIoux Falls—Est. 1926
Blue Network
National Broadcasting Company
Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated by... Sioux Falls Broadcast Assn., Inc.
Address: 317 So. Phillips Ave.
Phone Number: 757
Transmitter Location: Highway No. 16
Time on the Air: 6 a.m. to local sunset
News Service: UP
Transcription Service: NBC Thesaurus

Personnel
Station Manager: Program
Director: Ed LaGrave, Jr.
Chief Announcer: Tom Steensland
Chief Engineer: Kenneth Reil
(Non-Commercial Station)

KWAT
Watertown—Est. 1939
Frequency: 1240 Kc. Power: 250 Watts
Owned by... Midland National Life Insurance Company
Operated by... F. L. Bramble (Mgr.); M. W. Plowman (Ass't. Mgr.)
Address: Midland Building
Phone Number: 5050
Transmitter Location: 1/2 mile south of business section
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP

Personnel
Station Manager: F. L. Bramble
Assistant & Commercial Manager: M. W. Plowman
Program Director: Dale E. Russell
Chief Engineer: Sherrill Zimmerman

KUSD
Vermillion—Est. 1922
Columbia Broadcasting System
The Cowles Stations
Frequency: 920 Kc. Power: 500 Watts
Owned-Operated by... University of South Dakota
Address: Union Building
Phone Number: 209
Transmitter Location: Science Hall
Time on the Air: 2:30 p.m. to 5 p.m.

WNAX
Yankton—Est. 1927
Columbia Broadcasting System
The Cowles Stations
Frequency: 570 Kc. Power: 500 d.; 1000 n.; (C. P. 5000 n.)
Owned-Operated by... WNAX Broadcasting Co.
Addresses: WNAX Bldg.; Orpheum Theater Bldg., Sioux City, Ia.
Phone Numbers: 443 (Yankton); 8-5666 (Sioux City)
Transmitter Location: Between Yankton & Sioux City
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7:40 a.m. to 12 midnight
Newspaper Affiliation: Des Moines Register & Tribune
News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel
President: Gardner Cowles, Jr.
Vice-President: Luther L. Hill
Station Commercial Manager: Phil Hoffman
Merchandising Manager: Harold Storin
Program Director: Arthur J. Smith
Production Manager: Herb Howard
Publicity Director: Wynn Hubler
Sioux City Representatives: Arden Swisher, C. E. LaGrave
Musical Director: Rex Hays
Chief Engineer: Clifton M. Todd

BUY
DEFENSE
BONDS
W O P I
BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1490 Kc., Power: 250 Watts
Owned-Operated By Radiophone Broadcasting Station WOPI, Inc.
Address ................................ 410 State St.
Phone Number .......................... WOPI
Transmitter Location .............. Old Abingdon Road, Bristol, Va.
Time on the Air ....................... 6 a.m. to midnight
Newspaper Affiliation ................. Bristol Herald Courier
News Service .......................... UP
Transcription Service ................ NBC Thesaurus
Representative ........................ Burn-Smith Company

Personnel
President and General Manager...... W. A. Wilson
Commercial Manager .................. R. L. Russell
Program-Musical Director and Chief Announcer ................. Fey Rogers
Publicity-Continuity Director ... Mike Cady
Traffic Manager ..................... Mary Abell
Chief Engineer ........................ Robert Smith

W A P O
CHATTANOOGA—EST. 1936
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc., Power: 5000 d., 1000 n.
Owned-Operated By ................. W. A. Patterson
Address ................................ Read House
Phone Number ........................ 6-6141
Transmitter Location .............. Pineville, Tenn.
Time on the Air ....................... 6 a.m. to 12 midnight
News Service ............................ INS
Transcription Service ................ NBC Thesaurus
Representative .................. Headley-Reed Company

Personnel
Owner ................................ W. A. Patterson
General Manager ................... R. G. Patterson
Sales Manager ........................ Nelson Krebbs
Program-Publicity Director .... Helen Patterson
Chief Announcer ................... Bob Bosworth
Artists' Bureau Head ............... Jack Daub
Bookkeeper ......................... Genevieve Crandford
Musical Director ................... Jimmy Johnston
Chief Engineer .................... B. B. Barnes

W D O D
CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc., Power: 5000 Watts
Owned-Operated By .......... WDOD Broadcasting Corporation
Address ...................... Hamilton National Bank Building
Phone Number ..................... 6-5117
Transmitter Location .......... Baylor School
Time on the Air ....................... 5:30 a.m. to 12 midnight
News Service ............................ UP
Transcription Service: Langworth, Associated Music Publishers
Representative ................. Paul H. Raymer Co.

Personnel
President-Station Manager ........ Norman A. Thomas
Commercial Manager .......... Carter M. Parham
Sales Promotion Manager .... Clifford Bowers
Program Manager ................ D. W. McCurdy
Production Manager ............ Eugene Wilkey
Chief Announcer ................ John Grey
Musical Director ................. Bobby Meeks
Chief Engineer ................... J. C. Vessels

W J Z M
CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc., Power: 250 Watts
Owned-Operated By .......... W. D. Hudson and Violet Hutton Hudson
Address: Masonic Bldg., Commerce and Third Street
Phone Number ..................... 499
Transmitter Location ............... Martin Street
Time on the Air .................. 6 a.m. to 11 p.m.
News Service ...................... AP
Transcription Service .......... Standard Radio

Personnel
Owner-Station Manager ............... W. D. Hudson
Assistant Manager ............... Les Carmichael
Commercial-Sales Promotion
Manager ...................... Tom White
Program-Publicity Director ...... Bill Bowers
Bookkeeper .................... Mrs. Robert Thompson
Chief Engineer ................. Bob Thompson

**WHUB**
**COOKEVILLE—EST. 1941**
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By ............... WHUB, Inc.
Address .................. East Spring Street
Phone Number .............. Southern Continental 200
Transmitter Location ........ 907 Hickory Street
Time on the Air: 6 a.m. to 10 p.m.; Saturdays, 8 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .................. UP
Transcription Service .......... Standard Radio
Representative ............... Associated Radio Sales

**WTJS**
**JACKSON—EST. 1931**
MUTUAL BROADCASTING SYSTEM
Frequency: 1390 Kc. .......... Power: 1000 Watts
Owned-Operated By ............... The Jackson Sun Publishing Company
Address .................. Jackson
Phone Number .................. 3340
Transmitter Location ........ Route No. 3
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation ...... The Jackson Sun
News Service .................. AP; UP
Transcription Service .......... World Broadcasting System
Representative ............... The Branham Company

**WKPT**
**KINGSPORT—EST. 1940**
NATIONAL BROADCASTING CO.
—BLUE RIDGE NETWORK
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By ............... Kingsport Broadcasting Co.
Address .................. Radio Center
Phone Number .................. WKPT
Transmitter Location ........ East Kingsport
Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service .................. UP
Transcription Service .......... World Broadcasting System; Lang-Worth
Representative ............... Burn-Smith Co.

**WBIR**
**KNOXVILLE—EST. 1941**
MUTUAL BROADCASTING SYSTEM
VOLUNTEER STATE NETWORK
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Operated By ............... J. W. Birdwell
Address: Chamber of Commerce Bldg., 618 South Gay Street
Phone Number .................. 4-3321
Transmitter Location ........ Wilder Place
Time on the Air: 18 hours daily
News Service .................. UP
Transcription Service .......... Associated Music Publishers
Representative ............... Burn-Smith Co.
TENNESSEE

Personnel
Owner-Manager................. J. W. Birdwell
Business Manager............. John Cox Birdwell
Commercial & Sales Promotion Manager............. John P. Hart
Program-Publicity Director Charles Devois
Chief Announcer.............. Joe Wheeler
Chief Engineer.............. Edward W. McGinley

WNOX
KNOXVILLE—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 990 Kc. Power: 5000 d.; 500 n. (C. P. 10000 d. & n.)
Owned-Operated By ........... Scripps-Howard Radio, Inc.
Address ......................... 110-112 South Gay Street
Phone Number .................. 3-3171
Transmitter Location ........ Anderson Road near Knoxville
Time on the Air: 5 a.m. to 12 midnight; Sundays, 5:30 a.m. to 12 midnight; Saturdays, 5 a.m. to 1 a.m.
Newspaper Affiliation Knoxville News-Sentinel
News Service ................... UP
Transcription Service ............ Standard Radio
Representative ................. The Branham Company

WROL
KNOXVILLE—EST. 1927
BLUE NETWORK
NATIONAL BROADCASTING CO.
Owned-Operated By............ Stuart Broadcasting Co.
Business Address ............... 531 S. Gay St.
Phone Number .................. 2-7111
Studio Address .................. Hamilton Bank Bldg.
Transmitter Location .......... Holston Hills
Time on the Air: 5 a.m. to 12 midnight
News Service .................. AP
Transcription Service ......... NBC Thesaurus
Representative .................. John Blair & Co.

WHBQ
MEMPHIS—EST. 1925
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ............ Broadcasting Station WHBQ, Inc.
Address ......................... Hotel Claridge
Phone Number .................. 8-5868
Transmitter Location .......... 46 Neely St.
Time on the Air: 7 a.m. to 11 p.m.
News Service ................... INS
Transcription Service .......... Standard Radio
Representative ................. Lang-Worth

WMC
MEMPHIS—EST. 1923
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By............. Memphis Publishing Co.
Address ......................... Goodwyn Institute
Phone Number .................. 8-7464
Transmitter Location .......... Five Points, Tenn.
Time on the Air: 5:30 a.m. to 12 midnight; Saturdays, 5:30 a.m. to 1 a.m.
Newspaper Affiliation ........... Memphis Commercial Appeal
News Service ................... UP
Transcription Service .......... NBC Thesaurus
Representative ................. The Branham Co.

WMPS
MEMPHIS—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By............. Memphis Broadcasting Company

Program-Publicity Director........... John Reese
Musical Director................. Harry Reese
Chief Engineer................. Owen McReynolds

President ...................... Thos. Thompson
General Manager ............... E. A. Albury
Program Director .............. J. M. Kloer
Musical Director .............. E. H. McMurry, Jr.
Chief Engineer ................ Weldon Roy

General Manager............. H. W. Slavick
Commercial Manager............ J. C. Eggleson
Local Sales Manager.......... William H. Fielding
Program Manager .............. John Cleghorn
Publicity Director .......... Fred Carder
Musical Director .............. Leonard McEwen
Chief Engineer ................. C. E. Baker
RADIO has become of age. Its miracle, now 21 years old, has advanced through all the stages of every important and beneficial service, and has become commonplace ... its mystery taken for granted.

That is as it should be. For radio is too important ... too great to be held in awe. Let the philosopher wonder at its cause, but let the people enjoy its effects. Radio is for the people.

Jew, Gentile, Catholic and Protestant are all served ... and served well by radio. For American radio is as democratic as the people it serves.

Information, entertainment, education and innumerable services that Midas could not buy with all his gold are to be had with the push of a button ... the flick of a dial. The financier is served no better ... no quicker than the farm-

The American public ... comfortable and relaxed in the living room or speeding over the highway ... hears history as it is being made and is better informed on both sides than ever before. Radio has not only reported the events, but for the first time has brought about mass participation in the determination of a foreign policy.

Radio service is as limitless as the ether waves. In peace it provides culture, information and amusement. In catastrophe it has alleviated suffering and raised funds for the needy. Today it is bolstering morale and building bridges of understanding between the Americas. But regardless of its task ... always it serves.

That's why Radio is the Fifth Estate

WSM is proud to be a part of the American system of Broadcasting ... the Great Fifth Estate.

HARRY L. STONE, Gen'l. Mgr.

WSM NASHVILLE, TENN.
Address ..................................Columbian Tower, 62 North
Main Street
Phone Number ................................5-2721
Transmitter Location ......................1690 South Lauderdale
Time on the Air .........................6:30 a.m. to 12 midnight
Newspaper Affiliation .......................Memphis Press-Scimitar
News Service ................................UP
Transcription Service ..................Standard Radio Representative Spot Sales, Inc.

**Personnel**

President ..................................................Jack R. Howard
Vice President-General .........................J. C. Hanrahan
Commercial Manager .............................Harold R. Krelstein
Sales Promotion Manager ..................Tom Ragland, Jr.
Publicity Director ..................................Mary Jo Tate
Musical Director ...................................Jack Morgan
Chief Engineer .....................................G. Deaderick

**WREC**

MEMPHIS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By .................Hoyt B. Wooten
d b as WREC Broadcasting Service
Address ............................................Hotel Peabody
Transmitter Location .................Memphis
Time on the Air .........................6 a.m. to 12 midnight
News Service ................................UP
Transcription Service .............World Broadcasting
System: Lang-Worth
Representative ..............................The Katz Agency

**WLAC**

NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1510 Kc. Power: 5000 Watts
(C.P. 50000 Watts)
Owned By .....................................J. T. Ward
Operated By .....................................WLAC Broadcasting Service
Address ....................................Third National Bank Bldg.
Phone Number ................................6-0161
Transmitter Location ................U. S. Highway 81-W
Time on the Air .......................18 hours daily
News Service ................................UP
Transcription Service ..........World Broadcasting System; Lang-Worth
Representative ..........................Paul H. Raymer Co.

**WSM**

NASHVILLE—EST. 1925
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 650 Kc. Power: 5000 Watts
Owned-Operated By .........................The National Life and Accident Insurance Co.
Business Address ................................National Building
Phone Number ................................6-7181
Studio Address ..............................Seventh Avenue and Union Street
Transmitter Location: Calendar Road, William-
son County, Tenn. (R.F.D. Franklin)
Time on the Air .....................18 hours daily; Sundays, 16 hours
News Service ..................................AP; INS
Transcription Service .............Associated Music Publishers
Representative ..............................Edward Petry & Co., Inc.

**WSIX**

NASHVILLE—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts (C. P. 980 Kc.; 5000 Watts)
Owned-Operated By ......................WSIX, Inc.
Address ..............................................Nashville Trust Building
Phone Number ................................5-5431
Transmitter Location .................301 Boscobel Street
Time on the Air ..........................Unlimited license
News Service ................................Transradio
Transcription Service .............Associated Music Publishers; Standard Radio; C. P. Mac-Gregor; Lang-Worth
Representative ..........................Headley-Reed Co.

**Personnel**

President-Station Manager ............Jack M. Draughon
Commercial Manager ........................Eugene S. Tanner
Director-Artists’ Bureau ......................Jack Hoyle, Jr.
Publicity Director ...........................R. L. Chaudoin
Chief Announcer ...............................Joe H. Culloway, Jr.
Chief Engineer ..................................B. E. Porter

Owner ..................................................J. T. Ward
Station and Sales Manager ............F. C. Bowell
Merchandising Manager .................R. N. Maddux
Musical Director ............................Charles Nagy
Chief Engineer .................................F. D. Binns

Owner ..................................................Edward Petry & Co., Inc.
Station and Sales Manager ............F. C. Bowell
Merchandising Manager .................R. N. Maddux
Musical Director ............................Charles Nagy
Chief Engineer .................................F. D. Binns

Executive Vice-President ................Edwin W. Craig
Station Manager ..............................Harry L. Stone
Local Sales Manager .......................W. S. Dustin
Program Director ............................Jack Stapp
Artists’ Bureau Head .........................Ford Rush
Promotion Manager ..........................A. E. Gibson
Audience Relations Manager .........George D. Hay
Chief Announcer ..................................Otis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Chief Engineer ..................................J. H. DeWitt, Jr.
K T B C
AUSTIN—EST. 1939
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By... State Capital Broadcasting Association
Address .......................... 119-A West 8th St.
Phone Number ...................... 8-4661
Transmitter Location ............ Dallas Highway
Time on the Air ................. 6 a.m. to local sunset
News Service ....................... INS
Transcription Service ............ NBC Thesaurus
Representative .................... The Walker Co.

Personnel
President .................... R. B. Anderson
Station Manager ............ Aubrey H. Escoe
Commercial Manager ......... Charles Rider
Program Director ............. Fred Caldwell
Chief Engineer .................. Harry Slife

K F D M
BEAUMONT—EST. 1924
BLUE NETWORK
Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By... Beaumont Broadcasting Corp.
Business Address .......... P. O. Box 2950
Phone Number ................. 3883
Studio Address ........ Edson Hotel, cor. Liberty & Pearl Streets
Transmitter Location ........ Cor. Doucette & Grove Streets
Time on the Air ............. 6 a.m. to 12 midnight
News Service ..................... UP
Transcription Service ......... NBC Thesaurus
Representative .................... Howard H. Wilson Co.

Personnel
President .................. C. W. Snider
Secretary-Treasurer .......... D. A. Kahn
General Manager .......... C. B. Locke
Commercial-Sales Promotion Manager ......... Ernest S. Lovan
Program Director ............. Len Finger
Chief Announcer ............. Sim Clark
Musical Director ............. George W. Caldwell
Chief Engineer ............... Lawrence Sanders

K R I C
BEAUMONT—EST. 1938
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... KRIC, Inc.
Address .......................... 130 Wall Street
Phone Number ...................... 4200
Transmitter Location ........... 130 Wall Street
Time on the Air ............... 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
Newspaper Affiliation .......... Beaumont Enterprise
News Service ...................... INS
Transcription Service ......... World Broadcasting
Representative ................... The Brannham Company

Personnel
President .................... Mrs. J. L. Mapes
Station Manager ........ Jack Neil
Sales Manager ................ G. L. Kirk
Program Director .......... Robert M. Levy
Continuity Editor ............ Joe Trum
Chief Announcer .............. Ed Henry

K B S T
BIG SPRING—EST. 1936
MBS—TEXAS STATE NETWORK
Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By... Big Spring Herald Broadcasting Company
Address ........................... 702 Johnson Street
Phone Number ..................... 1500
Transmitter Location .......... 1 1/2 miles northeast of town
Time on the Air ............... 7 a.m. to 10 p.m.
Newspaper Affiliation .......... Big Spring Herald
News Service ...................... AP
Representative .................... Texas State Network

Personnel
President .................... Howard Barrett
Managing Director .......... Jack Wallace
Commercial Manager ......... Charles T. White
Program Director ............ Leonard Lyon
Chief Announcer ............. Howard Kemper
Bookkeeper ..................... Ruby Whipkey
Chief Engineer ............... Andrew M. Jones

K N E L
BRADY—EST. 1935
Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By... G. L. Burns
Business Address .......... Brady, Texas
Phone Number ................. 77
Studio Address ............... 106 North Blackburn
Transmitter Location ........ 1 mile East business part Brady, Texas
Time on the Air .............. 13 hours daily
Transcription Service ......... Keystone Broadcasting System
Representative ................... Cox & Tanz

Personnel
General Manager .......... G. L. Burns
Commercial-Sales Promotion Manager ......... Clinton Newlin
Program Director-Chief ..... J. S. Sloane
Announcer ....................... J. S. Sloane
Chief Engineer ............... J. Royland Gorder

K E E W
BROWNSVILLE—EST. 1927
Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By... Eagle Broadcasting Co.
Business Address .......... Box 439
Phone Number ................. 1044
Studio Address .............. San Benito Road
Transmitter Location: San Benito Road
Time on the Air: 7 a.m. to 11 p.m.
Transcription Service: Keystone Broadcasting System; Standard Radio
Representative: Cox & Tanz

**Personnel**

General Manager: E. E. "Jack" Wilson
Station Manager: Cliff Tatom
Commercial Manager: E. G. Feil
Program Director: Irene Wilson
Chief Announcer: Clovis Weller
Musical Director: Celia Feil
Chief Engineer: George Martin

**KBWD**

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 500 Watts
Owned-Operated By: Brown County Broadcasting Co.
Address: 800 Hawkins Street
Phone Number: 2401
Transmitter Location: Williams Ranch Road, 1 1/2 miles N. Brownwood
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

**WTAW**

COLLEGE STATION—EST. 1921

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Agricultural and Mechanical College of Texas
Address: College Station
Phone Number: 4-6724
Transmitter Location: College Station
Time on the Air: 5 1/2 hours weekly

**KEYS**

CORPUS CHRISTI—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
Owned By: Earl C. Dunn and Charles Rossi
Operated By: Nueces Broadcasting Co.
Address: Medical Professional Building

Transmitter Location: Near Corpus Christi
Time on the Air: Unlimited license
Transcription Service: Standard Radio

**KRIS**

CORPUS CHRISTI—EST. 1937

BLUE NETWORK NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Gulf Coast Broadcasting Company
Address: Hotel Driscoll
Phone Number: 6354
Transmitter Location: Corpus Christi
Time on the Air: 17 1/2 hours daily
Newspaper Affiliation: Corpus Christi Caller-Times
News Service: INS
Representative: The Branham Company

**KAND**

CORSICANA—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Navarro Broadcasting Association
Address: State National Bank Bldg.
Phone Number: 30
Transmitter Location: 1/2 mile north of Corsicana
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard Radio
Representative: Associated Radio Sales

**KRLD**

DALLAS—EST. 1926

COLUMBIA DALLAS BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
Owned-Operated By: Times Printing Co.
Address: Hotel Adolphus
Phone Number .................. Central 6811
Transmitter Location ......... Garland, Texas
Time on the Air ............ 5 a.m. to 12 midnight
Newspaper Affiliation ....... Dallas Daily Times
Herald
News Service ................... INS
Transcription Service ...... Standard Radio
Representative ............. The Branham Co.

Personnel
President ..................... Tom C. Gooch
Station & Com. Mgr. .......... C. W. Rembert
Program Director ........... Ruth Clem
Production Manager .......... Roy George
Publicity Director .......... Douglas Hawley
Traffic Manager ............. A. H. Plumlee
Musical Director .......... Hyman Charninsky
Chief Engineer .............. R. M. Flynn

KS'KY
DALLAS—EST. 1941
Frequency: 660 Kc. .......... Power: 1000 Watts
Owned-Operated By .......... Chilton Radio
Corporation
Address ......................... 11th Floor, Hotel Stoneleigh
Phone Number ................. C-6193
Transmitter Location ......... Bruton Road (7 miles
out of Dallas)
Time on the Air ............. 5:16 a.m. to local sunset
News Service ................... AP
Transcription Service ...... Associated Music
Publishers

Personnel
President-Station Manager .......... A. L. Chilton
Commercial Manager ............ R. G. Terrill
Program Director ............. D. P. Gribben
Production Manager .......... Cleo B. Clark
Chief Announcer .............. Richard F. Parker
Chief Engineer ............... Morris M. Ming

WFAA
DALLAS—EST. 1922
NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK
Frequency: 820 Kc. .......... Power: 50000 Watts
Owned-Operated By .......... A. H. Belo Corp.,
publisher of The Dallas Morning News
Address ......................... Santa Fe Bldg.
Phone Numbers ................. 7-9631; LD 794
Transmitter Location ......... Near Grapevine, Texas
Time on the Air: WFAA-WBAP operated con-
tinuously 5:15 a.m. to 12 midnight; Sunday,
7:30 a.m. to 12 midnight
Newspaper Affiliation ..Dallas Morning News
News Service ................... UP
Transcription Service ...... NBC Thesaurus;
Lang-Worth
Representative ............... Edward Petry & Co.

Personnel
President ....................... E. M. Dealey
Managing Director .......... Martin Campbell
Station Manager ............. Alex C. Keese
Sales and Promotion Manager. . . Irvin Gross
Program Director-Artists' Bureau Head.
Ralph Nimmons
Publicity Director .......... Bert Heflin
Musical Director .......... Karl Lamberts
Chief Announcer .......... Hal Thompson
Chief Engineer .............. Raymond Collins
(See Page 570)
WRR
DALLAS—EST. 1920
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By . . . . City of Dallas
Address . . . . . WRR Bldg., State Fair Grounds
Phone Number . . . . . . . Tenison 3-6101
Transmitter Location . . . White Rock Lake
Time on the Air: 6 a.m. to 12:30 a.m.; Sundays, 6:30 a.m. to 12:30 a.m.
News Service . . . . . Transradio
Representative . . . . . Weed & Co.

Personnel
Managing Director . . . . Charles B. Jordan
Commercial Manager . . . Dale Drake
Program Director-Artists' Bureau
Head . . . . Pete Teddlie
Traffic Manager . . . . Wiley D. Smith
Chief Announcer . . . . Buddy Harris
Librarian . . . . Frances Faires
Chief Engineer . . . . . D. J. Tucker

The TWO for ONE Combination in Texas

WRR
5000 WATTS FULL TIME
ON 1310 KC.

KFJZ
5000 WATTS FULL TIME
ON 1270 KC.

These two modern high-powered stations can now be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
TEXAS

Personnel
Owner ........................................... C. C. Baxter
Program Director .......................... J. Wyche
Chief Announcer ...................... W. R. Long
Chief Engineer ....................... D. Reed

KROD
EL PASO—EST. 1940
COLUMBIA BROADCASTING SYSTEM
Frequency: 600 Kc.  Power: 1000 d.; 500 n.
Owned-Operated By ........ Dorrance D. Roderick
Address ....................... 2201 Wyoming St.
Phone Number ......................... Main 2020
Transmitter Location ......... Hammel Boulevard
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 
7 a.m. to 11 p.m.
Newspaper Affiliation ............. El Paso Times
News Service ............................... INS
Transcription Service ............. Associated Music Publishers
Representative ................ Howard H. Wilson Co.

Personnel
Owner ............................... Dorrance D. Roderick
Station Manager .............. Val Lawrence
Assistant Station Manager . Merle H. Tucker
Commercial Manager ............ Larry A. Harris
Program Director .............. Ted Gates
Publicity Director ............... William Jolesch
Chief Announcer ............... Morisson Qualtrough
Traffic Manager ................. Gordon Baldwin
Bookkeeper ..................... Lettye C. Fairley
Musical Director ............... H. Arthur Brown
Chief Engineer ................... Edward P. Talbott

KTS M
EL PASO—EST. 1929
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1380 Kc.  Power: 1000 d.; 500 n.
Owned-Operated By ...... Tri-State Broadcasting Co.
Address .................... Paso Del Norte Hotel
Phone Number ...................... Main 3122
Transmitter Location .. First Ave., S. of Highway No. 80, Ascarate Addition
Time on the Air ............... 6 a.m. to 11:30 p.m.
News Service ......................... UP
Transcription Service ......... NBC Thesaurus:
Lang-Worth: C. P. MacGregor
Representative .................. George P. Hollingbery Co.

Personnel
Vice President-General ........ Karl O. Wyler
Manager .......................... Karl O. Wyler
Commercial Manager ........ Willard L. Kline
Sales Promotion Manager .... Eric Munro
Program Director ............. Roy T. Chapman
Production Manager ........ Conrey Bryson
Publicity Director ............. Charles Amador
Chief Engineer .................... E. L. Gemoets

K F J Z
FORT WORTH—EST. 1922
MBS—TEXAS STATE NETWORK
Frequency: 1270 Kc.  Power: 5000 Watts
Owned-Operated By ...... Tarrant Broadcasting Company
Address .......................... 1201 West Lancaster
Phone Number ................. 3-3474
Transmitter Location ...... Birdville, Texas
Time on the Air ............. 24 hours daily
News Service ................. UP
Transcription Service ...... Standard Radio Representative

Personnel
President .................. Elliott Roosevelt
Station Manager ............. Gene L. Cagle
Commercial Manager .......... Hardy C. Harvey
Sales Promotion Manager .... L. Roy Duffy
Program Director ............ Russ Lamb
Publicity Director .............. Forest Clough
Chief Announcer .............. George Irwin
Artists’ Bureau Head .......... F. Griffith
Musical Director ............... Frances Kay
Chief Engineer ................ Ed L. Starnes

260
ISSUES
A YEAR
ON THE
DESKS OF
ALL RADIO
EXECUTIVES
RADIO DAILY
Yes, everything to assure outstanding results...modern facilities, best of talent, effective coverage, clear signal, and a responsive audience. For national and regional advertisers, WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station, present the best choice in radio in the Southwest. When you're thinking of Texas and Oklahoma—a rich, high income market—investigate this powerful combination.
<table>
<thead>
<tr>
<th><strong>KGKO</strong></th>
<th><strong>FORT WORTH—EST. 1928</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue Network</strong></td>
<td><strong>Lone Star Chain</strong></td>
</tr>
<tr>
<td>Frequency: 570 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Carter Publications, Inc.</td>
</tr>
<tr>
<td><strong>Addresses</strong></td>
<td>Medical Arts Bldg., Ft. Worth</td>
</tr>
<tr>
<td></td>
<td>Santa Fe Bldg., Dallas</td>
</tr>
<tr>
<td><strong>Phone Numbers</strong></td>
<td>3-1234 (Fort Worth); Riverside 9631 (Dallas)</td>
</tr>
<tr>
<td><strong>Transmitter Location</strong></td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td><strong>Time on the Air</strong></td>
<td>6 a.m. to 12 midnight; Sundays, 8 a.m. to midnight</td>
</tr>
<tr>
<td><strong>Newspaper Affiliations</strong></td>
<td>Fort Worth Star-Telegram; The Dallas Morning News</td>
</tr>
<tr>
<td><strong>Transmission Service</strong></td>
<td>WBS; NBC Thesaurus; Lang-Worth</td>
</tr>
<tr>
<td><strong>Representative</strong></td>
<td>Free &amp; Peters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Amon G. Carter</td>
</tr>
<tr>
<td>General Manager</td>
<td>Harold V. Hough</td>
</tr>
<tr>
<td>Managing Director</td>
<td>Martin Campbell</td>
</tr>
<tr>
<td>Station Manager</td>
<td>George Cranston</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Roy Bacus</td>
</tr>
<tr>
<td>Sales Promotion Manager</td>
<td>Elbert Haling</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>Frank Mills</td>
</tr>
<tr>
<td>Program Director</td>
<td>Ed Lalley</td>
</tr>
<tr>
<td>Production Manager</td>
<td>A. M. Woodford</td>
</tr>
<tr>
<td>Continuity Chief</td>
<td>Howard Carraway</td>
</tr>
<tr>
<td>Traffic Manager</td>
<td>Eileen Flake</td>
</tr>
<tr>
<td>Chief Newscaster</td>
<td>Ken McClure</td>
</tr>
<tr>
<td>Music Librarian</td>
<td>Al Bowman</td>
</tr>
<tr>
<td>Music Arranger</td>
<td>Maurice Steinberg</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Gene Baugh</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>R. C. Stinson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WBA P</strong></th>
<th><strong>FORT WORTH—EST. 1922</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NBC—Texas Quality Network</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 820 Kc.</td>
<td>Power: 50000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Carter Publications, Inc.</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>Medical Arts Bldg.</td>
</tr>
<tr>
<td><strong>Phone Number</strong></td>
<td>3-1234</td>
</tr>
<tr>
<td><strong>Transmitter Location</strong></td>
<td>Grapevine, Texas</td>
</tr>
<tr>
<td><strong>Time on the Air</strong></td>
<td>5:45 a.m. to 12 midnight; (shares time with WFAA, Dallas)</td>
</tr>
<tr>
<td><strong>Newspaper Affiliation</strong></td>
<td>Ft. Worth Star-Telegram</td>
</tr>
<tr>
<td><strong>News Service</strong></td>
<td>AP</td>
</tr>
<tr>
<td><strong>Transcription Service</strong></td>
<td>WBS</td>
</tr>
<tr>
<td><strong>Representative</strong></td>
<td>Edward Petry &amp; Co.</td>
</tr>
</tbody>
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<tr>
<th><strong>Personnel</strong></th>
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<tr>
<td>General Manager</td>
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<td>Station Manager</td>
<td>George Cranston</td>
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<td>Sales Promotion Manager</td>
<td>Elbert Haling</td>
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<tr>
<td>Program Director</td>
<td>Ed Lalley</td>
</tr>
<tr>
<td>Production Manager</td>
<td>A. M. Woodford</td>
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<tr>
<td>Continuity Chief</td>
<td>Howard Carraway</td>
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<td>Traffic Manager</td>
<td>Eileen Flake</td>
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<td>Maurice Steinberg</td>
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<tr>
<td>Musical Director</td>
<td>Gene Baugh</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>R. C. Stinson</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>KLUF</strong></th>
<th><strong>GALVESTON—EST. 1922</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>The KLUF Broadcasting Co.</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>P. O. Box 562</td>
</tr>
<tr>
<td><strong>Phone Number</strong></td>
<td>6676</td>
</tr>
<tr>
<td><strong>Studio Address</strong></td>
<td>6002 Broadway</td>
</tr>
<tr>
<td><strong>Transmission Location</strong></td>
<td>6002 Broadway</td>
</tr>
<tr>
<td><strong>Time on the Air</strong></td>
<td>Unlimited license</td>
</tr>
<tr>
<td><strong>News Service</strong></td>
<td>UP</td>
</tr>
<tr>
<td><strong>Transmission Service</strong></td>
<td>Standard Radio; Radio Transcription Co.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Geo. Roy Clough</td>
</tr>
<tr>
<td>Commercial and Sales Promotion Manager</td>
<td>C. V. Bracht</td>
</tr>
<tr>
<td>Program-Publicity Director</td>
<td>H. D. Clough</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>L. D. Clough</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KGBS</strong></th>
<th><strong>HARLINGEN—EST. 1941</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1240 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Harbenito Broadcasting Company, Inc.</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>P. O. Box 711</td>
</tr>
<tr>
<td><strong>Phone Number</strong></td>
<td>1400</td>
</tr>
<tr>
<td><strong>Studio Address</strong></td>
<td>Harbenito, equidistant between Harlingen and San Benito, Texas</td>
</tr>
<tr>
<td><strong>Transmission Location</strong></td>
<td>Highway 83, 2 1/4 miles south Harlingen</td>
</tr>
<tr>
<td><strong>Time on the Air</strong></td>
<td>6:45 a.m. to 10 p.m.</td>
</tr>
<tr>
<td><strong>News Service</strong></td>
<td>AP</td>
</tr>
<tr>
<td><strong>Transcription Service</strong></td>
<td>Associated Music Publishers</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th><strong>Personnel</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>McHenry Tichenor</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Ingham S. Roberts</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Troy McDaniels</td>
</tr>
<tr>
<td>Program Director-Chief Announcer</td>
<td>Thomas J. Swafford</td>
</tr>
<tr>
<td>News Editor-Publicity Director</td>
<td>Jack Rutledge</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>David Holt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KPIC</strong></th>
<th><strong>HOUSTON—EST. 1925</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NBC—Texas Quality Network</strong></td>
<td></td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>Houston Printing Co.</td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td>Lamar Hotel</td>
</tr>
<tr>
<td><strong>Phone Number</strong></td>
<td>Fairfax 7101</td>
</tr>
<tr>
<td><strong>Transmission Location</strong></td>
<td>Deepwater, Texas</td>
</tr>
</tbody>
</table>
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Houston Post
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Edward Petry & Co.

**Personnel**

President: W. P. Hobby
Station Manager: Kern Tips
Program Director: Jack McGrew
Publicity Director: Pat Flaherty
Musical Director: K. Burt Sloan
Chief Engineer: H. T. Wheeler

**KTRH**

HOUSTON—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Frequency: 1320 Kc. Power: 5000 d.; 1000 n.; (C. P. 740 Kc.; 5000 Watts)
Owned-Operated By: KTRH Broadcasting Co.
Address: Rice Hotel
Phone Number: Preston 4361
Transmitter Location: Deepwater (C. P. near Cedar Bayou)
Time on the Air: Unlimited license
Newspaper Affiliation: Houston Chronicle
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

**KXYZ**

HOUSTON—EST. 1930
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
Frequency: 1470 Kc. Power: 1000 Watts
(C. P. 1520 Kc.; 5000 Watts)
Owned-Operated By: Harris County Broadcast Co.
Address: Gulf Building
Phone Number: Capitol 6151
Transmitter Location: Houston
Time on the Air: 168 hours weekly
News Service: INS
Transcription Service: Lang-Worth
Representative: The Branham Co.

**KSAM**

HUNTSVILLE—EST. 1938
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: W. J. Harpole & J. C. Rothwell
Address: 1031 12th Street
Phone Number: 666
Transmitter Location: Walker County Fair Grounds
Time on the Air: 7 a.m. to 6 p.m.
Transcription Service: Keystone Broadcasting System

**KOCA**

KILGORE—EST. 1936
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Oil Capitol Broadcasting Assn.
Address: 102 1/2 East North St.
Phone Number: 616
Transmitter Location: Kilgore
Time on the Air: Unlimited license
Newspaper Affiliation: Kilgore Daily News

**KPAB**

LAREDO—EST. 1938
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Mervel M. Valentine
Business Address: P. O. Box 1120
Phone Number: 1490
Studio Address: 300 Loring Ave.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
Representative: Forjoe & Co. (New York City: Cox & Tanz (Philadelphia))

**KFOR**

LONGVIEW—EST. 1934
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Voice of Longview
Business Address: P. O. Box 607
Phone Number: 411
Studio Address: 620 Glover-Crum Bldg.
Transmitter Location: 1918 Marshall-Longview Road
Time on the Air: 6:30 a.m. to 10:15 p.m.; Sundays, 7 a.m. to 9:15 p.m.
News Service: UP
Transcription Service: Lang-Worth; Keystone Broadcasting System
Representative: Howard H. Wilson Co.

**Personnel**

**General Manager:** W. J. Harpole
**Commercial Manager:** J. C. Rothwell
**Chief Announcer:** Louis Gibson
**Chief Engineer:** Robert Newton

**KOCA**

General Manager: W. J. Harpole
Commercial Manager: J. C. Rothwell
Chief Announcer: Louis Gibson
Chief Engineer: Robert Newton

**KPAB**

General Manager: Roy G. Terry

**Personnel**

General Manager: Mervel M. Valentine
Station Manager: Lew Valentine
Commercial Manager: George Geyer
Musical Director: Adelaide Bunn
Chief Engineer: Lloyd Davidson

**KFOR**

President-General Manager: James R. Curtis
Commercial Manager: Thomas R. Putnam
**K FYO**

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Plains Radio Broadcasting Co.

Address: 914 Avenue J

Phone Number: 5587

Transmitter Location: 2215 Fifth St.

Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.

Newspaper Affiliation: Lubbock Avalanche-Journal

News Service: UP

Transcription Service: World Broadcasting System; Lang-Worth

National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas

Representative: Howard H. Wilson Co.

**Personnel**

President: O. L. Taylor (Amarillo)

Station Manager: De Witt Landis

Program Director: R. B. McLellan

Publicity Director: Bruce Collier

Chief Announcer: Wesley Youngblood

Musical Director: Burnie Howell

Chief Engineer: W. H. Terry

**KRBA**

LUFKIN—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Redlands Broadcasting Association

Business Address: Box 755

Phone Number: 272

Studio Address: 108½ South First Street

Transmitter Location: Highway 35. (½ mile North of Lufkin)

Time on the Air: 6 a.m. to local sunset

News Service: Transradio

Transcription Service: Standard Radio

**Personnel**

President: Ben T. Wilson

Manager: Darrell E. Yates

Commercial Manager: Richman Lewin

Program Director: Jerry Keith

Chief Engineer: Ambrose Kramer

**KRLH**

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Clarence Scharbauer

Address: 117 S. Lorence Street

Phone Number: 1070

Transmitter Location: U. S. Highway 80. (1½ miles west of Midland)

Time on the Air: 6:30 a.m. to 11 p.m.

News Service: UP

Transcription Service: Lang-Worth

Representative: Cox & Tanz; Texas State Network

**KNET**

PALESTINE—EST. 1936

Frequency: 1450 Kc. Power: 100 Watts

Owned-Operated By: Palestine Broadcasting Corp.

Address: John & Crawford Sts.

Transmitter Location: Palestine

Time on the Air: Daytime license

Transcription Service: Standard Radio

Representative: Cox & Tanz

**Personnel**

President: Dr. Benner Frizzell

Station Manager: John Sullivan

**KPDN**

PAMPA—EST. 1936

Frequency: 1340 Kc. Power: 100 Watts

Owned-Operated By: R. C. Hoiles

Business Address: Box 1701

Phone Number: 1100

Studio Address: 212 North Ballard

Transmitter Location: East of city limits

Time on the Air: 7 a.m. to 1:30 p.m.; 4:30 a.m. to 10 p.m.

Newspaper Affiliation: Pampa News

News Service: AP

Transcription Service: World Broadcasting System; Keystone Broadcasting System

Representative: Forjoe & Co.

**Personnel**

President: R. C. Hoiles

General Manager: H. E. Kreiger

Commercial Manager: Don Mills

Program Director: Ray Monday

Production Manager: Bill Browne

Publicity Director: Elliott Bullard

Chief Announcer: Lester Aldrich

Musical Director: Artists’ Bureau Head: Ken Bennett

Chief Engineer: Herman Kreiger
**KPLT**
PARIS—EST. 1936
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: North Texas Broadcasting Company
Address: .......................... Gibraltar Hotel
Phone Number: .................. 1124-5
Transmitter Location: 1/4 miles south on Texas Highway No. 24
Time on the Air: .......... 6:30 a.m. to 11 p.m.
Newspaper Affiliation: Paris News
News Service: .................. AP
Transcription Service: .......... Standard Radio

**Personnel**
President: .................. A. G. Pat Mayse
Station Manager: .............. Lewis O. Seibert
Sales Promotion Manager: Nelson Mahoney
Program Director: ............ Mary Jo Mayse
Chief Engineer: ................. J. Martin Neil

**KIUN**
PECOS—EST. 1935
Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number: .................. 21
Transmitter Location: North of city
Time on the Air: .......... 7 a.m. to 10 p.m.
Newspaper Affiliation: Pecos Enterprise
News Service: .................. UP

**Personnel**
Co-Owner-General Manager: Jack Hawkins
Co-Owner-Publicity Director: Barney Hubbs
Commercial Manager: Cecil Sims
Program Director: .......... W. D. Martin, Jr.
Chief Engineer: ................. Carl Cook

**Kpac**
PORT ARTHUR—EST. 1934
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
Frequency: 1250 Kc. Power: 500 Watts
Owned-Operated By: Port Arthur College
Address: .......................... 1500 Proctor Street
Phone Number: .................. 7458
Studio Address: ................. 1515 Lakeshore Drive
Transmitter Location: 1515 Lakeshore Drive
Time on the Air: .......... 6 a.m. to 12 midnight
News Service: .................. INS
Transcription Service: .......... Standard Radio
Representative: ................. Burn-Smith Company

**Personnel**
President: .................. Carl Vaughan
Station Manager: .............. Glenn Hewitt
Sales Promotion Manager: Charles E. Bush, Jr.
Program Director-Traffic Manager: .... Marjorie Vickers
Artists' Bureau Head-Musical Director: Merrill Ash
Chief Engineer: ................. Glen Boatright

**KGKL**
SAN ANGELO—EST. 1928
MBS—TEXAS STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KGKL, Inc.
Address: St. Angelus Hotel
Phone Number: ................. 6715
Transmitter Location: 50 South Milton
Time on the Air: .......... 6:30 a.m. to 11 p.m.
Newspaper Affiliation: San Angelo Standard Times
News Service: .................. AP
Transcription Service: .......... Standard Radio

**Personnel**
President: .................. H. C. Ragsdale
Station Manager: .............. Lonnie Preston
Commercial Manager: Marlow Preston
Sales Promotion-Merchandising Manager: Steve Cowan
Program Director: .......... Dorothy Kindred
Production Manager: .......... G. H. Odum
Chief Engineer: ................. Frank M. Jones

**KABC**
SAN ANTONIO—EST. 1926
MBS—TEXAS STATE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Alamo Broadcasting Co.
Address: Milam Bldg.
Phone Number: ................. 3126
Transmitter Location: 811 East Myrtle
Time on the Air: .......... 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service: .................. UP
Representative: ................. William G. Rambeau Co.

**Personnel**
President: .................. R. Early Wilson
Station Manager: .............. Charles Balthrope
Merchandising Manager: Clyde Smith
Program Director: .......... Tommy Reynolds
Chief Engineer: ................. Kenneth Hyman

**KMAC**
SAN ANTONIO—EST. 1930
Frequency: 1240 Kc. Power: 250 Watts
Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company
Operated By: Walmac Company
Address: .......................... 2700 Smith Young Tower
Phone Number: ................. 6211
Transmitter Location: 319 Avenue A
Time on the Air: .......... 6 a.m. to 1 a.m.
News Service: .................. INS
Representative: ................. Burn-Smith Company

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**KONO**
SAN ANTONIO—EST. 1927
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Eugene J. Roth. d/b as Mission Broadcasting Company
Address: 317 Arden Grove
Phone Number: Fannin 5171
Transmitter Location: 317 Arden Grove
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: Edward Petry & Co., Inc.

**Personnel**
Manager: Howard W. Davis
Program Director: A. S. Bessan
Secretary-Treasurer: Ruth Burleson

**KRV**
SHERMAN—EST. 1936
MBS—TEXAS STATE NETWORK
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Red River Valley Broadcasting Corporation
Addresses: 421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers: 201 (Sherman); 423 (Denison)
Transmitter Location: Highway 75 (between Sherman and Denison)
Time on the Air: 5:30 a.m. to 12 midnight
News Service: UP

**Personnel**
President: G. H. Wilcox
Station Manager: L. L. Hendrick
Denison Studio & Sales Manager: B. V. Hammond, Jr.
Merchandising Manager: C. Wells, Jr.
Program-Musical Director: Louise Cobler
Denison Program Director: Fred Kincaid
Chief Announcer: Jessie Turner
Chief Engineer: T. E. Spellman

**KXOX**
SWEETWATER—EST. 1939
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sweetwater Radio, Inc.
Address: Highway No. 70
Phone Number: 2341
Transmitter Location: Highway No. 70
Time on the Air: 6:30 a.m. to 10 p.m.
News Service: Associated Radio Sales

**Personnel**
President: George Bennitt
Secretary-Treasurer & General Manager: Russell Bennitt
Commercial Manager: J. H. Hubbard
KTEM
TEMPLE—EST. 1936
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By .... Bell Broadcasting Co., Inc.
Address . . . . . . . . . . . . . . . . . Kyle Hotel
Phone Number . . . . . . . . . . . . . 4646
Transmitter Location ... 6/10 mile north of city
Time on the Air ......... Unlimited license
News Service ......... UP
Representative ... Texas State Network; Associated Radio Sales

Personnel
President . . . . . . . . . . . . . . . . . . . . . . . Ruth Mayborn
General Manager . . . . . . . . . . . . . . . . . . . . . . . Frank Mayborn
Station Manager ....... Burton Bishop
Commercial Manager .... Harold C. Johnson
Chief Engineer ......... Paul Shaw

KCMC
TEXARKANA—EST. 1932
MUTUAL BROADCASTING SYSTEM
ARKANSAS NETWORK
Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By .... KCMC, Inc.
Address . . . . . . . . . . . . . . . . . 317 Pine St.
Phone Number . . . . . . . . . . . . . 832
Transmitter Location .... 317 Pine St.
Time on the Air ......... 6:30 a.m. to 11 p.m.
Newspaper Affiliation .... Texarkana Gazette; Texarkana News

Personnel
President . . . . . . . . . . . . . . . . . . . . . . . C. E. Palmer
Station Manager ....... Frank O. Myers
Commercial Manager .... Thomas Dillahunty
Sales Promotion Manager . . . . Nelson Mahoney
Program Director ......... John Trigg
Chief Engineer ......... Harvey Robertson

KGKB
TYLER—EST. 1931
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By .... East Texas Broadcasting Company
Address . . . . . . . . . . . . . . . . . 115 South College Street
Phone Number . . . . . . . . . . . . . 1106
Transmitter Location .... Sandflat Road
Time on the Air ......... 6:55 a.m. to 10:15 p.m.
News Service ......... UP
Transcription Service .... Standard Radio

KVWC
VERNON—EST. 1939
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By .... Northwestern Broadcasting Co.
Address . . . . . . . . . . . . . . . . . 1813 Wilbarger Street
Phone Number . . . . . . . . . . . . . 1048
Transmitter Location .... One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air ......... 7 a.m. to 10:30 p.m.
News Service ......... AP
Transcription Service .... Standard Radio
Representative ......... Texas State Network

Personnel
President-General Manager .... R. H. Nichols
Commercial Manager ....... Herman Cecil
Program Director ......... Bro. Mingus
Musical Director ......... John Allen
Chief Engineer ......... Herman Ridgway

KVIC
VICTORIA—EST. 1939
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Operated By .... Radio Enterprises, Inc.
Address . . . . . . . . . . . . . . . . . Victoria
Phone Number . . . . . . . . . . . . . 1268
Transmitter Location .... Victoria
Time on the Air ......... Unlimited License
News Service ......... UP
Transcription Service: Standard Radio; C. P. MacGregor
Representative . . . . . . . . . . . . . The Walker Co.

Personnel
President-General Manager .... Morris Roberts
Program Director-Chief .... Jack Knott
Chief Engineer ......... O. A. Rasmussen, Jr.

WACO
WACO—EST. 1922
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By .... Frontier Broadcasting Co., Inc.
Address . . . . . . . . . . . . . . . . . Amicable Life Bldg.
Personnel
Station Manager............. R. E. Lee Glasgow
Program Director........... Bernard P. Helton
Chief Engineer............. L. H. Appleman

KRGV
WESLACO—EST. 1926
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
LONE STAR CHAIN
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By........... KRGV, Inc.
Address..................... 201 Border
Phone Number.............. 375-6
Transmitter Location........ 201 Border
Time on the Air............. 6 a.m. to 12 midnight
News Service................. UP
Transcription Service........ World Broadcasting System: Long-Worth
National Sales Office Address: 805-6 Tower
Petroleum Building, Dallas, Texas
Representative............. Howard H. Wilson Co.

Program Director........... Dick Watkins
Publicity Director........... Victor J. Morava
Chief Announcer............ Harold Shumate
Director of Women’s Programs........ Agnes Kethley
Continuity Manager........ Opal Bradburn
Latin American Department
Manager...................... Benjamin Cuellar
Chief Engineer............... Neal McNaughten

KWFT
WICHITA FALLS—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Owned-Operated By........... Wichita Broadcasting Company
Business Address............ Harvey Snyder Bldg.
Phone Number.............. 4182
Studio Address.............. Kemp Hotel
Transmitter Location...... 2½ miles northwest
Time on the Air............. 5:30 a.m. to 11 p.m.
News Service................. UP
Transcription Service....... Standard Radio
Representative............. Weed & Company

President..................... Joe B. Carrigan
Station and Commercial Manager.
Charles E. Clough
Program-Publicity Director.... Leslie Pierce
Traffic Manager............... Bea Montgomery
Musical Director............. Lucille Crouch
Chief Engineer............... John Adams

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KSUB
CEDAR CITY—EST. 1937
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By........... Southern Utah Broadcasting Co.
Address........................ Lunt Hotel
Phone Number................ 398
Transmitter Location........ 951 West 2nd South
Time on the Air............. 8 a.m. to 10 p.m.
News Service................ UP
Transcription Service........ C. F. MacGregor; Keystone Broadcasting System

President................. Leland M. Perry
Station-Commercial Manager... N. Pratt Smith
Chief Engineer............. Hurschell Urle

KVNU
LOGAN—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By........... Cache Valley Broadcasting Company
Business Address............ P. O. Box 264
Phone Number................ 1400
Studio Address............... 1393 North Main Street
Transmitter Location........ 1933 North Main St.
Time on the Air............. 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 6 p.m.
News Service................ UP
Transcription Service....... Standard Radio

President..................... H. F. Laub
General Manager............ Reed Bullen

577
K LO
OGDEN—EST. 1924
BLUE NETWORK—MBS
INTERMOUNTAIN NETWORK
Frequency: 1430 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . Interstate Broadcasting Corporation
Address . . . . Hotel Ben Lomond, 411 25th Street
Phone Number . . . . . 5721
Transmitter Location . . . Kanesville, Utah
Time on the Air: 17 hours daily; 15 hours Sundays
News Service . . . . . AP
Transcription Service . . . C. P. MacGregor
Representative . . . . . George P. Hollingbery Co.

K E U B
PRICE—EST. 1936
MBS-INTERMOUNTAIN NETWORK
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . Eastern Utah Broadcasting Co.
Business Address . . . . . Price
Phone Number . . . . . Price 200
Transmitter Location . . . 2.4 mi. NW. of Price, on U.S. Highway No. 50
Time on the Air: Unlimited license
Transcription Service . . . World Broadcasting System
Representative . . . . . George P. Hollingbery Co.

A. L. Glasmann
President
J. Talboe
Manager
S. G. Carter
Sales Manager
Wayne Kearl
Program Director
James Lawrence
Chief Announcer
Joseph Lee
Traffic Director
Donna Tolboe
Chief Engineer

K D Y L
SALT LAKE CITY—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . Intermountain Broadcasting Corporation
Address . . . . Tribune-Telegram Bldg.
Phone Number . . . . . 5-2991
Transmitter Location . . . 9th West & 33rd South
Time on the Air: 6 a.m. to 1 a.m.
News Service . . . . . INS; UP
Transcription Service  . . . World Broadcasting System; NBC Thesaurus
Representative  . . . . John Blair & Company

**Personnel**

President & General Manager  . . . S. S. Fox
Vice-President  . . . . Myron Fox
Secretary-Treasurer  . . . L. A. Loeb
Commercial Manager  . . . W. E. Wagstaff
Sales Promotion Manager  . . . David N. Simmons
Program Director  . . . . Emerson Smith
Production Manager  . . . George A. Provol
Artists' Bureau Head  . . . John M. Woolf
Continuity Editor  . . . . George D. Snell
Musical Director  . . . . By Woodbury
Chief Engineer  . . . . J. M. Baldwin

**KSL**

**SALT LAKE CITY—EST. 1921**
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1160 Kc  . . . Power: 50000 Watts
Owned-Operated By  . . . Radio Service Corporation of Utah
Address  . . . . 10 South Main Street
Phone Number  . . . (Dial) 5-4641
Transmitter Location  . . . Saltair, Utah
Time on the Air  . . . 6 a.m. to 1 a.m.
Newspaper Affiliation  . . . Salt Lake Tribune
News Service  . . . . INS; UP
Transcription Service  . . . Standard Radio: Lang-Worth; C. P. MacGregor
Representative  . . . . Edward Petry & Company

**Personnel**

President  . . . . J. Reuben Clark, Jr.
Executive Vice-President  . . . Earl J. Glade
Auditor  . . . . Dan H. Vincent
Station Manager  . . . . Ivor Sharp
Sales Manager  . . . . E. J. Broman
Commercial Manager  . . . Lennox Murdoch
Promotional Director  . . . H. Perry Driggs
Production Manager  . . . Glenn Shaw
Chief Announcer  . . . . Russell Stewart
Musical Director  . . . . Gene Halliday
Technical Director  . . . Eugene G. Pack
Chief Engineer  . . . . Willice E. Groves

**KUTA**

**SALT LAKE CITY—EST. 1938**
**BLUE NETWORK**

Frequency: 570 Kc  . . . Power: 5000 d.; 1000 n.
Owned-Operated By  . . . Utah Broadcasting Co.
Address  . . . . 29 South State Street
Phone Number  . . . 3-2737
Transmitter Location  . . . North Salt Lake
Time on the Air  . . . 6:30 a.m. (sign-on)
News Service  . . . . INS; UP
Transcription Service  . . . Standard Radio
Representative  . . . . Paul H. Raymer Co.

**Personnel**

President-General Manager  . . . Frank C. Carman
Commercial Manager  . . . . Jack Burnett
Sales Promotion-Production Manager  . . . Robert Hansen
Program Director  . . . . Arvid Johnson
Publicity Director  . . . . Allan Jensen
Musical Director  . . . . Jessie Seamons Taylor
Chief Engineer  . . . . Lyle Wahlquist

**VERMONT**

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**WCAX**

**BURLINGTON—EST. 1931**
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 620 Kc  . . . Power: 1000 Watts
Address  . . . . 203 College Street
Phone Number  . . . Burlington 4880
Transmitter Location  . . . Colchester, Vermont
Time on the Air  . . . 6:55 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation  . . . Burlington Daily News
News Service  . . . . AP
Transcription Service  . . . Associated Music Publishers
Representative  . . . . Weed & Company

**WSYB**

**RUTLAND—EST. 1930**
**MBS—YANKEE & COLONIAL NETWORKS**

Frequency: 1490 Kc  . . . Power: 250 Watts
(C. P. 1360 Kc.; 1000 Watts)
Owned-Operated By  . . . P. Weiss Music Co.
Address  . . . . 80 West Street
Phone Number  . . . 1247
Transmitter Location  . . . Creek Road
VERMONT—VIRGINIA

Time on the Air .................... Unlimited license
News Service ....................... Transradio
Transcription Service ............. Lang-Worth

Personnel
President .................................. P. Weiss
Station Manager .......................... J. H. Weiss

WWSR
ST. ALBANS—EST. 1941
Frequency: 1420 Kc. .................. Power: 1000 Watts
Owned by ............................... Vermont Radio Corp.
Operated by ............................ Lloyd E. Squier & William G. Ricker
Address .................................. 32 N. Main St.
Phone Number .......................... 1390
Transmitter Location .................. St. Albans
Time on the Air ....................... 7 a.m. to local sunset
News Service ........................... Transradio
Transcription Service ............... NBC Thesaurus
Representative ......................... Howard H. Wilson Co.

Personnel
President ............................... Lloyd E. Squier
Station Manager ....................... Thomas M. Colton
Commercial-Sales Promotion Manager .......................... William G. Ricker

WDEV
WATERBURY—EST. 1931
Frequency: 550 Kc. .................... Power: 1000 Watts
Owned-Operated By .................... Lloyd E. Squier & William G. Ricker
Address .................................. 8 Stowe St.
Phone Number .......................... 13-2
Transmitter Location .................. Blush Hill
Time on the Air ....................... Local sunrise to sunset
News Service ........................... UP
Transcription Service ............... NBC Thesaurus
Representative ......................... Howard H. Wilson Co.

Personnel
Station Manager ....................... Lloyd E. Squier
Commercial and Sales Promotion Manager, William D. Ricker
Publicity-Musical Director .......... Dick Loughrin
Chief Announcer ....................... Fred Weiting
Chief Engineer .......................... Paul Hurd

VIRGINIA
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WCHV
CHARLOTTESVILLE—EST. 1932
THE BLUE NETWORK
Frequency: 1450 Kc. .................. Power: 250 Watts
Owned-Operated By .................... Community Broadcasting Corp.
Address .................................. Fourth & East Market Sts.
Phone Number .......................... 2500
Transmitter Location .................. Richmond Road
Time on the Air ....................... 7 a.m. to midnight
News Service ........................... UP

Personnel
President-Station Manager, Charles Barham, Jr.
Sales Manager .......................... Walter Pegram
Sales Promotion Manager .......... Hanson Dustin
Program Director ..................... Ed Hase
Production Manager .................. Mary Wyne
Musical Director ....................... Willene Huddleston
Chief Engineer .......................... Walter W. Gray

WBTM
DANVILLE—EST. 1930
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)
Frequency: 1400 Kc. .................. Power: 250 Watts
Owned-Operated By .................... Piedmont Broadcasting Corporation
Address .................................. Hotel Danville Building
Phone Number .......................... 2350

WJMA
COVINGTON—EST. 1941
Frequency: 1340 Kc. .................. Power: 250 Watts

Program Director-Chief .......................... G. Malcolm Weaver
Announcer ............................... Robert R. Kitterman
Publicity Director ..................... Michael Calabrese
Chief Engineer ........................... Paul Hurd

Owned-Operated By .................... John and Marcia Arlington
Address .................................. 418½ Main Street
Phone Number .......................... 840
Transmitter Location .................. Covington
Time on the Air ....................... 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service ........................... UP
Transcription Service ............... NBC Thesaurus

Personnel
Station Manager ....................... Boyd Lawlor
Program Director-Chief .......... Dick Eyrich
Announcer ............................... Edith Ralston
Publicity-Continuity Director .... Edith Ralston
Chief Engineer .......................... Howard Shoenwetter

580
Transradio
Allied
Charles
Martinsville
Power: 6
...Tri-City
Eric
Frederick
Robert
William
2152
W.
875
R.
Harry
Katherine
3030
Williar.i
L.
Earl
Jack
Nan
Philip
Lynchburg
Personnel
Warren
William
James
1260
UP
R.
Power:
Treasurer
UP
Thomas
AP
Shenandoah
Richard
Power:
Bryn
Glenn
James
Johnny
News
Representative
Transcription
Time
Transmitter
Phone
Address
Owned-Operated
Frequency:
Station
President
VIRGINIA
Commercial-Sales Promotion
Manager
Robert B. Harrington
Program Director
Richard H. Johnson
Chief Announcer
Charles Ballou
Chief Engineer
Warren L. Braun

WLVA
LYNCHBURG—EST. 1930
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Lynchburg Broadcasting Corp.
Address
Allied Arts Bldg.
Phone Number
3030
Transmitter Location
Leeward Addition
Time on the Air
7 a.m. to 12:05 a.m.
News Service
Transradio
Transcription Service Lang-Worth; NBC
Thesaurus
Representative
Tri-City Stations

WFVA
FREDERICKSBURG—EST. 1939
Frequency 1290 Kc. Power: 250 Watts
Owned-Operated By Fredericksburg Broadcasting Corporation
Address Farmer's Creamery Building
Phone Number 1260
Transmitter Location Two miles south of Fredericksburg on King's Highway
Time on the Air 7:30 a.m. to local sunset
News Service UP
Transcription Service Keystone Broadcasting System
Representative Burn-Smith Company

WMVA
HARRISONBURG—EST. 1935
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Shenandoah Valley Broadcasting Corporation
Address Newman Building
Phone Number 875
Transmitter Location Five miles south of Harrisonburg on U. S. Route 11
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service World Broadcasting System
Representative Howard H. Wilson Co.

President
William C. Barnes
Secretary - Treasurer and General Manager
R. Hoy Whilow
Sales Promotion Manager
Charles Adams
Program Director
Bryn Mortensen
Publicity Director
Larry R. Schoenfield
Production Manager
Chief Announcer
Reginald Harden
Leakesville Studio Manager
Curtis Webster
Continuity Editor
Andrew Ferguson
Office Manager
Katherine Wrenn
Chief Engineer R. E. Liverence

581
**WGH**

NEWPORT NEWS—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Hampton Roads Broadcasting Corporation


Phone Number: 27031


Transmitter Location: End Jefferson Avenue, Newport News, Va.

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald

News Service: AP

Transcription Service: Standard Radio; Lang-Worth

Representative: Burn-Smith Company

**Personnel**

President: Raymond B. Bottom

V.P.-General Manager: Edward E. Bishop

Commercial Manager: Edward E. Edgar

Program Director: Gene D. Stratton

Production Manager-Chief Announcer: Joel F. Wahlberg

Chief Engineer: Raymond P. Aylor, Jr.

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**WPID**

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Petersburg Newspapers Corporation

Address: 121 N. Sycamore Street

Phone Number: 1053

Transmitter Location: Colonial Heights, Va.

Time on the Air: 7 a.m. to 11 p.m.; Sundays, 1:30 to 5:30 p.m.; 7 to 7:30 p.m.

Newspaper Affiliation: Petersburg Progress-Index

News Service: UP

Transcription Service: Standard Radio

Representative: Associated Radio Sales

**Personnel**

President: R. B. Huber

Station Manager: B. Walter Huffman

Commercial-Sales Promotion Manager: Hanson Dustin

Program Director: Edward Burwell

Production Manager: Frank Facenda

Publicity Director: Stewart Spencer

Chief Announcer: Edward Burch

Chief Engineer: Herb Powell

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**WBBL**

RICHMOND—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 100 Watts

Owned-Operated By: Grace Covenant Presbyterian Church

Address: 1627 Monument Avenue

Phone Number: 57941

Transmitter Location: 1627 Monument Avenue

Time on the Air: 10:30 a.m. to 1:30 p.m.; 5:30 p.m. to 7 p.m.; 7:30 p.m. to 9:30 p.m.; Sundays, 10:30 a.m. to 12:15 p.m.; 7:45 p.m. to 9 p.m.

**Personnel**

Station Manager: M. A. Sitton

Chief Engineer: J. A. Steere

(Non-Commercial Station)

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**WMBG**

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 500 Watts

Owned-Operated By: Havens & Martin, Inc.

Address: 3301 West Broad Street

Phone Number: 5-8611

Transmitter Location: Staples Mill Road

Time on the Air: 6:30 a.m. to 1 a.m.

News Service: INS

Transcription Service: NBC Thesaurus

Representative: John Blair & Company

**Personnel**

President & Station Manager: Wilbur M. Havens
National Sales and Promotion Manager.............R. E. Mitchell
Chief Announcer..........................Jack Hooper
Program Director......................Garnett Tate
Local Sales Manager..............Walter Bowry, Jr.
Production Manager..........J. F. Skulnoll
Publicity Director..............J. Yellen
Music Director..................Willfred H. Wood
Chief Engineer..................Walter S. Bowry,
Jr.

WRNL
RICHMOND—EST. 1927
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 910 Kc........Power: 5000 Watts
Owned-Operated By.........Richmond Radio
Corporation
Address..............323 E. Grace St.
Phone Number..............33436
Transmitter Location......Wilkinson Road
Time on the Air........5:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News Service..................UP
Transcription Service.....Associated Music
Publishers
Representative............Edward Petry & Co.

Personnel
President....................John Stewart Bryan
Vice-President..............Dr. D. S. Freeman
Secretary-Treasurer........Tennant Bryan
Station Manager............E. S. Whitlock
Program Director...........Richard Velz
Artists' Bureau Head........Harold Phillips
Educational Director........G. Mallory Freeman
Assistant Production Manager,
Louis L. Lauve, Jr.
Assistant Chief Engineer...Ernest Bowman
Chief Engineer..............Walter S. Bowry,
Jr.

WRVA
RICHMOND—EST. 1925
CBS
Frequency: 1140 Kc........Power: 50000 Watts
Owned-Operated By.......Larus & Brother Co.
Business Address........Hotel Richmond, 9th
and Grace St.
Phone Number.................3-6633
Studio Addresses: Hotel Richmond; 502 Duke
St., Norfolk
Transmitter Location......Edgeworth, Henrico
County, Va.
Time on the Air...........5:39 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service.................UP
Transcription Service......World Broadcasting
System; Lang-Worth; Davis & Schwegler
Representative.............Paul H. Raymer Co.

Personnel
President......................P. L. Reed
General Manager...............C. T. Lucy
Business Manager..........Barron Howard

Public Relations Director.......W. R. Bishop
Program Service Manager......Irvin Abeloff
Assistant Program Service Manager
Chief Announcer...............E. Ward Adams
Traffic Manager................Burt T. Repine
Chief Clerk......................M. C. Rodenberry
Studio Manager...............Joseph A. Mackey
Publicity Director............William L. Willis
Musical Director...............E. D. Naff
Chief Engineer...............D. C. Woods

5000 WATTS
DAY AND NIGHT
910 KC

WRNL
RICHMOND
VIRGINIA

STARTING THE NEW YEAR WITH GREATER POWER

583
### W S L S

**ROANOKE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**TRI-CITY STATIONS (WLVA-WBTM-WSLS)**

- Frequency: 1480 Kc., Power: 250 Watts
- Owned-Operated By: Roanoke Broadcasting Corp.
- Address: Shenandoah Life Building
- Phone Number: 9227
- Transmitter Location: Shenandoah Life Building

**Personnel**

- President: Paul C. Buford
- Station Manager: James H. Moore
- Commercial Manager: Frank E. Koehler
- Sales Representative: Horace Fitzpatrick
- Program Director: Fred C. Johnstone
- Production Manager: Edward D. Skotch
- Chief Announcer: Bob Menefee
- Musical Director: Bill Saunders
- Chief Engineer: Philip Briggs

### W L P M

**SUFFOLK—EST. 1940**

**THE BLUE NETWORK**

- Frequency: 1450 Kc., Power: 250 Watts
- Owned-Operated By: Suffolk Broadcasting Corp.
- Address: 105 Bank Street
- Phone Number: 1420
- Transmitter Location: Route No. 460
- Time on the Air: 16 hours daily
- News Service: UP
- Transcription Service: NBC Thesaurus
- Representative: Sears & Ayer

**Personnel**

- President-Station Manager: Fred L. Hart
- Publicity Director: Elizabeth Griggs
- Sales Promotion Manager: Margaretta Smith
- Program Director: Floyd V. Cozad
- Production Manager: Charles Kay
- Chief Announcer: Earl Hundley
- Chief Engineer: William Rupp

### W I N C

**WINCHESTER—EST. 1941**

**THE BLUE NETWORK**

- Frequency: 1400 Kc., Power: 250 Watts
- Owned-Operated By: Richard Field Lewis, Jr.
- Address: WINC Building
- Phone Number: 4855
- Transmitter Location: Winchester
- Time on the Air: 7 a.m. to 11:30 p.m.

**Personnel**

- Owner-General Manager: Richard Field Lewis
- Station Manager: Grant Pollock
- Program Director: Winslow Porter
- Chief Engineer: Phil Whitney

### WASHINGTON

For Latest U.S. Census, Population and Retail Trade Data
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### K X R O

**ABERDEEN—EST. 1926**

**MUTUAL—DON LEE BROADCASTING CO.**

**PACIFIC BROADCASTING CO.**

- Frequency: 1340 Kc., Power: 250 Watts
- Owned-Operated By: KXRO, Inc.
- Business Address: P.O. Box 1120
- Phone Number: Aberdeen 4098
- Studio Address: 207 East Market Street
- Transmitter Location: Finch Farms
- Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
- News Service: UP

**Transcription Service**

- World Broadcasting System
- Representatives: John Blair & Co.; Walter Biddick Co.

**Personnel**

- President: Harry R. Spence
- Commercial Manager: Fred G. Goddard
- Program Director: Edith Garrett
- Production Manager: Art Lindsay
- Publicity Director: Elmer Holmberg
- Chief Announcer: W. M. McGoffin
- Home Economics Director: Ruth Pointdexter
- News Editor: John Forbes
- Musical Director: Stan Spiegel
- Chief Engineer: W. M. McGoffin
KVOS
BELLINGHAM—EST. 1927
Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)
Owned-Operated By:kvos, Inc.
Address kvos Bldg.
Phone Number 4200
Transmitter Location 900 Roeder Ave. (C. P. west of Bellingham)
Time on the Air Unlimited license
Transcription Service: C. P. MacGregor; Lang-Worth; IBC Thesaurus

Personnel
President rgan Jones

KE LA
CENTRALIA AND CHEHALIS
EST. 1937
SOL—DON LEE
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcasting Corporation
Address Kela Bldg.
Phone Numbers Centralia 721; Chehalis 721
Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth; C. P. MacGregor; Davis & Schwegler
Representatives: John Blair & Company (New York, Chicago, Detroit); Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel
President-Station Manager J. Elroy McCaw
Secretary Mabel A. Gwinn
Commercial Manager Joseph Chytill
Merchandising Manager Vincent Voegele
Production Manager Elwood Lippincott
Publicity Director-Chief Announcer Lester Kelter
Musical Director Arnold Werner
Chief Engineer DeWitt Morris

KEVE
EVERETT—EST. 1941
Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By: Cascade Broadcasting Company, Inc.
Business Address P. O. Box 650
Phone Number Main 337
Studio Address North gate of city limits
Transmitter Location North Gate of city limits
Time on the Air 5:55 a.m. to 11:05 p.m.
News Service AP
Transcription Service World Broadcasting System: C. P. MacGregor

Personnel
President Dr. J. R. Binyon
Vice-President-General Lloyd Wallgren
Manager Cliff Hansen
Operations Manager Jack McClintock
Continuity Director Fred Moore
News Editor Mary Alice Webb
Women's Program-Musical Director Lloyd Wallgren

KRO
EVERETT—EST. 1922
SOL—DON LEE
Frequency: 1400 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Everett Broadcasting Co., Inc.
Address Clark Building
Phone Numbers Main 528-653
Transmitter Location Everett
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service Standard Radio

Personnel
President-Chief Engineer Lee Mudgett
Station-Commercial Manager, Thomas H. Schafer
Program Director Bernadine Playford
Chief Announcer Glen Wilde

KW LK
LONGVIEW—EST. 1938
SOL—DON LEE BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.
Address National Bank of Commerce Bldg.
Phone Number Longview 1500
Transmitter Location Ocean Beach Highway
Time on the Air 7 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio

Personnel
President Art Campbell
Station Manager C. O. Chatterton
Commercial Manager Loren Nicholson
Program Director Frank Coffin
Publicity Director Felker Morris
Chief Announcer Virgil Brinnan
Chief Engineer B. G. Cunningham

KGY
OLYMPIA—EST. 1922 (non-Comm.) 1932 (Comm.)
SOL—DON LEE
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By KGY, Inc.
Address ........119 N. Washington, Rockway, Leland Bldg.
Phone Number ........6636
Transmitter Location ........119 N. Washington
Time on the Air ........7 a.m. to 11 p.m.
News Service ........Transradio; UP
Transcription Service; Keystone Broadcasting System
Representatives ........Burn-Smith Co.; Romig C. Fuller Associates

Personnel
President-Station Manager ............Tom Olsen
Sales Manager ............J. Harris Dorr
Program Director ............Eve Knutson
Production Manager ............Brockett Riley
Chief Announcer ............Sam Crawford
Chief Engineer ............John H. Thatcher

K W S C
PULLMAN—EST. 1922
Frequency: 1250 Kc........Power: 5000 Watts
Owned-Operated By ............State College of Washington
Address ............PULLMAN
Phone Number ............9021
Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m.
to 10 p.m. each week day but Thurs. when
off the air at 7:30 p.m. Operate until
12 midnight on Fridays. (79 hours weekly)
News Service ............UP

Personnel
Station Manager ............Kenneth E. Yeand
Chief Engineer ............Kenneth Pendleton
(Non-Commercial Station)

K E V R
SEATTLE—EST. 1925
Frequency: 1090 Kc........Power: 250 Watts
Owned-Operated By ............Evergreen Broadcasting Corporation
Address ............2102 Smith Tower
Phone Number ............Seneca 2056-7
Time on the Air ............7 a.m. to 12 midnight
News Service ............UP
Transcription Service ....Standard Radio; Keystone Broadcasting System

Personnel
President ............Walter Wyckoff
Commercial Manager ............Robert S. McCaw
Director of Sales ............Richard S. Downie
Sales Promotion Manager ............Frank Emerick
Program Director ............Carlyle Austin
Production Manager ............Don Klein
Publicity Director ............Catherine Dickson
Director of Women's Program........Teddy Emerick
Chief Announcer ............J. J. Shawcroft
Musical Director ............Nick Paoelllo
Chief Engineer ............Robert S. McCaw

K I R O
SEATTLE—EST. 1935 (1928 as KPCB)
COLUMBIA BROADCASTING SYSTEM
Frequency: 710 Kc........Power: 50000 Watts
Owned-Operated By ............Queen City Broadcasting Co.
Address ............Cobb Building
Phone Number ............SEneca 1500
Transmitter Location ............Vashon-Maury Island, Wash.
Time on the Air ............6 a.m. to 1 a.m.
News Service ............AP
Transcription Service ....World Broadcasting System; Standard Radio
Representative ............Free & Peters

Personnel
President ............Louis K. Lear
Vice-President-General ............H. J. Quilliam
Assistant Business Manager ............Loren B. Stone
Sales Manager ............J. A. Morton
Director of Operations ............M. A. Rider
Chief Announcer ............Jack Zindel
Director of Audience Service ............Eloise Daubenspeck
Director of Education ............Hazel Kenyon
Publicity Director ............Bill Mosher
Musical Director ............Max Dillin
Chief Engineer ............James Hatfield

K J R
SEATTLE—EST. 1921
THE BLUE NETWORK
Frequency: 1000 Kc........Power: 5000 Watts
(C. P. 50000 Watts)
Owned-Operated By ............Fisher's Blend Stations, Inc.
Address ............Skinner Bldg.
Phone Number ............Elliott 5890
Transmitter Location ............2600 26th Ave., S. W. West Waterway
Time on the Air: 8 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
News Service ............UP
Transcription Service ....NBC Thesaurus
Representative ............Paul H. Raymer Co.

Personnel
President ............O. W. Fisher
Station Manager ............Birt F. Fisher
Commercial Manager ............W. B. Stuht
Research-Advertising Manager ............Charles A. Baillie
Program Director ............W. W. Warren
News Director ............Dick Keplinger
Operation Supervisors ............Homer Pope,
Bennett Fisher
Public Relations Director ............Peter Lyman
Traffic Manager ............Charles Bras
Chief Engineer ............Francis Brott

586
KOL
SEATTLE—EST. 1922
MUTUAL—DON LEE
PACIFIC BROADCASTING CO.
Frequency: 1300 Kc.; Power: 5000 d.; 1000 n.;
(C. P. 5000 d. & n.)
Owned-Operated By: Seattle Broadcasting Co.
Address .................. Northern Life Tower
Phone Number ............. Main 2312
Transmitter Location ........ Seattle
Time on the Air ............ Unlimited license
Transcription Service ....... Lang-Worth: C. P. MacGregor; Standard Radio; Associated Music Publishers
Representative .......... Reynolds-Fitzgerald, Inc.
Manager .................. Archie Taft
Commercial Manager ....... Oliver A. Runchey

KOMO
SEATTLE—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 950 Kc.; Power: 5000 Watts
Owned-Operated By: Fisher’s Blend Stations, Inc.
Address .................. Skinner Bldg.
Phone Number ............. Elliott 5890
Transmitter Location ...... 2600 26th Ave., S.W.
West Waterway
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
Transcription Service ....... NBC Thesaurus
Representative ............ Edward Petry & Co.
Manager .................. W. B. Stuhlt
Commercial Manager ....... W. F. Fisher
Research-Advertising Manager ................ Charles A. Baillie
Program Director .......... W. W. Warren
Public Relations Director . Peter Lyman
News Director ............. Dick Keplinger
Operation Supervisors ...... Homer Pope, Bennett Fisher
Traffic Manager ........... Charles Bras
Auditor ................... J. B. Henley
Chief Engineer ............ Francis Brott

KFIO
SEATTLE—EST. 1926
Frequency: 1230 Kc.; Power: 250 Watts
Owned-Operated By: Radio Sales Corporation
Address ................. 2939 Fourth Avenue South
Phone Number ............ Main 0110
Transmitter Location . . . 2939 Fourth Ave. South
Time on the Air .......... 24 hours daily
News Service ............... AP
Transcription Service ....... Associated Music Publishers; Lang-Worth: C. P. MacGregor
Representative ............ Radio Advertising Corporation
Manager .................. P. K. Leberman
Station Manager .......... Robt. E. Priebe
Commercial Manager ...... R. C. Fuller
Program Director........... Ted Bell
News Editor ............... N. I. Riffkin
Musical Director ........... Tom Priebe
Chief Engineer ............. George A. Freeman

KIXA
SEATTLE—EST. 1928
Frequency: 770 Kc.; Power: 1000 Watts
Owned-Operated By: American Radio Telephone Co.
Address .................. Bigelow Bldg.
Phone Number ............. Seneca 1000
Transmitter Location ...... Second Avenue and Union Street
Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.
News Service ............... INS
Representative ............. Burn-Smith Co.
Manager .................. R. F. Meggeee
Station Manager .......... Florence Wallace
Program Director .......... J. Jackson Latham
Publicity Director ........ Ray Dofelmier
Chief Engineer ............. John DeBuque

KFW
SEATTLE—EST. 1920
Frequency: 1250 Kc.; Power: 1000 Watts
Owned-Operated By: The First Presbyterian Church of Seattle
Address .................. 7th & Spring Sis.
Phone Number ............. Main 4177
Transmitter Location ...... Seattle
Time on the Air ............ Shares time with KWSC

Personnel
President .................. Dr. M. A. Matthews
Manager ................. (Non-Commercial Station)
**Personnel**

President & Manager .......... Arthur L. Smith
Commercial Manager .......... R. G. McBroome
Production Manager—Publicity  
  Director  Roy Civile
  Office Manager  G. Longmeier
  Chief Announcer  Robert Plummer
  Chief Engineer  C. T. Strong

**K FY**

**SPOKANE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 920 Kc.  Power: 5000 Watts
Owned and Operated By  Symons Broadcasting Company
Address  Symons Building
Phone Number  Main 1218
Transmitter Location  Route 3, Box 100
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays 8 a.m. to 12:05 a.m.

**News Service**  UP
**Transcription Service**  Lang-Worth; Standard Radio; C. P. MacGregor
**Representative**  The Katz Agency, Inc.

**K GA**

**SPOKANE—EST. 1933**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

**NORTHWEST TRIANGLE CHAIN**

Frequency: 1510 Kc.  Power: 10000 Watts
Owned and Operated By  Louis Wasmer
Address  Radio Central Building
Phone Number  Main 5383
Transmitter Location  325 East Rowan
Time on the Air  18 hours daily; Sundays 8 hours

**News Service**  UP
**Transcription Service**  C. P. MacGregor; Lang-Worth
**Representative**  Paul H. Raymer Co.

**K H Q**

**SPOKANE—EST. 1920**

**NATIONAL BROADCASTING CO.**

**NORTHWEST TRIANGLE CHAIN**

Frequency: 590 Kc.  Power: 5000 Watts
Owned and Operated By  Louis Wasmer
Address  Radio Central Building
Phone Number  Main 5383
Transmitter Location  4102 South Regal Street
Time on the Air  18 hours daily; Sundays 16 hours

**News Service**  UP
**Transcription Service**  C. P. MacGregor; Lang-Worth
**Representative**  Edward Petry & Co., Inc.

**Personnel**

Owner  Louis Wasmer
General Manager  Harvey Wixon
Program Director  Victor Hurley
Publicity Director  Bryon Hutton Shrader
Traffic Manager  Jessie McGeorge
Public Service Director  Harold Zent
Music Librarian  Ruth Harris
Auditor  Ranald Wright
News Editor  John Bemis
Musical Director  Earl Shinkoskey
Chief Engineer  A. G. Sparling

**K MO**

**TACOMA—EST. 1922**

**MUTUAL—DON LEE NETWORK**

**PACIFIC BROADCASTING CO.**

Frequency: 1360 Kc.  Power: 5000 Watts
Owned and Operated By  Carl E. Haymond
Business Address  914½ Broadway
Phone Number  Main 4144
Transmitter Location  Tacoma-Seattle Highway
Time on the Air  6 a.m. to 12 midnight; Sundays 8 a.m. to 11 p.m.

**News Service**  UP
**Transcription Service**  Lang-Worth; Davis & Schwager; C. P. MacGregor
**Representative**  John Blair & Co.; Romig C. Fuller & Associates

**Personnel**

Owner-General Manager  Carl E. Haymond
Station Manager  J. A. Murphy
National Commercial Manager  A. Q. Moore
Local Commercial Manager  Jerry Geehan
Program Director  Ted Knightlinger
Traffic Manager  Jack Clark
Chief Announcer  Verne Sawyer
Musical Director  Marion Kay
Auditor  Paul F. Benton
Chief Engineer  Joe Kolesar
KTB
TACOMA—EST. 1941
EVERGREEN BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Tacoma Broadcasters, Inc.
Address: 212 Puget Sound Bank Bldg.
Phone Number: 212 Puget Sound Bank Bldg.
Transmitter Location: 212 Puget Sound Bank Bldg.
Time on the Air: Unlimited License
News Service: Transradio; UP
Transcription Service: Standard Radio Representative: Cox & Tanx

Personnel
President: C. C. Cavanaugh
Station Manager: Edward J. Jansen
Commercial Manager: E. S. Robinson
Program Director: Rosemary Stewart
Production Manager: Paul Terry
Office Manager: Esther H. Fox
Women’s Editor: Ruth E. Reisner
Musical Director: George Johnson
Chief Engineer: Kenneth Grindle

KPN*
TACOMA—EST. 1941
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Michael J. Mingo
Address: Seattle
Transmitter Location: Seattle
Time on the Air: Unlimited license

*Station had a construction permit at press-time and no further information was available.

KVI
TACOMA—EST. 1927
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Puget Sound Broadcasting Company, Inc.
Business Address: 502 Rust Building
Phone Number: 502 Rust Building
Time on the Air: 5:30 a.m. to 12:30 a.m.
News Service: AP
Transcription Service: C. P. MacGregor; Associated Music Publishers
Representative: George P. Hollingbery Co.

Sales Promotion Director: Elvin E. Evans
Program Director: Larry Huseby
Publicity Director: Dorothy Doenbecher
Traffic Manager: Louise Recceoni
Bookkeeper: Betty Richardson
Musical Director: Ruben Gaines
Chief Engineer: William Haase

KVAN
VANCOUVER—EST. 1939
Frequency: 910 Kc. Power: 500 Watts
Owned-Operated By: Vancouver Radio Corporation
Business Address: P. O. Box 610
Phone Number: 150
Studio Address: 707½ Main St.
Transmitter Location: 2915 Fruit Valley Road
Time on the Air:6:30 a.m. (sign-on)
News Service: UP
Transcription Service: Standard Radio

Personnel
President: Sheldon F. Sackett
General Manager: Ben E. Stone
Resident Manager: S. W. McCready
Program Director: Louis C. Cook
Publicity Director: Marion Sexton

KUJ
WALLA WALLA—EST. 1928
Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By: KUJ, Inc.
Business Address: Marcus Whitman Hotel, Second and Rose Streets.
Phone Number: 1230
Studio Addresses: Marcus Whitman Hotel; Pendleton Music Store, Pendleton
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: World, Broadcasting System; C. P. MacGregor: Lang-Warth
Representative: John Blair & Co.; John Keating; Romig Fuller & Associates

Personnel
President and General Manager: H. E. Studebaker
Commercial Director: Jerry Jensen
Advertising Director: Norval Armes
Publicity Director: J. B. Schick
Chief Announcer: Jimmie Nolan
News Bureau Director: I. Birney Blair
Pendleton Studio Manager: Max Taylor
Women’s Program Director: Virginia Van Hay
Musical Director: Roy Dorr
Chief Engineer: Milton MacLafferty
KWQ
WENATCHEE—EST. 1930
THE BLUE NETWORK
Frequency: 1490 Kc. .......... Power: 250 Watts
(C. P. 560 Kc.: 1000 d.; 500 n.)
Owned-Operated By ........... Westcoast Broadcasting Company
Address ............... 20 Second Street
Phone Number .............. 45: 875
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
Transmitter Location . North End Miller Street
9 a.m. to 11 p.m.
News Service ................. UP
Transcription Service ...... NBC Thesaurus; Standard Radio; World Broadcasting System

President .................. Rogan Jones
Station and Commercial
Manager ................... Cole Wylie
Chief Announcer ........... Pat Hayes

WEST VIRGINIA
For Latest U. S. Census, Population and Retail Trade Data
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WJLS
BECKLEY—EST. 1939
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Operated By ........... Joe L. Smith, Jr.
Address ............... 101 ½ Main Street
Transmitter Location .......... Teel Road
Phone Number .............. 7311
Time on the Air: 6 a.m. to 10 p.m.; Sundays,
9 a.m. to 8:30 p.m.
News Service ................. UP
Transcription Service ...... NBC Thesaurus; Associated Music Publishers; Keystone Broadcasting System
Representative .............. Spot Sales, Inc.

President .................. Joe L. Smith Jr.
Assistant Manager .......... Charles Armengout
Program Director .......... Norman McDonald
Chief Announcer ........... Don Gratham
Continuity Director ......... George Armstrong
Auditor ..................... V. Z. Cooper
Chief Engineer ............. Al Ginkle

WHIS
BLUEFIELD—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.
WEST VIRGINIA NETWORK
Frequency: 1440 Kc. .......... Power: 1000 d.; 500 n.
Owned-Operated By ........... Daily Telegraph Printing Co.
Address ............... Commerce Street
Phone Number .............. WHIS
Transmitter Location .......... Route No. 52,
Harry Heights
Time on the Air .......... 5 a.m. to 12 midnight
Newspaper Affiliation ....... Bluefield Daily Telegraph; Sunset News
News Service ................. AP
Transcription Service; World Broadcasting System; Lang-Worth
Representative .............. The Katz Agency

President .................. H. I. Shott
Manager ...................... J. Lindsey Alley
Program Director .......... Stuart Odell
Artists' Bureau Head: Melvin Barnett  
Publicity Director: Bill Blake  
Production Manager-Musical Director: Barnes Nash  
Music Librarian: James Clark  
News Editor: Louis Douthat  
Continuity Editor: Janie Lambert  
Chief Engineer: P. T. Flanagan

WCHS  
CHARLESTON—EST. 1927  
CBS—WEST VIRGINIA NETWORK  
Frequency: 580 Kc.  Power: 5000 Watts  
Owned-Operated By: Charleston Broadcasting Co.  
Address: 1016 Lee St.  
Phone Number: 28-131  
Transmitter Location: Kanawha Country Club Road  
Time on the Air: 5:30 a.m. to 1 a.m.  
News Service: AP; UP  
Transcription Service: Standard Radio  
Representative: The Branham Co.  

Personnel  
President: John A. Kennedy  
Managing Director: Howard L. Chernoff  
Technical Advisor: Odes E. Robinson  
Sales Promotion Manager: Gilbert Field  
Program Director: William J. Adams  
Production Manager: Ronald Dawson  
Publicity Director: Harold C. Miller  
Traffic Director: Carolyn Johnson  
Comptroller: P. H. Evans  
Musical Director: Leah Perry

WGKV  
CHARLESTON—EST. 1939  
BLUE NETWORK  
NATIONAL BROADCASTING CO.  
Frequency: 1490 Kc.  Power: 100 Watts  
Owned-Operated By: Kanawha Valley Broadcasting Company  
Address: Empire Building  
Phone Number: 37-541  
Transmitter Location: Coal Branch Heights  
Time on the Air: 7 a.m. to 12 midnight  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Spot Sales, Inc.

Personnel  
President: W. A. Carroll  
Station Manager: Worth Kramer  
Commercial Manager: Robert Wasdon  
Sales Promotion Manager: A. H. Crawford  
Program Director-Chief Announcer: Joseph B. Mathews  
Production Manager: Raymond Penner  
Publicity Director: Joseph Farris  
Musical Director: George Champe  
Chief Engineer: Charles Williams

WBLK  
CLARKSBURG—EST. 1937  
BLUE NETWORK  
NATIONAL BROADCASTING CO.  
THE WEST VIRGINIA NETWORK  
Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Operated By: Charleston Broadcasting Co.  
Address: 444-1/2 West Pike Street  
Phone Number: 3040  
Transmitter Location: Glen Elk, Clarksburg  
Time on the Air: 7 a.m. to 12 midnight; Sundays 8 a.m. to 12 midnight  
News Service: AP  
Transcription Service: World Broadcasting System  
Representative: The Branham Company  

Personnel  
President: John A. Kennedy  
General Manager: G. C. Blackwell  
Program-Musical Director: Don McWhorter  
Chief Announcer: James A. Flenniken  
Traffic Manager-Women's Program Director: Charlotte Umberger Robb  
Bookkeeper: Joy Willong  
Chief Engineer: C. S. Clemans

WMNN  
FAIRMONT—EST. 1928  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 920 Kc.  Power: 5000 Watts  
Owned-Operated By: Monogahela Valley Broadcasting Co.  
Address: 208 Adams St.  
Phone Number: 3100  
Transmitter Location: Monongah  
Time on the Air: 3 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Standard Radio: Davis & Schweger  
Representative: John Blair & Co.

Personnel  
President: George B. Storer  
Station & Sales Manager: O. J. Kelchner  
Office Manager: R. C. Warden  
Program Manager & Chief Announcer: Charles Roe  
Production Manager: Howard Black  
Continuity Editor: C. Swiger  
Publicity Director: Bill Edwards  
Musical Director: Henry Gruner  
Chief Engineer: Roy Heck

WSAZ  
HUNTINGTON—EST. 1927  
WEST VIRGINIA NETWORK  
Frequency: 930 Kc.  Power: 1000 Watts  
Owned-Operated By: WSAZ, Inc.  
Address: 929 1/2 Fourth Ave.  
Phone Number: 4106
**W E S T  V I R G I N I A**

Transmitter Location...28th St., West Time on the Air....Unlimited license Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser News Service AP Transcription Service...World Broadcasting System Representative...Howard H. Wilson Co.

**Personnel**

Manager: John A. Kennedy Station Director: Mike Layman Program Director: A. Rauch Publicity Director: Ted Arnold Chief Announcer: Bob Drexl Musical Director: Mary Frances Carter Chief Engineer: Russell Banks

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**W L O G**

LOGAN—EST. 1940
Address: Kanada & Chestnut Streets Phone Number: 761 Transmitter Location...Kanada and Chestnut Streets Time on the Air...7:30 a.m. to 10 p.m. Newspaper Affiliation: Logan Banner News Service: UP Transcription Service: Standard Radio; Keystone Broadcasting System

**Personnel**

President: Clarence H. Frey General Manager: C. E. Vann Chief Announcer: Glyn Ellis Musical Director and Director of Women’s Programs: Quinelle Vann Chief Engineer: John Francis Yarns

---

**W A J R**

MORGANTOWN—EST. 1940
Frequency: 1230 Kc. Power: 250 Watts Owned-Operated By: West Virginia Radio Corporation Business Address: 440-446 Spruce Street Phone Number: 9488 Transmitter Location: Charleston Ave. at Summers Street Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 a.m. to 8 p.m. News Service UP Transcription Service: World Broadcasting System

**Personnel**

President: H. C. Greer Station Manager: C. H. Murphey Sales Promotion Manager: C. Jerry Freeman Program Director-Chief Announcer: Craig Stewart Auditor: James Kirk Bookkeeper: Clara Mutter Musical Director: Mort Cohn Chief Engineer: R. C. Spence

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**W P A R**

PARKERSBURG—EST. 1935
CBS—WEST VIRGINIA NETWORK
Frequency: 1450 Kc. Power: 250 Watts Owned-Operated By: Ohio Valley Broadcasting Corporation Address: 791½ Market Street, Grinter Building Phone Number: 2530 Transmitter Location: Route No. 2 Time on the Air: 6 a.m. to 12:05 a.m. News Service AP Transcription Service: World Transcription Service Representative: Branham Company

**Personnel**


---

**W B R W**

WELCH—EST. 1940

**Personnel**

President: J. W. Blakely Station Manager: Joseph J. Herget Commercial-Sales Promotion Manager: David L. Fann Program-Publicity Director: Felix Adams Chief Engineer: John Csensich

---

**W K W K**

WHEELING—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts Owned-Operated By: Community Broadcasting, Inc. Address: Python Building
Phone Number .................. Wheeling 5320
Transmitter Location .......... Pythian Building
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ....................... UP
Transcription Service ............. Standard Radio
Representative ................. Spot Sales, Inc.

Personnel
President ...................... Joe L. Smith
Station-Commercial Manager .. John B. Reynolds
Program Director ............. Albert H. Stewart
Chief Announcer ............... Merrill Madden
Production Manager-Musical Director ......... Edward A. Sprague
Chief Engineer .................... Fred Baker

WWVA
WHEELING—EST. 1926
BLUE NETWORK
Frequency: 1170 Kc. ....... Power: 50000 Watts
Owned-Operated By ............. West Virginia Broadcasting Corp.
Address .......................... Hawley Building
Phone Number .................. Wheeling 5383
Transmitter Location .......... Near West Liberty
Time on the Air: 4:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
Newspaper Affiliation .......... Greater Wheeling Home Talk
News Service ....................... UP
Transcription Service ............. Standard Radio
Representative ................. Reynolds-Fitzgerald, Inc.

Wisconsin
For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 271

WHBY
APPLETON—EST. 1925
MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK
Frequency: 1230 Kc. ....... Power: 250 Watts
Owned-Operated By ............. WHBY, Inc.
Address .......................... 600 S. Lawe St.
Phone Number .................. 1161
Transmitter Location .......... 600 S. Lawe St.
Time on the Air: 6:30 a.m. to 10 p.m.
News Service ....................... UP
Transcription Service ............. Standard Radio
Representative ................. Reynolds-Fitzgerald, Inc.

Personnel
Managing Director .............. Rev. James A. Wagner
Station Manager .................. J. L. Gallagher
Program Director ............... Rodge Mueller
Chief Engineer .................... George Merkle

WATW
ASHLAND—EST. 1941
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK
Frequency: 1400 Kc. ....... Power: 100 Watts
Owned-Operated By ............. Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address .......................... Northern State Bank Building
Phone Number .................. 1420
Transmitter Location .......... 11/2 miles south of Ashland on Highway No. 13
Time on the Air: 6:30 a.m. to 12 midnight
News Service ....................... UP
Transcription Service ............. Standard Radio
Representative ................. Bogner & Martin

Personnel
Vice President-General Manager, Noel C. Ruddell
Commercial Manager .......... Merrill Trapp
Program Director ............... Ruth Wright
Production Manager-Publicity Director ............ Ray Williams

593
Chief Announcer-Musical
Director ........................................ Warren Hites
Office Manager ................................. Todd Hogan
Special Features Director .................. John Marta
Chief Engineer ................................ Hine Dahlback

W E A U
EAU CLAIRE—EST. 1937
BLUE NETWORK
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
NORTHWEST NETWORK
Frequency: 790 Kc., Power: 5000 d., 1000 n.
Owned-Operated By........ Central Broadcasting Company
Business Address .............. 203 South Barstow St.
Phone Number ...................... 6149
Transmitter Location ........ Symour Road (County Road Q)
Time on the Air.............. 6 a.m. to 12 midnight
Newspaper Affiliation .......... Superior Evening Telegram; Eau Claire Leader
News Service ......................... AP; UP
Transcription Service ........... NBC Thesaurus
Representative .............. George P. Hollingbery Co.

Personnel
President ........................................ W. C. Bridges
Commercial Manager ............... Clyde Riddle
Program Director .................. Loren F. Bridges
Production Manager-Chief .......... William Conner
Announcer ............................. Charles B. Persons
Chief Engineer ....................... Charles B. Persons

K F I Z
FOND-DU-LAC—EST. 1922
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc., Power: 250 Watts
Owned By .................................... The Reporter Printing Company
Operated By .......... The Commonwealth Reporter
Address ......................... 18-20-22 West First Street
Phone Number ...................... 356
Transmitter Location ........ 18-20-22 West First St.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 7:30 a.m. to 8 p.m.
Newspaper Affiliation ...... The Commonwealth Reporter
News Service .......................... UP
Transcription Service .......... Standard Radio

Personnel
President .......................... A. H. Lange
Station Manager .................. Lucille Fairbanks
Commercial Manager .......... William O'Brien
Program Director ................. Carrol Culver
Publicity Director ............... Emery Martin, Jr.
Chief Announcer .................. Don Marshall
Chief Engineer .......... Wendell S. Meyers

W T A Q
GREEN BAY—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1360 Kc., Power: 5000 Watts
Owned-Operated By ............ St. Norbert College
Business Address .............. Green Bay
Phone Number ...................... Adams 1
Studio Address .................... Bellin Building
Transmitter Location ........ West De Pere, Wisc.
Time on the Air ............... 18 hours daily
News Service ...................... AP
Transcription Service .......... Associated Music Publishers
Representative .............. Weed & Co.

Personnel
Managing Director ............ Rev. James A. Wagner
General Manager ............... Haydn R. Evans
Sales Manager ..................... Gene Goedjen
Sales Promotion Manager ....... Val Schneider
Program Director-Chief .......... Al Michel
Announcer ......................... Norman King
Publicity Director ................. Marjorie Opland
Musical Director .............. Clarence Edges
Chief Engineer ..................... Wallace J. Stangel

W C L O
JANESVILLE—EST. 1930
Frequency: 1230 Kc., Power: 250 Watts
Owned-Operated By ............ Gazette Printing Co.
Address ......................... 200 E. Milwaukee Ave.
Phone Number ...................... 2500
Transmitter Location ........ 3843 Oakhill Ave.
Time on the Air .......... 8 a.m. to 11 p.m.
Newspaper Affiliation ......... Janesville Daily Gazette
News Service .......................... AP
Transcription Service .......... Keystone Broadcasting System; Standard Radio
Representative .............. William Huffman, Wisconsin Rapids

Personnel
President ......................... Sidney H. Bliss
General Manager ............... James F. Kyler
Program Director ............... Sally Hester Kyler
Publicity Director-Chief Announcer . Paul Rhule
Chief Engineer ..................... Paul Holton

W K B H
LA CROSSE—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1410 Kc., Power: 1000 Watts
Owned-Operated By .............. WKBH, Inc.
Business Address .............. 409 Main Street, Radio Building
Phone Number ...................... 4-5-0
Transmitter Location ........... R. F. D. LaCrosse
Time on the Air ............. 120 hours weekly
News Service .......................... UP
### W O M T
**MANITOWOC—EST. 1926**

**Frequency:** 1240 Kc. **Power:** 100 Watts
**Owned-Operated By:** Francis M. Kadow
**Address:** Radio Building
**Phone Number:** 167-400 W
**Transmitter Location:** 11110 Washington St.
**Time on the Air:** 6:57 a.m. to 10 p.m.
**News Service:** UP
**Transcription Service:** World Broadcasting System

#### Personnel
- **General Manager:** F. M. Kadow
- **Commercial Manager:** Maurice Dailey
- **Program Director:** Russ Russell
- **Chief Engineer:** W. F. Dublin

### W M A M
**MARINETTE—EST. 1939**

**Frequency:** 570 Kc. **Power:** 250 Watts
**Owned-Operated By:** M. & M. Broadcasting Co.
**Address:** 400 Wells St.
**Phone Number:** 570
**Transmitter Location:** 400 Wells St.
**Time on the Air:** 5 a.m. to local sunset; Sundays, 7 a.m. to local sunset
**News Service:** UP
**Transcription Service:** Associated Music Publishers
**Representative:** Reynolds-Fitzgerald, Inc.

#### Personnel
- **President:** W. E. Walker
- **General Manager:** M. F. Chapin
- **Commercial Manager:** J. D. Mackin
- **Sales Promotion Manager:** G. J. Sullivan
- **Program Director:** Ray Streeter
- **Chief Announcer:** Carl Brose
- **Chief Engineer:** Werner Schwartz

### W I G M
**MEDFORD—EST. 1941**

**Frequency:** 1490 Kc. **Power:** 250 Watts
**Owned-Operated By:** George F. Meyer
**Business Address:** Medford, Wisconsin
**Phone Number:** 5147
**Studio Address:** Highway 13
**Transmitter Location:** Highway 13
**Time on the Air:** 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
**News Service:** UP
**Representative:** Bogner & Martin

#### Personnel
- **Owner:** George F. Meyer
- **Station Manager:** Waldemar C. Persow
- **Chief Announcer:** Ervin Kult
- **Chief Engineer:** Nathan Williams

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<table>
<thead>
<tr>
<th><strong>TRANSCRIPTION SERVICE</strong></th>
<th><strong>STANDARD RADIO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>President and Station</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>Otto M. Schlabach</td>
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<tr>
<td>Commercial-Sales Promotion</td>
<td>Howard Dahl</td>
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<tr>
<td>Manager</td>
<td></td>
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<tr>
<td>Program Director</td>
<td>Bernice Callaway</td>
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<tr>
<td>Production Manager</td>
<td>Raymond Plamadore</td>
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<tr>
<td>Musical Director</td>
<td>Johannes Fossum</td>
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<tr>
<td>Chief Engineer</td>
<td>Al Leeman</td>
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</tbody>
</table>

**WH A**
**MADISON—EST. 1917 (as 9XM) 1922 (as WHA)**

**Frequency:** 970 Kc. **Power:** 5000 Watts
**Owned By:** State of Wisconsin
**Operated By:** University of Wisconsin
**Address:** Radio Hall
**Phone Number:** Badger 580. Extension 474
**Transmitter Location:** Fish Hatchery Road
**Time on the Air:** 7:30 a.m. to local sunset
**Transcription Service:** Lang-Worth

#### Personnel
- **Director:** H. B. McCarty
- **Program Director:** William G. Harley
- **Production Manager:** Gerald A. Bartell
- **Public Relations Director:** H. A. Engel
- **Chief Announcer:** Walter Krulevitch
- **Women's Program Director:** Aline Hazard
- **Farm Program Director:** Milton Bliss
- **Musical Director:** Frederick Fuller
- **Chief Operator:** John Stiehl

* (Non-Commercial Station)
REPORT TO THE NATION
(Radio Time Buyers!)

On September 5, WISN dedicated its new 5000 watt transmitter increasing by twenty times its night time and five times its day time power.

A directional system concentrated to reach Wisconsin’s greatest buying power was installed. Milwaukee County (1/4 of the State population) has been provided with a signal two to four times stronger than any other Milwaukee Station.

Thousands and thousands of new listeners throughout the State have been added to the regular audience of this important CBS key station.

Sales of WISN are increasing daily. Sales (excluding CBS) during the past ninety days over a year ago show:

<table>
<thead>
<tr>
<th>STATION TIME SALES INCREASE</th>
<th>ANNOUNCEMENT TIME SALES INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>. . . 47%</td>
<td>. . . 23%</td>
</tr>
</tbody>
</table>

The CBS commercial schedule for WISN is now the greatest in its history. New Columbia commercials are being added as they are inaugurated over this network.

The year 1942 finds WISN with licenses of ASCAP, BMI and SESAC and with the libraries of World and Standard.

With expanded Program and Merchandising Departments WISN stands ready to go “ALL OUT” to be of assistance to its advertisers.

Let us help solve your advertising problems in Milwaukee and in the area of the lucrative WISN coverage.

General Manager.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
WEMP
MILWAUKEE—EST. 1935
THE BLUE NETWORK
WISCONSIN NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Milwaukee Broadcasting Co.
Address: 711 Empire Bldg.
Phone Number: Marquette 7722
Transmitter Location: 711 Empire Bldg.
Time on the Air: 18 hours daily
News Service: UP
Representative: Foreman & Co.

Personnel
President: Glenn D. Roberts
Station Manager: C. J. Lanphier
Sales Manager: Ben Wolff
Program Director: Conrad Rice
Production Manager: Charles LaForce
Musical Director: Elmer Ihrke
Chief Engineer: Raymond Host

WISN
MILWAUKEE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Hearst Radio, Inc.
Business Address: 123 W. Michigan St.
Phone Number: Daly 3900
Transmitter Location: So. 6th & W. Edgerton Sts.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:15 a.m. to 12 midnight
Newspaper Affiliation: The Milwaukee Sentinel
News Service: INS
Transcription Service: World Broadcasting System
Representative: The Katz Agency

Personnel
General Manager: G. W. Grignon
Sales Promotion Manager: Hugh O'Malley
Program Director: Woods Dreyfus
Musical Director: E. Krebs
Chief Engineer: D. A. Weller

WTMJ
MILWAUKEE—EST. 1927
NATIONAL BROADCASTING CO.
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Journal Company (The Milwaukee Journal)
Address: 333 West State Street
Phone Number: Marquette 6000
Transmitter Location: 12 miles west of Milwaukee on Blue Mound Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: The Milwaukee Journal

WOSH
OSHKOSH—EST. 1941
BLUE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Howard H. Wilson
Address: 151 1/2 Main Street
Phone Number: 4580
Transmitter Location: County Trunk "A" 1/2 mile north of city limits of Oshkosh
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: AP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.
**Personnel**

President: Howard H. Wilson  
General Manager: Ray E. Schwartz  
Program Director: Bob Lee  
Farm Editor: Buck Leverton  
Continuity Chief: Wallace Porsow  
Office Manager-Women’s Editor: Lorraine Kuehn  
Chief Engineer: Nathan Williams

**WIBU**

**POYNETTE—EST. 1925**

NORTH CENTRAL BROADCASTING SYSTEM  
WISCONSIN RADIO NETWORK

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Wm. C. Forrest  
Business Address: R. F. D. No. 2  
Phone Number: 97 R (Poynette)  
Studio Addresses: Poynette; Portage; Beaver Dam  
Transmitter Location: R. F. D. No. 2  
Time on the Air: 6:30 a.m. to 10 p.m.  
Transcription Service: Standard Radio

**WRJN**

**RACINE—EST. 1926**

WISCONSIN BROADCASTING SYSTEM

Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: Racine Broadcasting Corporation  
Business Address: 441 Main Street  
Phone Number: Jackson 290-291  
Studio Addresses: 441 Main Street; 7239 West Greenfield Ave.; West Allis; Voelz Building; Burlington; 5830 6th Avenue, Kenosha  
Transmitter Location: Victory and Kentucky Sts., Mount Pleasant  
Time on the Air: 6:30 a.m. to 10 p.m.  
Newspaper Affiliation: Racine Journal-Times  
News Service: INS  
Representative: The Walker Company

**WJMC RICE LAKE—EST. 1939**

Frequency: 1240 Kc.  
Power: 250 Watts  
Owned By: W. H. McGinty  
Operated By: J. J. McGinty  
Address: 410 North Main Street  
Phone Number: 550  
Transmitter Location: 1615 South Main St.  
Time on the Air: Unlimited license  
News Service: Transradio  
Transcription Service: Standard Radio

**WHBL**

**SHEBOYGAN—EST. 1928**

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
WISCONSIN BROADCASTING SYSTEM

Frequency: 1330 Kc.  
Power: 1000 d.; 250 n.  
(C. P. 1000 n.)  
Owned-Operated By: Press Publishing  
Business Address: 626-636 Center Ave.  
Phone Number: 1900  
Studio Address: Press Building, 628-636 Center Avenue  
Transmitter Location: Highway No. 141  
Time on the Air: 6:15 a.m. to 11 p.m.  
Newspaper Affiliation: Sheboygan Press  
News Service: Associated UP  
Transcription Service: NBC Thesaurus  
Representative: Associated Radio Sales

**WLB**

**STEVEN'S POINT—EST. 1924**

Frequency: 930 Kc.  
Power: 5000 Watts  
Owned By: State of Wisconsin Department of Agriculture  
Operated by: Wisconsin Department of Agriculture  
Business Address: Stevens Point  
Phone Number: 525  
Studio Address: State Teachers College  
Transmitter Location: Auburndale, Wisconsin  
Time on the Air: Daytime license
Personnel
Director of Wisc. Dept. of Agriculture .................. Ralph E. Ammon
Station Manager ........................................ F. R. Calvert
Program Director-Chief Announcer ..................... William P. Wichmann
Chief Engineer ................................. Donald L. Yapp
(Non-Commercial Station)

WDSDM
SUPERIOR—EST. 1939
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
NORTHLAND NETWORK
Frequency: 1230 Kc.  Power: 100 Watts
Owned-Operated By ......................... WDSDM, Inc.
Address: Board of Trade Building, Superior, Wisc.; Spalding Hotel, Duluth, Minn.
Phone Numbers: 3200 (Superior); 7233 (Duluth)
Transmitter Location .....................Connor's Point, Superior, Wisc.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
Representative ..................... Wm. G. Rambeau Company

Personnel
Secretary-Treasurer .................. James J. Conroy
Manager .................. Robert D. Kennedy
Commercial Manager ............. Darrell D. Bandy
Sales Promotion Manager ...... Carl Bloomquist
Program Director-Chief Announcer .......... Lou Martin
Publicity Director .................. Ellen Wilson
Artists' Bureau Head .................. Art Robinson
Musical Director .................. Elma DeMeire
Chief Engineer .................. Rudolph Luukinen

WSAUR
WAUSAU—EST. 1937
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By ....................... Northern Broadcasting Co., Inc.
Address ................................ 125 Third Street
Phone Number ................................ 6521
Transmitter Location .................. 125 Third Street
Time on the Air: 6:30 a.m. to 11 p.m.
News Service ................................ UP
Transcription Service .................. Associated Music Publishers
Representative ..................... Reynolds-Fitzgerald, Inc.

Personnel
President .................. W. E. Walker
General Manager ............. Ben F. Hovel
Commercial Manager .......... J. W. Killen
Program Director ............. Donald R. Burt
Musical Director .................. Vern Peterson
Chief Engineer .................. Garth N. Bowker

WFHR
WISCONSIN RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By ..................... William F. Huffman
Business Address ..................... 141 West Grand Ave.
Phone Number ................................ 1340
Studio Address ..................... 141 West Grand Ave.; Fox Theatre Bldg., Stevens Point; Cain-Johnson Building, Marshfield
Transmitter Location ................. 1500 Bonow Ave.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service ...................... Associated Music Publishers

Personnel
Owner ..................... William F. Huffman
General Manager ............. George T. Frechette
Commercial Manager ........ Bruce G. Bleich
Program-Musical Director .......... Bert Mulroy
Marshfield Studio Manager .......... Bob Behling
Stevens Point Studio Manager ...... Sigmund Kelbanowsky
Chief Announcer .................. Phil Romiti
Artists' Bureau Head ............. Donald Blanchard
Director of Women's Programs, Virginia Lee
Chief Engineer .................. Garth N. Bowker

HELP
THE RED CROSS
KDFN
CASPER—EST. 1930
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Address: 1st and Lennox Streets
Phone Number: 407
Transmitter Location: 1st and Lennox Sts.
Time on the Air: Unlimited license
News Service: Transradio
Representative: Sears & Ayer, Inc.

Personnel
Station-National Sales Manager,
Donald L. Hathaway
Commercial Manager: F. R. Huftmit
Sales Promotion Manager: B. A. Fleming
Program Director: Marcus R. Nichols
Publicity Director: Harrison Brewer

KFBC
CHEYENNE—EST. 1940
BLUE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle;
Wyoming State Tribune
News Service: UP
Transcription Service: World Broadcasting System
Representative: Burn-Smith Company

Personnel
Owner: Tracy S. McCracken
President-Station Manager: William C. Grove
Sales Promotion Manager: Morey Sharp
Program Director: Tom Crago
Production Manager: Art Peterson
Publicity Director: Evelyn Boyle
Chief Announcer: Warren Williams
Bookkeeper: Margaret Duggan
Chief Engineer: Gaal Barrett

KWYO
POWELL—EST. 1941
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Albert J. Meyer
Business Address: N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.
Transmitter Location: 7th & Hamilton Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: AP; Transradio

Transcription Service: Standard Radio;
Key- stone Broadcasting System
Representative: Cox & Tanz; Walter Biddick Co.

Personnel
President: R. E. Carroll
Station-Commercial Manager: Herb Siebert
Program Director-Chief Announcer:
James W. Carroll
Production Manager: Almon Moon
Publicity-Women’s Program
Director: Margaret Heppner
Chief Engineer: Bob Crosswaite

KVRS
ROCK SPRINGS—EST. 1938
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wyoming Broadcasting Company
Address: 1307 Wyoming Street
Phone Number: 93
Time on the Air: 92 hours weekly
News Service: Transradio
Transcription Service: NBC Thesaurus;
C. P. MacGregor; Keystone Broadcasting System

Personnel
President: R. R. West
Station Manager: H. L. McCracken
Sales Manager: Harold Tannehill
Program Director: Michael Reid
Chief Announcer: Elmer Ellsworth
Chief Engineer: Archie Buchanan

KWYO
SHERIDAN—EST. 1934
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Big Horn Broadcasting Company, Inc.
Business Address: 19 North Main St.
Phone Number: 601
Studio Address: Gillette Building, 19
North Main St.
Transmitter Location: Park Drive & O’Marr
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
10 a.m. to 12:05 p.m. and 6:30 to 8:45 p.m.
News Service: Transradio
Transcription Service: Standard Radio;
Keystone Broadcasting System
Representative: Sears & Ayer, Inc.;
Homer Owen Griffith

Personnel
President: R. E. Carroll
Station-Commercial Manager: Herb Siebert
Program Director-Chief Announcer:
James W. Carroll
Production Manager: Almon Moon
Publicity-Women’s Program
Director: Margaret Heppner
Chief Engineer: Bob Crosswaite

600
Alaska

K F Q D
ANCHORAGE—EST. 1924
Frequency: 790 Kc.    Power: 250 Watts
Owned-Operated By: Anchorage Radio Club, Inc.
Business Address: Box 1040, Anchorage
Phone Number: Main 143
Studio Address: 412 Fourth Avenue
Transmitter Location: 412 Fourth Avenue
Time on the Air: 6 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Transco; Radio Producers of Hollywood
Representative: Homer Owen Griffith

Personnel
General Manager-Chief Engineer: William J. Wagner
Commercial Manager: Ken Laughlin
Sales Promotion Manager: Al Pearson
Chief Announcer: Willis Harpel

K F A R
FAIRBANKS—EST. 1939
Frequency: 610 Kc.    Power: 1000 Watts
Owned-Operated By: Midnight Sun Broadcasting Co.
Address: 508 Second Avenue—Lathrop Building
Phone Number: East 407
Transmitter Location: Five miles northwest of town
Time on the Air: 7 a.m. to 1 p.m.; 4 p.m. to 11 p.m.
Newspaper Affiliation: Fairbanks Daily News Miner
News Service: AP; Transradio
Transcription Service: NBC Thesaurus
Representative: G. A. Wellington

Personnel
President: A. E. Lathrop
Station-Commercial Manager: W. K. Foster
Sales Promotion: Miriam Dickey
Program Director: Lincoln W. Miller
Director of Special Events: Alvin K. Bramstedt
Women's Program Director: Mary Cash
Educational Director: J. Hubert Miller
Musical Director: Don Adler
Chief Engineer: Stanton D. Bennett

K I N Y
JUNEAU—EST. 1935
Frequency: 1450 Kc.    Power: 1000 Watts (C. P. 5000)
Owned-Operated By: Edwin A. Kraft
Business Address: Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number: 197 (Juneau); Elliott 5488 (Seattle)
Studio Address: Decker Bldg.
Transmitter Location: Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 9 p.m.
News Services: INS; Transradio
Transcription Service: Standard Radio; C. P. MacGregor; Lang-Worth; NBC Thesaurus
Representative: Joseph Hershey McGillvra

Personnel
Owner: Edwin A. Kraft
Station Manager: Walter R. Carl
Commercial Manager: Merrill Inch
Sales Promotion Manager: Dean F. Sherman
Program Director: Leonard Beardsley
Musical Director: Mrs. Walter R. Carl
Chief Engineer: Vincent I. Kraft
Resident Engineer: W. R. Nichols

K G B U
KETCHIKAN—EST. 1926
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 930 Kc.    Power: 500 Watts
Owned-Operated By: Alaskan Radio & Service Co.
Address: KGBU Bldg., Radio House
Phone Number: 311
Time on the Air: 10 a.m. to 12:30 a.m.
News Service: UP
Transcription Service: Lang-Worth

Personnel
President-Chief Engineer: James A. Britton
Commercial-Sales Promotion Manager: R. W. Britton
Chief Engineer: Anthony Britton
Hawaii

KHBC
HILO—EST. 1936
CBS—MBS
HAWAIIAN BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By…Hawaiian Broadcasting System, Ltd.
Address ………….1285 Kalaniole Ave.
Transmitter Location ………….Hilo
Time on the Air ………….Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System
Representative ………….John Blair & Co.

KGMB
HONOLULU—EST. 1930
CBS—MBS
Frequency: 590 Kc. Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Business Address ………….Box 581
Phone Number ………….2323
Studio Address ………….1534 Kapiolani Boulevard
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 6 a.m. to 11 p.m.
Newspaper Affiliation ………….Honolulu Star-Bulletin
News Service ………….UP
Transcription Service ………….World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative ………….John Blair & Co.

KGU
HONOLULU—EST. 1922
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 760 Kc. Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser Publisher Co., Ltd.
Operated By……….Advertiser Publisher Co.
Address ………….Advertiser Square
Transmitter Location ………….Advertiser Square
Time on the Air ………….6 a.m. to 11:15 p.m.
Newspaper Affiliation ………….Honolulu Advertiser
News Service ………….Transradio
Transcription Service ………….NBC Thesaurus; Lang-Worth
Representative ………….The Katz Agency

General Manager ………….M. A. Mulrony
Director of Natl. Advertising ………….R. S. Thurston
Assistant Manager ………….William Paine

KTOH
LIHUE—EST. 1940
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ………….Garden Island Publishing Co.
Address ………….Lihue
Transmitter Location ………….Northeast of Lihue
Time on the Air ………….Unlimited license
Newspaper Affiliation ………….Garden Island Publishing Co.
Transcription Service ………….Standard Radio
Representative ………….Homer Owen Griffith

General Manager ………….C. J. Fern
Sales Manager ………….Robert Barrington

Puerto Rico

WPRA
MAYAGUEZ—EST. 1937
Owned-Operated By ………….Puerto Rico Advertising Co.
Address ………….McKinley & del Rio Sts.
Transmitter Location ………….Mayaguez
Time on the Air ………….Unlimited license

President ………….Andres Camara
Station Manager-Chief Engineer ………….Ralph P. Perry

WPRB
PONCE—EST. 1940
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By ………….Portorican American Broadcasting Co.
Address ………….17 Leon St.
Phone Number ………….783
Transmitter Location ………….Ponce Palya
Time on the Air ………….16 hours daily
News Service ………….AP; Transradio
Representative ………….West Indies Advertising Co.
**Personnel**

**U. S. TERRITORIES**

President .............. Juan Luis Boscio
Station Manager ....... Miguel Soltero Paleano
Commercial Manager .... Francisco Rebollar
Program Director ....... Ardames Mayoral
Chief Announcer .......... Jose A. Diaz
Translator ............ Jose A. Romeo
Musical Director .... Domingo Colon Surls
Chief Engineer .......... Jose Sepulveda

**WPRP**

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts (C. P. 1520 Kc.; 5000 d.; 1000 n.)
Owned-Operated By .......... Julio M. Conesa
Address .................. Trujillo Street
Transmitter Location ........ Ponce
Time on the Air .......... Unlimited license

**WNEL**

SAN JUAN—EST. 1934

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By .......... Juan Piza
Address .................. 59 Brau St.
Phone Number ............... 107
Transmitter Location ...... Between San Juan and Carolina
Time on the Air .......... Unlimited license
Transcription Service ....... Lang-Worth

**WIA C**

SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By .......... Enrique Abarca
Business Address .......... Box 248
Studio Address ............. Hanturce-Carolina Rd.
Transmitter Location ....... Hanturce-Carolina Road
Time on the Air .......... 16 hours daily
News Service .............. AP
Transcription Service ....... Standard Radio

**WKAQ**

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By .......... Radio Corporation of Porto Rico
Address .................. Telephone Building
Phone Number ............... San Juan 2014
Transmitter Location ...... Hato Rey
Time on the Air .......... 7 a.m. to 11 p.m.
News Service ................ Transradio
Transcription Service .... Associated Music Publishers
National Sales Office ...... International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

**Personnel**

President .............. H. H. Butiner
Vice-President-Gen. Manager ...... John A. Zerbe
Commercial Manager ........ Jose C. Irizarry
Program Director .......... David A. Brown
Chief Announcer .......... Jose Ortiz
Musical Director .......... Joaquin Burset
Chief Engineer .......... Angel P. del Valle

**Personnel**

Owner-Operator .......... Juan Piza
Chief Engineer .......... William N. Greer

"REMEMBER PEARL HARBOR"
The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1942.

**ALABAMA**
The Anniston Star .................. WHMA
Licensee—Harry M. Ayers, Anniston.
The Birmingham Age-Herald ........ WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News Co., Birmingham.
Dothan Eagle ...................... WAGF
Licensee—Dothan Broadcasting Co., Dothan, Ala.
Through stock ownership ........... WSFA

**ARIZONA**
Arizona Republic, Phoenix Gazette, KYUM
Arizona Weekly Gazette, through stock ownership.
Licensee—Yuma Broadcasting Co., Yuma, Ariz.
Prairie Farmer Publishing Co. .......... Koy
Licensee—Salt River Valley Broadcasting Co., Phoenix.
Arizona Republic ..................... KTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co., Phoenix.
Arizona Republic ..................... KVOA
Phoenix Gazette
Licensee—Arizona Broadcasting Co., Tucson.
Prescott Daily Courier ................ KCRJ
Arizona Republic & Gazette (Phoenix)
Licensee—Southwest Broadcasting Co., Prescott, Ariz.

**ARKANSAS**
Arkansas Gazette ..................... KGHI
Licensee—Arkansas Broadcasting Co., Little Rock.
Arkansas Gazette ..................... KLRA
Licensee—Arkansas Broadcasting Co., Little Rock.

**CALIFORNIA**
McClatchy Newspapers ............... KERN
Licensee—McClatchy Broadcasting Co., Bakersfield, Cal.
Humboldt Times ..................... Kiem
Humboldt Standard
Licensee—Redwood Broadcasting Co., Eureka.
McClatchy Newspapers ............... Kmj
Licensee—McClatchy Broadcasting Co., Fresno, Cal.
Through stock ownership ............. Kmyc
Licensee—Marysville-Yuba City Broadcasters, Inc., Marysville, Calif.
Monterey Peninsula Herald .......... KDON
Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula Broadcasting Co., Monterey, Cal.
The Oakland Tribune ................ KLX
Licensee—Tribune Building Co., Oakland, Cal.
Redding Searchlight ................ Kcv
Licensee—Golden Empire Broadcasting Co., Redding.
McClatchy Newspapers ............... Kfbk
Licensee—McClatchy Broadcasting Co., Sacramento, Cal.
American Newspapers, Inc. .......... KYA
Licensee—Heard Radio, Inc., San Francisco, Cal.
Santa Barbara News ................ KTMS
Santa Barbara Press
Santa Rosa Press-Democrat ............ KSRO
Licensee—Ernest L. Finley, Santa Rosa, Calif.
McClatchy Newspapers ............... KWG
Licensee—McClatchy Broadcasting Co., Stockton, Cal.
Visalia Times Delta ................. Ktkc
Register-Pajaronian ................. KHUB
Licensee—John P. Scripps, Watsonville, Cal.
COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer & Stockman), Oklahoma Publishing Co., 33% stockholder.


The Daily Oklahoman..................KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee—KLZ Broadcasting Co., Denver, Colo.

Record Stockman ......................KFKA
Licensee—The Mid-Western Radio Corp., Greeley, Colo.

CONNECTICUT

Hartford Times .....................WTHT
(Gannett Co., Inc.)

Licensee—The Hartford Times, Inc., Hartford, Conn.

Waterbury American .................WBRY
Waterbury Republican
Licensee—American-Republican, Inc., Waterbury.

DELWARE

Lancaster (Pa.) Newspapers, Inc........WDEL
Licensee—WDEL, Inc., Wilmington, Del.

Lancaster (Pa.) Newspapers, Inc........WILM
Licensee—Delaware Broadcasting Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star................WMAL
Licensee—National Broadcasting Co., Washington, D. C.

Station owned by Star Newspaper Co. and is operated by the National Broadcasting Co.

FLORIDA

Jacksonville Journal ...............WJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jacksonville.

The Miami Daily News.................WIOD
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broadcasting Corp., Miami, Fla.

Owner holders 33 1/3% of Society WKAT Pictorial
Licensee—A. Frank Katzentine, Miami Beach, Fla.

Daytona Beach News & Journal........WTMC
(News Journal Co.)
Licensee—Orlando Broadcasting Co., Orlando, Fla.

Panama City News-Herald............WDLP
Licensee—Panama City Broadcasting Co., Panama City, Fla.

Pensacola News .......................WCOA
Pensacola Journal
Licensee—Pensacola Broadcasting Co., Pensacola, Fla.

St. Petersburg Times................WTSP
Licensee—Pinellas Broadcasting Co., St. Petersburg, Fla.

Highlands County Pilot................WTAL
Scenic Highlands Sun
(Avon Park, Fla.)

Lake Placid News
(Lake Placid, Fla.)
Licensee—Florida Capital Broadcasters, Inc., Tallahassee, Fla.

Tampa Times.......................WDAE
Licensee—Tampa Times Company, Tampa, Fla.

Tampa Tribune .....................WFLA
Licensee—The Tribune Co., Tampa, Fla.

GEORGIA

Albany Herald ......................WALB

Athens Banner-Herald ..........WGAU

Augusta Herald .....................WGAC

Atlanta Journal owns 40% of stock.

The Atlanta Journal.................WSB
Licensee—The Atlanta Journal Co., Atlanta, Ga.

Cordele Dispatch ...................WMJM
Licensee—Cordele Dispatch Publishing Co., Cordele.

Gainesville Eagle ..................WGGA

La Grange News ....................WLAG
Licensee—La Grange Broadcasting Co., La Grange, Ga.

Waycross Journal ...................WAYX
Licensee—Jack Williams, Waycross.
ILLINOIS

News-Gazette ................. WDWS
Licensee—Champaign News-Gazette, Inc., Champaign, Ill.

Chicago Daily Drovers Journal..... WAAF

Chicago Tribune & News-Syndicate, WGN Inc., publisher of the N. Y.
News. Directors interested in the Washington Herald; Rockford
Morning Star and Register Republic.

Licensee—WGN, Inc., Chicago, Ill.

Farmers Radio Weekly ............ WLS
Prairie Farmer

Stand-By

Licensee — Agricultural Broadcasting Co., Chicago, Ill.

Danville Commercial-News ....... WDAN
100% owned by Gannett Publications.

Licensee—Northwest Publishing Co.,
Danville, Ill.

Decatur Herald ................. WSOY
Decatur Review

Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.

Galesburg Register-Mail ............ WGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.

Rockford Consolidated Newspapers, WROK
Inc.

Rockford Morning Star

Rockford Register Republic

Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.

Rock Island Argus .............. WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.

Illinois State Journal ............ WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth ............ WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.

Through stock ownership ........ WFBM
Licensee—WFBM, Inc., Indianapolis, Ind.

Central Newspapers, Inc. (100%) .... WIRE
Huntington Herald-Express

Vincennes Sun-Commercial

Licensee — Indianapolis Broadcasting,
Inc., Indianapolis, Ind.

The South Bend Tribune ........ WSBT
Licensee—The South Bend Tribune,
South Bend, Ind.

Vincennes Sun Commercial .... WAOV
Licensee — Vincennes Newspapers,
Inc., Vincennes, Ind.

IOWA

Burlington Hawk-Eye Gazette .... KBUR
Licensee—Burlington Broadcasting
Co., Burlington, la.

Des Moines Register & Tribune .... WMT
Licensee—Iowa Broadcasting Co.,
Cedar Rapids, Iowa.

Register & Tribune ......... KRNT
Licensee—Iowa Broadcasting Co.,
Des Moines, Iowa.

Register & Tribune .............. KSO
Licensee—Iowa Broadcasting Co.,
Des Moines, Iowa.

Director interested in The Davenport Democrat and Leader, Daven-
port, Iowa.

Licensee—Central Broadcasting Co.,
Des Moines, Iowa.

Dubuque Telegraph-Herald .... KDTH
Licensee—Telegraph - Herald Co.,
Dubuque, Iowa.

Globe-Gazette ............. KGLO
Licensee—Mason City Globe Gazette Co., Mason City, Iowa.

The Sioux City Journal .... KSCJ
Licensee—Perkins Bros. Co., Sioux
City, Iowa (The Sioux City Journal).

Principal Stockholder: Tribune Co., KTRI

Licensee—Sioux City Broadcasting
Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal .... KGGF
Coffeyville, Kans.

Licensee—Hugh J. Powell, Coffey-
ville, Kans.

Dodge City Daily Globe .... KGNO
Dodge City, Kans.

Licensee—The Dodge City Broad-
casting Co., Inc., Dodge City,
Kans.

Kansas City Kansan .... KCKN

Topeka Daily Capital
(Capper Publications)

Licensee—KCKN Broadcasting Co.
Kansas City, Kans.

Salina Journal ....... KSAL

Hays Daily News

Goodland Daily News

Hall City Times


The Topeka Daily Capital .... WIBW
Kansans City Kansan
(Capper Publications)

Licensee—Topeka Broadcasting As-

sociation, Inc., Topeka, Kans.

The Wichita Eagle .... KFH
Licensee—Radio Station KFH Co.,
Wichita, Kans.
KENTUCKY
Ashland Daily Independent........WCMIM Licensee—The Ashland Broadcast-
ing Co., Ashland, Ky.
Lexington Herald .................WLAP Licensee—American Broadcasting
Corp. of Ky., Lexington, Ky.
Louisville Times .................WHAS Louisville Courier-Journal
Licensee—The Courier Journal Co.,
and the Louisville Times Co.,
Louisville, Ky.
Owensboro Messenger ...........WOMI Owensboro Inquirer
Licensee—Owensboro Broadcast-
ing Co., Owensboro, Ky.

LOUISIANA
Capital City Press..............WJBO Licensee—Baton Rouge Broadcast-
ing Co., Inc., Baton Rouge, La.
Lafayette Advertiser ............KVOL Licensee—Evangeline Broadcasting
Co., Inc., Lafayette, La.
Stockholders interested in KPLC
KRRV and KVOL.
Licensee — Calcasieu Broadcasting
Co., Lake Charles, La.
Stockholders interested in news-
paper publishing.
(See KPLC, KRRV and KHBG.)
Licensee—Radio Station KRMDF,
Inc., Shreveport, La.
(See KPLC, KRRV and KHBG.)
The Shreveport Times...........KTBS Licensee — Tri-State Broadcasting
The Shreveport Times...........KWKH Licensee — International Broadcast-
ing Corp., Shreveport, La.

MAINE
Stockholder with 99.4% interest in the WCOU
newspaper business.
Licensee—Twin City Broadcast-
ing Co., Lewiston, Maine.
Stockholders are interested in news-
paper publishing.
Licensee — Portland Broadcasting
System, Portland, Me.

MARYLAND
American Newspapers, Inc........WBAL Licensee—The WBAL Broadcast-
ing Co., Baltimore, Md.

MASSACHUSETTS
Holyoke Transcript-Telegram ......WHYN Licensee—Hampden-Hampshire Corp.,
Holyoke, Mass.
Lawrence Daily Eagle............WLAW The Evening Tribune
Licensee—Hildreth & Rogers Co.,
Lawrence, Mass.
The Evening Standard Times......WNBH The Sunday Standard-Times
The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
New Bedford, Mass.
Worcester Telegram ..............WTAG Worcester Evening Gazette
Licensee—Worcester Telegram Pub-

MICHIGAN
Enquirer and News..............WELL (Federated Publications, Inc.)
Licensee — Federated Publications,
Inc., Battle Creek, Mich.
Calumet News ..................WHDF Houghton Mining Gazette
Licensee — Upper Michigan Broad-
casting Co., Calumet, Mich.
Grand Rapids Press, Flint Journal, WJLB
Kalamazoo Gazette, Saginaw News,
Jackson Citizen Patriot, Muskegon
Chronicle, Bay City Times, Ann
Arbor News (Booth Newspapers,
Inc.)
Licensee—John L. Booth Broadcast-
ing, Inc., Detroit, Mich.
The Detroit News.................WWJ Licensee—The Evening News Asso-
ciation, Detroit, Mich.
Marquette (Mich.) Mining Journal..WDDBC Licensee — Delta Broadcasting Co.,
Escanaba, Mich.
The Daily Mining Journal........WDMJ The Rhinelander News
Rhinelander, Wisc.
The Iron Mountain News
Iron Mountain, Mich.
Licensee — The Lake Superior Broad-
Farmington (Mich.) Enterprise......WCAR Licensee—Pontiac Broadcasting Co.,
Pontiac.

MINNESOTA
Northwestern Jeweler (Trade KATE
Paper)
Licensee—Albert Lea Broadcasting
Corp., Albert Lea, Minn.
Owner of one sixth interest is
president of Trades Publishing Co.
Duluth News-Tribune ..............WEBC Superior Telegram
Northwestern Publications, Inc.,
publisher of Duluth News-Tribune
and Evening Telegram Co., pub-
lisher of Superior (Wisc.) Tele-
gram, both own 32% of stock each.
MISSISSIPPI

Columbus Commercial Dispatch......WCBI
Licensee—Birney Imes, Columbus, Miss.
The Clarke County Tribune......WCOC
Quinlan, Miss.
The Vicksburg Evening Post ......WQBC
The Vicksburg Herald
Licensee—Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times............KFRU
Licensee—KFRU, Inc., Columbia, Mo.
Hannibal Courier-Post ............KHMO
Licensee—The Courier Post Publishing Co., Hannibal, Mo.
Capital News .....................KWOS
Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
Joplin Globe ......................WMBH
Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
Kansas City Star .........WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
Licensee — KFEQ, Inc., St. Joseph Mo.
Poplar Bluff American Republic....KWOC

NEVADA

McClatchy Newspapers ............KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW HAMPSHIRE

Through stock ownership............WMUR
NEW JERSEY
Atlantic City Press.............WBAB
Atlantic City Union
Licensee—Press Union Publishing
Co., Atlantic City.

NEW MEXICO
Owner of stock in licensee corpora-
tion is an officer in following: 
Albuquerque Publishing Co.; 
Journal Publishing Co.; Scripps-
Howard Newspapers (Rocky Mt. 
Division), Denver Publishing Co.
Licensee—Albuquerque Broadcast-
ing Co., Albuquerque, New Mex.
Pecos Enterprise, Pecos, Tex. . . . KAVE
Licensee—Carlsbad Broadcasting
Co., Carlsbad, N. M.
Lexington (Ky.) Herald...........KICA
Licensee—Western Broadcasters, Inc., 
Clovis, N. M.

NEW YORK
Knickerbocker News ...............WABY
Licensee—Adirondack Broadcast-
ing Co., Albany, N. Y.
Knickerbocker News .............WOKO
Licensee—WOKO, Inc., Albany, 
N. Y.
Auburn Citizen-Advertiser ........WMBO
Licensee—WMBO, Inc., Auburn, 
N. Y.
Through stock ownership.........WBTA
Licensee—Batavia Broadcasting Co., 
Batavia, N. Y.
Buffalo Evening News ............WBEN
Licensee—WBEN, Inc., Buffalo, 
N. Y.
Buffalo Evening News ..........WEBR
Licensee—WEBR, Inc., Buffalo, 
N. Y.
Elmira Star Gazette............WENY
Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc.,
100% owned by Gannett Publica-
tions
Elmira, N. Y.
Through stock ownership.........WJTN
Licensee—James Broadcasting Co., 
Jamestown, N. Y.
Poughkeepsie Sunday Courier .....WGNY
Licensee—WGNY Broadcasting Co.,
Newburgh, N. Y.
Jewish Daily Forward...........WEVD
Licensee—Debs Memorial Radio 
Fund, Inc., New York City.
Officers and directors are publishers.

American Newspapers, Inc........WINS
Licensee—Hearst Radio, Inc., New 
York, N. Y.
Paterson (N. J.) Morning Call.....WNEW
Licensee—WODAAM Corp., New 
York, N. Y.
Niagara Falls Gazette.............WHLD
Licensee—Niagara Falls Gazette 
Publishing Co., Niagara Falls,
Ogdensburg Advance-Newsc........WSLB
Licensee—St. Lawrence Broadcasting 
Corp., Ogdensburg.
Olean Times Herald..............WHDL
Licensee—WHDL, Inc., Olean, N. Y.
Through stock ownership........WKIP
Licensee—Poughkeepsie Broadcast-
ing Corp., Poughkeepsie.
Gannett Co., Inc..................WHEC 
(Nearest publishers)
Licensee—WHEC, Inc., Rochester, 
N. Y.
Watertown Times ..................WWNY
Licensee—The Brockway Co., Wat-
ertown, N. Y.
Yonkers Herald-Statesman........WFAS 
(Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting 
Corp., White Plains.

NORTH CAROLINA
Asheville Daily News.............WISE
Licensee—WISE, Inc., Asheville.
Asheville Citizen-Times...........WWNC
Licensee—Asheville Citizen-Times 
Co., Inc., Asheville, N. C.
The Durham Morning Herald.....WDNC
The Durham Sun
Licensee—Durham Radio Corp., 
Durham, N. C.
Goldboro News-Argus.............WGBR
Licensee—Eastern Carolina Broadcast-
ing Co., Goldsboro.
Through stock ownership........WHKY
Licensee—Catawba Valley Broad-
casting Co., Hickory, N. C.
Salisbury Post...................WSTP
Stockholder with 39.33% interest is 
vice president and treasurer of a 
newspaper.
Licensee—Piedmont Broadcasting 
Co., Salisbury, N. C.
Winston-Salem Journal...........WSJS
Licensee—Piedmont Publishing Co., 
Winston-Salem, N. C.

NORTH DAKOTA
Fargo Forum ....................WDAY
Licensee—WDAY, Inc., Fargo, N. D.
OHIO

Ashtabula Star-Beacon .............. WICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
Licensee — WICA, Inc., Ashtabula, Ohio.
Canton Repository ................ WHBC
Licensee — The Ohio Broadcasting Co., Canton, Ohio.
100% owned by Brush-Moore Newspapers Inc.
Scripps-Howard Newspapers ...... WCPO
Cincinnati Post
Licensee — Scripps-Howard Radio Inc., Cincinnati, Ohio.
Cincinnati Times Star .............. WKRC
Licensee — Cincinnati Times Star Co., Cincinnati, Ohio.
The Cleveland Plain Dealer........ WHK
Licensee — United Broadcasting Co., Cleveland, Ohio.
The Cleveland Plain Dealer........ WCLE
Licensee — United Broadcasting Co., Cleveland, Ohio.
Columbus Dispatch ................ WBNS
Ohio State Journal
Licensee — WBNS, Inc., Columbus, Ohio.
The Cleveland Plain Dealer........ WHKC
Licensee — United Broadcasting Co., Columbus, Ohio.
Dayton Daily News ................. WHIO
Springfield News
Springfield Sun
Licensee — Miami Valley Broadcast-
ing Corp., Dayton, Ohio.
Through stock ownership ............ WING
Licensee — WSMK, Inc., Dayton, Ohio.
Owners interested in newspaper WPAY
publishing.
(Brush-Moore Newspapers, Inc.)
Licensee — Vee Bee Corp., Port-
mouth, Ohio.
Stockholders interested in Cleveland WKBN
Plain Dealer.
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.
Through stock ownership ............ WIZE
Licensee — Radio Voice of Spring-
field, Inc., Springfield, Ohio.
Youngstown Vindicator & Telegram WFMJ
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.

OKLAHOMA

The Ardmoreite ................ KVSO
Licensee — The Ardmoreite Publish-
ing Co., Inc., Ardmore, Okla.
Enid Morning News .............. KCRC
Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.

Daily Phoenix and Times Democrat... KBIX
Licensee — Okla. Press Publishing
Co., Muskogee, Okla.
Fort Worth (Texas) Star Telegram... KTOK
Licensee — Oklahoma Broadcasting
Co., Inc., Oklahoma City, Okla.
Oklahoma City Oklahoman .......... WKY
Oklahoma City Times
Licensee — WKY Radiophone Co.,
Oklahoma City, Okla.
Stauffer Publications Inc...........
KGFF Newspapers in Neb., Kans., Mo.,
Okla., Ark. and N. M.
Licensee — KGFF Broadcasting Co.,
Inc., Shawnee, Okla.
Owner is a publisher .............. KOME
Licensee — Oil Capitol Sales Corp.,
Tulsa, Okla.

OREGON

Albany Democrat-Herald ............ KWIL
Licensee — Central Williamette
Broadcasting Co., Albany, Ore.
Astoria-Budget ..................... KAST
Licensee — Astoria Broadcasting Co.,
Inc., Astoria, Ore.
Bend Bulletin ....................... KBND
Licensee — The Bend Bulletin, Bend,
Ore.
Grants Pass Courier ............... KUIN
Humboldt (Calif.) Times
Humboldt (Calif.) Standard
Licensee — Southern Oregon Broad-
casting Co., Grants Pass.
La Grande Observer ................ KLBM
Licensee — Harold Finlay, La Grande,
Ore.
Coos Bay Times ..................... KOOS
Licensee — KOOS, Inc., Marshfield,
Ore.
Oregon Journal ..................... KALE
Licensee — KALE, Inc., Portland,
Ore.
Morning Oregonian ................ KEX
Licensee — Oregonian Publishing Co.,
Portland, Ore.
Oregonian ........................ KGW
Licensee — Oregonian Publishing
Co., Portland, Ore.
Oregon Journal ..................... KOIN
Licensee — KOIN, Inc., Portland
Ore.
Roseburg News-Review ............. KRNR
Klamath Falls Herald and News
Medford Mail-Tribune
Licensee — News-Review Co., Rose-
burg, Ore.

PENNSYLVANIA

Allentown Call ................... WCBA-WSAN
Chronicle & News
Licensee — Lehigh Valley Broadcast-
ing Co., Allentown, Pa.
Newspaper-Owned Stations

DuBois, Courier-Express .................WCED
Licensee—Tri-County Broadcasting Co., DuBois, Pa.
Stockholders interested in newspaper publications.
The Harrisburg Telegraph ...............WHP
Harrisburg Telegraph News ............WKBO
Stockholders interested in newspaper publishing.
Johnstown Tribune .....................WJAC
Lancaster Newspapers, Inc. ..........WGAL
Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
Lewistown Sentinel ....................WMRF
Licensee—Lewistown Broadcasting Co., Lewistown, Pa.
Courier Post Co. ......................WHAT
Pittsburgh Sun-Telegraph .............WCAE
Pittsburgh Post Gazette ...............WWSW
Scranton Times ........................WQAN
Licensee—The Scranton Times, Scranton, Pa.
Sharon Herald .........................WPIC
Williamsport Sun ......................WRAK
Williamsport Gazette-Bulletin
Lancaster Newspapers, Inc. ..........WORK
Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)

SOUTH CAROLINA
Independent & Daily Mail .............WAIM
Licensee—Wilton E. Hall, Anderson, S. C.
Charleston News & Courier ...........WTMA
Charleston Post
Licensee—Atlantic Coast Broadcasting Co., Charleston, S. C.
Greenville News ......................WFBC
Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA
Stockholder is a newspaper publisher.
Licensee—WNAX Publishing Co., Yankton, S. D.

TENNESSEE
Bristol Herald Courier .................WOPI
Bristol News Bulletin
Licensee—Radio-Phone Broadcasting Station WOPI, Inc., Bristol, Tenn.-Va.
Jackson Sun ..........................WTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
Kingsport Times .......................WKPT
Scrpps-Howard Newspapers ..........WNOX
Licensee—Scrpps-Howard Radio Inc., Knoxville, Tenn.
Memphis Commercial Appeal ........WMC
Memphis Press-Scimitar ..............WMPS
Licensee—Memphis Broadcasting Co., Memphis, Tenn.

TEXAS
Sweetwater Reporter ................KRBC
Big Spring Herald
Paris News
Corpus Christi Caller
Corpus Christi Times
San Angelo Standard
Licensee—Reporter Broadcasting Co., Abilene, Tex.
Ashland Daily Independent (Ky) ....KFDA
Through stock ownership.
Licensee—Amarillo Broadcasting Co., Amarillo, Texas.
Amarillo Globe & News ...............KGNC
Lubbock Avalanche Journal
American Newspapers, Inc. .........KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.
Beaumont Enterprise ..................... KRIC
Beaumont Journal

Big Spring Herald ..................... KBST
San Angelo Standard
Corpus Christi Caller
Corpus Christi Times
Sweetwater Reporter
Licensee — Big Spring Herald Broadcasting Co., Big Spring, Tex.

Brownwood Banner ..................... KBWD
Licensee — Brown County Broadcasting Co., Brownwood, Texas

Corpus Christi Caller-Times ........ KRIS
(W. G. Kinsolving, publisher, 40% stockholder).

Licensee — Gulf Coast Broadcasting Co., Corpus Christi, Tex.

Dallas Times Herald ..................... KRLD
Licensee — KRLD Radio Corporation, Dallas, Tex.

Arkansas Gazette (Little Rock) ........ KSKY
Licensee — Chilton Radio Corp., Dallas, Tex.

Dallas News ............................ WFAA
Dallas Journal
Farm News (semi-weekly)
Texas Almanac
State Industrial Guide
Licensee — A. H. Belo Corp., Dallas, Tex.

El Paso Times .......................... KROD
Licensee — Dorrance D. Roderick, El Paso, Tex.

Fort Worth Star-Telegram ............... KGKO
Licensee — KGKO Broadcasting Co., Fort Worth, Tex.

Fort Worth Star-Telegram ............... WBAP

Houston Post .......................... KPRC
Licensee — Houston Printing Co., Houston, Tex.

Houston Chronicle ..................... KTRH
Licensee — KTRH Broadcasting Co., Houston, Tex.

Kilgore Daily News .................... KOCA
Licensee — Oil Capital Broadcasting Assn., Kilgore, Tex.

Lubbock Avalanche-Journal ........... KFYO
(See KRBC and KBST)
Licensee — Plains Radio Broadcasting Co.

Santa Ana (Calif.) Daily Register .... KPDN
Clovis (N. M.) News Journal
Bucyrus (Ohio) Telegraph-Forum
Pampa Daily News
Licensee — R. C. Hoiles, Pampa, Tex.

Paris News ............................. KPLT
(See KRBC and KBST)

Pecos Enterprise ...................... KIUN
Licensee — Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.

San Angelo Standard Times .......... KGKL
Licensee — KGKL, Inc., San Angelo, Tex.

San Antonio Light ...................... KTSA
Licensee — Sunshine Broadcasting Co., San Antonio, Tex.

Temple Telegram ...................... KTEM
Licensee — Bell Broadcasting Co., Temple, Tex.

Texarkana Gazette ..................... KCMD
Texarkana Daily News
Licensee — KCMD, Inc., Texarkana.

Vernon Daily Record ................... KVVC
Licensee — R. H. Nichols, W. H. Wright & Stewart Hatcher d/b a/s
The Northwestern Broadcasting Co., Vernon, Texas.

American Newspapers, Inc., .......... WACO
Licensee — Frontier Broadcasting Co., Waco, Tex.

Amarillo Globe-News .................. KRGV
Licensee — KRGV, Inc., Weslaco, Texas.

98.43% stockholder is also interested in Globe News Publishing Co.

UTAH

Ogden Standard-Examiner ............... KLO
Licensee — Interstate Broadcasting Corp., Ogden, Utah

Salt Lake City Tribune, Salt Lake City Telegram.
Licensee — Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News .................. WCAX

VIRGINIA

Martinsville Bulletin .................. WMVA

Newport News Press ................... WGH
Newport News Times-Herald
Licensee — Hampton Roads Broadcasting Corp., Newport News,
NEWSPAPER-OWNED STATIONS

Ledger-Dispatch ..................... WTAR
Virginian Pilot
Petersburg Progress-Index .......... WP1D
Licensee—Petersburg Newspaper Corp., Petersburg, Va.
Richmond News Leader ............. WRNL
Licensee—Richmond Radio Corp., Richmond, Va.
Roanoke Times ........................ WDBJ
World News
Licensee—Times World Corp., Roa-
noke, Va.
Through stock ownership .......... WSLS

WASHINGTON

Longview Daily News ................. KWLK
Licensee—Twin City Broadcasting Corp., Longview, Wash.
Coos Bay Times ........................ KVAN
(See KOOS)
Licensee—Vancouver Radio Corp., Vancouver.

WEST VIRGINIA

Beckley Post-Herald & Raleigh WJLS
Register
Bluefield Daily Telegram ............. WHIS
Sunset-News & Times-Leader
The Huntington Advertiser .......... WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
Clarksburg Exponent ................. WBLK
Clarksburg Telegram
(See WCHS and WPAR)
Huntington Herald-Dispatch ......... WSAZ
Huntington Advertiser
Logan Banner .......................... WLOG
Licensee—Clarence H. Frey & Rob-
ert O. Greer, Logan, W. Va.
Through stock ownership .......... WAIR

Clarksburg Exponent ................. WPAR
Clarksburg Telegram
(See WBLK and WCHS)

WISCONSIN

Superior Evening Telegram .......... WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
FDL Commonwealth Reporter ....... KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
Janesville Gazette ................. WCLO
Licensee—Gazette Printing Co., Janesville, Wis.
Madison Capital Times .............. WIBA
Wisconsin State Journal
Licensee—Badger Broadcasting Co., Inc., Madison, Wis.
American Newspapers, Inc. ......... WISN
Licensee—Hearst Radio, Inc., Mil-
waukee, Wis.
The Milwaukee Journal .............. WTMJ
Licensee—The Journal Co. (The Mil-
waukee Journal), Milwaukee, Wis.
Racine Journal Times ............... WRJN
Catholic Daily Tribune
Licensee—Racine Broadcasting Corp., Racine, Wis.
Stock & Dairy Farmer ............... WJMC
Licensee—Walter H. McGenty, Rice
Lake, Wis.
The Sheboygan Press ................. WHBL
Licensee—Press Publishing Co., She-
boygan, Wis.
Wisconsin Rapids Tribune .......... WFHR
Licensee—Wm. F. Huffman, Wiscon-
sin Rapids, Wise.

WYOMING

Wyoming Eagle & Wyoming State KFBC
Tribune & Leader
Licensee—Frontier Broadcasting Co., Cheyenne, Wyo.

ALASKA

Fairbanks News-Miner ............... KFAR
Licensee—Midnight Sun Broadcast-
ing Co., Fairbanks, Alaska.

HAWAII

Honolulu Advertiser ................. KGU
Licensee—Marion A. Mulroney & Advertiser Publishing Co., Ltd., Honolulu, T. H.
Garden Island Publishing Co. ....... KTOH
Licensee—Garden Island Publishing Co., Lihue, T. H.
WE FOUND IT ON DECEMBER 7, 1941

With so many billions being spent for Defense, it is odd to note that the most important factor in our fight for freedom is itself free.

It was there with the American flyer who dove blindly to explode his ship on the deck of the invader.

It is there now with the air-raid wardens who pace vigilantly on cold, wet nights.

It is there as the greedy Hitlers and wretched Mussolinis realize that "Pearl Harbor" was an irrevocable blunder.

It is there as Mr. and Mrs. America grimly tighten their belts . . .

And with their son, who halts plans for his future to learn to shoot a gun.

It marks the end of the Fuehrer's Drang Nach Osten; his Wehrmacht; his Blitzkrieg; his fat puppet to the south; his slant-eyed dummy in the East.

It is America unified where it was once divided . . . 130 million people welded together in the flash of the first Jap bomb.

It is victory by unity, for now we are one.

Buy Defense Savings Stamps and Bonds.
MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES and CANADA

**Alabama**

- Birmingham, WAPI, Clo McAlpin
- WBRC, Herbert C. Grieb
- WSGN, Bill Kilmer
- Decatur, WMSL, Lewis Blizzard
- Mobile, WALA, Acnes Pirtle
- WPKS, Alinc Willis
- Montgomery, WSFA, Caldwell Stewart
- Muscle Shoals City, WMSD, Lois Harris
- Tuscaloosa, WJBD, Wilhelmina Quaries

**Arizona**

- Globe, KWJB, Elgin McCarty
- Phoenix, KOY, Alfred Becker
- KPHO, M. C. Reese, Jr.
- KTR, Paul Giroux
- Bafford, KGLO, Willard Shoecraft
- Tucson, KTUC, Keith Loftfield

**Arkansas**

- Helena, KFFA, Rosalind Mundt
- Little Rock, KARK, Paul Gott
- KLKA, Tommy Scott

**California**

- Bakersfield, KPMQ, Roy Bailey
- Berkeley, KRE, Harrold Hawley
- Beverly Hills, KMPC, Rex Kory
- Chico, KHSI, Jo Ann Evans
- Eureka, KIEM, James Fusil
- Freno, KARM, E. Ducklow
- KQ, Coyle Chambers
- Long Beach, KPOX, Hal G. Nichols
- Los Angeles, KECA, Claude Sweeten
- KFAC, Don Otis
- KPI, Claude Sweeten
- KFWE, Leon Leonard
- KJH, Dave Rose
- KUHF, Salvatore Santacita
- KNX, Bud Gishkin, Wilbur Hatch
- Oakland, KROW, Edward House
- Pasadena, KPS, J. Newton Yates
- Redding, KCV, Frank Johnstone
- Sacramento, KFBR, George Bruce
- KROY, Evangeline Baker
- San Diego, KGB, George Bacon
- San Francisco, KFRC, Cy Trobbe
- KJBS, Rose Snyder
- KSFO, Dick Aurandt
- KYA, George Nyklicek
- Santa Ana, KYOE, Wallace Wiggins
- Santa Barbara, KDB, Stella Holloway
- Santa Rosa, KSO, Wilt Gunzendorfer

**Colorado**

- Colorado Springs, KVOR, Ruth Rummelhart

**Connecticut**

- Bridgeport, WICC, Gus Meyers, Jr.
- WNAB, Johnny Montgomery
- Hartford, WDIR, Sterling V. Couch
- WTHT, Charlotte Gregory
- WTIC, Moshe Parano
- New Britain, WNVC, Maurice Schleman
- New Haven, WELI, Marion J. Reynolds
- New London, WNLC, Richard Benvenuti
- Waterbury, WATR, Edith Lacci

**District of Columbia**

- Washington, WINX, Bob Callahan
- WJSV, Paul Rain
- WMAL, Morgan Baer
- WOL, Larry Gerashy
- WRC, Larry Hendricks

**Florida**

- Fort Lauderdale, WFTL, Justine Bruce
- Gainesville, WRUF, Elizabeth Tow
- Jacksonville, WJAX, Frank Morris
- WJHP, Fred Mace
- Lakeland, WLAK, Bert Berry
- Lake Worth, WWPG, Ronald Stantons
- Miami, WIOD, Clark Fiers
- Miami Beach, WKAT, Betty Lee Taylor
- Ocala, WFTM, King Cole
- Orlando, WDBO, Walter Kimble
- Pensacola, WOA, Ray Rogers
- St. Petersburg, WSUN, Edith Ginn
- WTSP, Victor Chensalns
- Tampa, WDAE, M. E. Plattner
- WFLA, Frank Grasso

**Georgia**

- Albany, WALB, Edward J. Lord
- WGPC, Marvin C. Lorig
- Atlanta, WATL, Cliff Cameron
- WGST, Lola Allen Wallace
- WSB, Perry Bechtel, Earl Landis
**Mississippi**

Columbus, WCBJ ............... Phil Guller
Greenville, WJPR ............. Charlotte Harke
Jackson, WDJX ............... Maurice Thompson
McComb, WSKB ............... Mrs. B. L. Mathis
Natchez, WMJS ............... Harry King Barth

**Missouri**

Columbia, KFRU ............... Carl Stepp
Kansas City, KCMO .......... Virginia Crumbaugh
WHB ......................... Frank Wilson
Poplar Bluff, KWOC ......... Lola Sechrest
St. Joseph, KFQ ............. Laurence M. Parker
St. Louis, KFUG .............. Dr. Theo. Hoeltz-Nickel
KMOX ...................... Ben Feld
KWK ....................... Rolla Couchlin
KKOX ...................... Stan Daugherty
WEW ........................ Ralph Stein
WIL ........................ Allister Wylie
Sedalia, KDDO ............... Robert J. Williamson, William Davis

**Montana**

Butte, KGIR .................... B. R. Sprague
Great Falls, KFBB .......... Roscoe Kerman
Kalispell, KGEZ .............. Oliver Hockley
Wolf Point, KGEX .......... Wendel Manuel

**Nebraska**

Omaha, WOW .................... Freddie Ebener

**Nevada**

Reno, KOH ..................... Merle Snider

**New Hampshire**

Manchester, WPEA ............. Alfred Engel
WMUR ....................... Bert Colter
Portsmouth, WHEB .......... Katherine Gunther

**New Jersey**

Asbury Park, WCAP ........... G. H. Scott
Camden, WCAM ............... E. N. Layman
Jersey City, WAAT ......... Jay Stanle
WHOM ....................... G. DeLucia
Zaraphath, WAWZ ............ Orland Wolfram

**New Mexico**

Albuquerque, KGGM .......... Wendell Barcroft
KOB ........................ Bud Nelson
Clovis, KIC ................. Mrs. J. E. Alsup
Tucumcari, KTXM .......... Stu Morrison

**New York**

Albany, WABY-WOKO .......... Carl Miller
Binghamton, WNBF .......... Donald Grey
Brooklyn, WBBR .............. Karl Klein
WHKN ........................ Lee Grant
WCNY ........................ Roger Wayne
Buffalo, WBEN ................ Bob Armstrong
WBNY ........................ Art Crosson
WIBR ....................... Bob Armstrong
Elmira, WENY ............... Harry Springer
Ithaca, WHCU ............... Harry J. Hamnessy
James, WJTN ................. George Pfeiffer
Newburgh, WGNY .......... Jack Stoutbury
New York, WBNX ............. Fred Mendelsohn
WEVD ....................... Joseph Garnet
WHNY ........................ Henry Sylven
WINS ........................ Joe Rines
WMCA ........................ Merle Pitt
WNEW ........................ Merle Neuman
WHO ......................... Alfred Wallentien
WOV ........................ Paul Romeo
WQRF ....................... Ernie Whitaker
Ponoma, WKIP ............... Sydney Freed
Rochester, WHEC .......... Ken Sparnon
Schenectady, WGY .......... Gordon Randall
SYRACUSE, WAGE ............. Thelma Jean McNeil
WFBL ....................... Raymond Gantner
WOLF ....................... Claude Parton
WSYR ....................... Charles Thomas
Troy, WHAZ ................... A. Olin Niles
WTRY ....................... Tony Sharpe
Utica, WBIX ................. Walter Griswold
Watertown, WATX .......... Frederick C. B. Johnstone
WNYT ....................... Earle Kelly
White Plains, WFAS ....... Randall Kaler
Woodside, WWRK .......... Adolph Gobel

**North Carolina**

Burlington, WBBB .......... Katherine Faulconer
Charlotte, WIT ................ Jack Phills
Durham, WDNC ............... Anne Edwards
Elizabeth City, WCN ........ Bob Tuere
Pattersonville, WQNC ....... Larry Roller
Goldboro, WGBR ............. Ted Burwell
Greensboro, WBIG .......... Marzarcy Banks
Greenville, WGTC ........... J. D. Simpson, Jr.
Kalei, WRAL ................. William Barham
Rougemont, WRAP .......... Bert Schalanger
Rocky Mount, WEED .......... David Conner
Wilmington, WMPD .......... H. W. Lee
Winston-Salem, WAIR ....... Charles Keaton
WSJS ........................ B. C. Dunford, Jr.

**North Dakota**

Bismarck, KFYR .......... W. R. Griffin
Devils Lake, KDTR .......... Kermit Myhr
Faro, WDAY .................. Abbie Andrews
Grand Forks, KILO .......... Blanche Warken
Valley City, KOVC .......... Milde George

**Ohio**

Akron, WAKR .................. Charles Herr
Beam, WJW ................... Carl Ayers
Ashtabula, WICA .......... Ross Miller
Canton, WHBC .......... James Winzer, Martin Alexander
Cincinnati, WBN ............ Jesse Walker
WKRC ....................... Chick Mauhe
WLW ....................... Milton Weiner
WSAJ ....................... William Stoeck
Cleveland, WCLE ............. Willard Pott
WGAR ....................... Walberry Brown
WHK ........................ Willard Pott
WTAM ....................... Lee Gordon
**Virginia**

Charlotteville, WCHV...Willene Huddleston
Daveville, WBTM...Earl Hotaling
Norfolk, WTar...Henry Cowles Whitehead
Richmond, WMBG...J. Jehlen
WRVA...Edward D. Naff
Roanoke, WDBJ...Eve Ninninger
WSLS...Bill Saunders

**Puerto Rico**

Ponce, WPAB...Domingo Colon Suri
San Juan, WKAQ...Joaquin Buset

**Canada**

**Alberta**

Calgary, CPAC...A. R. Brown
Edmonton, CPM...W. Rainer
CJCA...R. Taylor
CKUA...Richard MacDonald
Lethbridge, CJOC

**British Columbia**

Chilliwack, CHW...Thomas Rannie
Kelowna, Ckov...F. P. Richards
Vancouver, CJOR...E. B. Misener
Walla, W serviceProvider Ray Dorr

**Manitoba**

Winnipeg, CJRC...W. Wilson
CKY...P. H. Richardson

**New Brunswick**

Moncton, CKW...Dr. George Ross
Saint John, CHSJ...Bruce Holder

**Nova Scotia**

Halifax, CHNS...Richard L. Fry
Sydney, CJCB...Mrs. A. P. McKinnon

**Ontario**

Chatham, CFCO...Carl Monk
Kirkland Lake, CJKL...Stuart Macdonald
North Bay, CPCH...Russ Nickle
Owen Sound, CPOS...Marie Keenan
Stratford, CSS...J. W. Trotthewey
Timmins, CKGB...Bruce Treemere

**Quebec**

Chambly, CFPC...A. Groulx
Montreal, CFH...H. H. Hewetson
CRA...Paul Corbel
Quebec, CJCR...Charles Couture
Sainte Anne de l'Beauce, CGB...Adrien Bube

**Saskatchewan**

Prince Albert, CKBI...G. Dobson
Regina, CJRM...Sam Hillier
CROM...Ross MacRae
Saskatoon, CFQO

**Alaska**

Anchorage, KPOQ...Ken Lauchlin
Fairbanks, KFAR...Don M. B. Adler
Juneau, KINY...Mrs. Walter R. Carl

**West Virginia**

Bluefield, WHIS...Barnes Nash
Charleston, WCHS...Leah Perry
Wvir...George Champe
Charleston, WBLK...Don McWhorter
Fairmont, WMMN...Henry Gruner
Huntington, WSAZ...Mary Frances Carter
Logan, WLOG...Quinnelle Vann
Wheeling, WPAK...Sarah L. Heermons
c

**Wisconsin**

Ashland, WATW...Warren Hites
Fond du Lac, KFIZ...Laucelia Fairbanks
Green Bay, WTAQ...Clarence Edges
La Crosse, WGBH...Johannes Possum
Wha...Frederick Fuller
WIBA...Leon Persson
Milwaukee, WEMP...Elmer Burke
WISN...Elmer Krebs
WDMJ...William J. Benning
Rice Lake, WJMC...R. W. Wells
Sherrywood, WIBH...Mona J. Pape
Superior, WDSM...Elsie DeMeire
Wausau, WSAU...Vern Peterson
Wisconsin Rapids, WFRH...Bert Mulroy

**Wyoming**

Powell, KPQW...Rosemary C. Meyer
Sheridan, KWYO...Duke Downey

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# HOME ECONOMICS DIRECTORS
## OF STATIONS IN UNITED STATES AND CANADA

### Alabama
- Anniston, WHMA: Connie Harris
- Decatur, WMSL: Mrs. Tom Chandler
- Huntsville, WBHP: Mrs. Alexander
- Montgomery, WCOV: Camille Brown
- Muscle Shoals City, WMSD: Lola Dean
- Oneonta, WJHO: Jacqueyn Melton

### Arizona
- Globe, KWJB: Jo Evans
- Jerome, KCRJ: Marian Kuhn
- Phoenix, KIOY: Maude Longwell
- Tucson, KYOA: Patricia Irene

### Arkansas
- Blytheville, KLCN: Patricia Ames
- Little Rock, KLRA: Mina Madden

### California
- Bakersfield, KPMC: Marion de Cew
- Beverly Hills, KMPC: Andy Mansfield
- Chico, KHSI: Mabel Swift
- Eureka, KIEM: Mary Lou Stuart
- Fresno, KMLJ: Erma Giffen
- Long Beach, KFOX: Mrs. Vera Morris
- Los Angeles:
  - KECA-KFI: Angeles White
  - KFVD: Mirandy (Marjorie Bauersfeld)
  - KFWO: Violet Schram
  - KNX: Galen Drake
  - Oakland, KROW: Susan Little
  - Pasadena, KPAS: Joan Schafer
  - Sacramento, KROY: Martha Marton
  - San Bernardino, KFXM: Jeanne Jarrett
  - San Diego, KGB: Molly Morse
  - San Francisco:
    - KFRC: Mrs. Josephine Martin
    - KGO: Ann Holden
    - KJBS: Ruth Thompson
    - KPO: Gladys Cronkhite
    - KYA: Kathryn Allen
    - San Luis Obispo, KVOC: Helen Fisher
    - Santa Barbara, KDB: Stella Hollowell
    - Santa Rosa, KSRO: Connie Thrift
    - Stockton, KGDM: Mabel Rubin
    - Watsonville, KHUB: Yvonne Dale

### Colorado
- Colorado Springs, KVOR: Sally Russell
- Denver:
  - KFEL: Salome Simmons
  - KLZ: Maida Severn
  - KMYR: Patricia Burns Kidder

### Connecticut
- Bridgeport, WNAB: Ellen Marshall
- Hartford:
  - WTHT: Una King
  - WTIC: Marjorie Waters
  - New Haven, WELI: Janet Staylor

### District of Columbia
- Washington:
  - WINX: Marshall Adams
  - WJSV: Elinor Lee
  - WOL: Frances Northcross
  - WRC: Mary Mason

### Florida
- Fort Lauderdale, WFTL: Justine Bruce
- Lake Worth, WWPG: Ruth Flanigan
- Miami:
  - WIOD: Jane Butler
  - WQAM: Alane Powell
  - Ocala, WTMC: Ethel Louden
- Orlando:
  - WDPO: Myrtle Carry
  - WLOF: Louise Grant
- St. Petersburg:
  - WSUN: Mary Brown
  - WTSP: Sally U. Nelson
- Tampa:
  - WDAE: Allie Lee Rush
  - WFLA: Patsy Kent

### Georgia
- Albany:
  - WALB: Billie Barry
  - WGPC: Fannie Mae Griner
- Atlanta:
  - WAGA: Mary Lucille Carter
  - WATL: Anne George
- Columbus, WRBL: Alice Wiemer
- Gainesville, WGGA: Eugenia Brewer
- Macon:
  - WBML: Rosemary Jones
  - WMAZ: Dorothy Small
- Savannah, WSAM:
  - Ann Abstetter
  - Valdosta, WGOV: Andry Morcan
- Waycross, WAYX: Hazel Rogers
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Nampa, KFXD ........................................ Zena Potter

Illinois
Aurora, WMRO ........................................ Eulalie Isom
Bloomington, WJBC .................................... Peggy Payne
Chicago
WFL .................................................. Phil Libby
WEDC ................................................ Sophie V. Brady
WENR .............................................. Elizabeth Hart
WGJ .................................................. Katherine Roche
WMAQ ................................................ Elizabeth Hart
Decatur, WSOY ....................................... Easter Straker
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Harrisburg, WEBQ .................................. Virginia Sidell
Herrin, WJPF ....................................... June Janes
Jacksonville, WLDS ................................ Becky Vaughn
Joliet, WCLS ......................................... Mildred Barr
Quincy, WTAD ....................................... Marian Sexton
Springfield, WCBS ................................... Mary L. Dilley
 Urbana, WILL ........................................ Candace Hurley

Indiana
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 Fort Wayne
WGL .................................................. Sue Gibson
WOWO ............................................... Jane Weston
 Hammond, WHIP ...................................... Ellen Littlejohn
Indianapolis
WFEM ................................................ Rose Lee Farrell
WIRE .................................................. Dick Stone
New Albany, WGRD .................................. Charlotte Fulkner
 South Bend, WSBT .................................. Mrs. J. B. Riley
Terre Haute, WBOW .................................. Ruth Mary Morton
Vincennes, WAOU ..................................... Mrs. Grace Driver

Iowa
Ames, WOI ............................................ Martha Duncan, Gertrude Dieken
Burlington, KBUR ................................... Jean Harman
Cedar Rapids, WJET .................................. Libble Vaughan
Davenport, WOC ...................................... Mary Louise Marshall
Decorah, KWLC ....................................... Helen Trilhus
 Des Moines
KSO .................................................. Helen Watts Schreiber
WHO .................................................. Edith Haasard
Dubuque, WKEB, Sister Mary St. Clara, B.V.M.
 Fort Dodge, KVFD ..................................... Gladys Wells Griffith
 Marshalltown, KFIF .................................. Betty Brown
 Ottumwa, KBIZ ...................................... Natalie Harris
 Shanandoah
KMA .................................................. Jessie Young, Leanna Driftmier
EKNF .................................................. Adela Shoemaker
Sioux City, KTRI ..................................... Maxine Dierking

Kansas
Great Bend, KVGB ..................................... Frances Foos
Lawrence, WREN ..................................... Rose Ireland
Manhattan, KSAC .................................... Ruth T. Botz
Salina, KSAL ......................................... Helen Gels
Wichita, KFHR ....................................... Ethel Jane Myers

Kentucky
Ashland, WCMI ...................................... Marian Marvin
Harlan, WHLN ....................................... Marjaret Hughes
Hopkinsville, WHO .................................. Bonnie Bessire
Louisville
 WAVE ............................................... Carol Mason
 WINN ............................................... Margaret Eastin

Louisiana
Alexandria, KALB .................................... Rita Chandler
 Baton Rouge, WJBO .................................. Mary deVane

Maine
Lowiston, WCOU ..................................... Jean Durgin
Portland, WCSH ..................................... Nancy King

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WCAO .................................................. Betty McCullar
WFBR ................................................ Martha R. Temple, Jeula Forsyth
Hagerstown, WJET .................................. Beatrice Phillips
Salisbury, WBOC ..................................... Jane Allen

Massachusetts
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 WEEI ................................................ Heloise Parker Broeg
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Fitchburg, WEIM ..................................... Joan Adams
Greenfield, WHAI .................................... Ann Erickson
Holyoke, WYX ........................................ Helen Brennan
Hyannis, WOCH ...................................... Jean Carroll
Lowell, WLLH ....................................... Ada Bradford
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Springfield
WAMS .................................................. Herb Edman
WSPR .................................................. Joan Carroll
Worcester, WTAG ..................................... Mildred Bailey, Isabel Whitaker

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Detroit
WJBD .................................................. Betty Roberts
WJR .................................................. Ruth F. Crane
WWJ .................................................. Ella Gordon Smith
East Lansing, WKA .................................. Jeanette Lee
Grand Rapids, WASH-WOOD ......................... Lucille Hall
Ironwood, WIDS .................................... Rose Isaac
Lansing, WJM ....................................... Judy Holiday
Muskegon, WKBZ .................................... Elsie Buttrick
Pontiac, WCAR ...................................... Edythe Fern Melrose
Saginaw, WSAM ..................................... June Weston
Traverse City, WTCM ................................ Anne Parker

Minnesota
Albert Lea, KATE .................................... Kay Bonner
Minneapolis
WLB .................................................. Madge Brown
WLOL ............................................... Florence Lehmann
WTCN ................................................ Ann Glenn
Northfield, WCAL .................................. Marie Malmin Meyer
St. Paul, KSTP ....................................... Bee Baxter
Willmar, KWLM ..................................... Irene Peters

Mississippi
Greenville, WJPR .................................... Charlotte Hauge
 Laurel, WAML ....................................... Peggy Parize
Natchez, WMIS ..................................... Mrs. Meyer Marx
Vicksburg, WQBC ................................... Corinne Sartorius
Missouri
Hannibal, KHMO..............................Lane Carlson
Joplin, WMBH.................................June Darby
Kansas City
KCMO........................................Anne Hayes
WDAF..........................................Betty Lee
WEBR..........................................Martha Logan, Mary Ann Milram
St. Louis
KMOX..........................................Jan Porter
WEW...........................................Ann Davis
WIL............................................Ray Morton
Sedalia, KRDRO..............................Bernice Frye

Montana
Great Falls, KFBB..........................Dorothy Roberts
Kalispell, KGEZ..............................Lillian Tubb
Missoula, KGVO..............................Dorothy Burgess

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Kearney, KGFW..............................Betty Cox
Lincoln, KFAB-KFOR....................Henrietta Dirks
Omaha
KOLL........................................Belle West
WOW..........................................Martha Bohlson

Nevada
Las Vegas, KENO............................Peggy Maxwell

New Hampshire
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Laconia, WLNH..............................Marie Forsbergs
Manchester, WFJA..........................Anna Parkman
Portsmouth, WHEB........................Lee Spencer

New Jersey
Asbury Park, WCAP.........................Louise Powers
Paterson, WPAT..............................Adele Hunt
Trenton, WTNJ..............................Marion Marshall

New Mexico
Albuquerque
KGGM........................................Hermine McClanahan
KOB..........................................Mary McConnell
Clovis, KICA...............................Helene Stone

New York
Albany, WOKO..............................Louise Benay
Auburn, WMBO..............................Dorothy Bolin
Batavia, WBTA..............................Helen Stein
Buffalo
WBEN........................................Sally Work
WEBR..........................................Carolyn Sales
Elmira, WENY..............................Jane Beale
Ithaca, WHCX..............................Kathleen Small
Jamestown, WJTN..........................Helen Carr
Kingston, WKVN............................Edith Lee
Newburgh, WGNY............................Peggy Pascoe
New York
WHN........................................Dr. Shirley Wynn,
WINS.........................................C. Houston Goudies,
WMCA........................................Betty Marks

North Carolina
Asheville, WWCN..........................Norine Lowe
Burlington, WWBB .........................Dolly Cheatham
Durham, WODC..............................Frances Jarman
Pawletville, WCPN.......................Mrs. Charles Batson
Gastonia, WGNC............................Rae Blanton
Greensboro, WGTC.......................Francis Simpson
High Point, WMFR........................Mary Ellen Hiatt
Winston-Salem, WATN....................Mrs. Margaret Early
Wilson, WGTN................................Mina Ray Church
Winston-Salem, WAIR...................Marvel Carter Campbell

North Dakota
Devils Lake, KDLR.........................Arnes Sorenson
Fargo, WDAY................................Margaret Foss
Minot, KLMN.................................Gay King

Ohio
Akron
WADC.........................................Dorothy McDonald
WJW..........................................Mary Jean Schults
Canton, WHBC..............................Janet Baker
Cincinnati
WCKY........................................Olive Kackley
WCPO.........................................Evelyn Evans
WKRC........................................Virginia List
Cleveland
WCLE........................................Etta Wilson
WGAR.........................................Ruth Merriam Wells
WHK..........................................Eleanor Hanson
**Columbus**

- WBNS
- WCOL
- WIKR
- WOST
- Lima, WLOK
- Mansfield, WMAN
- Marion, WMRN
- Portsmouth, WPAY
- Toledo, WTOL
- Warren, WRKN

**Youngstown**

- WFMJ
- Zanesville, WHIZ

**Oklahoma**

- Elk City, KASA
- Enid, KRKC
- Muskogee, KBIX
- Norman, WNAD
- Oklahoma City, KOMA
- Pocna City, WBBZ
- Shawnee, KGFF
- Tulsa
- KOME
- KTUL
- KYOO

**Oregon**

- Corvallis, KOAC
- Eugene, KORE
- Roseburg, KRNR
- Salem, KSLM

**Pennsylvania**

- Butler, WISH
- Du Bois, WQED
- Erie, WLEU
- Greenside, WIBG
- Greensburg, WJBE
- Johnstown, WJAC
- Lewistown, WMRF
- New Castle, WKST
- Philadelphia
- Pittsburgh
- Scranton, WARM
- Uniontown, WMBS
- Wilkes-Barre, WBRE

**Rhode Island**

- Providence
- WEAN
- WJAR

**South Carolina**

- Charleston
- Spartanburg, WSJA
- Sunter, WFIG

**South Dakota**

- Pierre, KGFX

**Tennessee**

- Bristol, WOPI
- Johnson City, WJHL
- Knoxville
- Memphis
- Nashville, WSM

**Texas**

- Abilene, KRBC
- Brownsville, KEWE
- Brownwood, KBWD
- Corpus Christi, KVOC
- El Paso
- Houston, KPRC
- San Antonio, KGKL

**Utah**

- Provo, KOYO

**Vermont**

- Burlington, WCAX
- Waterbury, WDEV

**Virginia**

- Martinsville, WMVA
- Newport News, WGD
- Norfolk, WTAR
- Richmond, WMGB
- Suffolk, WLPN
- Winchester, WINC

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**South Carolina**

- WCSC
- WTMA
- WSPA
- WFIG

**South Dakota**

- Ida A. McNeil
- Evelyn Scott

**Tennessee**

- Mary Abell
- Bessyaue Wiggs
- Alice Frierz
- Elizabeth Brown
- Kay Vernon

**Texas**

- Anne O. Smart
- Charlotte Allen
- Roline Brennan
- Mary Elizabeth Everitt
- Frances Bryant
- Luceba Van Dyke
- Della Bee Romondo
- Alfred Daniel
- Edith Peeples

**Utah**

- Gertrude Wiseman
- Mildred Baker
- June Lee

**Vermont**

- Ann Parker, Carol King
- Muriel Palmer
- Dorothy Rhodes

**Virginia**

- Bryn Mortensen
- Lee Bailey
- Sophie Derryan Cowles
- Connie Allison
- Elizabeth Griess
- Marion Park
<table>
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<th>Home Economics Directors</th>
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**Washington**
- **Ponce, WPAB**: Ester Dales
- **San Juan, WKAQ**: Sonia Rodriguez

**Puerto Rico**
- **Lethbridge, CJOJ**: Ethel Jones

**Canada**

**Alberta**
- **Brandon, CRX**: Peggy Eyle
- **Flin Flon, CFAR**: Dorothy McLeod
- **Winnipeg, CJRC**: Elizabeth Holman

**British Columbia**
- **Campbellton, CKNB**: Margaret Taylor

**New Brunswick**
- **Charlottetown, CFCY**: Marianne Rogers, Adele Coyle

**Nova Scotia**
- **Halifax, CHNS**: Betty Carten

**Ontario**
- **Chatham, CFIO**: Gwen Nicholls
- **Hamilton, CHML**: Margaret MacBain
- **Kirkland Lake, CJKL**: Jean Gillard
- **Windsor, CKLOW**: Myrtle Lobbitt

**Prince Edward Island**
- **Charlottetown, CFCY**: Marianne Rogers, Adele Coyle

**Quebec**
- **Montreal, CFCC**: Roberta Beatty
- **Val D'Or, CKVD**: Norma Austdal

**Saskatchewan**
- **Regina, CJOR**: Muriel Strickland, Dora Dibney

**West Virginia**
- **Charleston, WCBS**: Melva Graham
- **Wheeling, WRK**: Evelyn Haden

**Wisconsin**
- **Ashland, WATW**: Ruth Wright
- **Fond du Lac, KFIZ**: Lucille Fairbanks
- **La Crosse, WKBH**: Alice Folsom

**Wyoming**
- **Cheyenne, KFBC**: Margaret O'Brien
- **Powell, KPOW**: Rosemary C. Meyer

**Alaska**
- **Juneau, KINY**: Louise D. Carl
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ART SPECIALISTS
FOR
RADIO
ADVERTISING
HISTORY OF RADIO REGULATION

With a Chronology of the Federal Radio Commission and the Federal Communications Commission

Compiled by Mary O'Leson, FCC Information Office

(Editor's Note: Treatise which follows was all-inclusive of the subject of communications, wired and all phases of broadcast, and has been edited so that only developments pertaining directly to commercial broadcasting are presented.)

Preliminary Regulation

Marconi’s practical experiments with “wireless” at the turn of the century invited a quick succession of radio development that made some orderly supervision of this new means of communication necessary. The need for a common distress call for ships was recognized at the preliminary International Radio Telegraph Conference held in Berlin in 1903. The 1906 International Radio Telegraph Conference in Berlin proposed adoption of “SOS” to supplant “CQD” as a marine distress signal. On January 28, 1909, “CQD” calls sent out by Jack Binns speeded rescue to the steamship “Florida” in collision off New York.

Radio Act of 1910

On June 24, 1910, the United States enacted a law ordering wireless installation on passenger-carrying steamships. The Department of Commerce, on July 1, 1911, organized a Radio Division to enforce this 1910 requirement. The value of wireless was again demonstrated in the saving of more than 700 lives in the “Titanic” disaster on April 14, 1912, when Jack Phillips and Harold Bride were the heroes. Regulations to secure uniformity of practice in wireless communication were adopted by the International Radio Telegraph Conference at London in July, 1912.

Radio Act of 1912

On August 13, 1912, the United States adopted the Radio Act of 1912 which placed licensing of wireless stations, wireless operators, and amateurs, in the hands of the then Secretary of Commerce and Labor. “Radio Communication Laws of the United States,” issued August 15, 1919, classified early broadcasters as “limited commercial stations” and “special amateur stations.” Station KDKA, first listed in the “Radio Service Bulletin” for November 1, 1920, was licensed as a commercial land station. Initial regulations governing operation of broadcasting stations as such appear in the “Radio Service Bulletin” of April 1, 1922. At that time the “wavelength” of 360 meters (approximately 830 kilocycles) was assigned for the transmission of “important news items, entertainment, lectures, sermons, and similar matter.” Stations engaged in this service held limited commercial licenses and their operators were licensed by the Department of Commerce. Recommendations of the First National Radio Conference, held at Washington on February 27, 1922, were promulgated into regulations by the Secretary of Commerce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1000 watts, whose programs “must be carefully supervised and maintained to insure satisfactory service to the public.” Mechanically operated musical instruments were to be used only in an emergency and during intermission periods in regular programs.

The Interdepartment Radio Advisory Committee was formed by the Secretary of Commerce at the suggestion of the First National Radio Conference. It met as a temporary body from March 8 to April 16, 1922, after which it organized on a permanent basis. The Second National Radio Conference, March 20, 1923, made certain recommendations which were embodied in supplemental Department of Commerce regulations. Under their provisions, broadcast of telegrams or letters was permitted so long as the signer was not addressed in person and the text was of general interest. Reallocation of wavelengths, on May 15, 1923, further established the “broadcasting
development class" of station, Power was not permitted to exceed 1000 watts without special authority from the Secretary of Commerce.

The Third National Radio Conference, October 6 to 10, 1924, decreed increased power desirable, so the Department of Commerce authorized up to 5000 watts for experimentation. The Radio Service Bulletin for January 2, 1925, showed but one station—KOA—operating with power of 1000 watts. The next month's listing revealed KGO and WEAF operating with 2000 watts, and KFI, KYW, WBZ, WGY, WLW, WOC and WTAM with 1500 watts, and about a dozen stations using 1000 watts. Following the Fourth National Radio Conference, November 9 to 11, 1925, several stations began to use 5000 watts, and KDKA and WJZ were indicated as operating with "variable" power.

Air Chaos of 1926

During the early part of 1926 the Zenith Radio Corporation was charged with operating its broadcast stations "on a wavelength and at times which were not authorized." Resultant court opinion characterized provisions of the Radio Act of 1912 as "general, indefinite and ambiguous." The Attorney General was asked by the Secretary of Commerce for a ruling. According to the Circuit Court of Cook County, Illinois, in the Tribune Company versus Oak Leaves Broadcasting Station, Inc., case, Acting Attorney General Donovan, on July 8, 1926, rendered an opinion which, in effect, advised that "broadcasting stations coming within the prescribed band could not be regulated, except for the purpose of designating normal wavelengths...and that the Act conferred no general authority to fix hours of operation or to limit power." Consequently, the list of broadcast stations published in the Radio Service Bulletin for January 31, 1927, carried this explanation: "The power and wavelengths given in this table were compiled from applications for licenses furnished the Department by owners of the stations. Since the Department does not make assignments in either respect, this list is not necessarily in conformity with wavelengths or power actually used." The listing showed KGA operating with 20 kilowatts, others employing 5 kilowatts, and still others using "variable" power. There was bedlam on the air. More than 200 radio stations sprang up within two months. Many broadcasters jumped their frequencies and increased their power and operating time at will.

On December 8, 1926, Congress legislated that broadcast license renewals should not be granted for more than 90 days, and those of other classes of stations not longer than two years.

Federal Radio Commission

The Radio Act of 1927, approved February 23 of that year, created the Federal Radio Commission. For some time after its organization, the Federal Radio Commission was obliged to devote a major portion of its time to straightening out the tangle in the broadcast band that was precipitated in 1926. With only 90 channels available, it was impossible to care for the 732 broadcast stations as then operating. Promulgation of new rules and regulations caused about 150 of these broadcasters to surrender their licenses. Under the Radio Act of 1927 the Federal Radio Commission was to be the licensing authority for all radio services. At the end of that year the Federal Radio Commission was to become an appellate body to review decisions of the Radio Division of the Department of Commerce in making allocations. Its authority as a licensing body was extended annually by Congress until December 18, 1929, when an act was approved continuing its powers "until otherwise provided by law."

1927

On April 5, the Commission established the broadcast band ranging from 550 to 1500 kilocycles. Six frequencies were cleared for Canadian use and provision made for sharing 11 channels with that country. The Radio Service Bulletin of April 30, showed several stations operating with power of 20 kilowatts or more, and authorization for station WGY to use 56 kilowatts.

On May 5 the Commission ordered announcement of broadcast call letters every 15 minutes. Action to prevent speculation transfer of control was initiated by the in radio stations in connection with Commission on May 13. Hearings on interference started June 7. Announcing of mechanical recordings was required by order of August 16. The International Radiotelegraph Conference, meeting at Washington October 5 to November 25, resulted in many technical adjustments, including allocation of the entire range of frequencies from 10 to 60,000 kilocycles, effective January 1, 1929. On November 14 the Commission moved to clear channels of heretodyning.

1928

On March 28, the so-called "Davis Amendment" was adopted. It amended the Radio Act of 1927 to provide "a fair and equitable allocation of licenses, wave-
lengths, time for operation and station power” by states within the five zones established to bring about “equality of radio broadcasting service, both of transmission and reception.” A Commission order of April 20 prohibited removal of studios outside borders of states in which they were then located. On May 11 the Commission called public attention to Section 18 of the Radio Act of 1927 with reference to use of broadcasting facilities by candidates for public office. A Commission order of August 30 set up 96 broadcast channels of which number 40 were designated as “clear channels,” 34 as “regional channels” and 6 as local channels.” An order of September 7 fixed the power of clear channel stations at 25 kilowatts but allowed 50 kilowatts operation on an experimental basis. Regulations to prevent program duplication at night were promulgated September 8. (Execution of this order was frequently postponed.) Further requirement as to announcing mechanical reproductions was made October 26. Initial steps to provide for television were taken on October 31. On October 31 the Commission banned future use of transmitters employing damped wave emissions. Further reference to announcing mechanical reproductions was made November 26. Allocation of frequencies between 1500 and 6000 kilocycles was announced December 22.

1929

Additional provisions for television broadcast were made January 14. On March 4 the Radio Act of 1927 was amended in minor particulars. Time of operation with respect to local standard time, daylight saving time, etc., was defined March 23. Width of channels in the high frequency band were stipulated April 5. On June 10 priority was ordered for “SOS” calls. On June 10 the Commission authorized issuance of subpoenas for witnesses. Rules governing relay broadcasting were announced June 10. Restrictions on the use of damped waves by broadcasters was amended September 13. On September 18 the Commission extended to December 31 proposed restrictions on chain programs. Allocation of frequencies between 1500 and 6000 kilocycles to include geophysical service was announced October 11. An order of November 8 regulated the kind of apparatus to be used to reduce interference between stations. As of November 9, the following stations were operating with 50 kilowatts—KDKA, KFI, WBCN, WEAF, WENR, WFAA, WGY, WLW, WTAM and WTIC. New requirements for announcing mechanical transcriptions were announced December 5. On December 18 the Radio Act of 1927 was amended in minor details. An order rescinding previous orders regarding duplication of chain programs, was adopted December 20.

1930

A further order on damped wave transmission was issued January 3.

New York v. Federal Radio Commission, March 12, 1930, (36 F (2nd) 115, cert. denied). The Court of Appeals of the District of Columbia affirmed an order of the Commission denying an existing station the right to operate full time and requiring it to share time with another station. The court held that a radio licensee has no property right in a license and that such a licensee, even if it be a city, is subject to Federal regulation under the interstate commerce clause and may be deprived of its license without compensation.

Broadcast allocation regulations were amended April 7. High frequency channel width regulations were announced April 14. An order of April 21 required applications for license renewals to be filed 30 days prior to their expiration.

Federal Radio Commission v. General Electric Co., May 19, 1930, (281 U. S. 464). Writ of certiorari dismissed. The Supreme Court held that the Commission had no jurisdiction to review a decision of the Court of Appeals for the District of Columbia which reversed an order of the Radio Commission refusing an application to renew an existing license for full time operation of a broadcasting station. Its reasoning was that it could not review the proceeding in the lower court because it was not a case or controversy, but only an administrative proceeding in which the Court of Appeals acted as a “superior and revising agency.” The jurisdiction of the Court of Appeals over Commission decisions was then defined by Section 16 of the Radio Act of 1927 which was subsequently amended. (See discussion of Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., p. 9 infra).

Posting of licenses in transmitter locations was required under date of May 19. An order of May 23 established maximum rated carrier power for broadcast transmitters.

Great Lakes Broadcasting Co. v. Federal Radio Commission, and companion
cases, June 2, 1930. (37 F. (2d) 993, cert. denied 281 U.S. 706). The Court of Appeals for the District of Columbia upheld a Commission decision denying the application of a part-time station to be given more operating time on another frequency. The Court held that the fact that one station had been using the channel for a long time gives it no preference since no station has any fixed right in a frequency as against the Federal regulatory power.

An order of June 17 provided a quota system to comply with the “Davis Amendment.” Rules of practice and procedure were announced June 25. On September 29 the Commission repealed its order of May 13, 1932, intended to prevent speculation in broadcast stations in connection with transfer of control. Maximum rated power of transmitters was specified October 6. On October 15 and 16 the so-called “high power hearings” were held. An order of October 27 related to auxiliary studios and remote control apparatus.

1931

White v. Johnson, January 5, 1931, (282 U.S. 367), American Bond & Mortgage Co. v. United States, January 5, 1931 (282 U.S. 374). The Court refused to entertain certificates of questions certified by Circuit Court of Appeals as to whether a person continuously broadcasting and having a going business acquired a property right holding that the questions were too general.

Plan of equalization of quota service under zones was announced January 8. An order of February 12 defined the broadcast day, experimental period, unlimited time stations, etc. Instructions for keeping logs were announced February 16. On March 24 amendments of April 7, 1930, to allocation set-up were repealed. Transmitter power rating requirements were amended March 26. (Same were repealed April 20). Requirements for broadcast station licensed persons were announced May 11. An order of May 15 required broadcast applications to be filed 60 days prior to expiration of license. An order of May 25 established tube rating and specified transmitter power, etc.

Duncan v. United States, June 1, 1931, (48 F. (2d) 128, cert. denied, 283 U.S. 865). The Court of Appeals, Ninth Circuit, affirmed the conviction of Duncan who had been convicted of violating Section 29 of the Radio Act of 1927, prohibiting the broadcast of obscene, indecent, and profane language. The Court held that the enactment of such a provision was within the power of Congress under the interstate commerce clause.

On June 22 the frequency tolerance in the broadcast band was changed to 50 cycles, effective a year from date. Certain provisions re channel width were amended June 24. Band width and type of emission were designated September 3. “Rules and Regulations of the Federal Radio Commission” were adopted November 7. They embodied principles established by previous orders with slight modifications. On November 17 construction permits were granted WHAM, WBZ, WHAS, WAPI, KYOO, KFAB, WOR, WCAU, WSM, WSB, WHO-WOC, WCCO, KOA, KPO and KSL. The Commission’s annual report for the fiscal year 1931 published extensive “Empirical Standards used as Basis for Engineering Testimony in Hearings Concerning Broadcast Stations.”

1932

American Bond & Mortgage Co. v. United States, February 23, 1932, (52 F. (2d) 318, cert. denied, 285 U.S. 538). The Court of Appeals, Seventh Circuit, affirmed a decree of a district court which enjoined the operation of a station which was being operated after the Commission had refused an application to renew its license. The Court held the Federal Radio Act of 1927 to be constitutional under the Commerce clause and that the order denying renewal was not contrary to law. It held that licensees had no property interests in their licenses, despite expenditures made on the faith thereof.

The International Radio Conference at Madrid, Spain, September 3 to December 10, 1932, completely revised the agreement signed at Washington in 1927, and culminated in the International Telecommunications Convention, ratified by the United States. The Federal Radio Commission’s annual report for the fiscal year 1932 set forth certain developments in Empirical Standards of Allocation of Frequencies, dealing largely with “Transmitter Locations.”

1933

Trinity Methodist Church South v. Federal Radio Commission, January 16, 1933, (62 F. (2d) 850, cert. denied, 288 U.S. 599). The Court of Appeals for the District of Columbia held that Congress had the power to regulate radio broadcasting under the interstate commerce clause, that an existing licensee had no property interest in the license, that the Commission may deny his application for renewal of a license without violating the Constitutional guarantees against the taking of property without due process, and that the Commission had not erred in concluding that certain objectionable
programs broadcast by the licensee were contrary to the public interest. The Commission's order was affirmed.

Radio Investment Co. v. Federal Radio Commission, March 4, 1933 (62 F. (2d) 381, cert. denied, 288 U.S. 612). The Court of Appeals of the District of Columbia held that the Commission had not erred in granting the application of one of two existing time-sharing stations and terminating the other's temporary license. Both stations had asked for modification of their licenses and for unlimited hours of operation. The station which had been deleted had been found by the Commission to have violated its license and the Commission's regulations and to have rendered a program service inferior to that of the other station.

Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., and related cases, May 8, 1933 (288 U.S. 260). Judgment of Court of Appeals reversed, and cause remanded, with directions to affirm the decision of the Commission. The Supreme Court held that the standard of public interest, convenience or necessity was not so vague as to render the Radio Act of 1927 unconstitutional. It held that the Commission had not acted arbitrarily in deleting a station in an over-quota state and assigning the frequency vacated to a station in an under-quota state.

Boston Broadcasting Co. v. Federal Radio Commission, October 23, 1933 (67 F. (2d) 505, cert. denied, 290 U.S. 679). The Court of Appeals of the District of Columbia, held that the Commission's decision in denying an application for renewal of a station license was not contrary to law and that the findings of the Commission were supported by substantial evidence and were not arbitrary or capricious. It appeared that the licensee was insolvent, that it had made certain misstatements as to ownership in the application and that the station had not operated in the past within the terms of its license.

Pote v. Federal Radio Commission, October 23, 1933. The Court of Appeals of the District of Columbia held (67 F. (2d) 500 cert. denied 290 U.S. 680), that it was without jurisdiction over an appeal by a proposed transferee to whom the Commission had denied consent to a transfer of a license.

Federal Communications Commission

At the request of President Roosevelt, Secretary of Commerce Daniel C. Roper in the summer of 1933 appointed an interdepartmental committee to study the communications situation. The Committee consisted of Secretary Roper, Chairman; Dr. Irwin Stewart, State Department; Lt. Commander Edward M. Webster, Coast Guard, Treasury Department; Maj. General Irving J. Carr, Chief Signal Officer, War Department; Capt. S. C. Hooper, Chief of Naval Communications; Maj. General Charles Mck. Saltzman, former chairman of the Federal Radio Commission, then serving as a member of the United States Shipping Board; Dr. J. H. Dellinger, Chief of the Radio Section, Bureau of Standards, and Herbert L. Pettey, secretary of the Federal Radio Commission. In an advisory capacity were Senator C. C. Dill, Chairman of the Senate Interstate Commerce Committee; Representative Sam Rayburn, Chairman of the House Interstate and Foreign Commerce Committee, and Dr. W. M. W. Spaln, adviser to the House Interstate and Foreign Commerce Committee.

In October, 1933, this Committee reported to the President that "the communications service, so far as Congressional action is involved, should be regulated by a single body." Accordingly, it recommended establishment of a new body to which would be transferred the jurisdiction of the Interstate Commerce Commission over common carriers by wire or wireless, the authority of the Federal Radio Commission over radio broadcasting, and jurisdiction of the Post Office Department over telegraph companies and telegraph lines.

On February 26, 1934, the President sent a special message to Congress urging passage of the Communications Act and creation of the Federal Communications Commission. His message read:

....I have long felt that the for the sake of clarity and effectiveness the relationship of the Federal Government to certain services known as utilities should be divided into three fields: Transportation, power and communications. The problems of transportation are vested in the Interstate Commerce Commission, and the problems of power, its development, transmission, and distribution, in the Federal Power Commission. In the field of communications, however, there is today no single Government agency charged with broad authority. The Congress has vested certain authority over certain forms of communications in the Interstate Commerce Commission, and there is in addition the agency known as the Federal Radio Commission. I recommend that
the Congress create a new agency to be known as the Federal Communications Commission, such agency to be vested with the authority now lying in the Federal Radio Commission and with such authority over communications as now lies with the Interstate Commerce Commission—the services affected to be all of those which rely on wires, cables, or radio as a medium of transmission. It is my thought that a new commission such as I suggest might well be organized this year by transferring the present authority for the control of communications of the Radio Commission and the Interstate Commerce Commission. The new body should, in addition, be given full power to investigate and study the business of existing companies and make recommendations to the Congress for addition legislation at the next session."

On February 27, 1934, Senator Dill and Representative Rayburn introduced bills to carry out the President's recommendations. Senate Bill 2910 provided "for the regulation of interstate and foreign communications by wire or radio and for other purposes." House Resolution 8301 was identical in many respects, the chief difference being in the sections relating to broadcast. Extensive hearings were held on the Senate Bill which, amended, was reintroduced on April 4, 1934, as S. 3285. It passed the Senate on May 15 and was referred to the Committee on Interstate Commerce. That committee held hearings for several days on H.R. 8301, the companion bill, and in executive session worked out a substitute measure, S. 3285. The Senate Interstate Commerce committee reported it with amendments in Senate Report No. 781, on April 19, 1934. On June 1, 1934, Representative Rayburn from the House Committee on Interstate and Foreign Commerce reported out S. 3285 in House Report No. 1850. After two hours of debate but without a record vote, the House passed the bill that same day. The measure which came through the House differed materially from the original Senate bill. Title 3 of the Senate bill, containing numerous amendments to the Radio Act of 1927, was eliminated from the House bill, which repealed the Radio Act of 1927 but re-enacted its provisions without change. The bill went to conference and on June 8, 1934, Representative Rayburn filed a conference report which appeared in full in the Congressional Record of that date. The following day this conference report was adopted by both the Senate and the House, and the measure was sent the President for his signature. On June 19, 1934, the Communications Act was signed by President Roosevelt. The Act took effect, as to Sections 1 and 4, on July 1, 1934, and as to its remaining provisions on July 11, 1934.

1934

Unity School of Christianity v. Federal Communications Commission, May 21, 1934, (69 F. (2d) 570 cert. denied 292 U.S. 646). The Court of Appeals for the District of Columbia affirmed an order of the Commission which granted full time operation on a certain frequency to a station which had been operating on a share-time basis with another station, even though the effect of such order was to delete operation by such other station. The Court found that the Commission's decision was supported by substantial evidence.

The Federal Communications Commission started to function July 11, when the Commissioners took their oaths of office. Three Divisions—Broadcast, Telegraph, and Telephone—were established by Commission Order No. 1, July 17. Order No. 3, September 28, directed the Broadcast Division to conduct public hearings on non-profit radio programs as required by Section 307 (c) of the Act. Administrative Order No. 1, December 14, enjoined Commission personnel from giving verbal interpretations of provisions of the Act.

1935

Appointment of the original seven members of the Commission was not confirmed until February 7, 1935, when the Senate did so without objection rules of practice and procedure. Organization of the FCC Employees Credit Union was announced September 16.

October 21, 1935, Sykes v. Jenny Wren Co. The Court of Appeals (78 F. (2d) 729, cert. denied 296 U.S. 624), held that the District Court was without jurisdiction to enjoin the Commission from acting upon an application for a license. It was held that the plaintiff, an existing station complaining of the proposed competition of the applicant for a license, must pursue his statutory remedy of appeal to the Court of Appeals for the District of Columbia should he be aggrieved by any final decision the Commission might make.

Creation of the Federal Radio Education Committee was announced by the Commission December 18.

1936

Order No. 14, May 13, made Rule 229, as amended, (allocation of frequencies) effective July 1, 1936. (Order No. 15,
May 13, related to hearings on objections to Order No. 14.) On June 5, Congress amended the Communications Act repealing provisions of the “Davis Amendment” carried over from the Radio Act of 1927, which had provided for “fair and equitable allocation of (broadcast) facilities to each state,” and repealing that portion of the Act which had divided the country into five broadcast zones. On August 8, 1936, the United States ratified and deposited at London, the “Safety of Life at Sea” Convention which was signed in London May 31, 1929.

The annual report for 1936 refers to the appointment of a “Standing Committee on Rules,” representative of the different departments with the General Counsel are chairman, having the duty of drafting regulations from time to time for the consideration of the Commission.

1937

Order No. 18, October 13, allocated frequencies to services in the band from 10 to 30,000 kilocycles. Order No. 19, October 13, allocated frequencies to services in the band from 30,000 to 300,000 kilocycles. Order No. 20, October 13, abolished the Broadcast, Telegraph, and Telephone divisions created in Order No. 1.

Eastland Co. v. Federal Communications Commission, and companion case, Congress Square Hotel Co. v. Federal Communications Commission October 25, 1937 (92 F. (2d) 467, cert. denied 302 U.S. 735). The Court of Appeals of the District of Columbia affirmed a decision of the Commission granting a construction permit to one of two applicants for the use of a certain frequency, denying the application of the other, and overruling the objections of an existing station in the same city. The Court held that since the Division of the Commission rendering the decision had acted on the evidence, there was no error despite a change in personnel in the Commission after the hearing of oral testimony. The order of the Commission was not a violation of its rules against repetitious applications where a prior applicant held some stock in but did not control the present applicant. The finding of the Commission on the question of the economic effect of a new station on existing stations is conclusive.

The First Inter-American Radio Conference, held at Habana, Cuba, November 1 to December 13, initiated the subsequent North American Regional Broadcasting Agreement. Convention and Agreement ratified on July 21, 1938, Arrangement ratified on July 18, 1938, Order No. 23, November 10, extended orders and regulations promulgated by abolished divisions. Order No. 24, November 10, amended Part 1 of rules and regulations relating to practice and procedure. Order No. 25, November 11, required the Secretary to make a record of all communications received by the Commission relating to applications. Order No. 26, November 11, required the Secretary to prepare a weekly list of all applications received. Order No. 28, November 29, authorized the Secretary and Chief Engineer to act on certain routine applications.

1938

Limitations on the use of spark sets and technical agreements to improve radio service generally were agreed to at the International Radio Conference at Cairo, Egypt, February 1 to April 8. General Regulations ratified August 25, 1939. Order No. 35, February 23, authorized the Secretary to issue travel orders.

United States v. Baker, February 28, 1938 (93 F. (2d) 332 cert. denied 303 U.S. 642). The Circuit Court of Appeals, Fifth Circuit, reversed a judgment of the District Court convicting Baker for operating radio apparatus without a license. The appellate court held that the scheme of Baker, by which he made phonograph records in Texas, transported the records to Mexico, and played them there over Mexican radio stations so as to be heard in the United States was not within the scope of Sec. 325(b) of the Act, since the sound waves were not reproduced in the United States.

Order No. 36, March 1, assigned Commissioners duties for March. On March 18, the Commission on its own motion, by Order 37, authorized an investigation of network broadcast practices. Order No. 38, March 23, required broadcasting companies to file earnings, reports and other data with the Commission.

Missouri Broadcasting Corp. v. Federal

633
Communications Commission, March 28, 1938 (94 F. (2d) 623, cert. denied 303 U.S. 655). The Court of Appeals of the District of Columbia affirmed an order of the Commission which granted a permit to one of two applicants for the same frequency in the same city and denied it to the other. The Court held that though it was error for the Commission to fail to file a statement of grounds for its decision simultaneously with its order denying the application, yet in this case it was harmless because applicant had filed a motion for rehearing with knowledge of such reasons. The court also found that the evidence was sufficient to support the Commission's action.

On April 6 the Commission appointed a committee comprising Chairman McNinch, and Commissioners Walker, Sykes and Brown to conduct the network inquiry. (Sykes was later replaced by Thompson). From June 6 to June 30 hearings were held on proposed new and modified Rules and Regulations Governing Standard Broadcast Stations.

Saginaw Broadcasting Co. v. Federal Communications Commission, October 10, 1938 (96 F. (2d) 554 cert. denied 305 U.S. 613). The Court of Appeals of the District of Columbia held that the filing of a petition for rehearing suspends the running of the appeal period, and that an applicant has 20 days from the date of final action on the petition for rehearing within which to file his notice and reasons for appeal. The Court found that the failure of the Commission to make specific findings of fact from the evidence was prejudicial to an applicant for a permit and remanded the case to the Commission.

Red River Broadcasting Co. v. Federal Communications Commission, October 10, 1938 (98 F. (2d) 282 cert. denied 305 U.S. 625). The Court of Appeals of the District of Columbia held that the owner of an existing station could not appeal from an order of the Commission granting a construction permit to an applicant in the same territory, unless he had exhausted the administrative remedies afforded by the statute.

Order No. 49, November 9, abolished the Press Division. Order No. 50, November 9, abolished the Examining Division and changed post-hearing procedure. On November 14 hearings began on network inquiry. (Continued intermittently to May 19, 1939.)

1939

On January 1 provision was made for holding oral argument on all interlocutory pleadings and motions. On January 3 a proposal for television transmission was referred to a committee comprising Commissioners Craven, Brown, and Case for study.

Black River Valley Broadcasts, Inc. v. McNinch, April 29, 1939, (101 F. (2d) 235, cert. denied 307 U.S. 623). The Court of Appeals of the District of Columbia held that the District Court was without jurisdiction to enjoin the enforcement of a Commission order setting aside a grant of license to plaintiff and ordering a de novo hearing on plaintiff's and a conflicting application, since the statutory appeal provided in Section 402 (b) of the Act was a complete and adequate remedy for review of such action. (See Sykes v. Jenny Wren Co., supra).

May 22 first Committee report on television study. An engineering conference on Standards of Good Engineering Practice was held June 5 and 6. New Rules and Regulations and Standards of Good Engineering Practice were adopted June 23, to become generally effective August 1, 1939. On July 1 revised rules governing commercial radio operators became effective, incorporating a new examining procedure. Administrative Order No. 2, July 12, authorized an Administrative Board and department heads to act on routine non-policy matters. (Various Amendments.

Woodman of the World Life Ins. Society v. Federal Communications Commission, October 9, 1939 (105 F. (2d) 75, cert. denied 308 U.S. 588)). The Court of Appeals of the District of Columbia held that the Commission's findings that interference would not result to a Nebraska station by the granting of an application of a Michigan station to change its equipment and power, was supported by substantial evidence and that therefore the Nebraska station was not aggrieved so as to have an appealable interest.

Crosley Corp. v. Federal Communications Commission, November 6, 1939 (106 F. (2d) 833, cert. denied 308 U.S. 605). The Court of Appeals of the District of Columbia held that it had no jurisdiction to entertain an appeal by the holder of a special temporary authorization to carry on experimental programs when the Commission refused to extend the duration of such license.

A second Committee report on television was made November 15. On December 21 21 the Commission adopted committee report and rules looking toward limited commercialization of television on September 1, 1940.
1940

On January 15 hearings opened on proposed limited commercialization of television. (Continued for eight days).

Federal Communications Commission v. Pottsville Broadcasting Co., January 29, 1940 (309 U.S. 134). *Fly v. Hiemeyer*, January 29, 1940 (309 U.S. 146). Judgments of Court of Appeals for the District of Columbia reversed with directions to dissolve writs of mandamus and to dismiss respondents' petitions. The Supreme Court held that when the Court of Appeals for the District of Columbia reverses a Commission decision denying an application and sends it back for further proceedings, the Commission may reconsider the application along with rival applications, subsequently filed, to determine on a comparative basis which would best serve the public interest. The Court of Appeals for the District of Columbia has no power to prevent the Commission from doing this by requiring a reconsideration of the application on the record.

On March 18 hearings began on possibilities of high frequency (FM) broadcast service. (Continued for 10 days). Order No. 65, March 22, suspended the proposed September 1 date for limited commercial television and ordered further hearing.

Federal Communications Commission v. Sanders Bros. Radio Station, March 25, 1940 (309 U. S. 470; rehearing denied, April 22, 1940, 309 U. S. 642). Judgment of Court of Appeals of the District of Columbia reversed a Commission order granting application affirmed. It was held that an existing licensee likely to be financially injured because of competition resulting from the issuance of a license to another has the standing to appeal from an order of the Commission granting the license, for the purpose of pointing out errors of law in the Commission's action. However, economic injury to an existing licensee resulting from proposed competition is not a separate and independent element to be considered by the Commission in acting upon an application for broadcast facilities inasmuch as such licensee is not protected under the Act from competition. The Commission's order was affirmed.

On March 29, Mexico deposited its ratification of the North American Regional Broadcasting Agreement, to become effective one year from that date (previously ratified by Canada, Cuba, the Dominican Republic, Haiti, and the United States). Reopened television hearings began on April 18. (Continued for 5 days.) Full commercialization of high frequency (FM) broadcasting was authorized May 20 and certain frequency shifts were ordered. Order No. 67, May 22, assigned particular frequencies to FM. Order No. 68, May 22, dismissed without prejudice pending FM applications to permit application on commercial basis. Order No. 69, May 22, called upon experimental FM stations to return licenses for cancellation. A new plan for experimental television development pending industry agreement on uniform system was announced May 28. Allocations to various services of frequencies in the bands 116,000 to 119,000 kilocycles and 156,000 to 162,000 kilocycles, were approved June 4.

Order No. 7, June 7, extended time of broadcast operation from local sunrise to 4 a.m. On June 12 the network inquiry committee submitted its report. New rules and regulations governing television experimental stations were announced June 18. Order No. 75, June 18, required all commercial and amateur operators to furnish proof of citizenship. On June 22 the Commission adopted rules putting FM broadcasting on a commercial basis. Standards of Good Engineering Practice Concerning High Frequency (FM) Broadcast Stations were announced June 28. On July 17 the Commission announced creation of a National Television Systems Committee through cooperation of the Radio Manufacturers Association.

Administrative Order No. 3, July 24, provided for action by the Commission in
the absence of a quorum. On July 21 special emergency radio service rules were changed for clarification. The Defense Communications Board was created by Executive order September 24. High frequency (FM) broadcast rules were amended October 2. On October 6 the Commission authorized a questionnaire on foreign language broadcasts. On October 15 the Commission adopted a new rule requiring international broadcast stations to make verbatim mechanical records of international programs transmitted, and to keep transcripts and other records for a period of two years. An informal engineering conference to consider frequencies for electro-medical apparatus was held November 29.

Federal Communications Commission v. Columbia Broadcasting Co. and companion case, November 25, 1940, (----- U. S. -----, 85 L Ed. 109). Order of Court of Appeals of the District of Columbia denying the Commission's motion to dismiss the appeals, reversed. The Supreme Court held that the Court of Appeals did not have jurisdiction to entertain appeals by the proposed transferee and transferee of an existing license from a Commission order refusing consent to the transfer of license.

Oral argument on briefs submitted pursuant to the report of the network inquiry committee was heard December 2 and 3. On December 6 the Commission reported on responses to its foreign language broadcast questionnaire by October 6. A system of distinctive calls for FM broadcast stations was adopted December 6. On December 9 there was an engineering conference on equipment for high frequency (FM) broadcast stations.

1941

The National Television Systems Committee made report to the Commission on January 27. On January 28, the Commission announced a hearing for March 20 to consider television engineering proposals. Conclusions and agreements reached at the high frequency (FM) engineering conference of December 9 were announced on January 31. On January 31 the Commission approved Recommendations of the Engineering Conference under the North American Regional Broadcasting Agreement and released a revised list of United States frequency assignments, effective March 29.

Federal Radio Commission Commissioners

The following were the original five members of the Federal Radio Commission: Rear Admiral W. H. G. Bullard; Judge Eugene O. Sykes; Orestes H. Caldwell; Henry A. Bellows; Colonel John F. Dillon. All were appointed March 15, 1927; Admiral Bullard representing the Second Zone, was named Chairman. He served until his death November 24, 1927. A vacancy then ensued for several months, until his successor Judge Ira E. Robinson was appointed on March 29, 1928. Judge Robinson was made Chairman April 5, 1928; reappointed to the Commission February 23, 1930, for a term of 2 years, and resigned January 15, 1932. He was succeeded by Colonel Thad H. Brown on January 21, 1932, who was appointed for a term of 6 years, and was reappointed to the Federal Communications Commission. Judge Sykes was appointed to represent the Third Zone; reappointed February 23, 1930 for a term of 3 years; reappointed March 20, 1933, for a term of 6 years; elected Chairman March 21, 1933; reappointed to the Federal Communications Commission in July, 1934, for a term of 7 years. Resigned April 5, 1939. O. H. Caldwell resigned February 23, 1929, and was succeeded by W. D. L. Starbuck, representing the First Zone, who was appointed May 2, 1929; reappointed February 23, 1930 for a term of 4 years, which expired February 23, 1934. Henry A. Bellows resigned October 31, 1927 as Commissioner for the Fourth Zone. He was succeeded on November 1, 1927 by Sam Pi-kard, who served until his resignation on January 31, 1929. He was succeeded by Maj. Gen. Chas. McK. Saltzman, appointed May 2, 1929; reappointed for a term of 6 years on February 23, 1930; made Chairman February 28, 1930, resigned July 19, 1932. He was succeeded by James H. Hanley, appointed to fill the unexpired term ending February 23, 1936. Mr. Hanley was not appointed to the Federal Communications
Commission in 1934, Colonel John F. Dillon, who represented the Fifth Zone, died October 8, 1927, and was succeeded by Harold A. Lafount, appointed November 14, 1927; reappointed February 23, 1930 for a term of 5 years, but was not named to the Federal Communications Commission in 1934.

Secretaries

Sam Pickard was engaged as Acting Secretary of the Federal Radio Commission on March 15, 1927; made permanent Secretary April 20, 1927, and served until his appointment as Commissioner on November 1, 1927. Carl H. Butman succeeded Mr. Pickard as Secretary from November 1, 1927, serving until he resigned May 1, 1930. James W. Baldwin was appointed Secretary May 5, 1930. He resigned February 28, 1933. Herbert L. Pettey succeeded Mr. Baldwin as Secretary on March 31, 1933, and was made Secretary of the Federal Communications Commission in July, 1934.

General Counsels

The Federal Radio Commission had no legal division until June 25, 1928. The Department of Justice from time to time detailed Bethuel M. Webster, Jr., Special Assistant to the Attorney General, to assist the Commission in the handling of particular hearings and court cases. On June 25, 1928, the position of General Counsel was filled by appointment of Louis G. Caldwell. Mr. Caldwell served until February 23, 1929, when he resigned. Bethuel M. Webster, Jr., was on March 5, 1929 appointed General Counsel. He resigned December 15, 1929. Colonel Thad H. Brown was then appointed General Counsel, and served from December 15, 1929 until January 21, 1932, when he was named Commissioner. On March 28, 1932, Duke M. Patrick who had been Assistant General Counsel since January 27, 1930, was made General Counsel. He served until his resignation March 1, 1933. From March 1, 1933 to July 11, 1934, George B. Porter, Assistant General Counsel, acted as General Counsel until appointment of Paul D. P. Spearman as General Counsel of the Federal Communications Commission on July 11, 1934.

Chief Engineers

On August 1, 1928, Dr. J. H. Dellinger was appointed Chief Engineer of the Commission and served until December 1, 1928. He was succeeded by Dr. C. B. Jolliffe who served from March 1, 1930 to November 12, 1935.

Federal Communications Commissioners

The following were the original seven members of the Federal Communications Commission:

Judge Eugene O. Sykes (D)—Chairman, appointed for a term of 7 years; Col. Thad H. Brown (R)—appointed for a term of 6 years; Paul A. Walker (D)—appointed for a term of 5 years; Norman S. Case (R)—appointed for a term of 4 years; Dr. Irvin Stewart (D)—appointed for a term of 3 years; George Henry Payne (R)—appointed for a term of 2 years; Hampson Gary (D)—appointed for a term of 1 year.

Judge Sykes served as Chairman until March 9, 1935, when he was appointed Chairman of the Broadcast Division. On April 5, 1939 he resigned to enter the private practice of law, and was succeeded by Frederick I. Thompson to fill his unexpired vacancy ending June 30, 1941. Thad H. Brown was named Vice-Chairman of the Broadcast Division on July 17, 1934, and on March 9, 1935, he was named Vice-Chairman of the Telephone Division instead of the Broadcast Division. His term expired June 30, 1940. The President submitted his name to the Senate for reappointment but his nomination failed to be reported out of Committee and, on October 5, 1940, he withdrew his name from nomination. He died February 25, 1941. Ray C. Wake-
field, member of the California Railroad Commission since January, 1937, was, on March 17, 1941, confirmed by the Senate for a seven year term from July 1, 1940, to succeed Thad H. Brown as Commissioner. Paul A. Walker was named Chairman of the Telephone Division on July 17, 1934. He was reappointed for a term of 7 years from July 1, 1939.

Norman S. Case was named Vice-Chairman of the Telephone Division on July 17, 1934. He served until March 9, 1935, when he was named Vice-Chairman of the Broadcast Division. He was reappointed as a member of the Commission for a term of 7 years from July 1, 1938. Dr. Irvin Stewart was named Chairman of the Telegraph Division on July 17, 1934. He served as Commissioner until the expiration of his original term, June 30, 1937, and informed the President that he was not a candidate for reappointment. There was a vacancy on the Commission from June 30 to August 21, 1937, when Commander T. A. M. Craven was appointed for a term of 7 years, succeeding Dr. Stewart. George Henry Payne was named Vice-Chairman of the Telegraph Division July 17, 1934. He was reappointed Commissioner for a term of 7 years from July 1, 1936. Hampson Gary on July 17, 1934, was named Chairman of the Broadcast Division. He resigned as Commissioner December 24, 1934, before his original term expired on June 30, 1935. He was succeeded by Anning S. Prall January 17, 1935. On March 9, 1935, the President designated Mr. Prall Chairman of the Commission, and on July 1, 1935, he was named to succeed himself as Commissioner for a term of 7 years. He died July 23, 1937. To fill Mr. Prall’s unexpired term, Frank R. McNinch was nominated by the President August 17, 1937, and took office on October 1, being named Chairman on the same date. He resigned September 1, 1939. Mr. McNinch was succeeded by James Lawrence Fly who was nominated by the President July 27, 1939, for the term expiring June 30, 1942. Mr. Fly took office September 1, 1939, at which time he was designated by the President to serve as Chairman.

Secretaries

Upon organization of the Federal Communications Commission July 11, 1934, Herbert L. Petley, who had been secretary of the Federal Radio Commission, was appointed as Secretary of the new Commission. He resigned August 30, 1936. From the time of Mr. Petley’s resignation until May 1, 1937, John B. Reynolds, appointed as Assistant Secretary, acted as Secretary. On that date Thomas J. Slowie was appointed Secretary.

General Counsels

Paul D. Spearman, who had been Assistant General Counsel with the Federal Radio Commission, was on July 11, 1934, named General Counsel of the Federal Communications Commission. He served until June 30, 1935, when he resigned. He was succeeded on July 3, 1935, by Hampson Gary as General Counsel, who served until December 15, 1938, when his services were terminated. On December 26, 1938, William J. Dempsey who had been Acting General Counsel since December 6, was made General Counsel. He resigned April 25, 1940. He was succeeded on May 6, 1940, by Telford Taylor.

Commission

Dr. C. B. Jolliffe was carried over from the Federal Radio Commission as Chief Engineer of the Federal Communications Commission. On December 2, 1935, after Dr. Jolliffe’s resignation, T. A. M. Craven was named Chief Engineer. He served in this capacity until his appointment on August 21, 1937, as Commissioner. On January 1, 1938, E. K. Jett, Assistant Chief Engineer who had been Acting Chief Engineer, was appointed Commander Craven’s successor as Chief Engineer.

Chief Accountant

The Accounting, Statistical, and Tariff Department was established in October, 1934. On June 7, 1935, William J. Norfleet was appointed Chief Accountant.
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(Headquarters Office, Ottawa)
Chief Executive Assistant........Donald Manson
(Headquarters Office, Ottawa)
Treasurer....................Harry Baldwin
(Headquarters Office, Ottawa)
Secretary....................R. P. Landry
(Headquarters Office, Ottawa)
General Supervisor of Programs....E. L. Bushnell
(Headquarters Office, Ottawa)
Commercial Manager and Supervisor of
Press and Information..........E. A. Weir
(Headquarters Office, Ottawa)
Assistant Commercial Manager.....W. E. Powell
(Headquarters Office, Ottawa)

Commercial Manager,
Quebec Division................J. A. Dupont
(National Office, Montreal)
Supervisor of Press and Information,
Quebec Division................L. Houle
(National Office, Montreal)
Chief Engineer..................G. W. Olive
(National Office, Montreal)
Supervisor of Station
Relations.....................J. R. Radford
(Headquarters Office, Ottawa)
Traffic Manager..............E. W. Jackson
(Headquarters Office, Ottawa)

OFFICES

Victory Building, Ottawa, Ontario
Keefer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 S. Catherine St., West, Montreal, Quebec

National Network
By Regions

Maritime

Regional Representative........George Young

CJCB, Sydney, Nova Scotia
CHNS, Halifax, Nova Scotia
CFCY, Charlottetown, Prince Edward Island

Quebec

CBM, Montreal, Quebec (English)
CBF, Montreal, Quebec (French)
CBV, Quebec City, Quebec
CBJ, Chicoutimi, Quebec
CHNC, New Carlisle, Quebec

Ontario

Regional Representative........D. Claringbull

CBO, Ottawa, Ontario
CKWS, Kingston, Ontario
CBL, Toronto, Ontario
CKSO, Sudbury, Ontario
CFCH, North Bay, Ontario
CJKL, Kirkland Lake, Ontario
CKGB, Timmins, Ontario
CKPR, Fort William, Ontario

Prairie

Regional Representative........J. Kannawin

CKY, Winnipeg, Manitoba
CKX, Brandon, Manitoba
CKCK, Regina, Saskatchewan
CBK, Watrous, Saskatchewan
CHAB, Moose Jaw, Saskatchewan
CFQC, Saskatoon, Saskatchewan
CKBL, Prince Albert, Saskatchewan
CJCA, Edmonton, Alberta
CFAC, Calgary, Alberta
CJOC, Lethbridge, Alberta

British Columbia

Regional Representative........J. Dilworth

CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 642.

<table>
<thead>
<tr>
<th>Call Letter</th>
<th>City</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>See Page</th>
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<td>CBA</td>
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Population 788,398
Number of Radio Licenses 104,283
Number of Families 164,240
Auto Registrations 113,028

CFAC
CALGARY—EST. 1922
CBC & FOOTHILLS GROUP
Frequency: 960 Kc. Power: 1000 Watts
Owned By............The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address..........1000 Southam Building
Phone Number .............R 1038
Transmitter Location, 6 miles east of Calgary
Time on the Air.....6 a.m. to 12:15 a.m.
Newspaper Affiliation, Calgary Daily Herald
News Service.........Press News; CBC
Transcription Service............NBC Thesaurus;
World Broadcasting System
Representative........All-Canada Radio Facilities, Ltd.

CFCN
CALGARY—EST. 1922
Frequency: 1010 Kc. Power: 10,000 Watts
Owned-Operated By................The Voice of the Prairies, Ltd.
Address........Toronto General Trusts Bldg.

Pulling Together

We're closer together than ever before—Canada and the United States. We're marching the same road—fighting and working for the same ideals—set toward the same goal. We'll stay together till Victory—and long after.

Strengthen and extend the friendship of Canadians toward your company and its products by spotting your radio programmes North of the border over the 'All-Canada' stations. A family of over thirty key stations each the "high spot" on the dial in the market it serves.

Whether you want to cover one Province or all Canada—you want 'All-Canada'. Get the facts.

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER
U.S.A. Representatives: WEED AND COMPANY
Personnel

President and Managing Director...H. G. Love
Commercial Manager ............ E. H. McGuire
Program Director .............. Ed Maloney
News Editor ...................... C. H. Stout
Sports Editor .................... Doug Smith
Chief Engineer .................. W. V. McLaughlin

CJCA

EDMONTON—EST. 1922
CBC—FOOTHILLS NETWORK

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By ............ The Southam Co., Limited
Operated By ..................... Taylor & Pearson Broadcasting Co.
Address ....................... Birk's Bldg., Jasper Ave.
Transmitter Location .......... Belmont
Time on the Air ............... 123½ hours weekly
Newspaper Affiliation ........ Edmonton Journal
Canadian Press
Transcription Service ........ NBC Thesaurus; World Broadcasting System
Representative ............... All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager ............... Gordon S. Henry
Assistant Manager ............. Norman Botterill
Sales Manager ................ W. Blake
Sales Promotion Manager ...... Walter Dales
Program Director-Chief Announcer, Reo Thompson
Traffic Manager .............. Esther Nairn
Musical Director .............. R. Taylor
Technical Director ............ Hastings McMahon

CKUA

EDMONTON—EST. 1925

Frequency: 580 Kc. Power: 1000 Watts
Owned By ....................... University of Alberta
Operated By ..................... Extension Department
Address: Extension Department, University of Alberta
Phone Number ................ 32233
Transmitter Location: R.R. No. 1, Box 7, South Edmonton, Alta.
Time on the Air ............... 2 p.m. to 10 p.m.

Personnel

President of the University .. Dr. Robert Newton
Station Manager ............... Donald Cameron
Studio Supervisor-Chief Announcer, Richard MacDonald
Secretary ...................... Esther Esch
Chief Engineer ............... John Wardlaw Porteous
**CFG P**

GRANDE PRAIRIE—EST. 1937

CBC

FOOTHILLS NETWORK

Frequency: 1340 Kc........Power: 250 Watts

Owned-Operated By: Northern Broadcasting Corporation, Ltd.

Address .....................Donald Hotel

Phone Number ................153

Transmitter Location ....Clairmont Highway

Time on the Air ........6:55 a.m. to 10 p.m.

News Service ................CBC

Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

**Personnel**

President-General Manager........C. L. Berry

Station Manager........Gordon H. Cummings

Sales Production Manager........Donald Carlson

Program Director........Jack Soars

Chief Operator........Bill Couch

---

**CJO C**

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc........Power: 100 Watts

Owned By: Lethbridge Broadcasting Co., Ltd.

Operated By...............H. R. Carson, Ltd.

Address .......................Marquis Hotel

Phone Number ...............3871 - 72

Transmitter Location ......Marquis Hotel

Time on the Air ........6:30 a.m. to 12 midnight

News Service ..............British UP

Transcription Service ......NBC Thesaurus

Representative......All-Canada Radio Facilities, Ltd.; Weed & Co.

**Personnel**

Station Manager........A. J. Balfour

Commercial Manager........Stan Nordquist

Program Director........C. A. Perry

Traffic Manager........Dorothy Hiscocks

Publicity Director........L. Roskin

Chief Announcer........George Brown

Musical Director........Dalton Elton

Chief Engineer........James Ibey

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**BRITISH COLUMBIA**

Population 809,203

Number of Radio Licenses 113,945

Number of Families 252,875

Auto Registrations 120,149

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**CHWK**

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc........Power: 100 Watts

Owned-Operated By.......Chilliwack Broadcasting Co.

Address .................16 Wellington Ave.

Phone Number ...........6106

Transmitter Location .....16 Wellington Ave.

Time on the Air ..........7:15 a.m. to 10:30 p.m.

News Service ............CBC

Representative.........All-Canada Radio Facilities, Ltd.; Weed & Co.

**Personnel**

President and Station Manager, C. Casey Wells

Commercial Manager........Jack Pilling

Program-Musical Director......Thomas Rannie

---

**CFJC**

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc........Power: 1000 Watts

Owned By: Review Publishing Company

Operated By...............Kamloops Sentinel, Ltd.

Address ........209 Victoria Street

Phone Numbers ........1000; 1001

Transmitter Location ......North Kamloops

Time on the Air ........6:45 a.m. to 11:30 p.m.

Newspaper Affiliation......Kamloops Sentinel Ltd.

Transcription Service......All-Canada Transcription Facilities

Representative.......All-Canada Radio Facilities, Ltd.

**Personnel**

President ....................R. E. White

Station and Commercial Manager........A. D. R. Homersham

Sales and Promotion Manager........G. Dowding
 Program-Publicity Director .................. Ian Clark
Chief Announcer .................. Marce Munro
Musical Director .................. F. Richards
Chief Engineer .................. D. Sharpe

CKOV
KELOWNA—EST. 1931
CANADIAN BROADCASTING CORP.
BC NETWORK
Frequency: 630 Kc.  Power: 1000 Watts
Owned-Operated By. Okanagan Broadcasters, Ltd.
Business Address .................. Mill Avenue
Phone Number .................. Kelowna 200
Studio Address .................. Mill Avenue
Transmitter Location .................. Okanagan Mission, B. C.
Time on the Air: 6:45 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service .................. Press News
Transcription Service .................. NBC Thesaurus
Representative .................. All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel
Managing Director .................. J. W. B. Browne
Commercial Manager .................. R. E. Misener
Sales Promotion Manager .................. C. G. Elphicke
Program Director .................. Mary E. Royle
Chief Announcer .................. W. L. Fox
Chief Engineer .................. J. H. B. Browne
Musical Director .................. R. E. Misener

CKLN
NELSON—EST. 1939
CBC
Frequency: 1240 Kc.  Power: 100 Watts
Business Address .................. P. O. Box 250
Phone Number .................. 19
Studio Address .................. 711 Radio Avenue
Transmitter Location .................. 711 Radio Avenue
Time on the Air: 7:30 a.m. to 11:30 p.m.
Newspaper Affiliation .................. Nelson Daily News
Transcription Service .................. Standard Radio Representative
Representative .................. H. N. Stovin

CFPR
PRINCE RUPERT—EST. 1936
Frequency: 1240 Kc.  Power: 50 Watts
Owned By .................. F. E. Batt
Operated By .................. Northwest Broadcast & Service Co., Ltd.
Business Address .................. P. O. Box 848
Phone Number .................. 863
Studio Address .................. 336 Second Ave.
Transmitter Location 336 Second Ave.
Representative. Stovin & Wright

Personnel
Owner .................. F. E. Batt
General Manager. C. H. Insulander
Advertising Manager. S. J. Anderson

CJAT
TRAIL—EST. 1934
CBC—BC NETWORK
Frequency: 610 Kc.  Power: 1000 Watts
Owned By  Kootenay Broadcasting Co., Limited
Supervised By  Taylor, Pearson & Carson, Ltd.
Address .................. 815 Victoria Street
Phone Number .................. 737
Transmitter Location  Warfield, B. C.
Time on the Air  17 hours daily
News Service  CBC
Transcription Service  NBC Thesaurus
Representative  All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President  B. A. Stimmel
Station Manager  A. H. Nicholl
Commercial Manager  N. A. Harrod
Program Director  G. H. Lawrence
Chief Announcer  E. G. R. Hartman
Accountant  G. F. Moore
Chief Engineer  E. C. Aylen

CBR
VANCOUVER—EST. 1925
CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK
Frequency: 1130 Kc.  Power: 5000 Watts
Owned-Operated By. Canadian Broadcasting Corp.
Business Address  Ottawa, Ont.
Studio Address  Hotel Vancouver
Transmitter Location  Lulu Island, B. C.
Time on the Air  7:25 a.m. to 12 midnight
News Service  CBC
Representative  Canadian Broadcasting Corp.
**CBC Representative-Station**
Manager ........................................ Ira Dilworth
Production Manager ...................... Ernest Morgan
Publicity Representative ............ Georgina Murray
Chief Announcer ......................... W. J. Herbert
Director of School Broadcasts . Kenneth Caple
Traffic Manager ......................... L. E. Pegg
Chief News Editor ..................... James Chandall
Chief Engineer ......................... N. R. Olding

**Personnel**

**CJOR**

**VANCOUVER—EST. 1926**

Frequency: 800 Kc. ............ Power: 1000 Watts
Owned-Operated By ............... 846 Howe St.
Phone Number ....................... MArine 6464
Transmitter Location .......... Lulu Island, B. C.
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays: 8:45 a.m. to 10 p.m.
News Service ....................... Transradio; UP
Transcription Service .......... NBC Thesaurus
Representative .................... J. H. McGillvra (U.S.A.); H. N. Stovin (Canada)

**Personnel**

Station Manager .................... G. C. Chandler
Assistant Manager ................... A. H. Chandler
Commercial Manager .............. Don Laws
Sales Promotion Manager ...... Fred McDowell
Publicity Director ............... D. R. Baird
Program-Musical Director ...... Wallie Peters
Chief Announcer .................... Ross Morimer
Accountant ......................... L. Watkins
Chief Engineer ..................... H. B. Seabrook

**CKWX-CKFX**

**VANCOUVER—EST. 1923**

CBC

Frequency: 980 Kc. (shortwave: 49.43 meters);
Power: 1000 Watts
Owned-Operated By Western Broadcasting,
Co., Ltd.
Address ....................... 543 Seymour Street
Phone Number ....................... MArine 3344
Transmitter Location .......... Lulu Island, No. 5
Road, Steveston Highway, B. C.
Time on the Air ............... 6:30 a.m. to 12 midnight
News Service: AP and Canadian Press thru
Vancouver Sun News
Transcription Service .......... World Broadcasting System
Representative .................... Weed & Co. (United States):
All-Canada Radio Facilities, Ltd. (Canada)

**Personnel**

President .................. Arthur Holstead
Station Manager ............ Frank M. Squires
Commercial Manager ...... Spencer W. Caldwell
Sales Promotion Manager ...... Don McKim
Assistant Manager-Program .......... Norman Botterill
Director ..................... E. Ross McIntyre

**CJVI**

**VICTORIA—EST. 1923**

CBC (Secondary)

Frequency: 1480 Kc. ........ Power: 500 Watts
Owned-Operated By ............ Island Broadcasting Company, Ltd.
Address ..................... 7th Floor, Central Building,
620 View Street
Phone Number ....................... Garden 2014
Transmitter Location .......... Portage Inlet
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.
News Service ....................... The Daily Colonist
Transmission Service .......... NBC Thesaurus
Representative .................... All-Canada Radio Facilities,
Limited (Canada); Weed & Co. (U.S.A.)

**Personnel**

President .................. H. T. Matson
Station Manager-Publicity ...... C. L. Berry
Commercial-Sales Promotion .......... A. R. Smith
Manager ..................... C. R. Smith
Program Director ............. D. N. Weaver
Musical Director .................. J. Sommers

**Personnel**
CKX
BRANDON—EST. 1928
CBC
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By... Manitoba Telephone System
Address ................. 8th Street & Princess Ave.
Phone Number ............ 4532
Transmitter Location: Mental Hospital Grounds
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays,
10 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: NBC Thesaurus
Representative.............. H. N. Stovin & Co.

Personnel
Commissioner of Telephones... J. E. Lowry
Station Manager............. W. F. Seller
Commercial Manager.......... Howard Clarke
Program Director............. Eric Davies
Chief Announcer............. Norman Nicklewright
Chief Engineer.............. C. E. R. Collins

CFAR
FLIN FLON—EST. 1937
CBC (Supplementary)
Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By... Arctic Radio Corporation
Address .................. 120 Main Street
Phone Number ............ 290
Transmitter Location: 120 Main Street
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
9:45 a.m. to 7 p.m.
Transcription Service: World Broadcasting System
Representative............. H. N. Stovin (Canada); J. H. McGillivra (U.S.A.)

Personnel
President ..................... J. G. Mundie
General Manager............. Duke McLeod
Program Director-Chief Announcer, Tom Arque
Continuity Director........ George Salveson
Transcription Manager........ Ford Warner
Women's Program Director... Dorothy McLeod
Chief Engineer.............. Raymond Tate

CJRC
WINNIPEG—EST. 1934
CBC
Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By... Transcanada Communications, Limited
Business Address........... Free Press Building
Phone Number ............. 8466
Transmitter Location: Middlechurch, Manitoba
Time on the Air: 6:30 a.m. to 12 p.m.; Saturdays,
6:30 a.m. to 1 p.m.
News Service: British UP
Transcription Service: World Broadcasting System; Lawter, Representative... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
Station Manager.............. F. H. Elphicke
Commercial Manager.......... P. H. Gayner
Sales Promotion Manager... J. D. Kemp
Program-Musical Director... William Wilson
Production Manager.......... Essa Ljungh
Publicity Director.......... Norman Chamberlain
Chief Announcer............. Jack Dennett
Musical Director............ W. Wilson
Chief Engineer.............. Albert Hooper

CKY
WINNIPEG—EST. 1922
CANADIAN BROADCASTING CORP.
Frequency: 990 Kc. Power: 15000 Watts
Owned-Operated By... Manitoba Telephone System
Address ................. Portage Ave., East
Phone Number .............. 82911
Transmitter Location: St. Francis Xavier
Time on the Air: 7 a.m. to midnight
News Service: British UP
Transcription Service: NBC Thesaurus
Representative............. H. N. Stovin (Canada); J. Hershey McGillivra (U.S.A.)

Personnel
Commissioner of Telephones... J. E. Lowry
Station Manager............. William Backhouse
Commercial Manager.......... A. Messner
Program Director............ R. H. Roberts
Publicity Director........... W. G. Carpentier
Chief Announcer............. W. Davidson
Musical Director............ P. H. Richardson
Chief Engineer.............. W. A. Duffield
NEW BRUNSWICK
Population 453,377
Number of Families 105,436
Number of Radio Licenses 37,729
Auto Registrations 37,214

CKNB
CAMPBELLTON—EST. 1939
CANADIAN BROADCASTING CORP.
Frequency: 1240 Kc. Power: 100 Watts
Owned By Dr. Charles H. Houde
Operated By Radio Station CKNB
Business Address P. O. Drawer 840
Phone Number 8
Studio Address Chateau Restigouche
Transmitter Location Maple Green, N. B.
Time on the Air: 7:55 a.m. to 12 midnight;
Sundays, 8:55 a.m. to 12 midnight
Representative: All-Canada Radio Facilities, Ltd. (Canada);
Joseph McGillvra (U.S.A.)

Personnel
Owner-General Manager,
Dr. Charles H. Houde
Station Manager C. S. Chapman
Chief Announcer Dick Dickenson
Chief Engineer L. P. Paquet

CFNB
FREDERICTON—EST. 1923
CANADIAN BROADCASTING CORP.
Frequency: 550 Kc. Power 1000 Watts
Owned-Operated By James S. Neill & Sons, Ltd.
Address Queen St.
Phone Number 209
Transmitter Location University of New Brunswick
Time on the Air 7:15 a.m. to 12 midnight
News Service British UP
Transcription Service NBC Thesaurus
Representative All-Canada Radio Facilities (Canada);
Weed & Co. (U.S.A.)

Personnel
General Manager J. Stewart Neill
Chief Announcer Cleve Stillwell
Chief Engineer E. S. Cassidy

CKCW
MONCTON—EST. 1934
CANADIAN BROADCASTING CORP.
Frequency: 1400 Kc. Power 250 Watts
Owned-Operated By The Moncton Broadcasting Company, Limited

Address Knights of Pythias Bldg.
Phone Number 3388
Transmitter Location Harrisville, N. B.
Time on the Air 7 a.m. to 12 midnight
News Service British UP
Transcription Service World Broadcasting System
Representative Stavin & Wright (Canada);
Joseph McGillvra (U.S.A.)

Personnel
President J. L. Black
Station Manager F. A. Lynds
Sales Manager Clair Chambers
Program Director Earl McCarron
Librarian Margaret Carter
Musical Director Dr. George Ross
Chief Engineer A. J. White

CBA
SACKVILLE—EST. 1939
Frequency: 1070 Kc. Power 50000 Watts
Owned-Operated By Canadian Broadcasting Corporation
Address 14-16 Church Street
Phone Number 3-2307
Transmitter Location Coldbrook, Saint John, N. B.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: The Telegraph-Journal & The Evening Times-Globe
News Service: Press News, Limited
Transcription Service: World Broadcasting System
Representative: Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Population 573,190
Number of Families 136,473

CHNS
HALIFAX—EST. 1925
CANADIAN BROADCASTING CORP.
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: Maritime Broadcasting Company
Address: 10 Tobin Street (Broadcasting House)
Phone Numbers: Bishop 8318; Bishop 7548
Transmitter Location: Bedford, Nova Scotia
Time on the Air: 16 1/2 hours daily
Newspaper Affiliation: The Halifax Herald, Ltd.

News Service: Canadian Press; British UP
Transcription Service: Langworth; NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada): Weed & Co. (U.S.A.)

Personnel
President: H. P. Robinson
Station Manager: L. W. Bewick
Commercial Manager: George Cromwell
Program Director: Olga Bell
Publicity Director: Christine Fawcets
Musical Director: Bruce Holder
Chief Engineer: J. G. Bishop

CJLS
YARMOUTH—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME NETWORK
Frequency: 1340 Kc. Power: 100 Watts
Owned By: Gateway Broadcasting Company
Operated By: Laurie L. Smith
Address: Radio Building, Main Street
Phone Number: 500
Transmitter Location: Radio Building
Time on the Air: 8 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Langworth
Representative: Dominion Broadcasting Company

Personnel
President: Andrew Robb
General Manager: William C. Borrett
Commercial-Sales Promotion Manager: F. Fletcher Coates
Musical Director: R. L. Fry
Chief Engineer: A. W. Greig

Personnel
President: Laurie L. Smith
Commercial Manager-Chief Announcer: Richard Irvine
Sales Promotion Manager-Program Director: Ronald C. Fraser
Librarian-Director of Women's Programs: Dorothy Smith
Continuity Director: Elsie Drew
Chief Engineer: Donald L. Smith
ONTARIO

Population 3,756,632  Number of Radio Licenses 520,503
Number of Families 1,043,508  Auto Registrations 675,899

CKPC
BRANTFORD—EST. 1923  CBC
Frequency: 1380 Kc.  Power: 100 Watts
Owned-Operated By: Telephone City Broadcasting, Ltd.
Address: 49-51 Colborne St.
Phone Numbers: 625-1646
Transmitter Location: G'be Property
Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
News Service: Transradio
Transcription Service: World Broadcasting System
Representative: J. L. Alexander

Personnel
Commercial Manager: Mrs. J. D. Buchanan
Chief Engineer: Clayton Anguish

CFCO
CHATHAM—EST. 1926  CANADIAN BROADCASTING CORP.
Frequency: 630 Kc.  Power: 100 Watts
Owned-Operated By: John Beardall
Business Address: P. O. Box 275
Phone Number: 2626
Studio Address: William Pitt Hotel
Transmitter Location: William Pitt Hotel
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service: British UP
Transcription Service: Grow & Pitcher, Ltd.

Personnel
Owner-Manager: John Beardall
Commercial Manager-Program Director: P. A. Kirkey
Publicity Director: Lyle Thackery
Musical Director: Carl Monk
Chief Engineer: Gordon Brooks

CKMC
COBALT
Frequency: 1240 Kc.  Power: 50 Watts
Owned-Operated By: R. L. MacAdam
Address: Cobalt, Ont.

*No further information available at time of going to press.

CKPR
FORT WILLIAM—EST. 1931  CBC—ONTARIO NETWORK
Frequency: 580 Kc.  Power: 1000 Watts
Owned-Operated By: Dougall Motor Car Co.
Address: Radio HcIl, South May St.
Phone Number: 515
Transmitter Location: Memorial Ave., Port Arthur, Ont.
Time on the Air: 7:45 a.m. to 12 midnight
Transcription Service: NBC Thesaurus
Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel
President: H. F. Dougall
Station Manager: R. H. Parker
Commercial Manager: Jack Downs
News Editor: Bruce Ogilvie

CHML
HAMILTON—EST. 1927  CANADIAN BROADCASTING CORP.
Frequency: 900 Kc.  Power: 1000 Watts
Owned-Operated By: Maple Leaf Radio Co., Ltd.
Business Address: 36 James St., South
Phone Number: 7-1539
Studio Address: Pigott Building
Transmitter Location: Saltfleet Township
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
News Service: UP; Press News
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillivra

Personnel
President: A. C. Hardy
Manager: Kenneth D. Soble
Production Manager: Norm S. Marshall
Publicity Director-Chief Announcer: Stuart G. Kenney
News Editor: Lou Spector
Chief Engineer: William Crawford
ONTARIO

CKOC
HAMILTON—EST. 1922
CANADIAN BROADCASTING CORP.
Frequency: 1150 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By ....Wentworth Radio
Broadcasting Co.
Address .........King William & John Sts.
Phone Number .......... 74484
Transmitter Location ....Queen Elizabeth
Highway, Cherry Beach
Time on the Air: 6 a.m. to 12:15 a.m.; Sundays, 9 a.m. to 12:15 a.m.
Transcription Service ..World Broadcasting System; NBC Thesaurus
Representative .......All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President ..................H. R. Carson
Station Manager ..........W. T. Cramton
Assistant Manager........W. A. Speers
Commercial Manager.....W. M. Guild
Program Director-Artists’ Bureau Head, ....J. Lyman Potts
Publicity Director ......L. Westmoreland
Continuity Editor ..........H. Caine
Chief Engineer ............Leslie Horton

CKCA
KENORA—EST. 1939
Frequency: 1450 Kc.....Power: 250 d.; 100 n.
Owned-Operated By ....Kenora Broadcasting Co.
Address .................Kenricia Hotel
Phone Number ..........717
Transmitter Location ....Jaffray Township
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 10 a.m. to 10 p.m.

Personnel
Station Manager ..........Gerald F. Bourke
Chief Engineer ..........Russel C. Fawcett

CFRC
KINGSTON—EST. 1923
CANADIAN BROADCASTING SYSTEM
Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By ....Queens University & Kingston Whig-Standard
Address ..............Fleming Hall
Phone Number ..........616
Transmitter Location ....Queens University
Time on the Air .......8 a.m. to 11 p.m.
Newspaper Affiliation ..Whig-Standard
News Service ........Canadian Press Association
Transcription Service ....Standard Radio
Representative ..........Weed & Co.

Personnel
Business and Station Manager, ..........James Annand
Chief Announcer ..........Charles Miller
Chief Engineer ..........Prof. H. S. Stewart, M.S.

CKWS
KINGSTON—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By ....Kingston Broadcasting Co., Ltd.
Address ..........Whig-Standard Office
Transmitter Location ....Wolfe Island
Time on the Air: 6:45 a.m. to 1 a.m.
Newspaper Affiliation ......Kingston Whig-
Standard; Peterborough Examiner
News Service ........Canadian Press
Transcription Service ....NBC Thesaurus
Representative ........All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
President ..........W. Rupert Davies
Vice-President ..........Roy H. Thomson
General Manager ..........Jack K. Cooke
Assistant General Manager, ....Arthur L. Davies

CJKL
KIRKLAND LAKE—EST. 1933
CANADIAN BROADCASTING CORP.
Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By ....Northern Broadcasting & Publishing, Ltd.
Address .........Arcade Building
Phone Number ..........27
Transmitter Location ....Dane, Ontario
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation ......Timmins Daily Press
News Service ..............British UP
Transcription Service ....NBC Thesaurus
Representative ........All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
President ..........R. H. Thomson
General Manager ..........J. K. Cooke
Station Manager ..........Jack M. Davidson
Commercial-Sales Promotion Manager ..........Allan Rogerson
ONTARIO

CKCR
KITCHENER-WATERLOO—EST. 1926
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kitchener & Waterloo Broadcasting Co.
Address .......... Waterloo Trust Building
Phone Number .......... 2-1246
Transmitter Location ... 2 miles outside of Kitchener
Time on the Air .. 7 a.m. to 11:30 p.m.
News Service .......... Canadian Press
Representative .......... Stovin & Wright

Personnel
Station Manager .......... W. C. Mitchell
Commercial Manager ........ G. Liddle
Program Director-Chief .. Phil Clayton
Announcer ............... Ion Hartman
Chief Engineer .......... Norman Chaplin

CFPL
LONDON—EST. 1933 (CJGC est. 1922)
CANADIAN BROADCASTING CORP.
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By: London Free Press Printing Co.
Address .......... Richmond St.
Phone Number .......... 2-1246
Transmitter Location ... Sixth Concession,
Westminster Township
Time on the Air ...... 6:45 a.m. to 11 p.m.
Newspaper Affiliation ..... London Free Press
Transcription Service. .. NBC Thesaurus
Representative .......... Stovin & Wright (Canada): Weed & Co. (U.S.A.)

Personnel
Chief Executive .......... Charles Thomas
Station and Sales Manager .. Philip H. Morris
Chief Engineer .......... Cecil Yorke

CFCH
NORTH BAY—EST. 1931
CBC
Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: Nothen Broadcasting & Publishing, Ltd.
Address ................. Capitol Bldg.
Phone Number .......... 2400
Transmitter Location .. Capitol Bldg.
Time on the Air .......... 8 a.m. to 12 midnight
Newspaper Affiliation .. Timmins Daily Press
News Service .......... Transradio; British UP
Transcription Service ... NBC Thesaurus
Representative .......... All-Canada Radio Facilities Ltd. (Canada): Weed & Co. (U.S.A.)

Personnel
President .......... R. H. Thomson
Station Manager .......... Cliff Pickrem
Commercial Manager ........ Hal Cooke
Program-Musical Director .. Russ Nickle
Production-Publicity-Traffic .. Ray Doherty
Manager .......... Gordon Keeble
Artists’ Bureau Head .......... Jerry Hill
Chief Engineer .......... Jack Barnaby

CBO
OTTAWA—EST. 1925
CANADIAN BROADCASTING CORP.
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Broadcasting Corporation
Address .......... Chateau Laurier Hotel
Phone Number .......... 2-1151
Transmitter Location ... Hawthorne, Ontario
Time on the Air .......... 7:25 a.m. to 12 midnight
Representative .......... Canadian Broadcasting Corp.

Personnel
General Manager .......... W. Gladstone Murray
Station Manager .......... W. C. Anderson
Senior Announcer .......... T. O’Dell
Chief Operator .......... E. C. Stewart

CKCO
OTTAWA—EST. 1924
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Dr. G. M. Gelbert
Address .......... 272 Somerset St., West
Transmitter Location ... Brickyard Rd., Hull Township
Time on the Air .......... 8 a.m. to 11 p.m.; Sundays,
12 noon to 11 p.m.
Transcription Service .. Associated Music Publishers; Lang-Worth
Representative .......... C. W. Wright (Canada): Joseph Hershey McGillivra (U.S.A.)

Personnel
Manager .......... G. M. Geldert
C F O S
OWEN SOUND—EST. 1940
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Grey & Bruce Broadcasting Co.
Address ............. 904 Second Ave., East
Phone Number ............. 1940
Transmitter Location: Suydenham Township
Time on the Air: 7:45 a.m. to 9:05 p.m.; Sundays, 10 a.m. to 9:30 p.m.
News paper Affiliation: Owen Sound Daily
Sun Times
News Service ............. AP
Transcription Service ............. World Broadcasting System
Representative: H. N. Stovin (Canada); Joseph Hershey McGilvra (U.S.A.)

Personnel
President .................. Howard Fleming
Station Manager ............. Ralph Snegrove
Sales Promotion Manager .. Bill Hawkins
Program Director ............. Stanley Latham
Chief Announcer ............. Frank Radcliffe
Musical Director ............. Marie Keenan
Chief Engineer ............. Alan Harper

C H E X
PETERSBOROUGH—EST. 1942
Frequency: 1340 Kc. Power: 1000 Watts
Owned-Operated By: Peterborough Broadcasting Co.
Address ............. Examiner Bldg., Peterborough
Transmitter Location ............. Otanabee Township, Ont.
Time on the Air: 6:45 a.m. to 1 a.m.
Newspaper Affiliation ............. Peterborough Examiner; Kingston Whig-Standard
News Service ............. Canadian Press
Transcription Service ............. NBC Thesaurus
Representative ............. All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President .................. W. Rupert Davies
Vice-President ............. Roy H. Thomson
General Manager ............. Jack K. Cooke

C F L C
PRESCOTT—EST. 1925
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Radio Association of Prescott
Address ............. Hoy Building
Phone Number ............. 202
Transmitter Location ............. Prescott, Ontario
Time on the Air: 8 to 10 a.m., 12 to 2 p.m., and 5 to 7:30 p.m.
Transcription Service ............. Lang-Worth
Representative: H. N. Stovin (Canada); Joseph Hershey McGilvra (U.S.A.)

Personnel
President-Station Manager ............. A. G. Halliday
Sales Promotion Manager ............. F. D. Patterson

C K T B
ST. CATHARINES—EST. 1933
CANADIAN BROADCASTING CORP.
Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Silver Spire Broadcasting Station, Ltd.
Address ............. 12 Yates Street
Phone Number ............. 3900
Transmitter Location ............. Port Dalhousie, Ont.
Time on the Air: 7:45 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
Representative ............. Dominion Broadcasting Co.; Radio Representatives, Ltd.

Personnel
President ............. E. T. Sandell
Station Manager ............. J. B. Mitchell
Program Manager ............. J. A. McQuillen
Chief Announcer ............. Bill Wheeler
Chief Engineer ............. W. H. Allen

C J I C
S S MARIE—EST. 1934
CBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hyland Broadcasting Co.
Address ............. Windsor Hotel
Phone Number ............. 3500
Transmitter Location ............. Korah Township
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service ............. British UP
Transcription Service ............. Lang-Worth Representative

Personnel
General Manager ............. J. G. Hyland
Program Manager ............. J. C. Whitby
Manager, Michigan Office ............. R. L. Warne
Chief Announcer ............. C. V. Godwin
Bookkeeper ............. Mabel M. Whalen
Continuity Director ............. Basil Scully
Chief Engineer ............. S. C. Cusack
CJCS

STRATFORD—EST. 1927
Frequency: 1240 Kc........Power: 50 Watts
Owned-Operated By........F. M. Squires
Address ......................Windsor Hotel
Phone Numbers ...............1675; 1676
Transmitter Location ..........Windsor Hotel
Time on the Air............7 a.m. to 10 p.m.
News Service .................British UP
Representative................All-Canada Radio Facilities
(Canada): Weed & Co. (U.S.A.)

Personnel

President......................F. M. Squires
Station-Commercial Manager...S. E. Tapley
Sales Promotion Manager......M. R. Dunseith
Program-Musical Director......C. W. Trethewey
Production Manager-Chief......Jack Haney
Chief Engineer................George Hildebrand

CCKO

SUDBURY—EST. 1935
CANADIAN BROADCASTING CORP.
Frequency: 790 Kc........Power: 1000 Watts
Owned-Operated By........Sudbury Daily Star Ltd.
Address .....................21 Elgin St.
Phone Number .................77505
Transmitter Location ..........Neelon Township
Time on the Air.............6:45 a.m. to 1:15 a.m.; Sundays, 8 a.m. to 12 a.m.
News Service .................Canadian Press
Transcription Service........World Broadcasting System; NBC Thesaurus
Representative................All-Canada Radio Facilities
(Canada): Weed & Co. (U.S.A.)

Personnel

President......................W. E. Mason
General Manager..............W. J. Woodill
Program Director...............Jack McLaren
Chief Engineer................J. McRae

CCKGB

TIMMINS—EST. 1935
CBC
Frequency: 1470 Kc........Power: 1000 Watts
Owned By......................Northern Broadcasting & Publishing Ltd.
Operated By...................Roy H. Thomson
Address ......................Thomson Bldg. (Cedar St.)
Phone Number .................1500
Transmitter Location ..........Mattagami Heights, Mountjoy Township
Time on the Air.............7 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12 midnight
News Service .................Timmins Daily Press; Val D’Or Star
Transcription Service.......British UP
Representative.................Gerry Tonkin (Toronto); Bob Leslie (Montreal); Weed & Co. (U.S.A.)

Personnel

President......................R. H. Thomson
Station Manager...............Jack K. Cooke
Commercial Manager..........Murray Morrison
Sales Promotion Manager.....Ted Morrow
Publicity Director-Traffic.....Sonya Barnett
Chief Announcer...............Gordon Shaw
News Editor...................Delmar Mott
Musical Director...............Bruce Tremeer
Chief Engineer................Ernest Mott

CBL

TORONTO—EST. 1927
CBC—NBC—MBS
Frequency: 740 Kc........Power: 50000 Watts
Owned-Operated By........Canadian Broadcasting Corporation
Business Address...........55 York St.
Phone Number .................Adelaide 5771 (business office); Kenwood 9411 (studio)
Transmitter Location ........805 Davenport Rd.
Time on the Air.............7 a.m. to 12 midnight
News Service .................CBC News Service
National Sales Office Address.....55 York St., Toronto
Representative................Canadian Broadcasting Corp.

Personnel

General Manager...............W. Gladstone Murray
Regional Representative......Dick Claringbull
Station Manager...............Herbert Walker
Night Supervisor...............Nairn Mogridge
Commercial Manager-Supervisor of Press
and Information..............E. A. Weir
Regional Engineer...............M. L. Poole
Chief Operator................W. A. Reid

CBY

TORONTO—EST. 1936
CBC—BBC—NBC—MBS
Frequency: 1010 Kc........Power: 1000 Watts
Owned-Operated By........Canadian Broadcasting Corporation
Business Address...........55 York St.
The cream is always at the top!

If you want to reach the cream of the Canadian market, you start with Ontario, the richest of Canada's nine provinces. Ontario has 29% of Canada's population and over 36% of the buying power! If you want to reach the cream of the Ontario market, you start with CFRB, Toronto, the station that has proven itself to be first choice among a potential audience of 3,000,000 listeners.

Get this fact!

In the most recent of the surveys periodically conducted on behalf of CFRB and involving personal interviews, 53.4% of the interviewees named CFRB as their favourite station! In fact CFRB led the runner-up by almost 2 to 1!

CFRB, Toronto, is now in its 14th year of continuous operation... before you place your advertising in Ontario, Canada's $2.5 billion dollar market, get all the facts concerning CFRB—the key to Ontario sales!

Ontario

Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address..........805 Davenport Rd.
Transmitter Location..........Dixie, Ont.
Time on the Air........7:45 a.m. to 12 midnight
News Service............CBS News Service
Transcription Service........NBC Thesaurus
National Sales Office Address........55 York St.,
Toronto
Representative........Canadian Broadcasting Corp.

Personnel

General Manager........W. Gladstone Murray
Regional Representative..........Dick Claringbull
Station Manager........Herbert Walker
Night Supervisor.........Nairn Mogridge
Commercial Manager-Supervisor of Press
and Information............E. A. Weir
Regional Engineer........M. L. Poole
Chief Operator...........W. A. Reid

CFRB
TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM
Frequency: 860 Kc. Power: 10000 Watts
Owned-Operated By........Rogers Radio Broadcasting Co., Limited
Address........37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
Transmitter Location........Aurora, Ontario
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 10 a.m. to 12:30 a.m.
News Service............British UP; Canadian Press
Transcription Service........NBC Thesaurus; Lang-Worth
Representative........Joseph Hershey McGillvra

Personnel

President...............Harry Sedgwick
Station Manager........E. L. Moore
Chief Announcer..........Wes McKnight
Musical Director........Roy Locksley
Chief Engineer...........Jack Sharpe

CKCL
TORONTO—EST. 1925

NBC—CBC (Supplementary)
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By........Dominion Battery Co., Limited
Address........444 University Ave.
Phone Number..........Adelaide 1014
Transmitter Location........Scarboro, Ont.
Time on the Air: 7:30 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service.................. British UP
Transcription Service...... World Broadcasting
System: Standard Radio
Representative: H. N. Stovin (Canada); Jos-
eph Hershey McGillvra (U.S.A.)

Personnel
President .................. Henry S. Gooderham
Station and Commercial Manager.. A. E. Leary
Program-Publicity-Musical
Director ................. Maurice Dalton Rapkin
Chief Announcer ......... J. Edgar Guest
Secretary-Treasurer ........ Elsa G. B. Main
Chief Engineer ............. Ernest O. Swan

CKLW
WINDSOR—EST. 1932
MUTUAL—CBC
Frequency: 800 Kc........ Power: 5000 Watts
Owned-Operated By........ Western Ontario
Broadcasting Co.
Business Addresses: Guaranty Trust Bldg.,
Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)
Studio Address .......... Guaranty Trust Bldg.

CKCL
TORONTO
WAS THE ONLY CANADIAN
STATION TO WIN A VARIETY
SHOWMANSHIP PLAQUE
FOR 1941

Information about CKCL can be ob-
tained by writing, wiring, or phon-
ing, the nearest JOSEPH HERSHEY
McGILLVRA Office in the United
States.

CKCL
TORONTO
1000 Watts 580 Kc.

5000 WATTS DAY and NIGHT • CLEAR CHANNEL
MUTUAL BROADCASTING SYSTEM
ONTARIO - PRINCE EDWARD ISLAND

Transmitter Location............Sandwich, South, Essex County, Ontario
Time on the Air.................6 a.m. to 4 a.m.
News Service..........................UP
Transcription Service..............World Broadcasting System
Representative......................Joseph Hershey McGillvra

Personnel
General Manager....................J. E. Campeau
Station Manager....................William J. Cartel
Commercial-Sales Promotion Manager.....................Richard E. Jones
Program Director.................John Gordon
Production Manager................Frank Burke
Artists’ Bureau Head............Joe Gentile
Publicity Director................Frank Lynch
Chief Announcer-Traffic Mgr., Campbell Ritchie
Chief Engineer......................William J. Carter

CKNX
WINGHAM—EST. 1926
CANADIAN BROADCASTING CORP.
Frequency: 920 Kc........Power: 1000 Watts
Owned-Operated By..............W. T. Cruickshank & Howard Bedford
Address ..........................Fields Bldg.
Phone Numbers .................157; 158
Transmitter Location............Belgrave
Time on the Air..................7:15 a.m. to 11 p.m.
News Service........................Transradio
Transcription Service.............All-Canada Radio Facilities
Representative......................J. L. Alexander

Personnel
General Manager....................W. T. Cruickshank
Commercial Manager..............James Maxwell
Sales Promotion Manager-Program Director...................John Cruickshank
Musical Director....................Harold V. Pim
Chief Engineer......................Scott Reid

CFCY
CHARLOTTETOWN—EST. 1924
CANADIAN BROADCASTING CORP.
MARITIME NETWORK
Frequency: 630 Kc........Power: 1000 Watts
Owned-Operated By..............Island Radio Broadcasting Co.
Address..........................Brace Bldg.
Phone Numbers.................724 (Studio and office); 1303 (transmitter)
Transmitter Location..............West Royalty, P. E. I.
Time on the Air..................8 a.m. to 12 midnight
News Service........................British UP
Transcription Service.............Standard Radio; Lang-Worth
Representative......................All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
Managing Director................K. S. Rogers
General Manager....................L. A. McDonald
Chief Engineer......................M. H. F. Young

CHGS
SUMMERSIDE—EST. 1925
CBC
Frequency: 1480 Kc........Power: 100 Watts
Owned-Operated By..............R. T. Holman, Ltd.
Address..........................Water Street
Phone Number......................133
Transmitter Location.............Holman Building
Time on the Air...................7:30 to 8:30, 10:30 a.m. to 2:30 p.m., 4 p.m. to 9 p.m.

Personnel
President.......................H. T. Holman
Station Manager...............R. T. Holman
Program Director..............C. F. MacCaull
Chief Engineer....................Angus MacKee

PRINCE EDWARD ISLAND
Population 93,919
Number of Families 22,907
Number of Radio Licenses 5,694
Auto Registrations 8,024

CHCK
CHARLOTTETOWN
Frequency: 1340 Kc........Power: 50 Watts
Owned by.........................CHCK Broadcasting Co.

660
Population 3,319,640
Number of Families 754,463
Number of Radio Licenses 318,387
Auto Registrations 213,148

C B J
CHICOUTIMI—EST. 1933
CBC
Frequency: 1250 Kc........Power: 250 Watts
Owned-Operated By: Canadian Broadcasting
Corporation
Address ..........................4 Larouche Avenue
Phone Number .......................155
Transmitter Location ..........................4 Larouche Avenue
Time on the Air.....................8 a.m. to 12 midnight
Representative....................Canadian Broadcasting
Corp.

Personnel
General Manager..............W. Gladstone Murray
Station Manager...............Vilmond Fortin
Chief Announcer..............J. R. Dallaire
Chief Engineer..................I. E. Roberts

C K C H
HULL—EST. 1932
CBC (AND PROVINCIAL)
Frequency: 1240 Kc........Power: 100 Watts
Owned By .........................Le Droit
Operated By .................CKCH Broadcasting Co.
Address ........................85 Champlain Ave.
Phone Number ......................2-1701
Transmitter Location ..........R.R. No. 1, South Hull
Time on the Air ..................7:30 a.m. to 11:30 p.m.
Newspaper Affiliation ..........Le Droit (Ottawa)
News Service ........................Canadian Press
Transcription Service ............NBC Thesaurus

Personnel
President .................M. Therrien
StationCommercial Manager ...Georges Bourassa
Musical Director .............A. Groulx
Chief Engineer ...............J. L. Champagne

C B F
MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
MBS—NBC
Frequency: 690 Kc........Power: 5000 Watts
Owned-Operated By: Canadian Broadcasting
Corporation
Address .........................1231 Ste-Catherine, West
Phone Numbers: MArquette 5211; MArquette 8021
Transmitter Location .........Vercheres, P. Q.
Time on the Air ................7:30 a.m. to 12 midnight
News Service ...................British UP; Canadian Press
Representative ...............Canadian Broadcasting
Corp.

Personnel
General Manager..............W. Gladstone Murray
Station Manager...............Omer Renaud
Commercial-Sales Promotion Manager ...............Arthur Dupont
Regional Program
Director .........................Jean-Marie Beaudet
Publicity Director .........Leopold Houle
Chief Announcer ............Roger Baulu
Assistant Program Director ....Gerard Arthur
Director of Educational
Broadcasts .................Aurele Seguin
News Service Editor .......Marcel Ouimet
Musical Director ............Captain J. J. Gagnier
Chief Engineer ...............Gordon W. Clive

C B M
MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
MBS—NBC
Frequency: 940 Kc........Power: 5000 Watts
Owned-Operated By: Canadian Broadcasting
Corporation
Address .........................1231 Ste-Catherine, West
Phone Numbers: MArquette 5211; MArquette 8021
Transmitter Location ........Marieville, P. Q.
Time on the Air ................7:30 a.m. to 12 midnight
News Service ..............British UP; Canadian Press
Representative .........Canadian Broadcasting
Corp.

Personnel
General Manager..............W. Gladstone Murray
Station Manager...............Omer Renaud
Commercial-Sales Promotion Manager ...............Arthur Dupont
Regional Program
Director .........................Jean-Marie Beaudet
Publicity Director .........Leopold Houle
Chief Announcer ............Roger Baulu
Assistant Program Director ....Gerard Arthur
News Service Editor .......Marcel Ouimet
Musical Director ............Captain J. J. Gagnier
Chief Engineer ...............Gordon W. Clive
CFCF
(Short Wave CFCX)
MONTREAL—EST. 1919

NBC (Blue)
Frequency: 600 Kc. Power: 500 Watts
Owned-Operated By: Canadian Marconi Company
Address: 1231 St. Catherine St., West
Phone Number: Plateau 2577
Transmitter Location: Mount Royal Hotel, Peel St., Montreal
Time on the Air: 7:45 a.m. to 1 a.m.; Sundays, 9 a.m. to 11 p.m.
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
Station Manager: J. A. Shaw
General Manager: Reginald M. Brophy
Sales Director: M. J. Humphreys
Sales Promotion Director: E. H. Smith
Program-Musical Director: H. H. Hewetson
Night Supervisor: P. E. Hiltz
Chief Engineer: Jack Gettenby

CHLP
MONTREAL—EST. 1933

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: La Patrie Publishing Co., Ltd.
Address: Sun Life Bldg., Dominion Square
Phone Number: Plateau 5225
Transmitter Location: City of St. Michel
Time on the Air: 8 a.m. to 12 midnight
Newspaper Affiliation: La Patrie, La Presse: Montreal Star; Montreal Gazette; Le Petit Journal; Montreal Herald
Transcription Service: Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel
Manager: Marcel Lelebvre
Program Director: Paul Senay
Production Manager: M. Normandin
Publicity Director: Armand Goulet
Chief Engineer: F. F. Tambling

CKAC
MONTREAL—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 730 Kc. Power: 5000 Watts
Owned-Operated By: La Cie de Publication de la Presse, Ltee.
Address: 980 St. Catherine Street, West
Phone Number: MArquette 3611
Transmitter Location: St. Hyacinthe, P. Q.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: La Presse
News Service: UP
Transcription Service: World Broadcasting System;
Representative: William Wright (Canada); Joseph H. McGillvra (U.S.A.)

CHNC
NEW CARLISLE—EST. 1933
CANADIAN BROADCASTING CORP.
QUEBEC & MARITIME NETWORKS
Frequency: 810 Kc. Power: 1000 Watts
Owned-Operated By: The Gaspesia Radio Broadcasting Co., Ltd.
Address: New Carlisle, Que.
Phone Number: 38
Transmitter Location: Sea Shore, New Carlisle
Time on the Air: 7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel
President: Dr. Charles Dumont
Station Manager: Dr. Charles H. Houde
Sales Promotion Manager-Chief Announcer: Viateur Bernard
Chief Engineer: J. R. McGough

CBV
QUEBEC—EST. 1934
CBC
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Broadcasting Corp.
Business Address: Ottawa, Ont.
Quebec

Personnel

CBC President: Rene Morin
General Manager: W. Gladstone Murray
Station Manager: Maurice Valiquette
CBC Publicity Director: Leopold Houle
CBC Commercial Manager: Arthur Dupont
CBC Musical Director: Captain J. J. Gagnier
Chief Engineer: Charles Frenette

CHRC
QUEBEC—EST. 1926

Frequency: 800 Kc. Power: 250 Watts
Owned-Operated By: CHRC, Ltd.
Address: Victoria Hotel
Phone Number: 2-8178
Transmitter Location: St. Louis Rd., St. Foy, P. Q.
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 11:30 a.m. to 12 midnight
News Service: British UP
Transcription Service: Lang-Worth Representative
Personnel

Station Manager: J. N. Thivierge
Secretary-Treasurer: Henri Lepage
Sales Manager: J. A. Hardy
Artists Bureau Head: A. Pelletier
Chief Announcer: T. H. Burham
Publicity Director: Maurice Descarreaux
Musical Director: Gaston Voyer
Chief Engineer: Arsene Nadeau

CKRN
ROUYN-NORANDA—EST. 1939
CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: La Cie De Radiodiffusion Rouyn Noranda, Ltee.
Business Address: P. O. Box 340
Phone Number: 1400
Studio Address: Reilly Bldg.
Transmitter Location: Reilly Building
Time on the Air: 7 a.m. to 12:15 a.m.
News Service: British UP
Transcription Service: NBC Thesaurus Representative
Personnel

President: M. P. Cuddihy
Managing Director: J. O. Tardiff
Station-Commercial Manager: J. Legault
Sales Promotion Manager: Harold Tardiff
Program Director: Don Insel
Publicity Director-Chief Announcer: E. G. Archibald
Chief Engineer: George H. Pope
CHGB
SAINTE ANNE DE LA POCATIERE
EST. 1938
CANADIAN BROADCASTING CORP.
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: CHGB, Registered
Address: Ste. Anne de la Pocatiere, Co.,
Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location: East end of village
Time on the Air: 7 a.m. to 12 midnight
News Service: CBC Network News
Representative: Stovin & Wright

Personnel
Station Manager: G. T. Desjardins
Program Director: Laval Raymond
Publicity Director: Patrice Boudreau
Musical Director: Adrien Dube

CHLN
THREE RIVERS
EST. 1937
CANADIAN BROADCASTING CORP.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: La Tribune, Limitee
Business Address: Marquette Street
Phone Numbers: 2071; 2072
Studio Address: La Tribune Bldg.
Transmitter Location: Sherbrooke
Time on the Air: 7:45 a.m. to 12 midnight
Transcription Service: Langworth
Representative: Dominion Broadcasting

Personnel
President: Hon. Jacob Nicol
Manager: A. Gauthier
Program Director: Jeanne Tremblay
Publicity Director: Romeo Paquette
Chief Announcer: Roland Bayeur

CHAB
MOOSE JAW—EST. 1922
CBC
Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By: CHAB, Ltd.
Address: Grant Hall Hotel
Musical Director: P. M. Robidoux
Chief Engineer: Julien Dupras

SAKATCHEWAN
Population 887,747
Number of Families: 177,549
Number of Radio Licenses: 98,707
Auto Registrations: 118,456

Phone Number: 2377
Transmitter Location: Boharm, Sask.
Time on the Air: 6:30 to 12:15 a.m.; Sundays, 7 a.m. to 12:15 a.m.
News Service: British UP
Transcription Service: Lang-Worth
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
**Personnel**

President-Chief Engineer .......... A. E. Jacobson
Station Manager .................... H. C. Buchanan
Sales Manager ...................... L. A. Bourgeois
Program Director .................. J. S. Boyling
Publicity Director .................. Louis Lewry
Chief Announcer .................... Earl Cameron

**CKBI**

**PRINCE ALBERT—EST. 1924**

CBC

**Personnel**

Station Manager .................... L. E. Moffat
Commercial Manager ................ E. Parr
Sales Promotion Manager .......... Gerald Prest
Program-Musical Director .......... G. Dobson
Production Manager ................. D. Armstrong
Chief Announcer .................... W. R. Hart
Chief Engineer ...................... T. Van Nes

**CFQC**

** REGINA—EST. 1923**

CANADIAN BROADCASTING CORP.

**Personnel**

President ............................ A. A. Murphy
Station-Commercial Manager ......... Vernon Dallin
Sales Promotion Manager .......... G. A. Jordan
Program-Musical Director .......... Cy Cairns
Chief Announcer ..................... Wilfred Gilby
Chief Engineer ....................... S. Clifton

**CKCK**

**REGINA—EST. 1922**

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc. ........ Power: 1000 Watts
Owned By .................. The Regina Leader-Post, Ltd.
Operated By ............. All-Canada Radio Facilities, Ltd.
Business Address ........ Southam Bldg., Calgary, Alberta

**Personnel**

Station Manager .................... G. E. Goetz
Commercial Manager ................. H. A. Crittenden
Sales Promotion Manager .......... Don Dawson
Program Director .................. Don MacMillan
Musical Director ................... Ross MacRae
Chief Engineer ...................... E. A. Strong
### NEWSPAPER-AFFILIATED CANADIAN STATIONS

#### ALBERTA
- **CFAC**—Calgary. 1000 Watts; 960 Kc. V. F. Nielsen, manager. **CALGARY DAILY HERALD**
- **CJCI**—Calgary. 100 Watts; 1230 Kc. J. E. Garke, manager. **CALGARY, ALBERTAN**
- **CJCA**—Edmonton. 1000 Watts; 930 Kc. Gordon S. Henry, manager. **EDMONTON JOURNAL**

#### BRITISH COLUMBIA
- **CFJC**—Kamloops. 1000 Watts; 910 Kc. A. D. R. Homershaw, manager. **KAMLOOPS SENTINEL**
- **CKLN**—Nelson. 250 Watts; 1249 Kc. H. Lethbridge, manager. **NELSON DAILY NEWS**
- **CJVI**—Victoria. 500 Watts; 1480 Kc. C. L. Berry, manager. **VICTORIA COLONIST**

#### NEW BRUNSWICK
- **CHSJ**—Saint John. 1000 Watts; 1150 Kc. L. W. Bewick, manager. **SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE**

#### NOVA SCOTIA
- **CHNS**—Halifax. 1000 Watts; 960 Kc. William C. Borrett, manager. **HALIFAX GLOBE**

#### ONTARIO
- **CFRC**—Kingston. 1000 Watts; 1490 Kc. James Annand, manager. **KINGSTON WHIG-STANDARD**
- **CKWS**—Kingston. 1000 Watts; 960 Kc. Jack K. Cooke, general manager. **PETERBOROUGH EXAMINER**

#### QUEBEC
- **CKCH**—Hull. 100 Watts; 1240 Kc. George Bourassa, manager. **LE DROIT (Ottawa)**
- **CHLP**—Montreal. 250 Watts; 1490 Kc. Marcel Lebelvre, manager. **MONTREAL LA PATRIE; MONTREAL STAR; MONTREAL GAZETTE; MONTREAL HERALD**
- **CKAC**—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager. **MONTREAL LA PRESSE**
- **CJBR**—Rimouski. 1000 Watts; 900 Kc. G. A. LaVoie. **LE PROGRES DU GOLFE**
- **CHLT**—Sherbrooke. 100 Watts; 1240 Kc. A. Gauthier, manager. **SHERBROOKE LA TRIBUNE**
- **CHLN**—Three Rivers. 100 Watts; 1450 Kc. Leon Trepanier, manager. **THREE RIVERS LE NOUVELLEISTE**

#### SASKATCHEWAN
- **CKVD**—Val D’Or. 1000 Watts; 1230 Kc. Dan Carr, Manager. **TIMMINS (ONT.) DAILY PRESS**
- **CKCK**—Regina. 1000 Watts; 623 Kc. G. Gaetz, manager. **REGINA LEADER-POST**
Association of Canadian Advertisers, Inc.
85 Richmond St., West, Toronto, Ont.
ADeelaide 9774

OFFICERS
President........................................... Robert E. Jones
Vice-President..................................... P. K. Abrahamson
(V. Borden Co., Ltd.)
Vice-President..................................... E. F. Millard
(Ford Motor Co. of Canada)
Vice-President..................................... R. E. Merry
(Lever Bros., Ltd.)
Vice-President..................................... J. W. Doherty
(Imperial Oil Ltd.)
Treasurer............................................. W. O. H. James
(The Dominion Bank)
Secretary-Manager................................. Athol McQuarrie

DIRECTORS

FUNCTIONS
This association was incorporated in March 1917 for the improvement and promotion of the advertising and sales interests of its members and the exchange of information among its members. "Analysis of Circulation of Canadian Publications" is published every two years.

BMI Canada, Ltd.
1802 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS
President............................................. Neville Miller
Vice-President..................................... M. E. Thompkins
Vice-President..................................... Harry Sedgwick
Vice-President..................................... Joseph Sedgwick
Secretary-Treasurer............................... T. Arthur Evans

FUNCTIONS
BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity for recognition to all writers and composers.

Canadian Association of Broadcasters
1802 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS
President-General Manager...................... Glen Bannerman
Chairman of the Board............................ Harry Sedgwick
Vice-Chairman of the Board..................... George C. Chandler
General Counsel................................... Joseph Sedgwick
Secretary-Treasurer............................... T. Arthur Evans

DIRECTORS
Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catharines; George Chandler, CJOR, Vancouver; J. W. B. Browne, CKOV, Kelowna; J. A. Cooke, CKGB, Timmins; Phil LaLonde, CKAC, Montreal; A. A. Murphy, CFQC, Saskatoon; N. Nathanson, CJCB, Sydney; K. S. Rogers, CFCC, Charlottetown; H. R. Carson, CFAC, Calgary.

FUNCTIONS
The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Canadian Performing Rights Society, Ltd.
1003 Royal Bank Bldg., Toronto, Canada

OFFICERS
President-Managing Director..................... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

FUNCTIONS
This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

Radio Manufacturers Association of Canada
159 Bay St., Toronto, Ont., Canada
ADeelaide 1531

OFFICERS
President............................................. E. C. Grimley
Vice-President..................................... L. A. Young
Executive Secretary.............................. W. W. Richardson
Chairman of Engineering Committee............ C. J. Irwin

FUNCTIONS
This association is a non-profit and cooperative organization founded in 1926 to promote all interests of the radio industry.

Western Association of Broadcasters
c-o Radio Station CJOR, 846 Howe St., Vancouver,
B. C., Canada

MARINE 6464

OFFICERS
President............................................. G. C. Chandler
(CJOR, Vancouver, B. C.)

DIRECTORS

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

FUNCTIONS
Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.
Thanks to the radio industry for making 1941 our biggest year.

Thanks to the many advertising agencies—Ruthrauff & Ryan—BBD&O—Lou Maxon—I. W. Ramsey—Bill Polje—R. A. Moritz—Irv Olian—Mike Ellis—and all the rest for tabbing Ziv “headquarters for open-end transcriptions.”

Thanks to a great array of talent—Alan Courtney, The Korn Kobblers, Charlie Wayne, Tom Slater, Kay Lorraine, The Ranch Boys, Stan Waxman, Sam Balter, et al for making our shows such clickeroos.

Thanks to a swell staff whose sparkling ideas and sound musical and dramatic production have helped us to build such a swell reputation and such gratifying relations with our customers.

frederic w ZIV inc.

offices:
2436 READING ROAD—CINCINNATI
485 MADISON AVE.—NEW YORK
RADIO PRODUCTION

Producers

Transcriptions

Libraries

Agents

Music Section

Talent

Rules and Regulations

Programs
To Radio Daily

In appreciation for what it has done for Radio.

GROMBACH PRODUCTIONS, INC., EST. 1930
RADIO PROGRAM PRODUCTION

JEAN V. GROMBACH INC., EST. 1929
ELECTRICAL TRANSCRIPTIONS

Both temporarily suspended Nov. 1st, 1941 for the duration of our national emergency.
1941—Radio Production—1941

Largest single over all factor influencing production in all phases of broadcasting, AM, FM, television and short wave, during 1941 was, of course, National Defense. That was the dominant influence up until Dec. 7—after that Victory became the keynote.

These themes produced something of a revolutionary reorientation in radio programs. From the strictly non-partisan, unbiased attitude of the pre-war days, with the accent entirely on such non-social or political objectives as "pure" entertainment and good music, radio programs throughout the year underwent a gradual evolution as the threat of U. S. involvement became increasingly menacing. More and more radio shows, both commercial and sustaining, veered away from their "ivory tower" detachment and became more closely identified with current events and with the people. Especially was this so when war was declared and the wraps came off entirely, permitting writers and producers to go to town.

From both the producer and listener points of view this had a tremendously vitalizing effect. Programs took on a timeliness and emotional appeal which had been lacking previously, except on a very few experimental or workshop-type shows. And concurrently, new and more realistic production techniques developed.

No Dearth of Ideas

The general calibre of programs continued to rise during the year in all categories, whether quiz, soap opera, comedy or musical. Illustrative of the wealth of new ideas abroad in the industry was RADIO DAILY's annual "Shows of Tomorrow" issue, wherein producers of all types, independents, networks, transcription firms and agencies, showcased a tremendous variety of potential sock radio material.

Activity at the networks continued strong throughout the year, the separation of the Red and Blue acting as a powerful stimulant to competitive programming. A subsidiary development was increased reliance on shows originated and produced by affiliates to augment network programs.

In television, during the latter part of the year National Defense took over almost entirely. Programs contributing to civilian defense activities, promoting Defense Bond sales and as actual training media for auxiliary defense services assumed an important place on tele program schedules, with further expansion in this field indicated for 1942.

FM Gets Under Way

FM remained something of an unknown factor as far as its production aspects were concerned. While FM was a healthy, even lusty infant, it still was an infant and, lacking the requisite advertising revenue, its possibilities from a production aspect were barely tapped. The full advantages of its differences from AM broadcasting, from a dramatic point of view, still remained to be discovered and developed.

International broadcasting, encouraged by the Government's Good Neighbor policy, made rapid strides. Whole program schedules in Spanish and Portuguese were developed in cooperation with Federal agencies for Latin American consumption, while news—honest news in the American tradition—was beamed to every quarter of the globe in all languages.

Just as defense was the keynote of radio production in 1941, the war effort will lend increasing impetus to this aspect of radio during the current year. Recognizing the job to be done and welcoming the opportunity to serve their country, producers have enlisted for the duration. They will continue to be in the vanguard of the fight on the home front.

☆ ☆ ☆ Radio In Defense ☆ ☆ ☆

671
All Wrapped Up!

More agencies are buying package shows.

After all, it’s one way to—

Keep your clients happy and your overhead down

Very time you audition a complete package show to your client—

Life becomes more—

Interesting because it gives you more time to serve—

More clients, better

We build good shows that sell—network—transcribed—
5 minute musicals—dramas—1 minute jingles—and have plenty of proof of it.

HAL R. MAKELIM PRODUCTIONS
360 NORTH MICHIGAN AVENUE
CHICAGO, ILL.
Advance Television Pictures Service, Inc.
729 Seventh Ave., New York, N. Y.
Phone, BRyant 9-5600. President, Robert Matthews; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

**Advertisements Recording Service, Inc.**
113 West 57th Street, New York, N. Y.
Phone, Circle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Asst. Secretary-Treasurer, E. B. Mccutcheon; Sales Manager, W. Earl Richard. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

**J. T. Ainley Co.**
360 N. Michigan Ave., Chicago, Ill.
Phone, State 1833. President, J. T. Ainley; Script Editor, Courtenay Savage. SERVICES OFFERED: Program production.

**Air Features, Inc.**
247 Park Ave., New York. Phone, WICKERSHAM 2-0077.

**Alton Alexander**
1270 Sixth Ave., New York, N. Y.
Phone, Circle 7-4885. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

**Norman Alexandroff Artists Bureau**
410 S. Michigan Ave., Chicago, Ill.
Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen, Karl Way; Writer, Aline Neff. SERVICES OFFERED: Program production.

**American Institute of Food Products**
75 West St., New York, N. Y. Phone, WHITEHALL 4-7303. President, Dr. Shirley W. Wynne; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts.

**American-Jewish Broadcasting Co.**
86 Chambers St., New York, N. Y.
Phones, WORTH 2-3322, REctor 2-5341.
President, Herman Younglieb; Vice-President-Treasurer, Maurice Rappel; Secretary, Ann Barbanel. SERVICES OFFERED: Program production, script and transcription library.

**American Royal Productions**
605 - 29th St., Oakland, Calif. Phone, 8629. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows.

**F. D. Anderson**

**Arnaiz Broadcasting Co.**
206 S. Spring St., Los Angeles, Calif. Phone, MUTUAL 8837. President-Manager, R. B. Arnaiz; Secretary, N. P. Iniguez. SERVICES OFFERED: Program production.

**Arts Recording Studios & Recording Co.**
29 West 57th St., New York, N. Y.
Phone, PLAZA 8-4047. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Script and Production Director, Thurston Holmes; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

**Arthur H. Ashley**
457 West 57th St., New York, N. Y.
Phone, COlumbus 5-1348 and 5-8450. Owner, Arthur H. Ashley; General Manager, Gene Falconi; Office Manager, Louise Siesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.
THE ROLL-YOUR OWN method is one way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.

THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They’re complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the "Ready-Made" Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week, 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.

Who’s News. Revealing, informal 5-minute chats with America’s head-line personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week, 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week, 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week, 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week, 156 programs.

Produced at "Broadcasting Headquarters," these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHACOUSTIC.

*P. S. Don’t worry! NBC can help you roll your own too, if you do not have your own facilities for production. We’re ready for all jobs from script writing, casting, producing, right down to shipping the finished pressings.

Write for complete presentations and audition samples

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

674
Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244, Aberdeen 0184. Director, Frank J. Kovach. SERVICES OFFERED: Script writing, transcriptions, recordings, continuities and recorded library, foreign-language (Hungarian) program production.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, G. Ticktin; Sales Director, R. Wilson; Program Director, S. Vineberg; Script Director, J. Fuller; Talent Director, E. Berkley; French Director, J. O. Denis; French Scripts, R. Desrochers; Recording Department, J. Feldman. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRYant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing (Muzak Transcriptions, Inc.), both vertical and lateral.

Associated Radio Programs

Suite 240, Hotel Jefferson, St. Louis, Mo. Phone, Main 4600. Owner, Jameson E. Brinkmeyer. SERVICES OFFERED: Program and spot announcement production.

Associated Releases


Ann Barbinel

150 Riverside Drive, New York, N. Y. Phone, SChuyler 4-5800. SERVICES OFFERED: Creation and production of live-talent and transcribed women’s, children’s and general programs, casting, custom-built package shows.

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch; Jr.; Program Director, B. B. Bennett. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio; Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones; 6305 Yucca St., Los Angeles, Calif. Phone, Hillside 3137. Paul F. Adler. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; Eastern Representative for Twentieth Century Radio Productions and Edward Sloman Productions.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. SERVICES OFFERED: Program production.

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, R. Castle Brown. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Edgar Belmont

Bennett Downie Associates, Inc.

Herman Bernie, Inc.
1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. SERVICES OFFERED: Program production of package shows, artists' representative.

John Beverly Hollywood Radio Playhouse Corp.
Hollywood Radio Playhouse Bldg., Sunset Blvd. at Highland Ave., Hollywood, Calif. Phone, Hillside 7296. President-General Manager, John Beverly; Vice-President, W. A. Banta; Secretary-Legal Counsel, S. K. Linden; Assistant Secretary, Y. E. Caruso; Treasurer-Controller, J. J. Melbourn; Continuity Editor, Ronnie St. Clair; Musical Director, Carl Hajos; Sales Department, Thomas W. Doswell. SERVICES OFFERED: Radio production, package shows, recordings, spot announcement production, scripts, casting, direction, television production, studio facilities.

Walter Biddick Co.

G. C. Bird & Associates

Joseph Bloom
19 West 44th St., New York, N. Y. Phone, Vanderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, casting.
Brinckerhoff Studios Productions, Inc.
29 West 57th St., New York, N. Y. Phone, Plaza 3-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Program production, studio and line recording.

Broadcast Productions
25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot; Technician, D. H. Harrell. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

Broadcasters Mutual Transcription Service, Inc.
818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2000. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

Broadcasting Program Service
45 West 45th St., New York, N. Y. Phone, BRYant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service.

Broadcast Service Studios
1115 Denrike Bldg., Washington, D. C. Phone, Republic 6160. Manager, R. J. Coar; Engineer, Gilbert B. Seymour; Secretary, Melissa R. Hill. SALES REPRESENTATIVES: Radio News Reel, 2 West 45th St., New York, N. Y. Manager, Philip A. Waxman; Radio News Reel, 1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. SERVICES OFFERED: Production of transcriptions and recordings, program production, remote pick-ups, field transcriptions.

The Bruce Chapman Co.
145 West 41st St., New York, N. Y. Phone, Wisconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

Alexandre Cherrier Recording Studios
625 S. Van Ness Ave., Los Angeles, Calif. Phone, EXposition 7722. Owner, Alexandre Cherrier; Secretary, Antoinette Grenier; Account Executives, Gertrude Huss, Alice Grunden. SERVICES OFFERED: Recordings, transcriptions, spot announcement and program production.

C. K. Recorders
3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Secretary-Treasurer, N. K. Clark; Program Director, C. F. Quirk. BRANCH OFFICE: 353 S. W. Morrison St., Portland, Ore. Phone, Be. 1819. SERVICES OFFERED: Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

Leslie Clucas

Ted Collins Corporation
1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

Russell C. Comer Co.
101 West 11th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, A. M. Rockie; Recording Engineer, Francis Ries. SERVICES OFFERED: Production of syndicated programs and serials.

Commercial Broadcasting Service, Ltd.
Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Beworthy; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program Department, S. K. Smith; Script
Department; A. D. Wigmore. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements.

**The Jack L. Cooper Radio Advertising Service**

4237 Indiana Ave., Chicago, Ill. Phone, Oakland 2504, Beverly 2056. Producer, Jack L. Cooper; Secretary-Musical director, Gertrude R. Cooper. SERVICES OFFERED: Program (Negro) production.

**Cosmopolitan Broadcasting Co.**

7100 Broadway, Cleveland, Ohio. Phone, Diamond 0808. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Foreign language programs.

**Paul Cruger**

5800 Carlton Way, Hollywood, Calif. Phone, Hollywood 9352. General Manager, Paul Cruger; Copy Chief, Harry Wendland; Art Director, Ehorner Davis; Musical Director, Darrell Calker. SERVICES OFFERED: Custom built shows, commercial spots, live and transcribed, contests and merchandising campaigns.

**Patrick Michael Cunning Productions**

5205 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5915. In-Charge of Production, Patrick M. Cunning; Producing Director, Stepa Delys, Frederick Krocaser; Executive Contact, Milan Morgan. SERVICES OFFERED: Production of motion pictures and radio and television program, transcriptions.

**Damon Transcription Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner-Chief Recording Engineer, Victor L. Damon; Recording Engineer, Bert W. Powell; Production Men, Cecil Holman, M. H. Straight. SERVICES OFFERED: Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

**Thomas J. Deegan Associates**

Ken Dolan & Co.
1270 Sixth Ave., New York, N. Y.
Phone, Columbus 5-1538. President, Ken Dolan; Vice-President, Colton C. Cronin; Associate, Saul Reiss; Secretary, Edith Szabo. BRANCH OFFICE: 8905 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-9185. SERVICES OFFERED: Program production, package shows, Artists’ representative.

Dominion Broadcasting Co.
4 Albert St., Toronto, Ont., Canada.
Phone, Adelaide 3883. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent production, transcriptions and recordings, air checks.

Don Lee Productions
5515 Melrose Ave., Los Angeles, Calif.
Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

Walter P. Downs
Dominion Square Bldg., Montreal, Que.
Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Chief Engineer, A. Ewing; Office Manager, Marion Houli. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, recording, direct wire service for auditions, representative for American program producing and transcription firms.

Draesemer Radio Productions
5968 Santa Monica Blvd., Hollywood, Calif. Phones, Walnut 1759: Hillside 0151. Owner-Writer-Producer, Marie Isabel Draesemer. SERVICES OFFERED: Personalized building of shows for sponsors or advertising agencies, talent, coaching of talent, preparation of auditions, continuity conferences.

Harry S. Dube
1270 Sixth Ave., New York, N. Y.
Phone, Columbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

Earnshaw Radio Productions (Earnshaw-Young, Inc.)
1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. President, Harry A. Earnshaw; Vice-President, Fenton Earnshaw; Secretary-Treasurer & General Sales Manager, H. Lewis Earnshaw. REPRESENTATIVES: Charles Michelson, 67 West 44th St., New York, N. Y.; Herbert Rosen, 45 West 45th St., New York, N. Y. Phone, BRYant 9-4324. SERVICES OFFERED: Transcribed programs, script serial programs.

East Texas State Teachers College
Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

Eccles Disc Recordings, Inc.
6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, V. E. McCarty; Manager, D. Knowlton; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, airchecks, program production, transcription library.

W. M. Ellsworth
75 East Wacker Drive, Chicago, Ill.
Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

Empire Broadcasting Corporation
480 Lexington Ave., New York, N. Y.
Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

Fadinman Associates, Ltd.
1501 Broadway, New York, N. Y.
Phone, LAckawanna 4-3544. President, Edwin Fadinman; Vice-President, Clifton Fadinman; Treasurer, William Fadinman. SERVICES OFFERED: Program production.

Fanchon & Marco
(F & M Stage Shows, Inc.)
183 West 50th St., New York, N. Y.
Phone, Circle 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.
Marguerite Felber Advertising Agency
SERVICES OFFERED: Program production, script and transcription library.

Fidelity Recordings
5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. Director, Don Forbes; General Manager, Milton Hurwitz; Chief Engineer, Dale Knight; Advertising Manager, Rudolph Block, Jr.; Musical Director, Jack Riley; Television Director, George T. Saylor. SERVICES OFFERED: Acetate and film recordings; production of radio and television programs, transcriptions, air-checks, personal recordings.

Film Associates Co.
429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4651. Owner-Technician, E. R. Arn, Jr.; Sales, R. E. Kelly; Producer, Martha Gowdy; Script Writer, Fred Shelton. SERVICES OFFERED: Transcriptions, air-checks, slide film recording, location recording, sound-on-film recording.

Lucille Fischer & Associates
540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8535. General Manager-Program Director, Lucille Fischer; Continuity Chief, Maurice Fischer. SERVICES OFFERED: Scripts, program and spot announcement production, package shows.

Five-Minute Features
219 Miners Bank Bldg., Joplin, Mo. Director, H. D. Robards; Assistant Director, Howard H. Bell; Secretary, M. A. Smith. SERVICES OFFERED: Program production for specialized businesses.

Irving Fogel & Associates

radio production

WOLF ASSOCIATES, Inc.
in all its phases

EDWARD WOLF, General Manager

RKO BLDG. RADIO CITY, N. Y. Columbus 5-1621
**Fox Features Syndicate, Inc.**

**Paul M. Frailey Productions**
123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Sales Manager, Henry B. Tianhard; Production supervisor, Jason Johnson; Office Manager, M. L. Sanderson. SERVICES OFFERED: Programs, production, transcriptions.

**Frontenac Broadcasting Co.**
394 Bay St., Toronto, Ont. Phone, Elgin 4553. Sales Manager, A. R. Robertson. SERVICES OFFERED: Program production, sale of air time.

**Allen A. Funt Radio Productions**
52 Vanderbilt Ave., New York, N. Y. Phone, Murray Hill 4-6148. President, Allen A. Funt; Secretary, Gertrude Sobel. SERVICES OFFERED: Syndicated programs, program production.

**Tay Garnett Radio Productions**

**General Amusement Corp.**

**General Broadcasting System**
500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Vice-President-Sales Manager, Raymond C. Leonard; Production Manager, Russell Murdock. BRANCH OFFICE: Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. Manager, Donald C. Jones. SERVICES OFFERED: Custom - built transcriptions, production, script, recording, talent, off-the-wire and off-the-air recordings.

**William Gernant**
521 Fifth Ave., New York, N. Y. Phone, VAndertrib 6-1750. SERVICES OFFERED: Package shows.

**Ghostwriters Bureau**
17 East 49th St., New York, N. Y. Phone, Wickerson 2-8996. Director, Fred E. Baer. SERVICES OFFERED: Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

**John Gibbs & Co.**
9 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-6402. Owner, John Gibbs; Director, Axel Gruenberg; Casting Director, Betty Connor. BRANCH OFFICE: 221 N. La Salle St., Chicago, Ill. Phone, Randolph 4338. Ted MacMurray. SERVICES OFFERED: Program production, scripts.

**Graham Gladwin Radio Productions**
6411 Hollywood Blvd., Hollywood, Calif. Phone, Hempstead 6903. Manager-Producer, Graham Gladwin; Chief Engineer, Robert Bell; Scripts, Jerry Lynton; Production, Glenyce Sayre; Drama, Bonnie Binetti; Announcer, George Gates. SERVICES OFFERED: Program and spot announcement production, scripts and script library, transcriptions, artists' representative.

**Arthur M. Godfrey Productions**
808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

**Harry S. Goodman Radio Productions**
19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. Owner, Harry S. Goodman BRANCH OFFICES: Ameri-
American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production.

**Gordon Broadcasting & Publishing Co.**

**Gordon & Williamson, Inc.**
1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 6-7480. President, Fred C. Williamson; Secretary - Treasurer, Herbert Gordon; Joe Marsolais, Harold Weaver, Jr. SERVICES OFFERED: Production, scripts, talent.

**Lillian Gordoni Radio Productions**
Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CAlumet 6700-6979. Owner-Manager, Lillian Gordoni; Recording Engineer, Stan Gordoni; Musical Director, Gwynne Kinsley; Dramatic Director, Jo Sherman; Voice Coach, Grace Ingram; Dramatic Coach, Lucille Lewis; Talent, Irving Hoffman.

**Jean V. Grombach, Inc.**
(Business suspended for the duration of the war).

**Grombach Productions, Inc.**
(Business suspended for the duration of the war).

**Melchor Guzman Co., Inc.**

**Harvey & Howe, Inc.**
919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LEXington 2-6910. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

AIR FEATURES, Inc.
247 PARK AVENUE
NEW YORK CITY
George Heid Productions
1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Manager, Irma Heid; Recording Engineer, Joseph J. Jacobs; Musical Director, Max Adkins. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

Hispano Broadcasting Co.
105 E. First St., Los Angeles, Calif. Phone, Michigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

Holden Associates
5855 Hollywood Blvd., Los Angeles, Calif. Phone, Hillside 9211. President, E. J. Holden; Vice-President-Secretary, E. E. Verdier; Sales Manager, R. M. DeGrilla. SERVICES OFFERED: Program production, scripts, package shows.

Jewish Radio Zone Advertising Co.
132 West 43rd St., New York, N. Y. Phone, PENnsylvania 6-0043. President, Benjamin Waxebbaum. SERVICES OFFERED: Production of Jewish-language programs, station representation for Jewish programs and commercials.

Estella Karn
2 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Florence Fisher, Preston Sandiford. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, airchecks, program production, scripts, talent, air-checks.

Jesse L. Kaufman, Inc.

Kent-Johnson, Inc.
34 West 55th St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson; Secretary, Abraham Males. SERVICES OFFERED: Program and spot announcement production.

Kermit-Raymond Corporation
745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-General Manager, Raymond Green; Vice-President, Lucy Gash; Script Editor, Stanley Wolf. BRANCH OFFICES: 6305 Yucca St. Los Angeles, Calif. Phone, Hillside 3137. Manager, Paul F. Adler; 544 Market St., San Francisco, Calif. Manager, Frank Parke Wright. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

Bob Kerr
30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-8051. SERVICES OFFERED: Program production.

King-Trendle Broadcasting Corp.
1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, David H. Harris. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production.

Landau Broadcasting Service
270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

Langlois & Wentworth, Inc.
420 Madison Ave., New York, N. Y. Phone, ELDorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.
Lang-Worth Feature Programs, Inc.

Phillips H. Lord, Inc.

Estelle Lutz Artists Bureau

C. P. MacGregor
729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan; Sales Manager, Niles Gates. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

Hal R. Makelim Productions

Management Corp. of America
745 Fifth Ave., New York, N. Y. Phone, WICKersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Masons United Advertising Agency, Ltd.
14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. General Manager, John H. Part. SERVICES OFFERED: Electrical transcriptions, phonograph recordings.

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185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Scribe-Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

Fred C. Mertens & Associates
3926 West Sixth St., Los Angeles, Calif. Phone, Federal 0119. President, Fred C. Mertens; Promotion Department, Sterling H. Flynn; Program Department, Al F. Williams; Script Department, Spark Strueger; Sales, Stuart S. Shackleton, Burton Bunch, Kenneth M. Foote. SERVICES OFFERED: Program production, transcriptions.

Metro Artists Bureau
1650 Broadway, New York, N. Y. Phone, Circle 7-2829. Director, Ted Nelson. SERVICES OFFERED: Program production, scripts, transcription and live-talent package shows.

Metropolitan Broadcasting Service Limited
21 Dundas Square, Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, Doc Lindsey; Sales Manager, Paul Morris; Program Director, Harvey Dobbs; Chief Engineer, Gordon Ferguson. BRANCH OFFICE: 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Manager, Frank Starr. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

Charles Michelson

Michelson & Sternberg, Inc.
116 Broad St., New York, N. Y. Phone, BOWling Green 9-8925-6. President, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Mid-West Transcriptions, Inc.
4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Radiofilm Corp.
7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 9108. President, Loet C. Barnstyn; Vice-President, Herbert R. Ebenstein; Vice-President, Jack Barnstyn; Secretary-Treasurer, George R. Smith. SERVICES OFFERED: Studio facilities and equipment for producing radio programs on radiofilm system.

Moonbeams Broadcasts, Inc.
1440 Broadway, New York, N. Y. Phone, PENnsylvania 6-3236. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs; transcriptions, talent.

Raymond R. Morgan Co.
6382 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer; Program Director, John Nelson. SERVICES OFFERED: Program production.

Hotel Chatham, New York, N. Y. Phone, PLaza 3-4144. President, C. D. Morris; Vice-President, C. M. Widney; Production Director, Leonard Bercovici; Casting Director, Richard Morris. BRANCH

Hoyt Evans Morris

William Morris Agency, Inc.

Sidney P. Morse
203 N. Wabash Ave., Chicago, Ill. Phone, Dearborn 1863. Radio Department Manager, Sidney P. Morse; Associates E. B. Sligh, Sammy Clark, Martin Whyte, Al Milton; Counselor, S. A. Lawson; Musical Director, Philip Schwartz. SERVICES OFFERED: Program production, artists’ representative.

Motion Picture Productions, Inc.
(General Broadcasting System, Inc.) 620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Vice-President, Raymond C. Leonard; Production Manager, Emmitt Boring; Sound Engineer, E. S. Lansing; Editorial, Russell Murdock; Art, Carl W. Goodsmith; Training Director, Dr. R. E. Palmer; Director, Juett Box. BRANCH OFFICES: General Broadcasting System, Inc., 500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400; 1389 National Press Bldg., Washington, D. C. Phone, Metropolitan 0230. SERVICES OFFERED: Program production, mobile and studio recording.

Music Corporation of America
745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart, Jr.;
National Recording Co.
351 West 42nd St., New York, N. Y.
Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

The National Vocarium
610 Fifth Ave., New York, N. Y.
Phone, Circle 7-5479. President-Director, Robert Vincent; Chief Engineer, William A. Savory. SERVICES OFFERED: Program production, transcriptions, voice library.

NBC Radio-Recording Division
Radio City, New York, N. Y.
Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, Robert M. Morris; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Wilis B. Parsons; Program Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthoacoustic transcriptions.

Nevill & Ross
48 West 48th St., New York, N. Y.

New England Cupboard
448 Statler Bldg., Boston, Mass.
Phone, HANeck 4460. Director, Connie Stackpole. SERVICES OFFERED: Production of women's programs, scripts.

Lilian Okun, Inc.
15 Central Park, West, New York, N. Y.
Phone, Columbus 5-0060. President, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.
Pan American Broadcasting Co.
330 Madison Ave., New York, N. Y.
Phone, Murray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

James Parks Company
333 N. Michigan Ave., Chicago, Ill.
Phone, Central 7980. Owner, James Parks; Sales Representative, Henry H. Hoople; Office Manager, Carol Bowers. ASSOCIATE: 8511 Sunset Blvd., Hollywood, Calif. Manager, Carleton Alsop. SERVICES OFFERED: Program production, artists' representative.

Photo & Sound, Inc.
153 Kearny St., San Francisco, Calif.
Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Sales Manager, W. E. Hockey. SERVICES OFFERED: Producers of transcription slide films and motion pictures, electrical transcriptions, spot an-

The Pittsburgh Star
904 Webster Ave., Pittsburgh, Pa.
Phone, Court 3797. Director, Antonio Certo; Director of English Programs, Dr. Rocco Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production.

Polish Broadcasting Bureau
754 Fillmore Ave., Buffalo, N. Y.
Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Literary Director, W. Zadora Szuwalski; Secretary, Dorothy Mikolajczak. SERVICES OFFERED: Program production (Polish).

Premier Radio Enterprises Inc.
1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph

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3902 West Sixth St., Los Angeles, Calif., Phone, EXposition 1960. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library.

**Radio Centre Limited**
74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Arthur Matten. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada, Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions, live-talent program production, recording, air checks, scripts.

**Radio Events, Inc.**
535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

**Radio Features**
1536 Connecticut Ave., Washington, D. C. Phone ADams 9318. Director, Caleb O’Connor; Assistant Producer, May Biaisdell. SERVICES OFFERED: Program production, script library.

**Radio Features of America**
37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

**Radio-Field**
19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-2972. Producer, Rudolph Field; Associate Producer, Judith Allen. SERVICES OFFERED: Program production, serialized transcriptions.

**Radio House, Inc.**
18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. SERVICES OFFERED: Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

**Radio Marketers**
538 Fifth Ave., New York, N. Y. Phone, VANDerbilt 6-0408. General Manager, Albert F. Dykes; Production Manager, Noel A. Rhys; Technical Manager, Louis Belok; Talent Director, Ernest Cutting; Director of Public Relations, David Balfour; Field Manager, Egbert A. Cabble; Sales Promotion Manager, John B. Cooke, Jr. SERVICES OFFERED: Program and spot announcement production, instantaneous acetate and plastic recording, consultants, air-checks, talent.

**Radio News Reel**
1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. Producer-Editor, Jimmy Mack; Technician, Parker Cornell; Announcer, Doug Hatton. SERVICES OFFERED: Production of news programs, studio and mobile transcriptions.

**Radio Producers of Hollywood**
930 N. Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

**Radio Results**
864 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

**Radioscript Productions Co.**
1775 Broadway, New York, N. Y. Phone, CIRCLE 7-2849. President, Maury Ascher; Production Manager, Stanley M. Ascher. SERVICES OFFERED: Program production, scripts.

**Radio Transcription Co. of America, Ltd.**
Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, E. M. Fink; Office Manager, T. Callison; Traffic Manager, Irwin Liefke. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.
Rec-Art Studios
1203 S. Main St., Los Angeles, Calif. Phone: PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Religious News Service
381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Editor, Robert A. Ashworth; Managing Editor, Louis Minsky; News Editor, George Dugan. SERVICES OFFERED: Production of weekly religious news scripts.

Lewis Reid
48 W. 48th St., New York, N. Y. Phone, BRYant 9-6121. Owner, Lewis Reid; Associate, Ed Lambert. SERVICES OFFERED: Production, scripts, spot transcriptions.

Resnik-Miller-England, Inc.
9 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-9740. President, James W. Miller; Secretary, Harry D. Resnik; Treasurer, Gilbert M. England. BRANCH OFFICE: 6 Church St., New Haven, Conn. Phone, 7-3057. Manager, R. M. Resnik. SERVICES OFFERED: Program production, package shows.

Rockwell Radio Productions
666 Fifth Ave., New York, N. Y. Phone, PLaza 3-8453. SERVICES OFFERED: Program production, live and transcribed.

Rowell Shows for Radio, Inc.
366 Madison Ave., New York, N. Y. Phone, VANDerbilt 6-0867. President, L. J. Rowell; Vice-President, P. F. Rowell; Secretary-Treasurer, M. Lampert. SERVICES OFFERED: Package shows, scripts, program production.

Saltimieras Radio Advertisers
6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner; Copy Department, John Pilipauskas, Jeanne Saucunas; Legal Advisor, Charles P. Kal. SERVICES OFFERED: Program production (foreign language).

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production, recordings.

Bernard L. Schubert, Inc.
501 Madison Ave., New York, N. Y.
Phone, PLaza 8-0771. President, Ber-
ard L. Schubert; Production Director,
Jay Hanna; Secretary, Stella Blumen-
thal. SERVICES OFFERED: Program
production.

Script & Talent
360 N. Michigan Ave., Chicago, Ill.
Phone, Dearborn 0351. Partners, Lewis
Herman, Seymour Keating. SERVICES
OFFERED: Scripts, package shows, art-
ists' representatives.

Sellers, Inc.
912 Commerce St., Dallas, Texas.
Phone, C-5978. President, J. E. Sellers.
SERVICES OFFERED: Program pro-
duction, recordings, transcriptions.

Service Programs, Inc.
535 Fifth Ave., New York, N. Y.
Phone, BRYant 9-2682. President, Gladys
Miller. BRANCH OFFICE: 601 N.
Rossmore, Hollywood, Calif. Phone, HOL-
lywood 1691. Manager, Marque Richard.
SERVICES OFFERED: Scripts, promo-
tion, programming, production, mer-
chandising.

Shaffer-Waible Radio Productions
55 West 46th St., New York, N. Y.
Phone, BRyant 9-2682. Associates, Lloyd
Shaffer, Fred Waible. SERVICES OF-
FERED: Custom-built programs, musi-
cal and dramatic; talent; scripts.

Edward Sloman Productions
8782 Sunset Blvd., Hollywood, Calif.
Phone, CREstview 1-2242. Producer-Di-
rector, Edward Sloman; Field Manager,
Harry Jacobs; Writer, Maurice Zimm;
Musical Director, Paul Sawtell; Secre-
tary, Doris Moss. SERVICES OF-
FERED: Syndicated programs and tran-
scriptions, cutom-built programs.

J. Hall Smith Recording Studios
312 Madison Theatre Bldg., Detroit,
Mich. Phone, Cherry 6550. Owner-Man-
ger, J. Hall Smith; Scripts, Douglas
Wright; Control Operator, Irwinn Barry;
Sales Representative, H. F. Pursell; Sec-
retary, M. M. Kentata. SERVICES OF-
FERED: Scripts, transcriptions, records,
portable recordings, program production,
line and air checking.

Sound Control
412 Ninth St., Des Moines, Ia.
Phone, 4-2994. President, Russell R.
McBride; Technical Director, Allan H.
Frankle; Production, Edward Truman.
SERVICES OFFERED: Recording, spot
announcement and program production,
syndicated dramatic programs, phono-
graph records, scripts.

Sound Recording Studios, Inc.
4145 Commerce St., Dallas, Texas.
Phone, Union 6-1302. President-Sales
Manager, Rex V. Lentz; Secretary-
Treasurer, Royal A. Griffin. SERVICES
OFFERED: Syndicated programs, air-
checks, line-checks, custom-built shows,
recording service, program production.

Henry Souvaine, Inc.
30 Rockefeller Plaza, New York, N. Y.
Circle 7-5666. Business Executives,
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Mary Louise Anglin, Maury Lowell,
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(free lance), Dwight Cooke, Carlo De-
Angelo, Basil Loughran, Chick Vincent.
SERVICES OFFERED: Live talent and
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1776 Broadway, New York, N. Y.
Phone, Columbus 5-8198. SERVICES
OFFERED: Program production, scripts.

Telecast Productions, Inc.
30 Rockefeller Plaza, New York, N. Y.
Phone, Columbus 5-6424. President,
Myron Zobel; Production Director, Ken-
neth E. Shaw. SERVICES OFFERED:
Package shows for radio and television.

Transamerican Broadcast-
ing & Television Corp.
1 East 54th St., New York, N. Y.
Phone, PLaza 9-8000. President, John
L. Clark; Executive Vice-President, E.
J. Rosenberg. SERVICES OFFERED:
Live and transcribed programs.
Transcribed Radio Shows
2 West 47th St., New York, N. Y. Phone, LOngae 5-3440. President, M. E. Moore; Vice-President, Andrew Schloss; Manager, H. Walden. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

Transtudio Corp.
473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities, off-the-air checks.

Tyro Productions, Inc.
1697 Broadway, New York, N. Y. Phone, Columbus 5-3737. SERVICES OFFERED: Program production.

United Radio Shows (United Press)
220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production of news service, news scripts, news research and package news shows.

United Recording Co.
Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President-Chief Engineer, Lee Stremlau. SERVICES OFFERED: Electrical transcriptions, production.

Universal Radio Features Syndicate
1119 Freeman St., Santa Ana, Calif. Phone, 1881. President, Tom E. Dawson; Secretary-Treasurer, Evangeline Danson; Vice-President, C. R. Danson; Sales Promotion, Harry Brown. BRANCH OFFICES: Palace Hotel, San Francisco, Calif.; Harry Brown, Dallas, Texas; C. R. Hayes, Elgin, Ill. SERVICES OFFERED: Program production, syndicated radio log service.

Thomas J. Valentino, Inc.
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**J. Franklyn Viola & Co.**

152 West 42nd St., New York, N. Y. Phone, Chickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

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**Roger White Radio Productions**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. President, Roger White; Artists’ Bureau, Kermit K. Schafer; Secretary-Publicity, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

**Wilson, Powell & Hayward, Inc.**


**Witte Radio Productions**

4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5885. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, William Miles; Directors, Carlo De Angelo, Chick Vincent. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6676. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Advertising Counsel, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr.; Director of Program Bureau, Aaron Steiner; Director of Talent Bureau, Douglas Taussig. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, HOLlywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, COLUMbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, program ideas, production, scripts, talent, transcription program service library, nation-wide transcription network.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza 3-4147. Vice-President, John L. Sinn. SERVICES OFFERED: Live Talent and transcribed programs.
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323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recording Service, Inc.
113 West 57th St., New York, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

Alton Alexander
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

Associated Broadcasting Co.
817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. (For detailed information see listing under Program Producers).

Associated Music Publishers, Inc.
25 West 45th St., New York, N. Y. Phone, BRYant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing (Muzak Transcriptions, Inc.), both lateral and vertical, scripts.

American Foundation For the Blind, Inc.
15 West 16th St., New York, N. Y. Phone, CHElsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.
Audio-Scriptions, Inc.
1619 Broadway, New York, N. Y.
Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

Audise Transcriptions
1202 Brinckerhoff Ave., Utica, N. Y.
Phone, 4-5250. Business Manager, Donald Gaffney; Technician, George F. Stein. REPRESENTATIVES: Morris Distributing Co., 412 S. Clinton St., Syracuse, N. Y. Phone, 3-1153. Resident Engineer, William Brown. SERVICES OFFERED: Technical recording service for studio and remote coverage.

Basch Radio Productions
17 East 45th St., New York, N. Y.
Phone, Murray Hill 2-8877. (For detailed information see listing under Program Producers).

Beck Recording Studios
1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. (For detailed information see listing under Program Producers).

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Walter Biddick Co.
Chamber of Commerce Bldg., Los Angeles, Calif. Phone, Richmont 6184. (For detailed information see listing under Program Producers).

G. C. Bird & Associates
1745 N. Gramercy Place, Hollywood, Calif. Phone, Hollywood 3981. (For detailed information see listing under Program Producers).

Broadcast Productions
25 East Jackson Blvd., Chicago, Ill.
Phone, Wabash 0711. (For detailed information see listing under Program Producers).

Broadcasting Program Service
45 West 45th St., New York, N. Y.
Phone, Bryant 9-4324. (For detailed information see listing under Program Producers).

Broadcast Service Studios
1115 Denrike Bldg., Washington, D. C.
Phone, Republic 6160. (For detailed information see listing under Program Producers).

Champion Recording Corporation
1600 Broadway, New York, N. Y.
Phone, Columbus 5-4445. President, Joe J. Pierrini. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio record-

Alexandre Cherrier Recording Studios
625 S. Van Ness Ave., Los Angeles, Calif. Phone, Exposition 7722. (For detailed information see listing under Program Producers).

Chicago Recording Co.
221 N. La Salle St., Chicago, Ill.
Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Services Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>C. K. Recorders</td>
<td>3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>Russell C. Comer Co.</td>
<td>101 West 11th St., Kansas City, Mo. Phone, Harrison 3963.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>The Compo Company Limited</td>
<td>131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Processing and pressing of transcriptions from acetate masters.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Engineering Co.</td>
<td>3613 N. Green Bay Ave., Milwaukee, Wis. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurach; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording.</td>
<td></td>
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</tr>
<tr>
<td>Patrick Michael Cunning Productions</td>
<td>5205 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5915.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>Damon Transcription Laboratory &amp; Sound Service</td>
<td>1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>Decca Records, Inc.</td>
<td>50 West 57th St., New York, N. Y. Phone, COLUMBUS 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division. Edward Strauss. BRANCH OFFICES: Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dominion Broadcasting Co.</td>
<td>4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.</td>
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</tr>
<tr>
<td>Don Lee Productions</td>
<td>5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>Walter P. Downs</td>
<td>Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368.</td>
<td>For detailed information see listing under Program Producers.</td>
<td></td>
</tr>
<tr>
<td>Draesemer Radio Productions</td>
<td>5968 Santa Monica Blvd., Hollywood, Calif. Phones, Walnut 1759; Hillside 0181. Script and transcription. For detailed information see listing under Program Producers.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Dupli-Kut Record Corp.**

236 West 55th St., New York, N. Y. Phone, Circle 6-4288. President, Robert Wagner; Secretary-Treasurer, Herman Yorks. SERVICES OFFERED: Manufacture of transcription and recording duplicates from an acetate.

**Earnshaw Radio Productions (Earnshaw-Young, Inc.)**

1677 N. St. Andrews Place, Hollywood, Calif. Phone, Gladstone 2555. (For detailed information see listing under Program Producers).

**East Texas State Teachers College**

Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. (For detailed information see listing under Program Producers).

**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers).

**Electrosound Products, Inc.**

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1360. President, R. F. Bellack; Vice-President-Secretary, E. E. Gamble; Engineer, A. C. Collette. SERVICES OFFERED: Sound engineering, recording equipment sales company.

**Electro-Vox Recording Studios**


**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, Plaza 8-3360. (For detailed information see listing under Program Producers).

**Essex Broadcasters, Inc.**

3300 Union Guardian Bldg., Detroit, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engineer, George Funkey. SERVICES OFFERED: Airchecks, auditions, slide film sound, commercial transcriptions.

**Exclusive Radio Features, Ltd.**

394 Bay St., Toronto, Ont. Phone Adelaide 3621. President, H. J. Smith; Vice-President, G. J. Carter. SERVICES OFFERED: Distributors of syndicated transcriptions.

**Federal Transcribed Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, Calleidonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-line recordings, audition recordings, transcribed programs.

**Fidelity Recordings**

5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. Script. (For detailed information see listing under Program Producers).

**Film Associates Co.**

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4641. (For detailed information see listing under Program Producers).

**Fox Features Syndicate, Inc.**

247 Park Ave., New York, N. Y. Phone, Plaza 8-0100. (For detailed information see listing under Program Producers).

**Paul M. Frailey Productions**

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers).

**Frankay & Harry Jackson, Recording Specialists**

153 West 44th St., New York, N. Y. Phone, Longacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson; Secretary-Treasurer, Mimi Kay; Sales Manager, Harry Kibbee; Manager, Bob Schening. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

**Gamble Hinged Music Co.**

218 South Wabash Ave., Chicago, Ill. Phone, Harrison 1360. Vice-President, E. E. Gamble; Technician, A. C. Collette. SERVICES OFFERED: Recording, transcriptions.

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. (For detailed information see listing under Program Producers).
General Sound Corp.—
Brinckerhoff Studios
29 West 57th St., New York, N. Y.
Phone, PLaza 3-3015. President, E. P.
Kampf; Vice-President-In-Charge, E. V.
Brinckerhoff; Secretary, George J.
Cooke, Jr. SERVICES OFFERED: Com-
plete facilities for all types of studio and
line recordings and transcriptions.

Graham Gladwin, Ace
Productions
6411 Hollywood Blvd., Hollywood,
Calif. Phone, Hempstead 6903. (For de-
tailed information see listing under Pro-
gram Producers).

Harry S. Goodman
Radio Productions
19 East 53rd St., New York, N. Y.
Phone, Wickersham 2-3338. (For de-
tailed information see listing under Pro-
gram Producers).

Lillian Gordoni Radio
Productions
Hotel Crillon, 1258 S. Michigan Blvd.,
Chicago, Ill. Phone, Calumet 6700-
6979. (For detailed information see list-
ing under Program Producers).

Donald C. Hallenbeck
562 Broadway, Albany, N. Y. Phone,
3-7724. Owner, Donald C. Hallenbeck;
Vice-President, Elinor Lichtel. SER-
VICES OFFERED: Studio recordings,
transcriptions, off-the-air recordings.

George Heid Productions
Phone, GRant 3696. (For detailed infor-
mation see listing under Program Pro-
ducers).

H. F. Recording Studio
215 Rhodes Bldg., Atlanta, Ga. Phone,
Walnut 6959. Owners, H. C. Hanson,
H. H Finchcer; Manager, Mrs. Frederick
Fincher; Technician, M. F. Adams. SER-
VICES OFFERED: Recordings, trans-
scriptions from the studio or off-the-air,
air-checks.

Holden Associates
5855 Hollywood Blvd., Hollywood,
Calif. Phone, Hillside 9211. (For de-
tailed information see listing under Pro-
gram Producers).

Hollywood Recording Co.
1731 N. Highland Ave., Hollywood,
Calif. Phone, Gladstone 2191. Owner-
Technician, John Hirsch. SERVICES
OFFERED: Recording service, air-
checks, line-checks, transcriptions.

Illinois Educational Sound
Service
20 North Wacker Drive, Chicago, Ill.
Phone, Randolph 3550. Manager, R. W.
Damron; Operator, John Trueman, Jr.;
Sound Technician, Frank Roberts. SER-
VICES OFFERED: Studio, off-the-air
and on-location recordings.

Intercontinental Audio-Video
Corp.
44 Horatio St., New York, N. Y.
Phone, Chlsea 3-3455. President, Mark
H. Hawley; Treasurer-General Manager,
Winton L. Miller, Jr. SERVICES OF-
FERED: Studidiscs, educational record-
ings.

Warren C. Jaynes Recording
Service
154 East Erie St., Chicago, Ill. Phone,
Delaware 1171; Wcllington 3743 (night).
President & Recording Engineer, War-
ren C. Jaynes. SERVICES OFFERED:
On-location and off-the-air recordings;
mobile unit recordings.

G. F. Johnson Music Co.
1022 S. W. Morrison, Portland, Ore.
Phone, Beacon 8131. Owner, G. F. John-
son; Manager, C. T. Johnson; Assistant
Manager, Rodney Johnson. SERVICES
OFFERED: Recordings.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston, Mass. Phone,
Devonshire 7357. (For detailed informa-
tion see listing under Program Pro-
ducers).

John Keating
614 Studio Bldg., Portland Ore. Phone,
Beacon 1009. Personnel, John Keating,
James McLoughlin. SERVICES OF-
FERED: Recordings, transcriptions.

Keenan’s Music Service
932 East Main St., Bridgeport, Conn.
Phone, 5-9715. Owner, Eddie Keenan;
Office Manager, Rita Schlump. SER-
VICES OFFERED: Recordings.
Kermit-Raymond Corporation
745 Fifth Ave., New York, N. Y. Phone, EIdorado 5-5511. (For detailed information see listing under Program Producers).

James B. Keysor, Inc.
137 Motor Ave., Salt Lake City, Utah. Phone, 3-8938. President, J. B. Keysor. SERVICES OFFERED: Transcription recordings, processing and pressing.

LaMar Record Co.
138 Motor Ave., Salt Lake City, Utah. Phone, 3-4911. Partner-Business Manager, Roy W. Marsh; Partner-Production Manager, Richard H. Larsen. SERVICES OFFERED: Disc (acetate) recoating.

C. P. MacGregor
729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. (For detailed information see listing under Program Producers).

Masons United Advertising Agency, Ltd.
14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

McDonald Recording & Engineering Service
415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 6302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

Melotone Recording Studio

Fred C. Mertens & Associates
3926 West Sixth St., Los Angeles, Calif. Phone, Federal 0119. (For detailed information see listing under Program Producers).

Merville Sound Laboratories
3201 Euclid Ave., Cleveland, Ohio. Phone, HE 3200. President, E. E. Merville; Production-Announcing, Lawson Demming; Engineers, J. F. Kovats, H. D. Streeter. SERVICES OFFERED: Transcriptions, air-checks, slide film recording.

Charles Michelson
67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. (For detailed information see listing under Program Producers).

Mid-West Transcriptions, Inc.
4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Broadcasting System, Inc.
113 West 57th St., New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

Miller Bros.

Motion Picture Productions, Inc.
(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

Murray Sound Systems

Musicraft Records, Inc.
242 West 55th St., New York, N. Y. Phone, Circle 7-0676. President, M. L. Rein; Vice-President, Paul Puner; Treasurer, Henry Cohen; Secretary, Oliver Sabin. BRANCH OFFICES: 224 W. Huron St., Chicago, Ill., Manager, A. Cherney; 1157 S. Hill St., Los Angeles, Calif., Manager, H. Fox; 55 Warren St., Phillipsburg, N. J., Manager, H. Schwartz. SERVICES OFFERED: Recording, processing and pressing of transcriptions, commercial records.)
Muzak Transcriptions, Inc.
151 West 46th St., New York, N. Y. Phone, BRYant 9-1247. (For detailed information see listing under Program Producers).

National Recording Co.
351 West 42nd St., New York, N. Y. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

The National Vocarium
610 Fifth Ave., New York, N. Y. Phone, Circle 7-5479. (For detailed information see listing under Program Producers).

NBC Radio-Recording Division
Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, Robert M. Morris; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOLlywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

Nye Sound Studio

Eugene O'Fallon, Inc.
Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop; Chief Operator, Charles Hastings. SERVICES OFFERED: Lateral transcriptions.

Paramount Record Shop

Pfau Sound & Recording Studios

Photo & Sound, Inc.
153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

Ralph L. Power
407 Van Nuys Bldg., Los Angeles, Calif. Phone, Madison 5617. Owner, Ralph L. Power; Assistant Manager, Morse Peterman; Secretary, D. H. Cameron. SERVICES OFFERED: Exporter and importer of transcribed programs.

Premier Radio Enterprises, Inc.
1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

George Logan Price, Inc.
3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. (For detailed information see listing under Program Producers).

Radio Centre, Limited
74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

Radio Features of America
37 West 46th St., New York, N. Y. Phone, BRYant 9-9622. (For detailed information see listing under Program Producers).
Radio House, Inc.
18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

Radio Marketers
538 Fifth Ave., New York, N. Y. Phone, VAndebilt 6-0408. (For detailed information see listing under Program Producers).

Radio News Reel
1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood
930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. (For detailed information see listing under Program Producers).

Radio Receiving Record Co.
304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

Radio Recorders, Inc.
332 North Western Ave., Hollywood, Cal. Phone, HOLlywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios
4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

Radio Recording Studios
1619 Broadway, New York, N. Y. Phone, COLUMbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

Radio Transcription Co. of America, Ltd.
Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. (For detailed information see listing under Program Producers).

RCA Manufacturing Co.

Rec-Art Studios
1203 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. (For detailed information see listing under Program Producers).

Reeves Sound Studios, Inc.
1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggins; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Charles Campbell; Purchasing Agent, Max Jones; Shop Engineer, Stanley Krahin; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonographs, records, off-the-air recording, location recording.

Robinson Recording Laboratories

Roth & Berdun Recording Studios

G. Schirmer, Inc.
3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, Harry W. Boyd; Recording Engineer, Robert Hyndman; Accompanist-Coach-Vocalist, Rea Reynolds. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

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TRANSCRIPTIONS - RECORDINGS

Joseph C. Schramm Studios

Sellers, Inc.
912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. (For detailed information see listing under Program Producers).

Edward Sloan Productions
8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. (For detailed information see listing under Program Producers).

Harry Smith Recordings
2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

J. Hall Smith Recording Studios
312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

Sound Control
412 Ninth St., Des Moines, Ia. Phone, 4-2994. (For detailed information see listing under Program Producers).

Sound Recording Service
199 Brett Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions.

Sound Recording Studios, Inc.
4145 Commerce St., Dallas, Texas. Phone, Union 6-1302. (For detailed information see listing under Program Producers).

Speak-O-Phone Recording & Equipment Co.
23 West 60th St., New York, N. Y. Phone, COLUMbus 5-1550. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

Speedy-Q Sound Effects

Standard Radio

Star Record Co.
17 West 60th St., New York, N. Y. Phone, Circle 6-2799. Manager, Dorothy Vanston. SERVICES OFFERED: Off-the-air, studio and portable recording service.

Edwin Strong, Inc.
71 W. 45th St., New York, N. Y. Phone, BRyan 9-5758. General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

Studio & Artists Recorders
CBS Bldg., Hollywood, Calif. Phone, HILLside 8241. General Manager, Lewis Finston; Engineer, Bunny Robyn. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

Technisonic Recording Laboratories
818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Presi-
dent, James M. Althouse; General Manager, Charles E. Harrison; Secretary, Polly Hoyer. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions.

Transcribed Radio Shows, Inc.
2 West 47th St., New York, N. Y. Phone, Longacre 5-3440. (For detailed information see listing under Program Producers).

Transray Recording & Production Co.

Transtudio Corp.
473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

Tullen Sound Recording Studios
31 Manchester St., Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

United Artists Bureau, Inc.
905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcriptions, studio and on-location recordings.

United Broadcasting Co.
201 North Wells St., Chicago, Ill. Phone, Andover 1885. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Ralph Epstein. SERVICES OFFERED: Transcriptions, studio, off-the-air and off-the-line recordings.

United Recording Co.
142 Merchandise Mart, Chicago, Ill. Phone, Delaware 8364. (For detailed information see listing under Program Producers.)

United States Recording Co.
1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. President, Louise Noonan Miller; Commercial Manager, Joseph Tait. SERVICES OFFERED: Transcriptions, air-checks, recording service.

Universal Recording Co., Inc.
1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

Urab Recording Studio
245 West 34th St., New York, N. Y. Phone, Chickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens. REPRESENTATIVES: Harriet Jane Sams, 1426 N. Dakota Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, songwriting services.

Thomas Valentino, Inc.
1600 Broadway, New York, N. Y. Phone, Circle 6-4675. (For detailed information see listing under Program Producers).

Witte Radio Productions
4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. (For detailed information see listing under Program Producers).

World Broadcasting System, Inc.
711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. (For detailed information see listing under Program Producers).

Frederic W. Ziv, Inc.
2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers).
Keystone Broadcasting System

580 Fifth Avenue
New York, N.Y.
Phone, LOngacre 3-2221

Officers
President ........ Michael M. Sillerman
Vice-President .... Arthur Wolf
Secretary-Treasurer ... Sidney J. Wolf

Offices
580 Fifth Ave., New York, N.Y.
Phone, LOngacre 3-2221
President ........ Michael M. Sillerman
Director of Station Relations, 
............................ Mort Adams
Salesman .............. Albert F. Dykes
Salesman .............. Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590
Secretary-Treasurer ... Sidney J. Wolfe
Accountant-Statistician,
.......................... Leonard H. Davidson
Salesman .............. Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 0460
Program Director .......... P. Waring

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. All stations are linked together by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 160 affiliated stations, with the network supplying its stations with 26 fully scripted sustaining shows per week filling 4 hours per day, seven days each week. All music included in these KBS sustaining programs is delivered tax-free to member stations.

Keystone is continuing to increase its facilities and the number of its affiliates, all over the country, with activities directed from its main offices in New York City.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to invade the secondary markets through group deals in single transactions.

HELP THE RED CROSS
introducing

ADVERTISING AGENCY RADIO SCRIPT LIBRARY

535 Fifth Avenue
New York, New York

affiliated with

Radio Events, Inc., The Script Library, Radioteca,
American Radio Syndicate

to serve

the script and continuity needs of regional and
local advertising agency radio departments
LIBRARIES

Script—Transcription

American Institute of Food Products
75 West St., New York, N. Y. Phone, WHitehall 4-7308. Script. (For detailed information see listing under Program Producers).

American-Jewish Broadcasting Co.
86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

American Radio Syndicate
1 East 44th St., New York, N. Y. Phone, MUrray Hill 6-3488. General Manager, Horton Hard. SERVICES OFFERED: Monthly script syndicate.

Associated Releases
1310 N. Formosa Ave., Hollywood, Calif. Phone, HOLlywood 2886. Script and transcription. (For detailed information see listing under Program Producers).

Marcel Baulu—Laboratoire De Redaction
1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Script. (For detailed information see listing under Program Producers).

Associated Broadcasting Co.
817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. Director, Frank J. Kovach. Transcription. (For detailed information see listing under Program Producers).

Beck Recording Studios
1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

Broadcasters Mutual Transcription Service
818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

Broadcasting Program Service
45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Script and transcription. (For detailed information see listing under Program Producers).

Russell C. Comer Co.
101 West 11th St., Kansas City, Mo. Phone, Harrison 3964. Script and transcription. (For detailed information see listing under Program Producers).

Draesemer Radio Productions
5968 Santa Monica Blvd., Hollywood, Calif. Phones, Walnut 1750; Hillside 0181. (For detailed information see listing under Program Producers).

Earnshaw Radio Productions
(Earnshaw-Young, Inc.)
1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

East Texas State Teachers College
Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. Script and transcription. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.
6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. Transcript-
EXCLUSIVE IN NBC THESAURUS...

"names" like these...

plus complete program service

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LIBRARIES

Marguerite Felber Advertising Agency
Taft Bldg., 1680 N. Vine St., Hollywood, Calif. Phone, GRanite 8367. Script and transcription. (For detailed information see listing under Program Producers).

Fidelity Recordings
5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. (For detailed information see listing under Program Producers).

Lucille Fischer & Associates
540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8535. Script. (For detailed information see listing under Program Producers).

Fox Features Syndicate, Inc.
480 Lexington Ave., New York, N. Y. Phone, PLaza 8-0100. Transcription. (For detailed information see listing under Program Producers).

General Amusement Corp.
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. (For detailed information see listing under Program Producers).

Graham Gladwin, Ace Productions
6411 Hollywood Blvd., Hollywood, Calif. Phone, Hempstead 6903. Script. (For detailed information see listing under Program Producers).

Lillian Gordoni Radio Productions
Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phone, Calumet 6700. (For detailed information see listing under Program Producers).

Melchor Guzman Co., Inc.
9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2450. Script. (For detailed information see listing under Program Producers).

Intercontinental Audio-Video Corp.
44 Horatio St., New York, N. Y. Phone, Chelsea 3-3455. Transcription. (For detailed information see listing under Transcription Firms).

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston, Mass. Phone, Devonshire 7357. Transcription. (For detailed information see listing under Program Producers).

Kermit-Raymond Corporation
745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers).

King-Trendle Broadcasting Corp.
1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. (For detailed information see listing under Program Producers).

Lang-Worth Feature Programs, Inc.
420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. Transcription. (For detailed information see listing under Program Producers).

Alexander McQueen
185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. Script. (For detailed information see listing under Program Producers).

C. P. MacGregor
729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).
Charles Michelson
67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

Hoyt Evans Morris
1233 Barlum Tower, Detroit, Mich. Phone, Cherry 6621. Script and transcription. (For detailed information see listing under Program Producers).

Muzak Transcriptions, Inc.
151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Script and transcription. (For detailed information see listing under Program Producers).

National Broadcasters & Entertainers
Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2841. Script. (For detailed information see listing under Program Producers).

NBC Radio-Recording Division
Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers).

Photo & Sound, Inc.
153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. Script and transcription. (For detailed information see listing under Program Producers).

George Logan Price, Inc.
3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 160. Transcription. (For detailed information see listing under Program Producers).

Radio Events, Inc.
535 Fifth Avenue, New York, N. Y. Phone, MURray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

Radio Features
1536 Connecticut Ave., Washington, D. C. Phone, ADams 9318. Script. (For detailed information see listing under Program Producers).

Radio Features of America
37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood
930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. Transcription. (For detailed information see listing under Program Producers).

Radio Program Associates
40 East 49th St., New York, N. Y. Phone, ELorado 5-4228. President, Bernard Zisser. SERVICES OFFERED: Transcription.

Radio Script & Transcription Exchange
(Federal Radio Education Committee)

Radioscript Productions Co.
1775 Broadway, New York, N. Y. Phone, Circle 7-2849. Script. (For detailed information see listing under Program Producers).

Radioteca Intercontinental Publishers' Service, Inc.
9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2455. President, Melchor Guzman; Manager, T. Perez. SERVICES OFFERED: Spanish scripts.

Radio Writers Laboratory
51 Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Special Features, Richard B. Gehman; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

Ready-To-Air Service
P. O. Box 1057, New London, Conn. Phone, 2-2864. Partners, Robert Howell,

**Religious News Service**
381 Fourth Ave., New York, N. Y. Phone, MURray Hill 3-8246. Script. (For detailed information see listing under Program Producers).

**The Script Library**
535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3488. Station Contact, Martin Lawrence; General Manager, Genevieve Pace. SERVICES OFFERED: Script.

**Script & Talent**
360 N. Michigan Ave., Chicago, Ill. Phone, Dearborn 0351. Script. (For detailed information see listing under Program Producers).

**Sound Control**
412 Ninth St., Des Moines, Ia. Phone, 4-2994. Transcription. (For detailed information see listing under Program Producers).

**Sound Recording Studios, Inc.**
4145 Commerce St., Dallas, Texas. Phone, Union 6-1302. Transcription. (For detailed information see listing under Program Producers).

**Henry Souvaine, Inc.**
30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. Script. (For detailed information see listing under Program Producers).

**Speedy-Q Sound Effects**

**Standard Radio**
6404 Hollywood Blvd., Hollywood, Calif. Phone, HOLlywood 0188. Transcription. (For detailed information see listing under Transcription Companies.)

**Star Radio Programs, Inc.**
250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Manager, Daniel C. Studin; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) SERVICES OFFERED: Script.

**Technisonic Recording Laboratories**
818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Manager, Daniel C. Studin; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) SERVICES OFFERED: Script.

**Thomas J. Valentino, Inc.**
1600 Broadway, New York, N. Y. Phone, Circle 6-4875. Transcription. (For detailed information see listing under Program Producers).

**Video & Sound Enterprises**
P. O. Box 517, Omaha, Nebr. Phone, ATLantic 4200; Jackson 6580. Script. (For detailed information see listing under Program Producers).

**World Broadcasting System, Inc.**
711 Fifth Ave., New York, N. Y. Phone, WICKERSHAM 2-2100. Transcription. (For detailed information see listing under Program Producers).

**Frederic W. Ziv, Inc.**
2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Program Producers).
MANAGERS and AGENTS

Addresses and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago

NEW YORK

Adams & Adams
11 East 44th St................Murray Hill 2-6148

Allen, Charles H.
RKO Bldg. .......................Circle 7-4134

Appell, James
400 Madison Ave.................PLaza 3-7840

Batchelor Enterprises, Inc.
30 Rockefeller Plaza..............Circle 6-4224

Bentham, M. S.
48 West 48th St..................Bryant 9-1227

Bernie, Herman, Inc.
1270 Sixth Ave..................Columbus 5-6647

Besty, Harry
1501 Broadway...............Chickerin 4-3393

Bloom, Joseph
19 West 44th St...............Vanderbilt 6-5080

Briceoe & Goldsmith, Inc.
522 Fifth Ave..................Murray Hill 2-6244

Brown, Chamberlain
145 W. 45th St..................Bryant 9-8480

Brown, Curtis-Collins, Alan, Inc.
347 Madison Ave.................Murray Hill 6-6170

Chapman, Bruce & Co.
145 West 41st St...............Wisconsin 7-2179

Chase, Cleveland B., Inc.
424 Madison Ave................Endorad 5-1720

Collins, Ted
1819 Broadway..................Circle 7-0094

Columbia Concerts, Inc.
113 W. 57th St................Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza............Columbus 5-3580

Crosby, Everett, Ltd.
1270 Sixth Ave..................Circle 6-3860

Dolan, Ken, Inc.
1270 Sixth Ave.................Columbus 5-1538

Downey, Wallace, Inc.
1629 Broadway..................Circle 6-4684

Dube, Harry S.
1270 Sixth Ave................Columbus 5-7035

Evans & Saller
113 W. 57th St................Circle 7-8900

Fadiman Associates
1501 Broadway................Lackawanna 4-3544

Fanchon & Marco, Inc.
133 West 50th St...............Circle 7-5680

Forkins, Marty
1604 Broadway................Bryant 9-0766

Foyer, Bernie
1874 Broadway................Columbus 5-1930

French, Samuel
25 West 45th St................Bryant 9-4778

Gale, Inc.
48 W. 48th St..................Longacre 3-8110

General Amusement Corp.
RKO Bldg. .......................Circle 7-7550

Germannt, William
521 Fifth Ave..................Vanderbilt 6-1750

Getts, Clark H.
Waldorf-Astoria Hotel...........PLaza 3-9005

Glaser, Joe, Inc.
30 Rockefeller Plaza............Circle 7-0862

Haensel & Jones
113 W. 57th St................Circle 7-6900

Hahlo, Sylvia
145 W. 58th St................Circle 7-7440

Hanna, Mark
654 Madison Ave.................Regent 4-6250

Harris & Steele, Inc.
320 W. 78th St.................Endicott 2-9555

Hayward, Leland, Inc.
654 Madison Ave.................Regent 4-7000

Hesse & McCaffrey
501 Madison Ave...............Endorad 5-1076

Karn, Estella H.
2 West 45th St................Vanderbilt 6-3860

Kaufman, Jesse L., Inc.
10 Rockefeller Plaza...........Columbus 5-2050

Kerr, Bob
30 Rockefeller Plaza...........Columbus 5-8051

Lengel, William C., Literary Associates
1860 Broadway................Circle 5-5282
MANAGERS and AGENTS

Lipset, Ben B., Inc.
1350 Broadway .................C!ickerling 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.............PLaza 3-5181

Management Corp. of America
745 Fith Ave.............Wickersham 2-8900

Metro Artist Bureau
1650 Broadway ..............C!ircle 7-2829

Michaud, A. T.
730 Fith Ave.................C!ircle 5-5480

Mills Artists, Inc.
1810 Broadway ..............C!ircle 6-1586

Morris, William, Agency
1270 Sixth Ave.............C!ircle 7-2160

Morrison, Leo, Inc.
1778 Broadway ..............C!ircle 7-6413

Moses, John, Inc.
730 Fith Ave.............C!ircle 6-2677

Music Corporation of America
745 Fifth Ave.............Wickersham 2-8900

National Radio Artists
1850 Broadway ..............C!ircle 7-3071

National Concert & Artists Corp.
711 Fith Ave.............PLaza 3-9820

North, Meyer B.
1564 Broadway .............BRyan 9-8897

O'Connor, Johnny
1697 Broadway ..............C!ircle 6-3500

Okun, Lilian, Inc.
15 Central Park West.......C!olumbus 5-0060

Oxley, Harold
17 East 49th St.............ELdorado 5-3500

Popular Concerts Guild
30 Rockefeller Plaza.......C!olumbus 5-8051

Record Concerts Corp.
292 W. 58th St.............C!ircle 6-5085

Romn, Harry A., Inc.
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Roth, Allen
48 W. 48th St.............LONGAcre 3-3836

Rubinoff Orchestras
1501 Broadway .............LAckawanna 4-7147

Samuels, David S.
1660 Broadway .............C!ircle 7-0383

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave.............C!ircle 7-6201

Shaffer-Waible Radio Productions
55 W. 46th St.............BRyan 9-2882

Shank, Mary L. & Tuvim, Abraham
1619 Broadway.............C!olumbus 5-1332

Shurr, Louis
1601 Broadway.............C!ickerling 4-8240

Souvaine, Henry, Inc.
30 Rockefeller Plaza.......C!ircle 7-5696

Stix, Thomas L.
30 Rockefeller Plaza.......C!ircle 7-2690

Tyro Productions
1697 Broadway.............C!olumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza.......C!ircle 7-2690

Vallon, Mike
1270 Sixth Ave.............C!ircle 7-0162

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.............PLaza 5-5480

Wimbish, Paul C.
1776 Broadway.............C!olumbus 5-2151

Wolf Associates, Inc.
1270 Sixth Ave.............C!ircle 7-4885

WHN Artists Bureau
1540 Broadway.............BRyan 9-7800

WMCA Artists Bureau
1657 Broadway.............C!ircle 6-2200

WNEW Artists Bureau
501 Madison Ave.............PLaza 3-3300

WOR Artists Bureau
1440 Broadway.............PEnnsylvania 6-8600

World Talent Bureau, Inc.
711 Fith Ave.............Wickersham 2-2100

WOV Artists Bureau
730 Fith Ave.............C!ircle 5-7979

Yost, Ben, Inc.
1950 Broadway.............C!ircle 6-6533

Zucker, Stan
501 Madison Ave.............PLaza 3-4677

LOS ANGELES

Artists & Authors, Inc.
8565 Sunset Boulevard........C!restview 6-2371

713
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7048 Hollywood Blvd. .......... GLadstone 7101

Associated Artists, Ltd.  
8627 Sunset Blvd. ............ BRadshaw 2-1401

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CRestview 6-3131

Bergerman, Stanley, Inc.  
9165 Sunset Blvd. ............ CRestview 6-3196

Beyer-MacArthur & Co.  
1650 N. Vine St. ............. Hillside 2125

British American Film Agency  
9010 Sunset Blvd. ............ CRestview 1-5285

Charney, William B.  
9615 Brighton Way (Beverly Hills)  
CRestview 1-9111

Cooley & Ullman Agency  
9111 Sunset Blvd. ............ CRestview 5-6161

Collier-Ruth Co.  
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Conlon-Armstrong  
8734 Sunset Blvd. .......... CRestview 1-5181

Consolidated Radio Artists, Inc.  
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Crosby, Everett, N., Ltd.  
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Curtis, Jack  
9405 Brighton Way (Beverly Hills)  
CRestview 1-7161

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Epstein, David A.  
6777 Hollywood Blvd. .......... GRanite 2159

Famous Artists, Inc.  
9441 Wilshire Blvd. (Beverly Hills)  
CRestview 1-5222

Fanchon & Marco  
5600 Sunset Blvd. .......... Hollywood 5341

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204 S. Beverly Drive (Beverly Hills)  
CRestview 5-6111

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9121 Sunset Blvd. .......... CRestview 6-1181

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9000 Sunset Blvd. .......... CRestview 6-4157

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9441 Wilshire Blvd., Beverly Hills  
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8949 Sunset Blvd. .......... CRestview 1-1135

Marx, Zeppo  
8732 Sunset Blvd. .......... CRestview 6-4161

Menor-Gray  
8736 Sunset Blvd. .......... CRestview 1-1191

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202 N. Canyon Drive (Beverly Hills)  
CRestview 1-6161

Morrison, Leo  
204 S. Beverly Drive (Beverly Hills)  
CRestview 1-9191

Music Corporation of America  
9370 Burton Road (Beverly Hills)  
CRestview 6-2001

Mutual Broadcasting System  
1076 W. Seventh St. .......... Hollywood 8111

National Concert & Artists Corp.  
Sunset Blvd. and Doheny St... CRestview 1-7121

Orsatti & Co.  
9130 Sunset Blvd. .......... CRestview 6-6241

Pacific Productions  
8780 Sunset Blvd. .......... CRestview 5-0250

Pantages Agency, Inc.  
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714
Radio Casting Bureau
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St. Cecilia's Artists Placement Bureau
448 S. Hill St. ..................MADison 8031

Saphier, James L.
6331 Hollywood Blvd. .............HILLside 9228

Schulberg, Ad Inc.
8555 Sunset Blvd. ................Crestview 6-6121

Selznick, Myron & Co., Inc.
9700 Wilshire Blvd. (Beverly Hills)
Crestview 1-9171

Shagrin, Max
6253 Hollywood Blvd. .............GRanite 5171

Shurr, Louis Inc.
9166 Sunset Blvd. ..................Crestview 1-1116

The Small Co.
8272 Sunset Blvd. .................HOLlwood 2722

Stempel Agency, Frank
8736 Sunset Blvd. ................Crestview 6-6218

Swanson, H. N., Inc.
8523 Sunset Blvd. ................Crestview 1-5115

Tattelman Agency, Harry
7904 Santa Monica Blvd. ...........HOLlwood 3677

Volek, George A., Inc.
9441 Wilshire Blvd. (Beverly Hills)
Crestview 6-3121

WGN Concert & Artist Bureau
Roosevelt Hotel ....................HOLlwood 2442

Wolf Associates, Inc.
6912 Hollywood Boulevard ...........GLadstone 6676

Wolff, Nat, Inc.
170 S. Beverly Drive (Beverly Hills)
Crestview 1-6147

World Talent Bureau, Inc.
1000 N. Seward St. ..............HOLlwood 6321


Edwards, Gus
410 N. Michigan Ave.............DELaware 5525

Ellsworth, W. M.
75 East Wacker Drive .............CENTral 0942

General Amusement Corp.
360 N. Michigan Ave. ...............STAt 5288

Glaser, Marcus
190 N. State St. .................DEArborn 8223

Gordon, Lilian
1258 S. Michigan Ave. .............CALumet 6979

Guabiniar Theatrical Enterprises
310 S. Michigan Ave. .............WEBster 4543

Herman, Sam
54 W. Randolph St. ...............STAt 2147

Jack & Jill Players Radio Artists Co.
820 N. Michigan Ave. .............DELaware 7334

Jacky, Fred
520 N. Michigan Blvd. .............DELaware 3262

Levin, W. Biggie
612 N. Michigan Ave. .............SUPerior 0506

Lutz, Estelle, Artists Bureau
410 South Michigan Ave. ..........HARRISON 3435

Morris, William, Agency
203 N. Wabash Ave. ................STAt 3632

Morse, Edward M.
190 N. State St. ..................STAt 7419

Morse, Sidney P.
162 North State St. ..............DEArborn 1863

Music Corporation of America
430 N. Michigan Ave. ..............DELaware 1100

National Concert & Artists Corp.
Merchandise Mart ..................SUPerior 4042

North, Stanley
310 S. Michigan Ave. ..............WABash 5595

Parker-Piper Talent Productions
540 N. Michigan Ave. ..............DELaware 2277

Parks, James & Co.
333 N. Michigan Ave. ..............CENTral 7980

Pearman, Bernard
75 E. Wacker Drive ...............DEArborn 1714

Script & Talent
360 N. Michigan Ave. ..............DEArborn 0351

Schuster, Milton
127 North Dearborn ...............DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave. .............SUPerior 0100

WLS Artists Bureau
1230 W. Washington Blvd. .......MUNroe 9700

World Talent Bureau, Inc.
301 East Erie St. .................SUPerior 9114

Yellman, Duke, Agency, Inc.
162 North State St. ..............DEArborn 7334
UNDER the Copyright Law of the United States enacted in 1909, the public performance for profit of a copyrighted musical composition is lawful only if done under license of the copyright owner. Any performance without such license is illegal and an infringement of the copyright, subject under the law to minimum statutory damages of $250 per performance.

A proprietor of a public amusement enterprise or broadcasting station which utilizes copyrighted music in its programs is thus confronted with the necessity of securing a license from owners of the copyrights of the musical compositions to be included in his programs. There are many thousands of different copyright owners and almost every musical program includes the works of many different such owners. A proprietor confronted with the necessity of negotiating licenses with separate, individual, musical copyright owners would find himself in a difficult position indeed.

Throughout the world, therefore, equally to properly police and protect the rights of the copyright owners, and to afford a convenient central source of supply of music licenses for proprietors, there has been organized in each country a so-called "performing rights society." In the United States the principal such society is the American Society of Composers, Authors and Publishers (Ascap), organized by Victor Herbert and a group of associates in 1914, and presently representing a membership of some 153 publishers and 1,269 composers and authors. The membership includes the leading composers and authors and publishers in the fields of standard, production, motion picture and popular music. Ascap is an unincorporated, non-profit, voluntary association. Its earnings are distributed among its members at quarterly intervals. Through reciprocal agreements and treaties it represents in the United States the copyright rights of the members of similar societies in European and other performing rights societies.

License agreements are in effect between Ascap and some 30,000 public amusement enterprises throughout the United States.

Its agreements with broadcasters expired at the end of 1940 and negotiations for a renewal were not successfully concluded until October of 1941. During the ten-month interval most of the broadcasting stations operated without an Ascap license. Under conditions established by a Consent Decree between the Federal Government and Ascap, entered in March 1941, the principle of "payment at the source" in respect of network broadcasts was established. Previously the practice had been for each station in the network broadcast to pay its individual fees, but under the new rule as to such broadcasts of copyrighted music, fees are paid by the station originating the network broadcast. The inter-connected stations thus need no license in respect of music received on network programs "cleared at the source." Individual stations, however, need to have licenses covering copyrighted music used in programs which they originate and broadcast.

Radio In Defense

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Prior to 1941 a number of individual states had enacted legislation declaring as unlawful and forbidding operations within the state, of any "combination" of musical copyright owners, the purpose of which was to fix prices for public performance licenses.

Federal Courts held several of such laws to be unconstitutional, but in 1941 as to certain aspects thereof, a law enacted by Florida was upheld by the Supreme Court of the United States. The decision, however, did not cover the entire subject matter of the law involved and the status of this situation is currently a matter of negotiation and discussion with the state authorities.

During 1941 more than one hundred new members were elected to Ascap. The organization continued its sponsorship of creative musical activities, such as fellowships for collegians writing musical plays, a national competition for amateur musical playwrights, and the Nathan Burkan Memorial Competition in which all well-established law schools of the United States have been entered for the past several years.

Principal officers of Ascap are: Gene Buck, president; Louis Bernstein and Otto Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; E. C. Mills, chairman of administrative committee; John G. Paine, general manager.

<table>
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<th>Publisher Members</th>
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| A B C Music Corporation  
A B C Standard Music Publications, Inc.  
Abrahams, Maurice, Inc.  
Advanced Music Corp.  
Ager, Yellen & Bornstein, Inc.  
Alfred Music Co., Inc.  
Feature Music Syndicate  
Lowe-Goulston, Inc.  
Manus Music Co., Inc.  
Piantadosi, Al., Music Publisher  
Rosey, Geo., Band & Orch. Catalog.  
Schreibman Music Press  
Song Creators  
Allen, Thornton W., Co.  
American Academy of Music, Inc. (Formerly: Exclusive Pubs., Inc.)  
American Music Publishing Co.  
Bloom, Harry, Inc.  
Lawrence Music Publishers, Inc.  
Amsco Mus. Sales Co., Inc.  
Roat, Chas. E., Music Co.  
Rolseth Pub. Co.  
Ascher, Emil, Inc.  
Brooks & Denton  
Empire Music Co.  
Royal Music Co.  
Axelrod Publications, Inc.  
Baron, M., Co.  
(Formerly: M. Baron, Inc.)  
Hill, J. F., & Co., Inc.  
Belwin, Inc.  
Berg, S. M.  
Cinema Music Co.  
Berlin, Irving, Inc.  
Best Music, Inc.  
(Formerly: Chas. W. Hohmeyer & Co., Inc.)  
Birchard, C. C. & Co.  
Bond, Carrie Jacobs, & Son  
Boston Music Company  
Hatch Music Company  
Peate Music Co.  
Thompson, C. W., Co.  
Bregman, Vocco & Conn, Inc.  
Donaldson, Douglas & Gumble, Inc.  
Briegel, Geo. F., Inc.  
Browne, J. A. Music Pub.  
Dillon, Carl, Music Co.  
Broadway Music Corporation  
Artmusic, Inc.  
Empire Music Co., Inc.  
York Music Co., The  
Brashear Music Co.  
Brown & Henderson, Inc.  
Caesar, Irving  
Caesar, Irving, Inc.  
Chappell & Co., Inc.  
Chappell-Harms, Inc.  
Church, John, Co., The  
Circle Music Publications, Inc.  
Coleman, Robert H.  
Composers' Music Corp.  
Coslow Music Co.  
Crawford Music Corporation  
De Sylva, Brown & Henderson, Inc.  
Green & Stept  
Yellen, Jack, Inc.  
Van Alstyne & Curtis  

717
Gamble
Galaxy
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Fox,
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Fitzsimons,
Evans
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Fischer,
Fillmore
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Sam,
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Fred,
Music
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Carl,
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White,
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Abt,
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Bates
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Theodore
Eby,
Walter
M.
Farrand,
Van
L.
Gay,
Mace,
Catalog
Jaques,
Percy
Musiclovers
Co.
Partee,
C.
L.,
Music
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Shuttuck,
B.
E.
Virtuoso
Music
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Williams,
Ernest
S.
Jenkins
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Company
Jones,
Isham,
Music
Corp.
Jungnickel,
Ross,
Inc.
Kay
&
Kay
Music
Pub.
Corp.
Franklin,
John,
Music
Co.
Keane,
Michael,
Inc.
Kendis
Music
Corporation
Leeds
Music
Corp.
Kaycee
Music
Co.
Leslie,
Edgar,
Inc.
Lewis
Music
Pub.
Co.,
Inc.
Lincoln
Music
Corp.
Capano,
Frank,
Music
Pub.
Loeb-Lissauer,
Inc.
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Kalmar
&
Ruby
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Lorenz
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Tullar-Meredithe
Inc.
Ludwig
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Co.
Marlo
Music
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Maurice,
Peter,
Inc.
Mayfair
Music
Corp.
(Formerly:
Joe
Davis,
Inc.)
Triangle
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Pub.
Co.,
Inc.
Melo-Art
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Clay
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Joseph,
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Attucks
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Co.
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K.
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Jerome
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Schwartz
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Puck
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Phil,
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Morse,
Theodore,
Music
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Nelson,
Jack,
Mus.
Co.
Stark
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Cowan,
Inc.
718
Paramount
Movietone
Pan-American
Olman
Plymouth
New
Photo
Paull-Pioneer
Quincke,
Red
Pond,
Remick
Presser,
Ringle,
Ricordi,
Vandersloot
United
Spier
Sunlight
Sterling
Stept
Waterson,
Henry,
Williams,
Harry,
Movietone Music Corp.
Nazarene Publishing House
Lillenas Pub. Co.
New World Music Corp.
Olman Music Corporation
Down Home Music Co.
Pan-American Music Co., Inc.
Paramount Music Corp.
Popular Melodies, Inc.
Spier & Coslow, Inc.
Paull-Pioneer Music Co.
Rossiter, Harold, Mus. Co.
Photo Play Music Co., Inc.
Luz Brothers Mus. Pubs.
Music Buyers Corporation
Piedmont Mus. Co., Inc.
Plymouth Music Co., Inc.
(Formerly Ted Browne Music Co.)
Pond, Wm. A., & Company
Ellis, Robin
Presser, Theodore, Company
Quincke, W. A., & Company
Red Star Songs, Inc.
Allen & Harrison Mus. Co.
Remick Music Corp.
Rialto Music Pub. Corp.
Ricordi, G., & Co., Inc., of N. Y.
Ringle, Dave
Famous Writers Music Co.
Goulden-Leng Music Co.
Hamilton Music Co.
Krey, Geo. M., Co.
Maytome Music Co.
Song Creators Co.
Tracy, Wm., Pub. Co.
Victory Music Co.
World Music Co.
Robins Music Corporation
Metro-Goldwyn-Mayer Corp.
Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Co.
Universal Music Corp.
Whiteman, Paul, Publications
Rodeheaver Co., The
Royal Music Publisher
Rossiter, Will
Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.
Roy Music Co., Inc.
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Santly-Joy-Select, Inc.
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Select Music Publications, Inc.
Saunders Publications
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder & Gunther, Inc.
Schuster & Miller, Inc.
Shapiro, Bernstein & Co., Inc.
Shubert Music Pub. Corp.
Skidmore Music Co., Inc.
Society for the Publication of American Music
Southern Music Pub. Co., Inc
Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.
Sprague-Coleman, Inc.
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.
Summy, Clayton F., Co.
Sun Music Co., Inc.
Weil, Milton Music Co., Inc.
Superior Music, Inc.
Tesio, P., & Sons
Burke Doyle Music Co.
Major Music, Inc.
Tesio-Major
Tobias & Lewis Music Publishers
Triangle Music Corporation
Victoria Publishing Co.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.
Volkwein Bros., Inc.
Agney, J. E., Publication
Bellefield Pub. Co.
Dalbey, W. R., Music Co.
West'rn Music Pub. Co.
Williams, Clarence, Mus. Pub. Co., Inc.
Ahleim, Walter C., Music Co.
Arrow Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.
Willis Music Company
Witmark, M., & Sons
Wood, B. F., Music Co.
Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.
IN ONE YEAR of intensive application to the music problem, Broadcast Music, Inc., achieved freedom from music monopoly for every broadcaster. Through BMI, every broadcaster is securing the benefits of an open market for music.

Organized in September, 1939, by the broadcasting industry to provide an independent source of music supply for radio stations and other users of music, BMI has built up over 500,000 titles of music of all types. In working toward its objectives, BMI has (1) bought and published original music; (2) coordinated and licensed performance rights to music published by over 350 affiliated publishers and five performing right societies; (3) provided equal opportunity of recognition for the authors, composers and publishers of meritorious work.

BMI stock and licenses are held by stations of every classification in 48 states, Alaska, Puerto Rico and Hawaii. Station members are divided into three groups, (1) independents; (2) network affiliates; (3) stations managed or operated by the national networks. Stock holdings of the networks in BMI is 18.5 per cent of the total. The three groups of station stockholders elect their own representatives to the Board of Directors.

**STATION SUBSCRIBERS**

(As of January 6, 1942)

**Alabama**

WHMA, Anniston
WAPI, Birmingham
WBRC, Birmingham
WSGN, Birmingham
WMSL, Decatur
WAGF, Dothan
WJBY, Gadsden
WALA, Mobile
WMOB, Mobile
WCOV, Montgomery
WSFA, Montgomery
WHBB, Selma
WJRD, Tuscaloosa

**Arkansas**

KLCN, Blytheville
KELD, Eldorado
KFPW, Fort Smith
KFFA, Helena
KTHS, Hot Springs
KBTM, Jonesboro
KARK, Little Rock
KGHI, Little Rock
KLRA, Little Rock
KOTN, Pine Bluff
KUOA, Siloam Springs

**California**

KERN, Bakersfield
KPMC, Bakersfield
KRE, Berkeley
KMPC, Beverly Hills
KHSI, Chico
KXO, El Centro
KIBM, Eureka
KARM, Fresno
KFRE, Fresno
KMIH, Fresno
Kiev, Glendale
KFOX, Long Beach
KECA, Los Angeles
KFAC, Los Angeles
KFI, Los Angeles
KFSG, Los Angeles
KFVD, Los Angeles
KGFJ, Los Angeles
KHJ, Los Angeles
KMTR, Los Angeles
KNX, Los Angeles
KMYC, Marysville
KYOS, Merced
KTRB, Modesto
KDON, Monterey
KLS, Oakland
KROW, Oakland
KVCV, Redding
KPRO, Riverside
KFBK, Sacramento
KROY, Sacramento
KFXM, San Bernardino
KMB, San Diego
KFS, San Diego
KGB, San Diego
KFRC, San Francisco
KGEI, San Francisco
KGQ, San Francisco
KJBS, San Francisco
KPO, San Francisco
KSAN, San Francisco
KSFO, San Francisco
Bridgeport  
Brunswick  
Lakeworth  
Aurora  
Danville  
Macon  
Miami  
Chicago  

KVOE, KQW, KYA, WTIC, WTHT, WDRC, KIUP, KVOD, KHUB, Watsonville  

Colorado  

KVOR, Colorado Springs  
KFEL, Denver  
KLZ, Denver  
KMYR, Denver  
KOAI, Denver  
KVOO, Denver  
KIUP, Durango  
KFXJ, Grand Junction  
KFWA, Greeley  
KGFH, Pueblo  

Connecticut  

WICC, Bridgeport  
WNAB, Bridgeport  
WDRC, Hartford  
WTHT, Hartford  
WTIC, Hartford  
WNBC, Hartford  
WELL, New Haven  
WNLC, New London  
WSRR, Stamford  
WATR, Waterbury  
WBRY, Waterbury  

Delaware  

WDEL, Wilmington  
WILM, Wilmington  

District of Columbia  

WINX, Washington  
WJSV, Washington  
WMAL, Washington  
WOL, Washington  
WRC, Washington  
WWDC, Washington  

Florida  

WMFJ, Daytona Beach  
WFTM, Fort Myers  
WRUF, Gainesville  
WJAX, Jacksonville  
WJHP, Jacksonville  
WMBR, Jacksonville  
WLAK, Lakeland  
WWPG, Lakeworth  
WIOD, Miami  
WQAM, Miami  
WKAT, Miami Beach  

WTMC, Ocala  
WDBO, Orlando  
WLOF, Orlando  
WDLP, Panama City  
WCOA, Pensacola  
WFOY, St. Augustine  
WSUN, St. Petersburg  
WTSF, St. Petersburg  
WTAL, Tallahassee  
WDAX, Tampa  
WKGA, Tampa  
WFIA, Tampa  
WJNO, West Palm Beach  

Georgia  

WALB, Albany  
WGPC, Albany  
WAGA, Atlanta  
WATL, Atlanta  
WGST, Atlanta  
WSB, Atlanta  
WGAC, Augusta  
WRDW, Augusta  
WMGO, Brunswick  
WGA, Ceredo  
WRB, Columbus  
WLJI, Dalton  
WKEU, Griffin  
WLAG, La Grange  
WBRN, Macon  
WMAZ, Macon  
WMGA, Moultrie  
WSAV, Savannah  
WTOC, Savannah  
WPAX, Thomasville  
WRLE, Toccoa  
WAYX, Waycross  
WDAM, West Point  

Idaho  

KIDO, Boise  
KRCL, Lewiston  
KFXD, Nampa  
Ksei, Pocatello  
KTFI, Twin Falls  

Illinois  

WMRO, Aurora  
WKRO, Cairo  
WDWS, Champaign  
WAFF, Chicago  
WAIT, Chicago  
WBHM, Chicago  
WCRW, Chicago  
WEDC, Chicago  
WENR, Chicago  
WGN, Chicago  
WJJD, Chicago  
WLS, Chicago  
WMWAQ, Chicago  
WMBI, Chicago  
WHFC, Cicero  
WDAN, Danville  

WSOY, Decatur  
WTMV, East St. Louis  
WEBQ, Harrisburg  
WJPF, Herrin  
WLD, Jacksonville  
WCLS, Joliet  
WMBO, Peoria  
WTAD, Quincy  
WROK, Rockford  
WHBF, Rock Island  
WCBS, Springfield  
WXTA, Springfield  
WDZ, Tuscaloosa  
WILL, Urbana  

Indiana  

WHBU, Anderson  
WTRC, Elkhart  
WEOA, Evansville  
WGBF, Evansville  
WGL, Fort Wayne  
WOWO, Fort Wayne  
WIND, Gary  
WFMB, Indianapolis  
WIBC, Indianapolis  
WIRE, Indianapolis  
WISH, Indianapolis  
WKMO, Kokomo  
WLBC, Muncie  
WSBT, South Bend  
WBO, Terre Haute  

Iowa  

WOI, Ames  
KBUR, Burlington  
WMT, Cedar Rapids  
KROS, Clinton  
WOC, Davenport  
KRNT, Des Moines  
KSO, Des Moines  
WHO, Des Moines  
KCTH, Dubuque  
WKB, Dubuque  
KFD, Fort Dodge  
WSUI, Iowa City  
WFJB, Marshalltown  
KCGO, Mason City  
KBIZ, Ottumwa  
KMA, Shenandoah  
KSCJ, Sioux City  
KTRI, Sioux City  

Kansas  

KGGF, Coffeyville  
KGNU, Dodge City  
KTTSW, Emporia  
KVGB, Great Bend  
KWBN, Hutchinson  
KCKN, Kansas City  
KFKU, Lawrence  
WREH, Lawrence  
KOAM, Pittsburgh  
KSAL, Salina  

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<td>WMBO, Auburn</td>
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WLEU, Erie
WIBG, Glenside
WHJB, Greensburg
WHF, Harrisburg
WKBO, Harrisburg
WAZL, Hazelton
WJAC, Johnstown
WICAL, Lancaster
WMRF, Lewiston
WKST, New Castle
WKPA, New Kensington
KYW, Philadelphia
WCAU, Philadelphia
WDAS, Philadelphia
WFIL, Philadelphia
WHAT, Philadelphia
WPEN, Philadelphia
KDKA, Pittsburgh
KQV, Pittsburgh
WCAR, Pittsburgh
WJAS, Pittsburgh
WWSW, Pittsburgh
WEEU, Reading
WRAW, Reading
WARM, Scranton
WGBI, Scranton
WPIC, Sharon
WKOK, Sunbury
WMBS, Uniontown
WBAX, Wilkes-Barre
WBRE, Wilkes-Barre
WRAK, Williamsport
WORK, York

**Rhode Island**

WFCL, Pawtucket
WEAN, Providence
WJAR, Providence
WPRO, Providence

**South Carolina**

WAIM, Anderson
WCSC, Charleston
WTMA, Charleston
WCOS, Columbia
WS, Columbia
WOLS, Florence
WFGC, Greenville
WMRC, Greenville
WCRS, Greenwood
WORD, Spartanburg
WSPA, Spartanburg
WFIG, Sumter

**South Dakota**

KABR, Aberdeen
KFDY, Brookings
KOBH, Rapid City

**Tennessee**

WCAT, Rapid City
KELO, Sioux Falls
KSOO, Sioux Falls
KUSD, Vermillion
WNAX, Yankton

**Texas**

WOP, Bristol
WAPO, Chattanooga
WDEF, Chattanooga
WDOD, Chattanooga
WJZM, Clarksville
WHUB, Cookeville
WTJS, Jackson
WJHL, Johnson City
WKPT, Kingsport
WBIR, Knoxville
WNOX, Knoxville
WRAL, Raleigh
WHBQ, Memphis
WMC, Memphis
WMP, Memphis
WREC, Memphis
WLAC, Nashville
WSIX, Nashville
WSM, Nashville

**Utah**

KLO, Ogden
KVNU, Logan
KEUB, Price
KOVO, Provo
KDYL, Salt Lake City
KSL, Salt Lake City
KUTA, Salt Lake City

**Vermont**

WCAX, Burlington
WSYB, Rutland

**Virginia**

WCHV, Charlottesville
WJMA, Covington
WBTM, Danville
WSVA, Harrisonburg
WLVA, Lynchburg
WMVA, Martinsville
WGCH, Newport News
WTAR, Norfolk
WPID, Petersburg
WMBG, Richmond
WRNL, Richmond
WRVA, Richmond
WDBJ, Roanoke
WSLS, Roanoke
WLPM, Suffolk

**Washington**

WXRO, Aberdeen
KWSC, Pullman
KVOS, Bellingham
KIRO, Seattle
KJR, Seattle
KOL, Seattle
KOMO, Seattle
KRSC, Seattle
KXZ, Seattle
KFA, Seattle
KFIO, Spokane
KFFY, Spokane
KGA, Spokane
KHX, Spokane
KMO, Tacoma
KVI, Tacoma
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<td>WHBY, Appleton</td>
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—FM, TELEVISION & SHORT-WAVE STATION SUBSCRIBERS—

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<td>W-51-M, Milwaukee</td>
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725
SESAC has grown during the past ten years from a small group of publishers to one of the largest music performing rights organizations in the United States. SESAC now controls the catalogs of 130 publishers of the best music in America. This virtually unlimited storehouse of program material including everything from Swing to Symphony and Hillbilly to Opera gives broadcasters a complete answer to the music needs of the radio station.

SESAC Music is used by more radio stations than any other music because—

—SESAC has licenses with 830 commercial radio stations.
—SESAC music is American music, our 130 publishers being located from coast to coast.
—SESAC publishers dominate their respective fields and include the largest publisher of American standard music—the largest publisher of American cowboy, western and hillbilly music—the largest publisher of American band and patriotic music—the largest publisher of accordion music—the largest publishers of gospel and religious music for every denomination, etc.

—SESAC music includes many of the best known compositions of such American composers as Edward MacDowell, Mrs. H.H.A. Beach, Bruno Huhn, Victor Herbert, Rudolf Friml, etc., etc.

A SESAC tune always becomes the outstanding number of the year. "Intermezzo" was the leading song on the Hit Parade in 1941 and "The Shrine of St. Cecilia" is leading the field in 1942.

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SESAC exclusively pioneered every major advance in the music copyright field including clearance at the source on network programs, a competitive supply of diversified music, on restriction list, reasonable rates, negotiation of licenses by a station relations staff with actual broadcasting experience, a program service department and friendly cooperation. SESAC licenses performance rights as well as the mechanical and film rights.

SESAC, its publishers, Program Service Department and station relations staff are at your service. You know the SESAC station relations representative in your area. He is there to help you—call on him:

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*Eastern States*

BURT SQUIRE  
*Middle West*

GUS HAGENAH  
*Central States*

EMILE J. GOUGH  
*Western States*

With 830 commercial radio stations carrying blanket SESAC licenses, SESAC leads the field and we are determined to merit this fine support by maintaining our established policy of cooperation and continuing to supply broadcasters with the best music in America.
Publisher Affiliates

Accordion Music Publishing Co., New York
  Deiro, Pietro
  Adler (see Edition Adler)
Albright Music Company (see National Music
  Co.)
Alford, Harry L.; Chicago
Eddie Alkire Publications; Easton, Pa.
Altschuler, J.; Warsaw
  Master Music Makers
  Westmore Music Corporation
Arct, M.; Warsaw
Ashmall Company, Wm. E (see McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
  Barnes, A. S. and Company, Inc.; New York
  C. L. Barnhouse; Oskaloosa, Iowa
  Barwicki, K. T.; Poznan
Beirly Company (see Chart Music Publishing
  House, Inc.)
Berge Music Co. (see McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
Braun Music Co. (see Braun, Hubert J.)
Braun Organization, The (see Braun, Hubert J.)
Broadcast Music Publishers (see National Music
  Company, Inc.)
Bryant Music Company; New York
Calbo, N.; Barcelona
Catholic Music Publishing Company (see Mc-
  Laughlin & Reilly Co.)
Central Music Company (see Will M. Ramsey)
Chart Music Publishing House, Inc.; Chicago
  Beirly Company, Alfred
  Coanacher, B.
  Huffer, Fred. K.
  Littig Music Publishing Co., Frank
  Warde, Harry
  Warner, F. Eugene
  Western Accordion Music Company
  Coanacher, B. (see Chart Music Publishing
    House, Inc.)
Colombo, Alberto; Hollywood
  Composers Press, Inc., The; New York
  Cross & Winge, Inc. (see American Music, Inc.)
  Culla, Antonio; Barcelona
Deiro, Pietro (see Accordion Music Publishing
  Co.)
Denison & Co., T. S.; Chicago
Di Bella, O.; New York
Ediciones Fermata (see Ediciones Internacionales
  Fermata)
Ediciones Internacionales Fermata: Buenos Aires
  (South American Publications)
Ediciones Musicales Pampa, Buenos Aires
Ediciones Internacionales Fermata, Warsaw (Eu-
  ropean Publications)
Ediciones Musicales Pampa (see Ediciones Inter-
  nacionales FermaṬa)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona

Edition Adler; Berlin
  (See Heinrichshofen's Verlag)
Edition "Jastrzab"; Warsaw
  Rudnický, Walery; Warsaw
  "W.J.R."; Warsaw
  Rzepecki, J.; Warsaw
Editions "Olympia"; Warsaw
Editions Pro Arte; Lwów - Warsaw
Eulenburg, Ernst; London
Fairbank Company, H. W. (see National Music
  Co.)
Fermata (see Ediciones Internacionales Fermata)
Foerster, Joh. (see Reinecke)
Forberg, Rob.; Leipzig
  International Edition; Leipzig
  Jurgenson, P.; Leipzig
Gebethner & Wolff; Warsaw
Gehrmans Musikverlag, Carl; Stockholm
Gilbert Music Company (see McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (see Hathaway, Frank-
  lin Earl)
Grabcewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (see National Music Company, Inc.)
  Harmonie-Verlag
  Rondo-Verlag
Hartford Music Company; Hartford, Ark.
Hart's Music Company (see National Music Co.)
Haslinger, Carl T. (see Lienau)
Haslinger Musikverlag (see Lienau)
Hathaway, Franklin Earl, Music Publisher;
  Chicago
  Gospel Music Publications; Chicago
  Haushahn, G. (see Reinecke)
Heinrichshofen's Verlag Edition Adler
  Helasco (see Haberer-Helasco)
  J. M. Henson Music Company; 120 Hunter
    St., S.E., Atlanta, Ga.
  Hoffman Company, Raymond A.; Chicago
  Huffer Publications, Fred. K. (see Chart Music
    Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
International Edition (see Forberg)
Jastrzab (See Edition "Jastrzab")
Jewel Music Publishing Co.; New York
Jurgenson, P. (see Forberg)
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago (including
  Beatrice and Max Krone)
Koester, A. (see Lienau)
Krentzlin, H. R. (see Lienau)
Lebendiger, Henryk (see Ediciones Internacionales
  Fermata)
Lienau'sche Musikverlage
Carl Tobias Haslinger
H. R. Kreutzer
Musikverlag Haslinger
Musikverlag Adolf Koester
Schlesinger'sche Buch & Musikhdig
Otto Wernthä
Littig Music Publishing Co., Frank (See Chart
Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin &
Reilly Co.)
Loebel, J. (See Reinecke)
McLaughlin & Reilly Co.; Boston, Mass.
Liturgical Music Company; Boston, Mass.
Catholic Music Publishing Company; Boston, Mass.
including composition taken over from
Wm. E. Ashmall Company; Boston, Mass.
Berge Music Company; New York, N. Y.
John Singenberger; St. Francis, Wisc.
Otto Singenberger; Mundelein, Ill.
Gilbert Music Company; Chicago, III.
Mora, Jose; Barcelona
Music Products Corporation; Chicago
National Music Company; Fort Worth, Texas
National Music Company, Inc.; Chicago
Albright Music Company; Chicago
Broadcast Music Publishers; Chicago
(See E. Eddy Hanson)
Fairbank Company, H. W.; Chicago
Hart's Music Company; Chicago
Popular Music Publications; Chicago
Select Music Company; Chicago
Standard Music Company; Chicago
(See Eddie Hanson)
Standard Songs; Chicago
(See Eddie Hanson)
Windsor Music Company; Chicago
including compositions taken over from:
E. Eddy Hanson
Nattrass-Schenck, Inc.; New York
Noske, R. (See Reinecke)
Nowa Scena; Warsaw
Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona
Pagani, O., & Bro.; New York
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A.; The; York, Neb.
Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw
Popular Music Publications (See National Music Company)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers; Warsaw
Radio City Guitar Studio; New York
Will M. Ramsey (including Central Music Co.); Little Rock, Ark.
Reinecke, Gebruder
Joh. Foester
Gustave Haushahn
J. Loebel
Rich. Noske
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo-Verlag (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")
Sajewski, W. H.; Chicago
Schlesinger (See Lienau)
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Schuberth, Jr., Fritz
Select Music Company (See National Music Co.)
Seyfarth, G.; Lwow
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Haberer-Helasco)
Stahl, Wm. C.; Milwaukee
Stamps-Baxter Music Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Steingraeber Verlag
Tennessee Music & Printing Company; Cleveland
Tenn.
Thorsings Musikforlag, Alfred; Copenhagen
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw
Union de Compositores; Barcelona, Spain
Urgelles, J.; Barcelona
Urmeneta (See Ediciones A. Urmeneta)
James D. Vaughan Music Publishers; Lawrenceburg, Tenn.
Vieweg, Chr. Friedr.; Berlin
Vitak-Elsnic Co.; Chicago
Warde Company, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzykowe (Warsaw Music Society); Warsaw
Wernthal, Otto (See Lienau)
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Westmore Music Corporation (See American Music, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music Co.)
R. E. Winsett; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")
Yanguas, Mariano; Madrid
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw
(Authors-Composers and Publishers Association of Poland)
Zalewski, B. J.; Chicago
**MUSIC PUBLISHERS**

**A**

ABC Music Corp., 799 Seventh Avenue, New York City.
Accordian Music Co., 46 Greenwich Avenue, New York City.
Acme Music Co., 1674 Broadway, New York City.
Advanced Music Corp., 1250 Sixth Avenue, New York City.
Affiliated Music Corp., 23 West 47th Street, New York City.
Ager, Yealon & Bornstein, Inc., 745 Seventh Avenue, New York City.
Alfred Music Co., 145 West 45th Street, New York City.
Alford, Harry L., 190 North State Street, Chicago, Ill.
Allen, Thornton W., Co., 67 West 44th St., New York City.
Allied Music Corp., 7608 Reading Road, Cincinnati, Ohio.
Alpha Music Co., 110 West 42nd Street, New York City.
Alvin Music Corp., 1650 Broadway, New York City.
Apollo Music Co., 301 West 41st Street, New York City.
Appleton, B., Century Co., 35 West 32nd Street, New York City.
Arberne Music Co., 20 West 40th Street, New York City.
Art Music Co., 853 Broadway, New York City.
Art-1-So Music, 1270 Sixth Avenue, New York City.
Artists Music Corp., 8 West 49th Street, New York City.
Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
Ascot Publishing House, 1674 Broadway, New York City.
Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
Axcel Publications, Inc., 51 Snow Street, Providence, R. I.

**B**

Back Bay Music Co., 168 Tremont St., Boston, Mass.
Barnhouse Co., C. L., Oskaloosa, la.
Baron, M., Inc., 8 West 45th St., New York City.
Beacon Music Co., 1587 Broadway, New York City.
Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.
Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
Belwin, Inc., 43 West 23rd Street, New York City.
Cinema Songs, Inc., 1270 Sixth Ave., New York City.
Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.
Clark, Kenneth S., 1657 Broadway, New York City.
Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.
Clow, O. B., 319 N. Eye Street, Tacoma, Wash.
Coast to Coast Music Corp., 8 West 49th Street, New York City.
Coleman, Robert H., Burt Bldg., Dallas, Texas.
Collins, Francis Joseph, 433 West Washington Avenue, Elmhurst, N. Y.
Colwell Corp., 1819 Broadway, New York City.
Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.
Colonial Music Publishing Co., 168 West 23rd St., New York City.
Composers Music Corp., 120 Broadway, New York City.
Composers Press, Inc., 853 Seventh Avenue, New York City.
Concord Music Publishing Co., 20 West 47th Street, New York City.
Cooper Music, Inc., 1650 Broadway, New York City.
Crawford Music Corp., 1270 Sixth Ave., New York City.
Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

Dash Connelly, Inc., 1619 Broadway, New York City.
Dahl, Joe, Music Co., 1619 Broadway, New York City.
Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
DeCicero Music Publishers, P. O. Box 1778, Milwaukee, Wis.
Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.
Denton & Haskins Corp., 1658 Broadway, New York City.
Desmoni, Martin J., 1501 Broadway, New York City.
Di Bella, O., 162 East 116th Street, New York City.
Dilson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
Donaldson, Douglas & Gumbe, Inc., 1619 Broadway, New York City.

Edition, Adler, 113 West 42nd Street, New York City.
Embassy Music Corp., 1250 Sixth Avenue, New York City.
Empire Music Publishing Co., 1587 Broadway, New York City.
Ensemble Music Press, Drawer K, East Northport, N. Y.
Essex Publishing Co., Dover, N. J.
Evans Music Co., 86 Essex Street, Boston, Mass.

Famous Music Corp., 1619 Broadway, New York City.
Feist, Leo, Inc., 1629 Broadway, New York City.
Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
Fischer, Carl, Inc., 56 Cooper Square, New York City.
Fischer, J., & Bro., 119 West 40th Street, New York City.
Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
Flammer, Harold, Inc., 10 East 43rd Street, New York City.
Flaschner, O., Music Co., 47 West 43rd Street, New York City.
Foley, Charles, 4 East 46th Street, New York City.
Foreign & Wolfe Music Corp., 126 West 46th Street, New York City.
Forster Music Publisher, Inc., 218 South Wabash, Chicago, Ill.
Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
Freeman Associates, 140 Roseville Avenue, Newark, N. J.

Galaxy Music Corp., 17 West 46th Street, New York City.
Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
Gem Music Corp., 1619 Broadway, New York City.
Georgeff, Evan, Music Publishing Co., 1650 Broadway, New York City.
Gerard Music Co., 1619 Broadway, New York City.
Gershwine, George, Publishing Corp., 1270 Sixth Avenue, New York City.
Goodman Music Co., 42 Thayer St., Rochester, N. Y.
Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.
Gornston, David, 117 West 48th Street, New York City.
Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.
Gray, H. W., Co., Inc., 159 East 48th Street, New York City.
Green Bros. & Knight, Inc., 1619 Broadway, New York City.
G. V. C. Music Publishing Co., 152 West 42nd Street, New York City.

Hall-Mack Co., Winona Lake, Ind.
Harmony House, 1395 Broadway, New York City.
Harms, Inc., 1250 Sixth Avenue, New York City.
Harms, T. B., Co., 1270 Sixth Avenue, New York City.
Harrington, Clare, 120 Cabrini Blvd., New York City.
Harry, Charles K., 701 Seventh Avenue, New York City.
Hartford Music Co., Hartford, Ark.

730
Harvest Songs Co., 1595 Broadway, New York City.
Hathaway, Franklin Earl, 7814 Bennett Ave.,
Chicago, Ill.
Haviland, E. B., Publishing Co., 114 W. 44th
Street, New York City.
Henson Music Co., J. M., 120 Hunter Street, S. E.,
Atlanta, Ga.
Hill, James F., & Co., 8 West 45th Street, New York City.
Hill Music Publishing Co., 101 E. Leigh Street,
Richmond, Va.
Hinds, Haydon & Eldridge, Inc., 580 Fifth Avenue,
New York City.
Hoffman Co., Roymond A., 509 S. Wobosh, Chi-
cago, Ill.
Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.
Hope Publishing Co., 5707 W. Lake Street,
Chicago, Ill.
Huntzinger, Inc., R. L., 137 West 4th Street,
Cincinnati, Ohio.

— I —

Imperial Music Publishing Co., 1587 Broadway,
New York City.
Independent Music Publishers, 205 East 42nd
Street, New York City.
Indigo Music, Inc., 1501 Broadway, New York City.
Italian Book Co., 1619 Broadway, New York City.

— J —

Jacobs, Walter, Inc., 120 Boylston Street, Boston.
Jenkins Music Co., 1270 Sixth Ave., New York City.
Jewel Music Publishing Co., Inc., 1674 Broadway,
New York City.
Jones Music Corp., Isham, 1619 Broadway,
New York City.
Jungnickel, Inc., Ross, 200 West 85th Street,
New York City.

— K —

Kammer, J. & J., Music Co., 1619 Broadway,
New York City.
Kanner Music Publishing Co., 343 West 87th
Street, New York City.
Karsczag Publishing Co., 62 West 45th Street,
New York City.
Kay & Kay Music Publishing Corp., 1658 Broad-
way, New York City.
Keane, Michael, Inc., 113 West 57th Street,
New York City.
Keene, Inc., Hank, South Coventry, Conn.
Kelman Music Corp., 1674 Broadway,
New York City.
Kendis Music Corp., 1587 Broadway, New York City.
Keystone Music Co., 1619 Broadway, New York City.
Kjos, Neil A., Music Co., 14 West Lake Street,
Chicago, Ill.
Knickerbocker Music Publishing Co., 1619 Broad-
way, New York City.
Krachtus, John, 1574 North Halsted Street,
Chicago, Ill.

— L —

Lapham, Clude, Music Publications, 1674 Broad-
way, New York City.
Loal, Felipe Valdi, 408 N. Main St., Los Angeles,
Calif.
Leslie, Inc., Edgor, 59 West 46th Street, New York City.
Lewis Music Publishing Co., Inc., 1619 Broad-
way, New York City.
Lincoln Music Corp., 1619 Broadway, New York City.
Lindenschmidt, William, 103 Maple St., Solina,
Mich.
Loeb Lissauer, Inc., 1619 Broadway, New York City.
London Music Corp., 608 Fifth Ave., New York City.
Lorenz Publishing Co., 501 East 3rd St., Dayton,
Ohio.
Ludwig Music Publishing Co., 414 W. Superior Ave.,
Cleveland, Ohio.
Lus Bros., 1674 Broadway, New York City.

— M —

MacGregor, Grant, 5079 Lemon Grove Ave., Holly-
wood, Calif.
Mackley Music Publishing Co., 3165 Grand River Ave.,
Detroit, Mich.
M & F Music Publishers, 40 East Oak St., Chicago,
Ill.
Majestic Music Co., 48 West 48th St., New York City.
Mann Music Publishing Co., 1585 Broadway,
New York City.
Marks, Edward B., Music Corp., 1250 Sixth Ave-
ue, New York City.
Marlo Music Corp., 1270 Sixth Ave., New York City.
Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
Mayfair Music Co., 1619 Broadway, New York City.
McLaughlin & Reilly Co., 100 Boylston Street,
Boston, Mass.
McClure Music Co., 6047½ Hollywood Blvd., Hol-
lywood, Calif.
McFarlane, Thomas M., 40 Court Street, Boston,
Mass.
Melo-Art Music Publishers, 1674 Broadway,
New York City.
Melody Lane, Inc., 1509 N. Vine Street, Holly-
wood, Calif.
Melrose Music Corp., 1619 Broadway, New York City.
Mendelsohn, Jack, 1335 Fifth-first Street, Brook-
lyn, N. Y.
Mercer & Morris, Inc., 1619 Broadway, New York City.
Mercury Music Co., 231 West 40th Street, New York City.
Merit Music Publishing Co., 6012 Indiana Avenue,
Kansas City, Mo.
Metro Music Co., 64 Second Avenue, New York City.
Metropolitan Music Co., 222 Fourth Ave., New York City.
Metropolitan Music Co., 207 East 23rd Street,
Houston, Texas.
Metropolitan Music Publishers, The Strathmore,
Milburn Music Publishers, 74 West 50th Street,
New York City.
Miller, Bob, Inc., 1619 Broadway, New York City.
Misson, Jean M., 580 Fifth Avenue, New York City.
Modern Melodies Publishing Co., 1587 Broadway,
New York City.
Movietone Music Corp., 1250 Sixth Avenue, New York City.
Mumil Music Co., 1585 Broadway, New York City.
Murray Music Co., 1585 Broadway, New York City.
Musette Publishers, 113 W. 57th Street, New York City.
Musicana, Inc., 25 W. 54th Street, New York City.
Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.
Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
Music Service Co., 170-A Tremont Street, Boston, Mass.
Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

N
National Association Blind Composers, Inc., Winnebago, Ill.
National Music Co., 306 South Wabash Avenue, Chicago, Ill.
The Nationwide Songs, 366 Madison Ave., New York City.
Nattrass-Schenck, Inc., 145 West 45th Street, New York City.
Nazearen Publishing House, 2923 Troost Avenue, Kansas City, Mo.
Nelrod-Music Publishers, 1420 Clarkson Street, Denver, Colo.
New Era Music Corp., 17 East 49th Street, New York City.
New World Music Corp., 1250 Sixth Avenue, New York City.

O
Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
Olman Music Corp., 1619 Broadway, New York City.
O. Paganini & Bro., 289 Bleecker Street, New York City.

P
Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
Paramount Music Corp., 1501 Broadway, New York City.
Paul-Pionier Music Corp., 1657 Broadway, New York City.
Peer International Corp., 1619 Broadway, New York City.
Peer, Ralph S., 1619 Broadway, New York City.
Perry's Sons, A. W., Sedalia, Mo.
Photo Play Music Co., 1674 Broadway, New York City.
Picadilly Music Co., 1472 Broadway, New York City.
Piedmont Music Co., Inc., 156 West 44th Street, New York City.
Plymouth Music Co., 1619 Broadway, New York City.
Pond & Co., William, 15 Euclid Avenue, Ridgewood, N. J.
Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.

Q

R
Radio City Guitar Studio, 134 West 91st Street, New York City.
Rainbow Melodies, 1658 Broadway, New York City.
Ramsow, Will M., Little Rock, Ark.
Record Music Publishing Co., 245 West 55th Street, New York City.
Redskin Publishing Co., 113 West 57th Street, New York City.
Red Star Songs, Inc., 1619 Broadway, New York City.
Regent Music Co., 1619 Broadway, New York City.
Reis & Taylor Co., 1619 Broadway, New York City.
Remick Music Corp., 1250 Sixth Avenue, New York City.
Republic Music Corp., 730 Fifth Ave., New York City.
Rec Music Publishers, 315 Seneca Street, Seattle, Wash.
Ricordi, G., & Co., 12 West 45th Street, New York City.
Ringle, Dave, 1585 Broadway, New York City.
Robbins Music Corp., 799 Seventh Avenue, New York City.
Rodeheaver Co., The, Winona Lake, Ind.
Roo & Krippene, 1650 Broadway, New York City.
Rossetti, Joseph, 14 Viets St., New London, Conn.
Roslyn Music Co., 190 N. State Street, Chicago, Ill.
Rossi, Edward & Louis, 127 Mulberry Street, New York City.
Rossiter, Will, 173 West Madison Street, Chicago.
Sauvageau Publishing Co., 203 East 43rd Street, New York City.
Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
Roy Music Co., 1619 Broadway, New York City.
Royal Music Publisher, Royal Hawaiian Hotel, Honolulu, T. H.
Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
Ruby Music Co., 1587 Broadway, New York City.
Russell, Willard, 2321 Merced Street, Fresno, Calif.
Russian Music Co., Inc., 121 Lexington Avenue, New York City.
Ruthoff, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.

S
Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
Salamanca Music Publishers, Salamanca, N. Y.
Santly-Joy-Select, Inc., 1619 Broadway, New York City.
Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
Schirmer, G., Inc., 3 East 43rd Street, New York City.
Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
Scholten, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
Schoeder & Gunther, Inc., 6 East 45th Street, New York City.
Schubert, Edward, & Co., 11 East 22nd Street, New York City.
Schuster & Miller, Inc., 1619 Broadway, New York City.
Schwartz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
Sesac, Inc., 113 West 42nd Street, New York City.
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American Tenor
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NBC, Gilding Light, Winds of Destiny.

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KGKO, Fort Worth, Texas, Fifteen Minutes With You.

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KOP, Phoenix, Ariz., Love Story Time.

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ATCHER, BOB
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CBS, Al Pearce And His Gang.

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CBS, Melody Ranch.

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KSRD, Santa Rosa, Calif. The Farm Quarter Hour.

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BANG, HULDA
KPEO, St. Louis, Mo. The Poor Corner.

BANGS, MAYNARD
KCVY, Redding, Calif.

BANKS, JOAN
NBC, This Small Town, Manhattan-At-Midnite.

BARRAH, THEODORE
WJLB, Detroit, Mich. Egyptian Hour.

BARNETT, SONYA
CKGB, Timmins, Ont. The Stork Club.

BARRETT, PAT
NBC, Uncle Ezra's Radio Station EZRA.

BARKMOR, JOHN
NBC, Rudy Vallee - Scallest Program.

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CBS, Young Doctor Malone.

BARUCH, ANDRE
CBS, News For Women.

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NBC, Orphans Of Divorce, Set Sail.

BAXTER, BEE
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BECK, JACKSON
CBS, Kate Smith, Young Dr. Malone, Helen Hays.

BEECHLY, GERTRUDE

BEEHRES, FRANK
Romance of Helen Trent, CBS, Road of Life, NBC, Arnold Grimm's Daughter, NBC, Jack Armstrong, ABC.

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WCKY, Cincinnati, Ohio. Jerry Belcher's Neighbors.

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BELL, ORTH
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WJBR, Detroit, Mich. Lithuanian Hour.

BENNETT, MYRON J.
KWK, St. Louis, Mo. The MJB Show.

BENNY, JACK
NBC, The Jell-O Program.

BENTLEY, SPENCER
CBS, Hilltop House.

BERG, GERTRUDE

BERGEN, EDGAR
NBC, The Chase and Sanborn Program.

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CBS, Life of the Hopkins, Second Husband.

COLONNA, JERRY
BCN, The Popsodent Show.

COLTON, KINGSLEY
CBS, My Son And I.

COLTON, TOM
WABC, St. Albans, Vt. Yawna Patrol.

COMPTON, WALTER
MBS, Double or Nothing.

CONFILIN,
CBS, Big Sister.

CONRAD, RICHARD
WHBL, Sheboygan, W. German of Darkness, Horrida File, Moments of Life.

CONTE, JOHN

COOGAN, RICHARD
Young Doctor Malone CBS, Lone Journey NBC.

COLUMBIA, CARTER
WABC, WAMU, WOR.

COLUMBUS, CHARLES
WCAE, WCAE.

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KBAL, Columbus, Ohio.

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COLLINS, DONALD
CBS, The Popsodent Show.

COLLINS, JERRY
KDKA, Columbus, Ohio.

COLLINS, PAT
WOR, Columbus Club.

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| HANNON, MARJORIE | CBS, Bachelor's Children. |
| HANSEN, MARK | KEEL, Denver, Colo. Let's Talk It Over. |
| HARDIE, JIM | KFH, Wichita, Kans. |
| HARDMAN, JEAN | KBUR, Burlington, Ia. Jean Harman's Home Hour. |
| HARRIS, ARLENE | CBS, Al Pearce and His Gang. |
| HARRIS, BLISS | KYOO, Tulsa, Okla. |
| HARRIS, HARRIET | WOW, Omaha, Nebr. Story of Robert Clayton. |
| HAWK, BOB | How'm I Doin' CBS. |
| HAWKINS, MARCELLA | WMRC, Greenville, S. C. Here's Marcelle. |
| HAWKINS, J R., VICTOR | KFH, Wichita, Kans. |
| HAWLEY, ADELAIDE | WABC, New York, N. Y. Woman's Face of the Air. |
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HITTENMARK, GORDON WRC, Washington, D. C. Timekeeper.
HOFFA, PORTLAND CBS, Texaco Star Theatre.
HOFFMAN, HOWARD CBS, Romance of Helen Trent.
HOLEROOK, JOHN Life Can Be Beautiful CBS-NBC.
HOLLAND, CHARLOTTE CBS, Joyce Jordan-Girl Interne.
HOLLAND, RICHARD NBC, Bud Barton.
HOPÉ, BOB NBC, The Pepsodent Show.
HOPPER, HEDDA CBS, Hedda Hopper's Hollywood.
HOSMER, DAN KSO, Des Moines, Ia. Brandin' Time.
HOSMER, MRS. HILL, ALICE NBC, Backstage Wife, Painted Dreams.
HUFF, JOE CBS, Gay Nineties Revue.
HUFF, RUTH WJJD, Chicago, Ill. Listen Ladies.
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</tbody>
</table>
JACKSON BECK
Actor
Announcer
LA. 4-1200

CHARLOTTE MANSON
STAR OF "STEPMOTHER"
CBS

WALTER COMPTON
ORIGINATOR — EMCEE
"DOUBLE OR NOTHING"
MUTUAL BROADCASTING SYSTEM

STELLA UNGER
NBC Red Network

NBC Radio Recording

YOUR HOLLYWOOD NEWSGIRL
National Screen Movie Trailers
—— K ——

KACHANSKI, TRIVA
WJBK, Detroit, Mich. Serbian Hour.

KACKLEY, OLIVE
WCRT, Cincinnati, Ohio. Goodwill Ambassador.

KANNE, JOHN
WJBK, Detroit, Mich. Greek Hour.

KAMMON, JOSIE
WMIN, St. Paul-Minneapolis, Minn. Matinee Wham.

KANE, JOHN
NBC, Pepper Young's Family.

KAKKA, MARIA
WJBK, Detroit, Mich. Greek Hour.

KAUFMAN, BOB
WOR, Commercial Spots.

KAY, BONITA

KEITH, IAN
NBC, The Story of Bud Barton, Thunder Over Paradise, Kitty Keene, Girl Alone.

KEEL, JACKIE
CBS, Coast to Coast On A Bus NBC, The Aldrich Family NBC, Ellen Randolph NBC, Mother of Mine NBC.

KELLER, JOSEPHINE
WICC, Bridgeport, Conn. Your Part in Defense.

KELLY, JOE
NBC, The National Barn Dance, Quiz Kids.

KENDALL, GEORGE

KENNEDY, HORACE
KCMC, Texarkana, Texas.

KENNEDY, EDNA
WEBR, Buffalo, N. Y. Today With Amanda.

KENT, ALAN
WNEW, New York, N. Y.

KENT, HELEN
WMRN, Marion, Ohio. The Homemaker.

KERR, JOHN
WOR, New York, N. Y.

KERR, LEONARD
WOR, New York, N. Y.

KERR, MARION
WOR, New York, N. Y.

KERR, MURIEL
WOR, New York, N. Y.

KERR, MARY
WOR, New York, N. Y.

KERR, ROBERT
WOR, New York, N. Y.

KERR, SOMERSET
WOR, New York, N. Y.

KERR, TROY
WOR, New York, N. Y.

KERR, VIRGINIA
WOR, New York, N. Y.

KERR, WALTER
WOR, New York, N. Y.

KERR, WILLIAM
WOR, New York, N. Y.

KERR, WILMA
WOR, New York, N. Y.

KERR, WYNNE
WOR, New York, N. Y.

KERR, YVONNE
WOR, New York, N. Y.

KERR, ZELDA
WOR, New York, N. Y.

KILGALLEN, ELEANOR
Superman MBS, Society Girl CBS, Meet Miss Julia MBS, Listener's Playhouse NBC, Angel of Mercy MBS, Command Performance MBS, Bishop and the Garroyle NBC.

KILGallen, DOROTHY
CBS, Voice of Broadway.

KILPACK, BENNETT
NBC, Mr. Keen, Tracer of Lost Persons, Young Widder Brown.

KING, EARL
KMA, Shenandoah, Ia.

KING, HELEN
WEBR, Buffalo, N. Y. Your Handwriting, Prize Contests.

KING, JOHN REED
WABC, New York, N. Y. Missus Goes A Shopping, CBS, This Is Life, What's New At the Zoo.

KINNEY, ERLE
KROW, Oakland, Calif.

KINNEY, ROGER
CBS, Johnny Presents.

KINSELLA, WALTER
CBS, Woman Of Courage.

KITCHELL, ALMA
NBC, Alma Kitchell's Brief Case, Streamline Journal.

KLEIN, ADÈLÈDE
CBS, Life Can Be Beautiful, Meet Mister Meek.

KLEIN, ETHEL
CBS, We The Abbotts.

KLINE, DICK
EMPC, Beverly Hills, Calif.

KNUDSEN, JOHN
WOW, Omaha, Nebr.

KOBBLERS, KORN
WOR, CBS, WOR.

KOLLMAR, RICHARD
CBS, Claudia and David, Bright Horizon.

KONSTANTYNOWICH, EUGENE
WJYB, Detroit, Mich. Morning Polish Hour.

KOPF, REY, CARL, HEATH
WEEL, Boston, Mass. From A Window on Beacon Street.

KRAMER, MANDEL
Kate Smith Hour CBS, Grand Central Station NBC, Manhat-
Leads
Heavies
Menaces
Doctors
Lawyers
Preachers
Professors
Muggs
Generals
Imbeciles
Bankers
Cowboys

(This grouping is without malice aforethought)

RICHARD SANDERS
Lead on "Light of the World" (Samson) et Delilah, Mr. D.A., We the People, Valiant Lady, Easy Aces, 26 by Corwin, Famous Jury Trials, Story of Mary Martin, etc.
LA. 4-1200

CRAIG MCDONNELL
"DAVID HARUM"
"VALIANT LADY"
"THE BARBASOL MAN"
"OLD DAN, THE MUSTEROLE MAN"

"JOHNNY PRESENTS"
"MEET MR. MEEK"
"THE GOLDBERGS"

ARNOILD STANG
RADIO REGISTRY · LACKAWANNA 4-1200

ED EAST and POLLY
White Rose Tea
Breakfast In Bedlam
LATHAM, LARKIN, LANE, LAKE, LALLI, LAKE, LADD, KYSER, KVLER, RIMMEK, KRASIN, R.

NBC, KDKA, CBS. Robert WOW, Hour. WJBK, NBC, CBS. Old Musical ping-WCLO, NBC. Plain Little KTNM, day busters Basket.


EUNICE HOWARD
Ingenuë, Character Ingenuë
Character Leads Straight
Julie in "So Big"
Linda Benton in "Pepper Young's Family"
Mrs. Hopkins in "Mary Marlin"
"Stories America Loves" and others
LEX. 2-1100

LIND, ALMA
KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh.

LINS, RONALD
Hilltop House CBS, Fred Allen CBS, Kate Smith, CBS, Gang Busters, CBS, Arch Oboler, NBC, Easy Aces NBC.

LITTEL, PATTI
KDKA, Pittsburgh, Pa. Bernie Armstrong At the Organ, We're All Americans, Greater Pittsburgh.

LIVINGSTONE, MARY
NBC. The Jello Program.

LLYD, RHONA

LOEKE, RALPH
NBC-CBS. Life Can Be Beautiful.

LODGE, KARYL
WKAJ, Miami Beach, Fla. A

LOFFLER, GENE
KSO-KRT, Des Moines, Iowa. Sum Fun, Evening Funnies.

LOGAN, DON
KROW, Oakland, Calif.

LOGAN, JANET
CBS. Stepmother.

LONGWELL, ROBERT
WCAR, Pontiac, Mich. A

LORD, PHILIP
Kitty Keene NBC. The Story of Mary Marlin NBC, Woman In White CBS, Lore, M.

LWIL, M.
KWLC, Decorah, Iowa. Poetry, Lore of Luther.

"ROUGH TO ROMANTIC"

F R A N K

L O V E J O Y

Manhattan at Midnight
Gangbusters
Grand Central Station
Aunt Jenny
Help Mate
Charles Martin's
Playhouse
Columbia Workshop
Mr. District Attorney
Lackawanna 4-1200
MABRY, ROBERT

MAC, GILBERT
Arch Oboler's Plays NBC, Kate Smith Hours CBS, Manhattan at Midnight NBC, Ellery Queen

MACK, JOHN
NBC, Death Valley Days, Set Sail.

MACDONALD, MARGARET
CBS, Kate Hopkins.

MACDONALD, W. E.
WCAR, Pontiac, Mich. Auditions of the Air.

MACDONELL, DAN
WLAG, Lawrence, Mass. Story Telling Time.

MACK, GILBERT
Arch Oboler's Plays, Kate Smith CBS, Inner Sanctum, Eddie Cantor NBC.

MACK, DAVID
KFG, Wichita, Kans.

MacQUARRIE, HAVEN
CBS, Your Marriage Club.

MALONE, FLORENCE
Our Gal Sunday CBS, Against the Storm NBC, Tracer of Lost Persons NBC.

MALONE, POLLY
WCAE, Pittsburgh, Pa. Polly Entertainers.

MALONE, TED
NBC, Between the Bookends, Pilarizm of Poetry.

MANNING, JUNE
Stepmother CBS.

MANNING, NORA
WCKY, Cincinnati, Ohio, Between Friends.

MARINE, LARRY
WMAL, Washington, D. C. Morning Musical Clock.

MARKEY, ENID
CBS, Woman Of Courage.

MARKEY, RAYMOND

MARKHAM, G. E.

MARKS, CHARLES F.
WPBL, Syracuse, N. Y. Mr. Fixit.

MARLOWE, HUGH
CBS, Adventures of Ellery Queen.

MARSHALL, S. L. A.
WWJ, Detroit, Mich. Military Maneuvers.

MASHMAN, J. T.
WRJN, Racine, Wis. What Price Security.

MARTIN, OLIVE
WEER, Boston, Mass. March of Youth.

MARTIN, IAN
CBS, Life Can Be Beautiful.
MASON MARY
CBS, Maudie’s Diary.

MASSEY, LOUISE AND THE WESTERNERS
NBC, The Plantation Party.

MAYA, DON
WHIP, Hammond, Ind. Hemisphere Harmony.

MASON, MARY
CBS.

Mason’s Diary.

MASSEY, LOUISE
AND THE WESTERNERS
NBC.

MAYA, DON
WHO, Des Moines, Ia. Prairie Melodies.

MCNAMARA, DR. JAMES
WTIC, Hartford, Conn. Airing All Opinions.

McCORMICK, MYRON
CBS, Joyce Jordan—Girl Interior, Portia Faces Life.

MCCUNE, CATHERINE
CBS, Scattergood Raines.

MCGORY, EILEEN

MCNELL, DON
NBC, The Breakfast Club.

McKEAN, EDDY
KFH, Wichita, Kans.

McKee, BLANCHARD
KRMZ, Fort Worth, Texas. Neighbors.

McLENDON, LEE
KROW, Oakland, Calif. Trader Fred.

MCNAMEE, GRAHAM
NBC, Behind the Mike.

McNEELY, BOB
WCBQ, Columbus, Miss. Paris Shop Calling.

McWILLIAMS, JIM
CBS, Ask-It-Basket.

MEARS, MARTHA
CBS. It Happened in Hollywood.

MEEDER, WILLIAM
NBC, The O’Neills. Peper Young’s Family, Road of Life. Life Can Be Beautiful. Vic And Sade, This Small Town, Truth Or Consequences.

MEHREN, GRACE
KOY, Phoenix, Ariz. Tovrea’s Love Story Time, Women’s Magazine of the Air.

MEIGHAN, JAMES
By Kathleen Norris CBS, Just Plain Bill NBC, Lone Journey NBC.

MELROSE, EDYTHE FERN
WCAR, Pontiac, Mich. Lady of Charm.

MELTON, JAMES
NBC. The Telephone Hour.

MENKEN, HELEN
CBS, Second Husband.

MEREDITH, BURGESS
CBS, We The People, Spirit of ’41.

MERRIMAN, RANDY
KSTP, St. Paul-Minneapolis, Minn. The Avern Trooper.

MEYERS, ETHEL JANE
KFH, Wichita, Kans.

MILLER, ALLAN
WTOL, Toledo, Ohio, Home Builders Prozram, Pantheon Theatre Quiz, Lure of Labels.

MILLER, LEROY

MILLS, MILDRED
WPRN, Marion, Ohio. Club Calendar.

MILLISOM, HOWARD
CKCL, Toronto, Ont. CKCL Workshop.

MINIMUM, JAMES
WHIZ, Zanesville, Ohio. 1240 Club.

MITCHELL, ED. W.
WGY, Schenectady, N. Y. Crossroad Comment.

MITCHELL, EVERETT
NBC, National Farm and Home Hour.

MOHN, MONTY
KPO, San Francisco, Calif. Dr. Kate.

MOORE, CARL
WEEI, Boston, Mass. Top of the Morning, Rowdy Revue.

MOORE, JOHN
CBS. Hilltop House.

Mildred Murray
Dramatic Artist, Vocalist, Commentator

ED LATIMER
stage and radio actor, now in his fifth year of continuous broadcasting on all major networks.
MORGAN, CLAUDIA
NBC, Against the Storm, Lone Journey.

MORGAN, FRANK
NBC, Maxwell House Party.

MORGAN, GENE
WBOW, Terre Haute, Ind. Si And Eraz.

MORGAN, HENRY
WOR, New York, N. Y. Here’s Morgan.

MORRIS, NED
WNAC-WAAB, CKGB, Wheatena CBS, Bib Forum.

MORRISON, BILL
WLS, Grand WLS.

MORRISON, STU
KTNM, Tucumcari, N. M.

MORRISON, WILLIAM
WLS, Chicago, Ill.

MORSE, TED
WLS, Chicago, Ill.

MORTON, KAY
WIL, St. Louis, Mo, Kay Morton’s Program.

MUNGER, BILL
KIRO, Seattle, Wash. Farm Forum.

MUSCOV, ARNOLD
Bob Sister CBS, Helen Hayes CBS, By Kathleen Norris CBS, Wheatena Playhouse NBC, Grand Central Station NBC.

MUSSE, KIT
WCAC-WAAB, Boston, Mass.

MOTT, DELMAR
CKGB, Timmins, Ont. Sincerely Yours.

MOYLE, TED
KXNO, Winona, Minn. Hunters’ Special.

MUELLER, MARVIN
CBS, Dear Mom.

MUNSON, ONA
CBS, Big Town.

MURPHY, PAT
Girl Alone NBC, Painted Dreams NBC, The Story of Mary Martin NBC, The Story of Bud Barton NBC, Thunder Over Paradise NBC, Right to Happiness CBS.

MURRAY, JOHNNY
RFL, Los Angeles, Calif, Calling All Cars.

MURRAY, MILDRED

MURRAY, RITA
CBS, Voice of Friendship.

MYERS, CLAUDE K.

—— N ——

NAGEL, CONRAD
CBS, Silver Theatre.

NARAMORE, SHIRLEY
WICC, Bridgeport, Conn. Fireside Tales.

NASI, REG
WWSR, St. Albans, Vt. Hash With Nash.

NAYLOR, DON

NAYLOR, ELEANOR
WRE, Oklahoma City, Okla. Dark Fantasy.

NELSON, DOLPH
CBS, Dear Mom.

NELSON, HERBERT
NBC, Ellen Randolph.

NELSON, J. A.

NELSON, KARL
WTOL, Toledo, Ohio. Home Builders Program, Town Crier, Voice of Youth, Union Station.

NELSON, MARGARET
KDKA, Pittsburgh, Pa. Treasure Trails.

NELSON, KAY
NBC, Morning Reveries.

NELSON, ROY
WQIP, Bristol, Tenn. Roy’s Radio Column.

NELSON, SHIRLEY
KDKA, Pittsburgh, Pa. Bernie Armstrong At the Organ.

NESSBTT, JOHN
NBC, The Passing Parade.

NIHSESEN, CLAIRE
The O’Neills CBS-NBC, Pepper Young’s Family NBC.

NILES, WENDELL
CBS, Al Pearce And His Gang.

NOLAN, BOB
Dr. Pepper’s 10-2-4 Ranch.

NOLAN, JEANETTE
CBS, Big Sister.

NORMAN, BETH
KGO, San Francisco, Calif. Lotta Noyes.

NORMAN, NEIL
WIL, St. Louis, Mo. Today’s Winners.

NUSSBAUM, MORT
WSAY, Rochester, N. Y. 1240 Club.

OAKES, GARDNER
WKNE, Keene, N. H. Saze of Peaceful Valley.

Michael FitzMaurice
—10 years a lead on all major networks.

BUY
UNITED STATES
SAVINGS BONDS AND STAMPS

Lawson Zerbe
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<th>Name</th>
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<td>NBC, John's Other Wife</td>
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<td>O'DAY, JUNIOR</td>
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<td>OLIVER, SHERLING</td>
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<td>OWEN, ETHEL</td>
<td>NBC, Valiant Lady, Ellen Randolph, The Man I Married.</td>
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<td>O'SHEA, OSCAR</td>
<td>CBS, Those We Love.</td>
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<td>PAGE, GALE</td>
<td>NBC, Hollywood Playhouse.</td>
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<td>WHCU, Effie</td>
<td>NBC, Just Plain Bill, Orphans of Divorce.</td>
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<td>PALMER, MARIA</td>
<td>Big Sister CBS, Woman of Courage CBS, Manhattan at Midnight NBC.</td>
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<td>PALMER, MURIEL</td>
<td>WWSR, St. Albans, VT, Johnny Potpoint Presents.</td>
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<td>WJBK, Detroit, Mich., Hungarian Hour.</td>
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<td>CBS, Frank Parker In Treasury of Song.</td>
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<td>WPAR, Parkersburg, W. Va. Strikely For Women.</td>
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<td>NBC, Camel Cigarettes Presents.</td>
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<td>PARLEE, REV. F. H.</td>
<td>CJLS, Yarmouth, N. S. Mid-Week Evangal News.</td>
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<td>CBS, Life Can Be Beautiful.</td>
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<td>PARSONS, LUella</td>
<td>CBS, Hollywood Premiere.</td>
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<td>PAYNE, VIRGINIA</td>
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<td>NBC, Fibber McGee and Molly, The Great Gildersleeve.</td>
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<td>PEOPLES, EDITH</td>
<td>KGKL, San Angelo, Texas, Story Book Library.</td>
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<td>PEPPER, PAUL</td>
<td>WMAS, Springfield, Mass. Songs That You Like To Hear, Springfield Presents.</td>
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<td>PELLETIER, PAUL</td>
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<td>NBC, Guiding Light, The Story of Mary Marlin, Story of Bud Barton, Oxydol's Own Ma Perkins, Girl Alone.</td>
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<td>PHILSON, BETTY</td>
<td>CBS, Martha Webster.</td>
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<td>PHILLIPS, BETTY</td>
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<td>PICON MOLLY</td>
<td>WHN, New York, N. Y. Nance From De'anay.</td>
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<td>PIERCE, MADELINA</td>
<td>Big Sister CBS, Our Gal Sunday CBS, Pepper Young's Family NBC, Raising A President NBC.</td>
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**Alan Courtney**

"The Emcee Who Put Station WOV On The Radio Map"

"1280 Club"—WOV

NEW YORK

ET's World Broadcasting

---

**Jim Boles**

**Radio**

March of Time

The O'Neills

Kate Smith

Melody Ranch (G. Auty)

**Screen**

Current—Editor Jones in Paramount's "American Anniversary"

**Stage**

Recent — "Anna Christie" with Ingrid Bergman
“Corn Is Here to Stay”

BERT WHEELER and HANK LADD

The Old Gold Program

THE BLUE NETWORK

J. Walter Thompson

8th Anniversary of Radio’s Most Popular Show
RADIO ARTISTS

ROSAMOND, ROBERT
WTBO, Cumberland, Md. Daydreamer.

ROSS, BILL

ROSS, DAVID
CBS. Take It Or Leave It.

ROSS, JANET
KDKA, Pittsburgh, Pa. Shopping Circle.

ROY, CECILE
Scattergood Raines CBS, King Arthur Jr. NBC.

ROYLE, SELENA
CBS. Woman of Courage.

RUBIN, JACK
CBS-NBC. The O'Neill's.

RUHLE, PAUL
WCLO, Janesville, Wis. Rural Roundup.

RUHLE, PHIL
WCLO, Scottsville, Iowa. Rural Roundup.

RUNIONS, NORMAN

RUSH, FORD
WSM, Nashville, Tenn. Grand Ole Opry, Whis Quiz, Lullaby Time.

RUTHERFORD, ROBERT
KXEL, Denver, Colo. A Date At Reveille.

R U Y S D A E L, BASIL
NBC. Kay Kyser College of Musical Knowledge.

RYAN, PATRICIA
CBS. Claudia and David.

S

SALE, VIRGINIA
CBS. Those We Love.

SANDERS, RICHARD
Light of the World NBC, Mr. D. A. NBC, Valiant Lady NBC.

SANDERSON, JULIA
NBC. Battle of the sexes.

SCHAFER, ED

SCHILIANO, JOHN
KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh, Bookshelf.

SCHREIBER, HELEN
KSO. Des Moines, Ia. Schreiner; Frederick WJBK, Detroit, Mich. Schreiner:

SCHUYLER, HELEN
KOMA, Oklahoma City, Okla. Turning the Leaves.

SCOTT, COLEMAN
WTMV, East St. Louis, Ill. Cozy Corners, Diary of Time.

SCOTT, FRANCES
It Takes A Woman, CBS. What Burns You Up YN, Personality Parade WWJ, Fact or Fantasy WSPR.

SCOTT, HAZEL
WMCA.

SCRIBNER, JIMMY
WKRC, Cincinnati, Ohio. Johnson Family.

SETT, BILL

SEYMOUR, ERIC
CBS. Your Town And Ours.

SHANNON, PAUL
KDKA, Pittsburgh, Pa. Treasure Trails, Dream Weaver, Story of Fur.

SHARKLAND, REGINALD
NBC. Frank Watanabe and the Honorable Archie.

SHARP, FERNE
WBN, Columbus, Ohio. Round Robin Review.

SHARP, HERB
WCAE, Pittsburgh, Pa. Farm Forum.

SHARP, TONY
WTNY, Troy, N. Y. Strings And Things.

SHAW, STAN
WNEW, New York, N. Y. Milkman's Matinee.

SHEPHERD, ANN
CBS. Joyce Jordan — Girl Interme.

SHERMAN, FLOYD
CBS. Johnny Presents.

SHERMAN, RANSOM
CBS.

SHELD, ROB

SHELD, HELEN
NBC. Linda Dale.

SHORES, LEURS
WSIX, Nashville, Tenn. The Scene Changes, Pro and Con.

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759
TUTTLE, JOAN
CBS, When A Girl Marries.

THOMAS, ANN
Meet Mr. Meek CBS, Easy Aces NBC, Texaco Star Theatre CBS, Perfect Crime CBS, Bishop and the Garbary NBC, Joe & Mabel NBC, Vaudeville Theatre NBC.

THOMPSON, KAY
CBS, Kay Thompson Festival.

THOMPSON, TOMMY
KSO, Des Moines, Ia. Brandin' Time.

TOBIN, LOU
RKO, San Francisco, Calif. Saunders of the Circle X.

TORROU, LEON G.
WHN, New York, N. Y. Enemies Within America.

TRACKMAN, HERB
KFEL, Denver, Colo. Music In A Mellow Mood.

TREMAXNE, LES
CBS, First Nighter.

TROUT, BOB
CBS, Professor Quiz, Saturday Night Serenade.

TUCKER, MADGE
NBC, Coast to Coast On a Bus, Our Barn.

TUTTLE, LURENE
Rudy Vallee Program NBC, Big Town CBS, One Man's Family NBC.

TUTTLE, LYNN
NBC. One Man's Family.

TYLER, BETTY JANE
CBS. Joyce Jordan Girl Interne, Myrrt and Marge, We The Abbotts.

UNDER, STELLA
NBC, Hollywood News Girl.

UTTAL, FRED
CBS. You're The Expert.

VAILE, MYRTLE
CBS. Myrt and Marge.

VALENTINE, GRACE
CBS. My Son and I.

VALENTINE, LEW
NBC, Doctor I. Q.

VALLEE, RUDY
NBC, Sealtest — Rudy Vallee Hours.

VAN DOREN, MARK
CBS, Invitation To Learning.

VAN DYKE, BETTY
NBC, Television.

VINICK, NELL
WABC, New York, N. Y. Lessons In Loveliness.

VINTON, ARTHUR
NBC, The Aldrich Family, Ellen Randolph, Johnny Presents, Mr. District Attorney.

VOLTA, VICKI
NBC, Mr. District Attorney.

VON ZELL, HARRY
CBS, We The People, William Shirer, Helen Hayes Theatre, Time to Smile.

WAGES, JACK
ROY, Phoenix, Ariz. Love Story Time.

WALL, LUCILLE
Life Can Be Beautiful CBS, Portia F. Case Life CBS, Lorenzo Jones NBC.

WALLACE, TOM
NBC, Uncle Walter's Dog House, Show Boat.

WALSH, JOHN
CBS, Dear Mom.

WALTMAN, ELMER
KDKA, Pittsburgh, Pa. Musical Clock Farm Hour, Let's Meet And Be Friends.

WARD, COLLEEN
Big Town CBS, Mr. Keen, Tracer of Lost Persons NBC, Front Page Farrell MBS, Great Plays NBC, Orphans of Divorce NBC, Lorenzo Jones NBC.

WARNER, GERTRUDE
The O'Neill's CBS-NBC, Ellen Randolph NBC.

WATERS, JAMES P.
CBS, The Goldbergs.

WATSON, ERNIE
NBC, Behind the Mike.

WAYNE, PRISCILLA
KRENT, Des Moines, Ia. A Woman's Views of the News.

WEBSTER, CHARLES
By Kathleen Norris CBS, Life Can Be Beautiful CBS-NBC, Linda Dale NBC, The Light of the World NBC.

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WJBK, Detroit, Mich. Jewish Hour.

WEIST, DWIGHT
NBC. Valiant Lady.

WELDON, MARTIN
WINS, New York, N. Y. On the Cuff.

WELDY, ARTHUR

WELLES, ORSON
CBS. Lady Esther Presents Orson Welles.

WELDON, MARTIN
Now York. X. V. On the Cuff.

WELDX, ARTHUR

WELLES, ORSON
CBS. Ford Summer Hours.

WELLES, LINTON
CBS-NBC. The O'Neill's.

WHEELER, BERT
Old Gold Show Blue.

WHEELER, JACKSON
CBS. Matinee At Meadow Brook.

WHITE, BOB
NBC. The Light of the World.

WILEY, FLETCHER
CBS. Talks.

WILLIAMS, TOM
CBS. The Old Dirt-Dobber.

WILLIAMSON, GRACE M.
WTIC, Hartford, Conn. Your Neighbor.

WILLIS, RICHARD
Here's Looking at You, WOR.

WILLSON, PARKER
WRAP, Fort Worth, Texas. We Who Are Young.

WILSON, DON

WILSON, KATHLEEN
NBC. One Man's Family.

WINCHELL, WALTER
Blue, Jergen's Journal.

WINKLER, BETTY
NBC. Girl Alone, Able's Irish Rose.

WINSTON, IRENE
Valiant Lady NBC. When A Girl Marries CBS.

WOLCOTT, EMOGINE
WOR-Mutual.

WOLF, JOHN ALLEN
CBS. America In Transition.

WOOD, BARRY
CBS. Your Hit Parade.

WOOD, HELEN
CBS. Those We Love.

WOOD, LESLEY
Road of Life CBS-NBC. Backstage Wife NBC.

WOODBURY, FRANCES
CBS. Hilltop House, When A Girl Marries, Portia Faces Life.

WOODS, DONALD
CBS. Those We Love.

WOODS, WILLIAM SEAVER
WEBR, Buffalo, N. Y. Personalities and Books of This War.

WORTH, BETTY
NBC. The Man I Married.

Wragge, Elizabeth
NBC. Pepper Young's Family, The Aldrich Family.

WYATT, EUSTACE
CBS. Adventures of Ellery Queen.

YORKE, RUTH
Life Can Be Beautiful CBS-NBC. Mother of Mine.

YOUNG, CARLETON
CBS. Martha Webster, Second Husband, Ellery Queen.

YOUNG, J. W.
KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh.

YOUNG, MARION
WOR. New York, N. Y. Martha Deane.

ZERBE, LAWSON
Manhattan at Midnight NBC. Against the Storm NBC. Valiant Lady NBC. We the People CBS. Honest Abe CBS. Lene Journey NBC. This Small Town NBC. My Son and I CBS. Young Doctor Malone CBS.
VOCAL ARTISTS
AND THEIR WORK
DURING 1941

A

ABBOTT, JERRY
WHWE, New York, N. Y.

ACERS, ART
WBAP-KGKO, Fort Worth, Texas. Bob and Art.

ADAMS, JIM
WLAM, Lawrence, Mass. Hymns And Verses With Jimmy And Bob.

AESKEW, LOIS
WATL, Atlanta, Ga. Lois Aeskew Songs.

ALAN, PAT

ALDRICH, EARL
KWOC, Poplar Bluff, Mo. Louis' Gospel Singers.

ALEXANDER, DURELLE
WBAP Fort Worth, Texas.

ALLEN, ARCHIE
KBAL, Buffalo, N. Y.

ALLEN, ARTHUR
WJTN, Jamestown, N. Y.

ALLISON, LYNN

ANDERSON, EINAR
WJTN, Jamestown, N. Y.

ANDERSON, ELIZABETH
KOB, Albuquerque, N. M. Sunday Night Serenade.

ANDREWS, PAT
NBC.

ANN BIRDSALL
WLW, Cincinnati, Ohio.

ARLENE BOTT
NBC.

ASHER, GENE

ARLINGTON, GENE
KSTP, St. Paul-Minneapolis, Minn. Shell Football Time.

ARNOLD, BUDDY
MBS.

ARRES, DON
MBS.

ARTHUR, JACK
NBC. Lincoln Highway, Echoes of New York.

ARVIZU, JUAN
CBS.

ASHBY, BOB
KADA, Ada, Okla.

ATCHEY, BOB

ATCHEY, BONNIE

ATCHEY, RANDALL
WIND, Chicago, Ill. Smlin' Bob And Bonnie.

AUSTIN, GENE
NBC. Melody Time.

AUTRY, GENE
CBS. Melody Ranch.

AXTON, BAILEY
WAAB, Boston, Mass.

AYERS, MARLENE
KOY, Phoenix, Ariz. Soldier's Serenade.

B

BABBITT, HARRY
NBC. Ray Kyser's College of Music, Fort Worth, Texas.

BAGGIOIRE, ATILIO

BAKER, DICK
WIND-WJJD, Chicago, Ill. Mystery Melodies.

BAKER, JACK
WIND-WJJD, Breakfast Club.

BAKER, JERRY
WMCA, New York, N. Y.

BAKER, KENNY
CBS. Texas Theatre.

BALDWIN, ROLLAND
WMAS, Springfield, Mass.

BANGS, MAYNARD
KVY, Redding, Calif.

BARBER, BETTE
KVOO, Tulsa, Okla.

BARCLAY, MARY
WRAL, Raleigh, N. C. Serenade.

BARLOW, OLIVE
KCOC, Hamilton, Ont. Garden Serenade.

BARRETT, ED

BARTON, BETTY
MBS. Betty and Buddy.

BARTON, CLARA MAE
WDZ, Tuscola, Ill. The Barton Family.

BARTON, JOHN
WDZ, Tuscola, Ill. The Barton Family.

BARTON, VERA
CBS.

BARUCH, Yvette
WINN, New York, N. Y.

BAYE, LOUISE
WHAS, Louisville, Ky.

BAXTER, JEANNE

BAXTER, RUTH
WMBD, Peoria, Ill. Illinois Valley Jamboree.

BEASLEY, IRENE
NBC-CBS. "Hit-ch-hike".

BECK, GLADYS
WPTH, Baltimore, Md. Sunshine Sweetheart.

BECKMAN, ZOE
KOA, Denver, Colo. The Sunshine Boys.

BEEBE, BARBARA
KPAS, Pasadena, Calif.

BELLES, THE
NBC.

Bennett, Ken
KFDN, Pampa, Texas. Songs of Ken Bennett, Vesper Verses.

BERCH, JACK
NBC. Jack Berch and His Bors.

BICKNELL, JAMES
WGL-WOWO, Ft. Wayne, Ind.

BIGGS, JOHN W.

BINDLER, CONRAD
WBYN, Brooklyn, N. Y.

BLACKWOOD BROTHERS
KMA, Shenandoah, Ia. KMA Strings School.

BLECHER, RED
WIND, Chicago, Ill. Red And Round.

BOBBI, JACQUELINE
KJM, Fresno, Calif. Right Time For Listening.

BOHLEN, RUTH
KBUR, Burlington, Ia.

BOLIN, CHANNON

BOND, JOHNNY
CBS. Melody Ranch.

BORDEN, PHILLIS
WMUR, Manchester, N. H.

BOWELL, CONNIE

BOWELL, TOM
KLCN, Blytheville, Ark. The Lone Rambler.

BOUCHARD, SINE
CHLT, Sherbrooke, Que. Les Chansons d'Aline.

BOVAY, DON
WKL, Grand Rapids, Wis.

BOYETTE, QUEEN
CQFN, Edmonton, Alta.

BRADLEY, JOY
NBC. Club Matinee.

BRAGDON, LLOYD
KGFF, Shawnee, Okla. Lloyd And The Thelmas.

BRAGDON, THELMA
KGFF, Shawnee, Okla. Lloyd And The Thelmas.

BRICKELL, BOY
KWWO, Poplar Bluff, Mo. Song Stylings.

BRIGGDE, EDYTHE HILL

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Tap Time, Treasure Trails.

BRITT, ELTON
WOR, WNEW, New York, N. Y. The Singing Cowboy.

BROOKS, JOAN
NBC.

BROOKS, KIRBY
WHO, Dayton, Ohio.

BROWN, CLARENCE
KFH, Wichita, Kans.

BROWN, JACK
KMYR, Denver, Colo. Tune Troubadour.

BROWN, ORLO
CKCW, Moneta, N. B. Getting the Most Out of Life.

BRUCE, CAROL
NBC. Ben Bernie's Musical Quiz.

BRYAN, ELEANOR
WEBT, Charlotte, N. Carolina Leisure Time, Radio Question Box.
BRYANT, LOBBY
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four.
Barn Dance, Georgia Wildcats.

BRYANT, SLIM
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four.
Barn Dance, Georgia Wildcats.

BULLINGTON, LOIS
WHO, Des Moines, la. Uncle Stan And Ken.

BUNN, JIMMIE
WOW, Oklahoma, Nebr.

BULGER, LARRY
KMPK, Beverly Hills, Calif. Chef.
Chef, Milano Time.

BURKE, PAT
WCKY, Cincinnati, Ohio. Top Hat Serenade.

BURKLAND, GLEN
WHO, Des Moines, la. The Town Roundtable.

BURNS, EARLINE
WMED, Muscle Shoals City, Ala. Singing Lady.

BURRACHIO, FRANCES
WSTV, Steubenville, Ohio. Your Songs.

BURY, CHESTER
WHFC, Cleo, III. Polish Barn Dance.

BUTLER, CLEO
WGL-WOWO, Ft. Wayne, Ind.

BUTCHER, DWIGHT
KGRK, Fort Worth, Texas. Chuck Wagon Gang.

BUTLER, CLEO
WLP, Suffolk, Va. Songs By Cleo.

BUTTERFIELD, ERSKINE
WRT-Mutual, Decca Records.

BYRON, BOB
WHN, New York, N. Y. The Byron Hour.

CALEN, BOB
WBAP-KGRO, Fort Worth, Texas. Bob And Art.

CALLOWAY, GLANNA
WSX, Nashville, Tenn. Words And Music.

CAMERON, ELIZABETH
REYNOLDS
CKUA, Edmonton, Alta. Interlude.

CAMP, ARNOLD
WIP, Philadelphia, Pa.

CARL, MRS. WALTER D.
KWIN, Juneau, Alaska.

CARLAY, RACHEL
NBC, Manhattan Merry-Go-Round.

CARLISLE, KAY
WSM, Nashville, Tenn. River Boat Revels.

CARLTON, RUTH
WGST, Atlanta, Ga. Chuck Wagon.

CARROLL, FRANCES
WIP, Philadelphia, Pa.

CARR, PAULA

CARR, GENE
NBC, Gene And Glenn.

CARR, NORM
WGL-WOWO, Ft. Wayne, Ind.

CARR, SISTERS
WPAY, Portsmouth, Ohio

CARTER, BOB
KDKA, Pittsburgh, Pa. Treasure Trails, Tap Time, Home Forum Program.

CASEY, CLAUDE

CASEY, LEE
WIB, Medford, Wis. Meet Lee Casey.

CAVALL, JEAN

CHAMBERLAIN, CHARLES
CFCY, Chantilcetown, P.E.I. The Singing Islander.

CHAPIN, ELLA
WTIC, Hartford, Conn. Patti Chapin Sings For You.

CHESHIRE, HARRY
KMOX, St. Louis, Mo. Ozark Varieties, Barn Dance, Jolly Jamboree.

CHIBBESER, HAL
KMOX, St. Louis, Mo. The Smiling Cowboy.

CHRISTIAN, BUNNY
KVCV, Redding Calif.

CHRISTY, QANTIN

CHURCHILL, STUART
NBC, Fred Waring in Pleasure Time.

CLARIE, JOAN
WPHR, Wisconsin Rapids, Wis. Song Styling.

CLAIRE, MARION
WGN, Chicago, Ill. The Chicago Theatre of the Air. The Chicagooland Hour.

CLARK, BUD
CBS, Treat-Time.

CLARK, CONNIE
WWSR, St. Albans, Va. Melodic Moments.

--- C ---

BUTLER, LARRY
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Chef, Milano Time.

BURKE, PAT
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WHO, Des Moines, la. The Town Roundtable.

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DENNIS, CLARK
NBC.

DENNIS, LOUIS
KPH, Wichita, Kans.

DENNIS, MARJORIE
WAPI, Birmingham, Ala.

DE NOIA, DICK
WNLC, New London, Conn.

Rhythm Rascals.

DODDLE, MARY JANE
WMBD, Peoria, Ill. Window Shopper.

DICKSON, DONALD
NBC. Chase And Sonborn Program.

DIELM, PATTY
WPAY, Portsmouth, Ohio. Portsmouth’s Own Quiz.

DINNING SISTERS
NBC. Breakfast Club. Club Matinee.

DIVEN, ALFRED

DOCHERTY, IA
CKUA, Edmonton, Alta. Song Revisited.

DOOLEY, ANN
WMBD, Peoria, Ill. Songs By Ann.

DOTY, ART
KMMJ, Grand Island, Nebr.

DOUGLAS, BOB
NBC.

DOWD, MICHAEL
WKY, Oklahoma City, Okla. Time For Charm.

DOWDLE, WOODROW
WCBI, Columbus, Miss.

DRAGONETTE, JESSICA
CBS. Saturday Night Serenade.

DUFRESNE, MARCEL
CHLT, Sherbrooke, Que.

DUJANÉ, CARL
WMBS, Uniontown, Pa. Summit Serenade.

DUNCAN, TOMMY
KVOO, Tulsa, Okla.

DUNN, PAT
WDAF, Kansas City, Mo. Remember the Song. Nutrena Mills Program.

DURRELL, JEANNE
KMPR, Beverly Hills, Calif. Linger Awhile.

DUTTET, ULDENE
WPAY, Portsmouth, Ohio. Star of Tomorrow.

DUTTON, LAURA DEANE
CBS.

DYER, DOROTHY JEAN
KOME, Tulsa, Okla. A Lass And A Lyric.

F

EASTMAN, MARY
CBS. Saturday Night Serenade.

EBERLEY, RAY
CBS. Glenn Miller and His Orchestra.

EDGERTON, JEWEL
Conradal Moments.

EDMONDS, CORKY
KVCV, Redding, Calif.

EDWARDS, JOAN
CBS. Girl About Town, Your Hit Parade.

EILERS, MERRY
WCAO, Baltimore, Md.

ELDRIDGE, CARLTON
WKAR, East Lansing, Mich.

ELLIOTT, BILL

EMERSON, JOE
CBS. Hymns of All Churches.

ENNIS, KENNAY
NBC. The Peppolool Show.

ETOY BOYS, THE
NBC.

EVANS, DALE
CBS. News And Rhythm.

EVANS, SARAH
WDJJ, Roanoke, Va.

EWING, BILL
WMBD, Peoria, Ill. A Woman’s World.

F

AIN, LORRAINE
WFCI, Pawtucket, R. I. Songs And Patterns.

FALL, PETE
WGL-WOWO, Ft. Wayne, Ind.

FEENEY, JACK
WINS, New York, N. Y.

FELL, HARRY
CHML, Hamilton, Ont.

FERLITA, MAMIE
WFLA, Tampa, Fla.

FIELDS, ARTHUR
CBS. Pipe Smoking Time.

FISHER, DECK

FLAGLER, CHARLIE

FLATH, DORIS
WHJB Greensburg, Pa. Souvenirs of Song.

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766
FLOWERS, SALLY
WGH, Newport News, Va. Songs By Sally Flowers.

FOLEY, RED
WLS, Chicago, Ill.

FORD, JOHN
KPAK, Pasadena, Calif.

FORREST, FRANK
Douglas or Nothing MBS.

FORSTER, GERTRUDE
NBC, The Peeples Trio. Tone Pictures, Seth Parker.

FOSTER, SALLY
KMOX, St. Louis, Mo. The Girl With a Smile In Her Voice.

FOUR SHOWMEN, THE
NBC, Vocal Vogues.

FOWLER, MILDRED
KADA, Ada, Okla. Farm Front.

FOWLER, PATSY
WJTN, Jamestown, N. Y. Patsy Sings.

FREISE, BERNICE
KMOX, St. Louis, Mo. The Harmonettes.

FRITZ, BETTY
WLQK, Lima, Ohio. Songs of Betty Fritz.

FRITZ, DOROTHY
KPH, Wichita, Kans.

FRYE, BYDLER

FROST, SALLY
KMOX, St. Louis, Mo. The Girl With a Smile In Her Voice.

FURST, GERTRUDE
NBC. The Peerless Trio. Tone Pictures, Seth Parker.

FORREST, FRANK
Douglas or Nothing MBS.

FORSTER, GERTRUDE
NBC, The Peeples Trio. Tone Pictures, Seth Parker.

FORSTER, GERTRUDE
NBC, The Peeples Trio. Tone Pictures, Seth Parker.

FORSTEK, GERTRUDE
The Peerless Trio, Seth Parker.

G, THE

GAINES, ANDREW
RKO, Denver, Colo. Rhapsody of The Rockies, Golden Melodies.

GALLOWAY, BOB
WLAB, Lawrence, Mass. Hymns And Verses With Jimmy And Bob.

GAMACHE, RITA
WCOU, Lewiston, Me. Gas Girl.

GARDNER, KENNY
Guy Lombardo Palm-Olive Show.

GARLAND, JUDY
NBC. The Pepsodent Show.

GARRETT, PATSY
NBC. Fred Waring in Pleasure Time.

GARY, EL

GAUTHIER, LOUISE
CHLT, Sherbrooke, Que.

GEORGE, RUSSELL
WTCA, Minneapolis, Minn.

GIBBS, TROY
WDY, Tuscola, III. George And Troy.

GIBSON, FREDDA
CBS. Meet The Music.

GILL, CECEL
KGO, Fort Worth, Texas. Here's Luck.

GOODMAN, GORDON
NBC, Fred Waring in Pleasure Time.

GORDON, JOE
WATL, Atlanta, Ga.

GOWEN, CHET

GRAHAM, HARLAN
KTVM, Tucson, Ariz.

GRAHAM, LOUISE
WJR, Racine, Wis. Songs By Louise Graham.

GRANT, ROBERT
Cities Service Concert NBC. Prudential Family Hour CBS.

GRAN, ROBERT
WRBL, Columbus, Ga. Tune Time.

GRASHIEL, BILL
WPAY, Portsmouth, Ohio. Brothers In Harmony.

GRASHIEL, DON
WPAY, Portsmouth, Ohio. Brothers In Harmony.

GREEN, BOB

GRiffin, GEORGE
NBC. Spot Program.

GRISANTI, DORIS
WAVE, Louisville, Ky. Jewel Box.

GRISE, TONI
WTCN, Minneapolis, Minn.

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Lucy Monroe

767
HABEN FAMILY
KMA, Shenandoah, Ia. Sportsmen’s Timetable.

HAGIN, ETHEL
KASA, Elk City, Okla. Carter Melody Three.

HAINES, HAPPY
WHBF, Rock Island, Ill. Pigskin Patter.

HALSEY, PAT
KDIA, Pittsburgh, Pa. The Old Smoothies, The Picker-upper, Reflections in Rhythm, Tech Triplets, Farm Hour.

HALL, MRS. GERARD
CHAB, Moose Jaw, Sask. Kiddies Show.

HALL, JIMMY
KPH, Wichita, Kans.

HALL, MARY
WSVA, Harrisonburg, Va. Bill And Mary.

HAMILTON, ANN
WBLJ, Bowling Green, Ky. Ann Hamilton Time.

HAMP, CHARLES W.
WAAP, Chicago, Ill.

HANEY, LESTER
WBLJ, Bowling Green, Ky. Dixie Troubadour.

HANSEN, BOB
CBS, NBC. Frank Fay Show.

HARDIN, HOWARD

HARNE, EULA LEE
WSLS, Roanoke, Va.

HARRIS, KATH

HAKE, DICK
WSVA, Harrisonburg, Va. The Lone Texan.

HARTMAN, BETTY
WGY, Schenectady, N. Y. Gordie Randall’s Orchestra.

HARTUNG, MARY
CJOR, Vancouver, B. C. In The Gloaming.

HEDRICKS, GLADYCE
KPPT, Spokane, Wash. Studio Party.

HENRY, MARGARET
CJOR, Vancouver, B. C. String Time.

HIGLEY, WILLIS
KFQD, Anchorage, Alaska.

HILLIARD, HARRIET
NBC. Red Skelton Program.

HINES, HUGH
WGL-WOWO, Ft. Wayne, Ind.

HOBACK, NANCY
WDBJ, Roanoke, Va.

HODGES, JOY
CBS.

HOFFMAN, JACK
KTUL, Tulsa, Okla. Imperial Serenade.

HOLLEY, DAVE

HOLSTEIN, CHICK
KMA, Shenandoah, Ia.

HONIG, MAX
WBYN, Brooklyn, N. Y. The International Singer.

HOOOD, ADELYN
KDKA, Pittsburgh, Pa. Aunt Petunia And Miss Betsy, Farm Hour.

HOUSE, ED
KROW, Oakland, Calif. Hay-Loft Party, Sons By House.

HOVEY, CHARLES
CJOR, Vancouver, B. C. In The Gloaming.

HUBBARD, J. H.
KXOX, Sweetwater, Texas. Time And Tunes.

HUDSON, ERIC
KLZ, Denver, Colo.

HUFFMITH, FRED

HUGGINS, HARLEY
KVOO, Tulsa, Okla.

HUGHES, BOB

HUME, THELMA
CFAB, Flin Flon, Man. Shut in Hour.

HUTTON, BETTY
NBC. Bob Hope Program.

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JOHNSON, DICK  
WSVA, Harrisonburg, Va.  

JOHNSON, HOWIE  
WDAS, Philadelphia, Pa.  
Cowboy Serenades.

JONES, DORIS  
KFH, Wichita, Kans.

JONES, JIMMIE  
WSFA, Montgomery, Ala.  
Silver's Spotlight.

JOHNSON, CURTIS  
KYSM, Mankato, Minn.  
Accordiana.

JOHNSON, BOB  
WSM, Nashville, Tenn.  
WSM Orchestra Program.

JOHNSON, KAY  
KMOX, St. Louis, Mo.  
Those With.

JOHNSON, SHIRLEY  
KDKA, Pittsburgh, Pa.  
Reflections in Rhythm.

JOHNSON, SYBIL  
KFH, Wichita, Kans.

JOHNSTON, EARL  
KMA, Shenandoah.  
Melody Magic, Song Sampler.

JOHNSTON, EVELYN  
WMAL-WRC, Washington, D. C.  
Song and Story.
Jerry
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REGENT CIGARETTES
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Gwen Davies

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VOCALISTS

MANNERS, LUCILLE
NBC. Cities Service Concert, NBC.
MANNY, ABBE
CBS. Johnny presents.
MARSH, LINDA
WIOD, Miami, Fla.
MARSHALL, ARNOLD
KBST, Big Spring, Texas.
MARSHALL, KAY
WAPO, Chattanooga, Tenn. Crescent Serenade.
MARTIN, EDDIE
MARTIN, MARY
NBC. Kralt Music Hall.
MARTIN, PERRY
MARTIN, TONY
NBC. Tony Martin From Hollywood.
MATNEY, ARTHUR
KGBU, Ketchikan, Alaska. Unuk River Ramblers.
MATNEY, OLIVE
KGBU, Ketchikan, Alaska. Unuk River Ramblers.
MATTHEWS, MILLER
WGY, Schenectady, N.Y. Connie Russell's Orchestra.
MATT, YE
WCBI, Columbus, Miss. Round-up Specials.
MATYAS, MARIA
WHCU, Ithaca, N.Y.
MAXBON, DEAN
WELO-WOWO, Ft. Wayne, Ind.
MAXWELL, BETTY
KFNF, Shennandoah, Ia. The Maxwell Sisters.
MAXWELL, HAZEL
KFNF, Shennandoah, Ia. The Maxwell Sisters.
MAYA, DON
WHIP, Hammond, Ind. Classical Interlude.
MCLENNAN, FRED
MCNEEL, ED
WABC. "Smilin' Ed" McConnell.
MCNEEL, GRACE
MCCORD, BERNARD
WWNY, Watertown, N.Y. Songs By Bernard McCord.
MCCUBBIN, ROB
KDBR, Sedalia, Mo. Morning Mirth.
MCCULLOUGH, ANNETTE
WGY, Schenectady, N.Y. Your Neighbor.
MCCULLOUGH, ROY
WMSD, Muscle Shoals City. "Your Singer of Songs." MCCULLOUGH, ROY
KTUL, Tulsa, Okla. Little Church At the Side of the Road, Hi Neighbor.
MCKEAN, EDDY
KFW, Wichita, Kan.
MCKINNON, FRED
KFH, Wichita, Kan.
MORGUE, WANDA
KFAB, Big Spring, Texas.
MOCK, PAT
KLZ, Denver, Colo.
MELTON, JAMES
NBC. The Telephone Hour.
MEN ABOUT TOWN, THE
NBC. Manhattan Merry-Go-Round.
MERRY MACS
Old Gold, Blue.
MENCAFE, JOHN
WAAB, Boston, Mass.
MEYER, ANNETTE
WMAS, Springfield, Mass.
MILES, MAJESSIE
WDBJ, Roanoke, Va.
MISSEL, GLORIA
WCSC, Charleston, S.C.
MITCHELL, RUSSELL
KDRA, Pittsburgh, Pa. Pioneer Quartet.
MONROE, LUCY
CBS.
MONTGOMERY, CAROLYN
WJJD, Chicago, III. Symphony in Swing.
MOW, CARL
MORGAN, JIMMY
KFNF, Shennandoah, Ia.
MORRIS, BETTY ELLEN
WCAE, Pittsburgh, Pa.
MORRIS, JIM
MORRIS, ROBERT
KVOO, Tulsa, Okla.

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WLAW, Lawrence, Mass. Song Revue.

MORTENSEN, ELIZABETH
KATE, Albert Lea, Minn.

MOSS, IRENE
KFH, Wichita, Kans.

MOSS, LUCILLE
KFH, Wichita, Kans.

MOSS, MAMIE JO
KFH, Wichita, Kans.

MOURRE, ALICE
CKCK, Regina, Sask. Songs of Alice Mourre.

MUNN, FRANK
NBC. Waltz Time, American Album of Familiar Music.

MURRAY, MILDRED
NBC. Television.

MURRAY, WYNN
CBS. Texaco Star Theatre.

NAYLOR, DON

NEGRETTE, JORGE
NBC.

NELSON, CHRISTENE

NEWTON, KENNY
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four, Barn Dance, Georgia Wildcats.

NOBLE, WENDELL
KOT, Phoenix, Ariz.

NOLAN, JAMES

NORMAN, BARBARA
KPO, San Francisco, Calif. The Aristocrats.

NORMAN, JACK
KORC, Eaid, Okla.

NORRISAN, THE
NBC. Vocal Vogues.

NORTON, BOB

NORTON, LEE
WKY, Oklahoma City, Okla. Southwestern Stars, Noonday Serenade.

NUGENT, HELEN
WKRC, Cincinnati, Ohio. Just For You.

O'BRIEN, SMILEY
WGTM, Wilson, N. C. Arasona Yodler.

O'CONNOR, BILL
WLS, Chicago, Ill.

O'DELL, DOYCE
WTIC, Hartford, Conn. Rev- eille.

O'HEREN, DICK
WIK-WV, Cleveland, Ohio. Meet the Ladies, Wayne and Dick Birthday Party, Wayne And Dick Evening Serenade.

OVEREATKE, EVELYN
WLS, Chicago, Ill.

PACE, BOB
WJSV, Washington, D. C.

PALOS, FLORENTINA
WHBF, Rock Island, Ill. Quad Cities in Review.

PARKER, FAYE
KDKA, Pittsburgh, Pa. Tap Time, Reflections in Rhythm.

PARKER, FRANK
CBS. Frank Parker In Treasury of Song.

PARSONS, JOE
WLS, Chicago, Ill.

PASSELL, HARRY
KCV, Redding, Calif.

PATTEN, CHARLOTTE
WBNK, Boston, Spring- field, Mass. Two Men And A Girl.

PAVLOVA, OLGA
WBNK, Boston, Spring- field, Mass. Dance Concert.

PEARSON, DIMPY

PEERCE, JAN
NBC, Radio City Music Hall of the Air.

PENCE, INEZ
KLZ, Denver, Colo.

PENNELL, DAN
KDBO, Sedalia, Mo. Music Box Review.

PENNINGTON, MICKEY
KFH, Wichita, Kans.

PERRY, BILL
CBS, Saturday Night Serenade.

PICKERING, PAUL
WLAW, Lawrence, Mass. Memory Time.

PICKENS, PATTI
NBC.

POLKA DOTS, THE
NBC.

POWELL, DICK
CBS. Southern Cruise.

PRICE, HOWARD

PRIMROSE, BUD
VOCALISTS

VROMAN, JUNE
KSTP, St. Paul-Minneapolis, Minn. Sunrise Roundup Gang.

WACKER, PHILIP
KGA-KHQ, Spokane, Wash.

WADLEY, SISTERS
CHAB, Moose Jaw, Sask. Pleasant Memories.

WADE, REA
Monday Merry-Go-Round, NBC.

WADE, JIMMY
CBS, Melody Ranch.

WALKER, LARRY
WIOD, Miami, Fla.

WALLACE, JERKY
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four, Barn Dance, Georgia Wildcats.

WALLACE, JIMMY
KOME, Tulsa, Okla. Songs of the Saddle.

WALLER, FRED
WSM, Nashville, Tenn. Music In the Moonlight.

WARD, JOHN
KGFF, Shawnee, Okla. The Hymn Singer.

WARD, MADELYN

WARNER, JEAN
WVOA, Tucson, Ariz. The Cocktail Hour.

WILLIAMS, HANK
WSFA, Montgomery, Ala. Hank Williams Sings.

WILSON, GRACE
WLS, Chicago, Ill.

WINTERLEY, JANE
KMPQ, Beverly Hills, Calif. Chef Milani Time.

WITT, ESTHER
KMOX, St. Louis, Mo. The Barconettes.

WRIGHT, BILL
KVNO, Tulsa, Okla.

WITT, ESTHER
KMOX, St. Louis, Mo. The Barconettes.

YEARSLEY, TED

YOUNG, GEORGIA
WLS, Chicago, Ill.

ZAPPALA, CLOTILDE
WNAC, Boston, Mass.

Vocalists

WAYNE, JERRY
Mutual "Regent Time,"

WEIGEL, FRAN

WEISENSTEIN, VIVIAN

WELLS, DUSTY
KWK, St. Louis, Mo.

WEST, BLONDE
WMAS, Springfield, Mass.

WEST, WAYNE

WESTBROOK, STI
KOA, Denver, Colo. The Sunshine Boys.

WESTFELD, NADINE
KFBI, Wichita, Kans. Songs By Nadine.

WHITE, DON
WIND, Chicago, Ill. Chuckwagon Time.

WHITE, FRANCIA
NBC, The Telephone Hour.

WHITE, LYNN
WIP, Philadelphia, Pa.

WHITING, MARGARET
CBS, Your Hit Parade.

WHITNEY, CASS
KDKA, Pittsburgh, Pa. Pioneer Quartet.
Orchestra Leaders And Musical Conductors

AND THEIR WORK
DURING 1941

— A —

ALEXANDER, MYER
Choral Director, Schaefer Reveue WJZ, We The People CBS, 6 By Corwin CBS, Forecase Program CBS, School of the Air CBS, NBC Thesaurus ETs.

ANDERSON, DON
WFBL, Syracuse, N. Y. Musical Clock.

ARMBRUSTER, ROBERT
NBC, The Chase and Sanborn Program.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa. Reflections In Rhythm, Melody Magic, Bernie Armstrong At The Organ, Today's Football, Dream Weaver.

ASTON, BUZZ

ATCHESON, TEX
WMRD, Peoria, Ill. Illinois Valley Jamboree.

— B —

BAER, MORGAN
WMAL - WRC, Washington, D. C.

BALL, FRANCES
KTEN, Tucumcari, N. M. The Swing Ten.

BARLOW, HOWARD
CBS, Columbia Concert Orchestra.

BARNETT, RANDY
KMMJ, Grand Island, Nebr.

BARON, PAUL
CBS, Penthouse Party.

BARRON, BLUE
WOR, Mutual, NBC.

BAUGH, GENE
WBAP-KGKO, Fort Worth, Texas.

BELLIzia, FRANK
WEEL, Boston, Mass. Rowdy Reveue, Music Box.

BERVENUTI, DICK
WNLC, New London, Conn.

BERCHEL, SID
CFRN, Edmonton, Alta.

BERGEN, DICK
KELA, Centralia - Chehalis, Wash. Ole Bergen And Company.

BERNIE, BEN
NBC & CBS, Just Entertainment.

BLACK, FRANK (DR.)
NBC, Cities Service Concert, String Symphony.

BLANCHARD, RED
WFHR, Wisconsin Rapids, Wisc. Coon County Jamboree.

BLANCO, L. M.
KGBU, Ketchikan, Alaska. Paradise Island Boys.

WOODY HERMAN
AND HIS ORCHESTRA

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* UNIVERSAL PICTURES

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Bob Crosby

Ballantine's

"Three
Ring Time"

NBC

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AGENCY:
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<th>Name</th>
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<th>City</th>
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<td><strong>Blaufuss, Walter</strong></td>
<td>NBC</td>
<td>Breakfast Club, National Farm And Home Hour</td>
<td>The Philip Morris Playhouse.</td>
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<td><strong>Brock, Jack</strong></td>
<td>WHAS</td>
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<td><strong>Brown, Roy</strong></td>
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<td><strong>Byer, Sy</strong></td>
<td>WEL</td>
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<td><strong>Crossen, Charles</strong></td>
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<td>Cesner Swinget.</td>
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<td>KPHO</td>
<td>Phoenix, Ariz.</td>
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<td><strong>Cherniavsky, Joseph</strong></td>
<td>WEEI</td>
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<td><strong>Chesney, Rollie</strong></td>
<td>KLZ</td>
<td>Denver, Colo.</td>
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<td><strong>Cloutier, Norman</strong></td>
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<td>Song for Saturday.</td>
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<td><strong>Cockrell, Larry</strong></td>
<td>KVOA</td>
<td>Tucson, Ariz.</td>
<td>Larry's Sunset Riders.</td>
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<td><strong>Collins, Jerry</strong></td>
<td>WNOX</td>
<td>Knoxville, Tenn.</td>
<td>Tomorrow's Music.</td>
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<td><strong>Cook, Bob</strong></td>
<td>WPAR</td>
<td>Parkersburg, W. Va.</td>
<td>Bob Cook and the Saddle Pals.</td>
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<td><strong>Cooper, Junie</strong></td>
<td>KASA</td>
<td>Elk City, Okla.</td>
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<td><strong>Coughlin, Rolla</strong></td>
<td>WKW</td>
<td>St. Louis, Mo.</td>
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<td><strong>Craig, Francis</strong></td>
<td>WSM</td>
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<td><strong>Crosby, Bob</strong></td>
<td>NBC</td>
<td>Bob Crosby's Dixieland Music Shop, Milton Berle.</td>
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<td><strong>Cugat, Xavier</strong></td>
<td>NBC</td>
<td>Camel Cigarettes Present.</td>
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<td><strong>Curbello, Fausto</strong></td>
<td>CRUA</td>
<td>Edmonton, Alta.</td>
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<td><strong>Davis, Cy</strong></td>
<td>WDDNC</td>
<td>Durham, N. C.</td>
<td>The Hayloft Jamboree.</td>
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— D —

DIAMOND, MAURICE
WORC, Springfield, Mass.

DIAS, CARMELO
WJAI, San Juan, Puerto Rico.

DICKER, TON
Tom Dickey and His Show. WWOI, San Antonio, Texas, boys.

DIERCKS, LOUIS
WOSU, Columbus, Ohio. Ohio State University Symphony Orchestra, Ohio State University Chorus.

DONNIE, DON
NBC, Manhattan Merry-Go-Round.

DORMAN, DAVID
WJET, Hagerstown, Md.

DORSEY, JIMMY
NBC.

DORSEY, TOMMY
NBC, Tommy Dorsey and His Orchestra, Fane And Fortune.

— E —

EBBE, FREDDIE
WOW, Omaha, Nebr.

ELSTER, REINHARDT
WHIP, Hammond, Ind. Club Matinee.

ENNIS, SKINKY
NBC, The Pepsodent Show.

ESQUER, MANUEL
KTAR, Phoenix, Ariz.

EVANS, JACK
CKCL, Toronto, Ont.

EVANS, ROLAND
KVCV, Redding, Calif.

— F —

FAITH, PERCY
NBC, Carnation Contented Program.

FAULKNER, BOB
KTAR, Phoenix, Ariz. Four Shades of Swing.

FELD, BEN
KMOX, St. Louis, Mo. Those Were The Days, Syncopation Piece. Ben Feld Show.

FELL, HARRY
CHML, Hamilton, Ont.

FERRY, ANTHONY
WHJF, Greensburg, Pa.

FIRMAN, PAUL
CKCL, Toronto, Ont.

FITZ, RUSSELL
KVO, Phoenix, Ariz. Western Playboys.

FLINDT, EMIL
WIND, Chicago, Ill.

FOLKS, CLARENCE
KZTM, Tucson, Ariz. Tucumcari Playboys.

FORTIER, MARCEL
CBLT, Sherbrooke, Que. Le Petit Choeur.

FRAABO, WALLY
CFAR, Flin Flon, Man. Rhythm Kings Orchestra.

FRANCISCO, DON
WFLA, Tampa, Fla.

FURMAN, CLARENCE

GALICCHIO, JOSEPH
NBC, Joseph Galliechio and his Orchestra, Breakfast Club.

GARZA, MEMI
KEE, Brownsville, Texas.

GILLIS, DON
WBAP, Fort Worth, Texas. Swing For Supper.

GOODMAN, AL
CBS, Texas Star Theatre, Prudential Family Hour, Treasury Hour.

GOODMAN, BENNY
NBC.

GOODNIGHT, MINDI
CFAR, Flin Flon, Man. Legion Old Timers.

GOUDE, GEORGE
CKUA, Edmonton, Alta.

GOUDE, MONTY
CBS.

GRANT, LEE
WBYN, Brooklyn, N. Y.

GRASSO, FRANK
WFLA, Tampa, Fla.

GROSS, WALTER
CBS, Kay Thompson Festival, Wherever You Are.

— H —

HAENSCHER, GUSTAVE
Saturday Night Serenade CBS. American Album of Familiar Music NBC.

HARMON, STUART
KFVD, Los Angeles, Calif. Covered Wagon Jubilee.

HANNINAN, CHARLES
CKCL, Toronto, Ont. The Mountaineers.

Johnny LONG
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HARRIS, PHIL  
NBC, The Jello Program.

HATHAWAY, CHARLES  
CBS, Colgate Spotlighit.

HAZELEIP, F. G.  
WBLJ, bowling Green, Ky.  
Hazelpy Old Time Band.

HEIDT, HORACE  
NBC, Pot O'Gold, Horace Heidt's Treasure Chest.

HERLICH, HARRY  
NBC, Romance And You.

HOFF, CARL  
CBS, Al Pearce and His Gang.

HOGAN, HARLAN  
WSB, Terre Haute, Ind.

HORVEY, DAN  
WHO, Des Moines, Ia. The Foursome.

HOWARD, F. G.  
WLBJ, Bowling Green, Ky.  
Hazelip Old Time Band.

HEIDT, HORACE  
NBC. Pot O'Gold, Horace Heidt's Treasure Chest.

HENDLEY, FISHER  
WIS, Columbia, S. C. Balentine Aristocratic Pigs.

HERBERT, ALBERT  
CKW, Moneton, N. B. The Pioneers.

HERMAN, WOODY  
CBS, MBS, NBC.

HERR, CHIC  
WADC, Akron, Ohio.

HERRMANN, BERNARD  
CBS, Columbia Workshop, Columbia Concert Orchestra.

HICKS, CURLY  
WGST, Atlanta, Ga. Chick Waggon.

HILL, EDDIE  
WNX, Knoxville, Tenn. Mountain Boys.

HINES, EARL  
WIND, Chicago, Ill.

HISER, RUSTY  
WHZ, Zanesville, Ohio. Green Valley Boys.

HOVEY, DAN  
WHO, Des Moines, Ia. The Foursome.

HUTSELL, ROBERT  
WHAS, Louisville, Ky.

IHRKE, ELMER  
WEMP, Milwaukee, Wisc.

JACOBSON, ANDY  
WNAC, Boston, Mass.

JACOBY, ELLIOTT  
NBC, The Parker Family.

JENKINS, GORDON  
CBS, Ransom Sherman Program.

JOHNSON, JOHN  
WFHR, Wisconsin Rapids, Wisconsin WFHR Old Timers.

JOHNSON, KEN  
CFAC, Calgary, Alta. Vagabond Cowboys.

JOHNSON, HERBERT L.  
WZ, Tuscola, Ill. Screw-Ball Club.

KANOFF, BILLY  
WGTC, Greenville, N. C. Dance With Kanoff.

KARNS, JACK  
WWSR, St. Albans, Vt. Jack Karms And His Kentucky Ramblers.

KEVAN, A.  
CPRN, Edmonton, Alta.

KIEFER, THOMAS K.  
WTRY, Troy, N. Y. WTRY String Trio.

KING, MANUEL  
KEW, Brownsville, Texas.

KING, WAYNE  
CBS, Wayne King And His Orchestra.

KIRBY, JOHN  
CBS, Duffy's Tavern.

KIRSTUFER, GEORGE  
KNRT, Des Moines, Ia. Saturday Shindig.

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1941
Bell "Telephone Hour"
Du Pont "Cavalcade of America"
Knick, Walter
WBNS, Columbus, Ohio, Hired Hands.

Korey, Rex
KMPC, Beverly Hills, Calif. Chef Milani Time, Magic Melodies.

Korn Kobblers
NBC.

Kostenanetz, Andre
CBS. Pause That Refreshes On the Air.

Krupa, Gene
NBC.

Kyster, Ray
NBC, Kay Kyster's College of Musical Knowledge.

LaBounty, Ray
WATN, Watertown, N. Y.

Larkin, Art
KBUR, Burlington, Ia.

Laughton, Charlie
KTUL, Tulsa, Okla. Imperial Serenade, Hi Neighbor.

LaVal, Paul
NBC, Basin Chamber Music Society, Melody in the Night, Dinah Shore.

Lawson, Hank

Lee, Bob
WJAG, Norfolk, Nebr.

Levine, Henry
NBC, Basin Street Chamber Music Society, Strictly From Dixie.

Linnville, Charles
WCKY, Cincinnati, Ohio. Haymakers.

Lombarzo, Guy
CBS, Guy Lombardo And His Orchestra.

Long, Johnny
NBC, MBS, CBS.

Lowe, Russell L.
KFH, Wichita, Kans.

Luks, Joe
KMMJ, Grand Island, Nebr.

Lunceford, Jimmie
NBC.

Lyman, Abe
NBC, Waltz Time.

LaBounty, Ray
WATN, Watertown, N. Y.

Larkin, Art
KBUR, Burlington, Ia.

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Lowe, Russell L.
KFH, Wichita, Kans.

Luks, Joe
KMMJ, Grand Island, Nebr.

Lunceford, Jimmie
NBC.

Lyman, Abe
NBC, Waltz Time.

Manners, Zeke
WNEW, New York, N. Y. Zeke Manners' Gang.

Martin, Dolphie
WEEI, Boston, Mass. March of Youth.

Martin, Duke
KYA, San Francisco, Calif.

Martin, Freddy
NBC.

Martin, Paul
NBC. Paul Martin And His Music.

Martinez, Fernando
KHPA, Laredo, Texas. Spanish Interpretations.

Mauthe, Chick
WKRC, Cincinnati, Ohio. Treasure Hunt, Mystic Tunes.

McAllister, Hal
PATN, Watertown, N. Y. Singing Cowboys.

McIntyre, Hal
NBC.

McKinstry, Dixie
KFWF, Shemandoah, Ia. Cornfield Hawaiians.

McGalen, Emmett
KBUR, Burlington, Ia.

Meade, Lyman
WWSR, St. Albans, Vt. Broncho Busters.

Merle, Billy
WHJB, Greensburg, Pa. Billy Merle And His Trio.

Miller, Glenn
CBS. Glenn Miller And His Orchestra.

Miller, Irving
NBC, The Band Goes To Town, Streamline Journal, Meet the Artist, NBC Dance Orchestra. Easy Does It, Fun With The Revuers.

Miller, Jack
Kate Smith Hour CBS, The Alldrich Family NBC.

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Ray Bloch
"Johnny Presents"
NICHOLSON, NOBLE, NELSON, NAMARO, MUNOZ, MORRIS, MILLER, MOORE, TINY


MOORE, TINY
KPAC, Fort Arthur, Texas.
Tiny Moore And His Jubilees.

MORGAN, RUTTER
CFAC, Catalaya, Alta. Radio Revellers.

MORRIS, WELCOME

MOWRY, FERDE
CKCL, Toronto, Ont.

MUNOZ, RAFAEL
WIAQ, San Juan, Puerto Rico.

MUNROE, VAUGHN
CBS, How'm I Doin'?

MURRAY, LYN
CBS, Meet The Music.

NAMARO, JAMES
CKCL, Toronto, Ont. Recipe For A Cocktail.

NELSON, OZZIE
NBC, Red Selion Program.

NICHOLSON, FAIRE
WAAT, Jersey City, N. J. Thinking of You.

NOBLE, RAY
NBC, Alco Templeton Time.

NYDEGGER, VERNE
KFII, Wichita, Kans. The Plamens.

PAIGE, RAYMOND
NBC, Musical Americana.

PAQUETTE, ARTHUR
WFUI, Pawtucket, R. I. WFUI—1450 Club.

PARANOV, MOSHE
WTIC, Hartford, Conn. Music For Everyone.

PARKER, BYRON

PELLSTIEK, WILFRED
NBC, Metropolitan Opera Auditions of the Air.

PETERSON, HARVEY

PINE, JESSE
WFYA, Fredericksburg, Va.

PITT, MERLE
WNEW, New York, N. Y.

POPLIN, SAM

POTT, WILLARD
WHK-WCLE, Cleveland, Ohio. Reminiscing In Rhythm, Music By Willard, Riverboat Shufflers.

POWELL, W. E.
WDBJ, Roanoke, Va.

PRESTON, LEW
WKY, Oklahoma City, Okla. Nash Coffee Presents.

OAKES, POP

OHARA, BOB
WWNY, Watertown, N. Y. Tea Time Melodies, Sophisticated Swingsters, Lazy Melodies.

O'NEILL, JOE
KVOO, Tulsa, Okla.

RAKOV

RAND, ELLIS
WNL, New London, Conn. Ellis Rand and His Sisters.

RANDALL, GORDIE
WGY, Schenectady, N. Y. Club Cbs.

RAPEE, ERNO
NBC, Radio City, Music Hall of the Air.

REID, RUSTER
KGGI, San Angelo, Texas.

REULEAUX, WALTER
WPBM, Indianapolis, Ind. Songs By Charlene, Three-Quarters Time.

RHOES, SLIM
KWOC, Poplar Bluff, Mo. Mother's Best Mountaineers.

RICE, EDWARD A.
WGY, Schenectady, N. Y. Silver Strings.
ORCHESTRA LEADERS

ROBERT, MARSHALL
WRAS, Louisville, Ky.

ROBERTS, WILLIAM
WVAR, Norfolk, Va., WVAR String Quartet.

ROMANELLI, LUIGI
CBS, The Ontario Show.

ROSE, CECEL
CKCW, Moncton, N. B. Cecil Rose Presents.

ROSE, DAVE
CBS.

Roth, Allen
NBC, The Schaefer Revue.

RUSSELL, HOWARD
CKCK, Regina, Sask.

SALTER, HARRY
Hobby Lobby CBS, Frank Fay Show NBC.

SARONDI, LAWRENCE
KFXJ, Grand Junction, Colo.

Scheel, B. A.
KONO, San Antonio, Texas.

Shaffer, Roy
KWK, St. Louis, Mo., Roy Shaffer And His Ganz.

Shaw, Artie
NBC, Burns & Allen.

Shields, Roy
NBC, Roy Shield Revue.

Shinkoskey, Earl
KGA-KHQ, Spokane, Wash.

Simms, Johnny
WHJB, Greensburg, Pa., Polish Marshalls.

Slayton, Johnny
WBG, Greensboro, N. C.

Smith, Beasley
WSM, Nashville, Tenn., Sunday Down South.

 Smythe, Pete
KMYR, Denver, Colo., Meet The Boys In the Band.

Spitalny, Phil
NBC, The Hour of Charm.

Spyak, Charlie
NBC.

Stafford, John
WGER, Goldsboro, N. C., Top of the Morning.

Stanley, Rob
WOR, Mutual.

Steele, Ted

Stegall, L. D.
KASA, Elk City, Okla. The Stegall Family.

Steinberg, Sigmund
CKCL, Toronto, Ont. The Dream Painters.

Stevens, Leith
CBS, Big Town.

Stokes, Leonard
NBC, The Telephone Hour.

Streater, Ted
CBS, Kate Smith Hour.

Steckler, Eddie
KOAM, Pittsburg, Kans.

Strong, Bob
NBC, Uncle Walter's Dog House, Show Boat.

Stryker, Ellsworth
KTAR, Phoenix, Ariz., Music Makers.

T

Taylor, Jake

Teagarden, Jack
NBC.

Thomas, Morgan
CHML, Hamilton, Ont.

Thompson, Al

Thomson, II.
CBO, Ottawa, Ont. Songs For Today.

Thornhill, Claude
NBC.

Tompkins, Bob
WTCM, Traverse City, Mich. Novelty Band Hour.

Toscanini, Arturo
NBC, NBC Symphony Orchestra.

--- S ---

Salter, Harry

S Y

Stevens, Leith

Tackett, Ted

Tompkins, Bob

Toscanini, Arturo

Trent, Jack

Tugend, Joe

Tunstall, Joe

Turner, Ben

Tyson, Joe

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NEWS COMMENTATORS  
AND THEIR WORK  
DURING 1941

A

AAAROE, ALDEN  
WCHV, Charlottesville, Va.

ABBIE, JAMES  
WYTO, Sheridan, Wyo.

ABELS, RICHARD  
WPAR, Parkersburg, W. Va.

ACEVEDO, FRANCISCO  
WKAQ, San Juan, P. R.

ACHOR, DAVE  
WBLJ, Dalton, Ga.

ACKLEY, WAYNE  
WOGO, Des Moines, Ia.

ADAMS, CEDRIC  
WCCO, Minneapolis - St. Paul, Minn.

ADAMS, CHARLES  
WMYA, Martinsville, Va.

ADAMS, GARRET  
WRDN, Racine, Wisc.

AKERS, BOB  
KRIC, Everett, Wash.

ALEXANDER, BEN  
Old Gold Show, Union Oil, Little Ole Hollywood.

ALEXANDER, JOHN  
KFBF, Great Falls, Mont.

ALEXANDER, VINCENT  
KGER, Long Beach, Calif.

ALEY, CARL JACK  
WGTC, Greenville, N. C.

ALLEN, ED  
WGN, Chicago, Ill.

ALLEN, HERB  
KECA-KFI, Los Angeles, Calif.

ALLEN, MEL  
CBS

ALLEN, PHIL  
KIDO, Boise, Idaho.

ALLEN, SPECKER  
WGN, Chicago, Ill.

ALSTOR, CHARLES C.  
KICA, Cleves, N. M.

AMILI, JULIO  
WHOM, Jersey City, N. J.

ANDERSEN, BOB  
KEFO, San Francisco, Calif.

ANDERSON, SAM W.  
KFFA, Helena, Ark.

ANDRE, PIERRE  
WGN, Chicago, Ill.

ANDREGG, DON  
KSLM, Salem, Ore.

ANGEL, MEL  
KRD, Los Angeles, Calif.

ANSLEY, BRAD  
WIOD, Miami, Fla.

APPLEGATE, GEORGE  
KJM, Fresno, Calif.

ARENA, VINCINT  
WCHV, Charleston, W. Va.

ARENA, VINCINT  
KJRW, Brownsville, Texas

ASCARELLI, GUILIO  
WHOM, Jersey City N. J.

ASHLEY, CHARLES  
WEL, Boston, Mass.

ATCHISON, CHARLES  
WDEF, Chattanooga, Tenn.

ATWATER, GILBERT  
WCNV, Brooklyn, N. Y.

AURANDT, PAUL H.  
WRZO, Tucalaoosa, Ala.

AYA, BILL  
KEVE, Everett, Wash.

BABBE, OWEN  
KMPC, Beverly Hills, Calif.

BABCOCK, CHARLIE  
WTAW, College Station, Texas.

BAHR, CY.  
WJRD, Tuscaloosa, Ala.

BAIN, LESLIE  
WIOD, Miami, Fla.

BAIRD, DORWIN  
CJOR, Vancouver, B. C.

BALDWIN, P. J.  
KCMO, Vancouver, B. C.

BALLEY, KIERAN  
WISK, Butler, Pa.

BALLON, DR. SOL  
WOW, Johnstown, N. Y.

BALTIMORE, CHARLES  
WHOM, Jersey City, N. J.

BARR, GEORGE  
WCHV, Chattanooga, Tenn.

BARNES, PAUL  
WJHB, Greensburg, Pa.

BARNES, RUSSELL  
WWJ, Detroit, Mich.

BARRON, A. ALICE  
KTSM, El Paso, Texas.

BARRY, LEE  
KKEC, Burlington, Ia.

BARRY, NORMAN  
WMAQ-WENR, Chicago, Ill.

BARRY, PHIL  
WFBF, Baltimore, Md.

BARSKY, TED  
WILM, Wilmington, Del.

BARTON, CHARLES  
WHEN, Fayetteville, N. C.

BAUKHAGE, H. R.  
NBC, National Farm and Home Hour.

BAXTER, LIONEL  
WAPI, Birmingham, Ala.

BEAL, GEORGE  
WJAR, Morris, Ia.

BEARDSLEY, LEONARD  
KINY, Juneau, Alaska.

BEATTY, NORMAN  
WRC - WMAL, Washington, D.C.

BECK, ALBIN  
WMSK, Muskegon, Mich.

BECK, CARLTON  
KOMA, Oklahoma City, Okla.

BECCKER, RAY  
KIIW, Durango, Colo.

BEEBOUT, GEORGE  
WHRC, Columbus, Ohio.

BEHIGLEY, SYDNEY  
WJAX, Jacksonville, Fla.

BELL, HOWARD  
KRRD, Los Angeles, Calif.

BEMIS, ELIZABETH  
WJLB, Cincinnati, Ohio.

BENDER, LEONA  
WOAI, San Antonio, Texas.

BENDITT, RUSSELL  
KXOX, Sweetwater, Texas.

BENOIT, J. T.  
WFEA, Manchester, N. H.

BENSON, BOB  
WDAS, Philadelphia, Pa.

BENTLEY, JULIAN  
WLS, Chicago, Ill.

BERGONZI, B. S.  
WSAY, Rochester, N. Y.

BERLING, ANDREW  
WEBR, Buffalo, N. Y.

BERKOWITZ, MILTON  
WNBC, Hartford-New Britain, Conn.

BEST, MARVIN  
WTZP, St. Petersburg, Fla.

BEZOFF, BEN  
KMYR, Denver, Colo.

BILLER, LENN  
KWPT, Wichita Falls, Texas.

BIRCH, RAY  
KPRO, Riverside, Calif.

BISHOP, PAT  
KECA-KFI, Los Angeles, Calif.

BJORNSON, VAL  
KZMY, St. Paul - Minneapolis, Minn.

BLACK, JOHN  
KGGF, Coffeyville, Kansas.

BLACKWELL, BURT  
WAVE, Louisville, Ky.

BLAKELY, CLINT  
WAPI, Birmingham, Ala.

BOHN, HAI  
WGN, Chicago, Ill.

BOOTON, FRAN  
WVDZ, Scranton, Pa.

BORWICK, HARRY  
WINX, Washington, D. C.

BOSWORTH, Bob  
WAPD, Chattanooga, Tenn.

BOURGOIS, CLAUDE A.  
CKAC, Montreal, Que.

BOWEN, T. O.  
WFIG, Sunter, S. C.

BOWERS, BILL  
WJZM, Clarksville, Tenn.

BOWERS, ERMOND  
WJHO, Opelika, Ala.

BOWIN, MARTIN  
KJK, St. Louis, Mo.

BOWMAN, ROY JOE  
KGFF, Shawnee, Okla.

BOYD, ELEANOR  
WMOB, Mobile, Ala.

BOYER, JOHN  
KTSK, San Antonio, Texas.

BOYER, JOHN C.  
KDKA, Pittsburgh, Pa.

BRACKEN, W.  
CFRN, Edmonton, Alta.

BRADY, ED  
KOA, Denver, Colo.

BRANCH, TAYLOR  
WRR, Dallas, Texas.
NEWS COMMENTATORS

CLARK, RAY
WOW, Omaha, Nebr.

CLARK, ROCK
WGCN, Bridgeport, Conn.

CLARK, SIM
KDFM, Beaumont, Texas.

CLINE, CALDWELL
WWNC, Asheville, N. C.

CLOUGH, EDWIN M.
KOY, Phoenix, Ariz.

CLOUGH, FORREST
KQJZ, Fort Worth, Texas.

COBB, TY
KRGV, Weslaco, Texas.

COBB, WILTON
WMZM, Macon, Ga.

COFFIN, FRANK
KWLK, Longview, Wash.

COLE, HARLEY
WJAX, Jacksonville, Fla.

COLTON, TOM
WWSR, St. Albans, Vt.

COMBS, JR., GEORGE H.
WHN, New York, N. Y. The Editorial Slant of the News.

COMPTON, WALTER
WOL, Washington, D. C.

CONDON, GLENN
KTUL, Tulsa, Okla.

CONDON, MAURICE
WGAR, Cleveland, Ohio.

CONGRESS, JOE
WBYN, Brooklyn, N. Y.

CONNALLY, BROOKS
WIND, Paris, Ind.

CONNELL, JAMES
WHDL, Olean, N. Y.

CONNELLY, JOHN
WFAC, Pasco, Ill.

CONOVER, HUGH
WJSS, Washington, D. C.

COWAN, STEVE
WMFR, High Point, N. C.

CONNWAY, CLEVE
WMAQ-WENR, Chicago, Ill.

COOLEY, FRANK
KIRO, Seattle, Wash.

COOPER, JIM
WBNS, Columbus, Ohio.

COOPER, JOHN M.
KDOA, Pittsburgh, Pa.

CORNWELL, BOB
KFBC, Cheyenne, Wyo.

COULSON, MAJOR THOMAS
WCAU, Philadelphia, Pa.

COWAN, STEVE
KGLL, San Angelo, Texas.

C. W. DUNLAP
WJJS, Jackson, Tenn.

CRANDALL, PAUL
WDEF, Chattanooga, Tenn.

CRANS, RICHARD
WGNY, Newburgh, N. Y.

CRAVENS, KATHRYN
WNEW, New York, N. Y. News thru a Woman's Eyes.

CRAWFORD, GENE
WEBQ, Harrisburg, III.

CRAWFORD, SAM
KGV, Olympia, Wash.

CREEGH, ED
WHDL, Olean, N. Y.

CREARMER, ART
WGOV, Valdosta, Ga.

CREASMAN, JIMMY
KTAR, Phoenix, Ariz.

CREMEENS, GEORGE
WGR, Milwaukee, Wis.

CRONAN, CAREY F.
WELI, New Haven, Conn.

CULL, RICHARD
WHO, Dayton, Ohio.

CULLINAN, W. H.
WELI, Boston, Mass.

CUNNINGHAM, P. H.
KWOA, Poplar Bluff, Mo.

DADE, RAY E.
KYZI, St. Louis, Mo.

DALEY, HAROLD
WGTU, Greenville, N. C.

DALLY, JOHN CHARLES
WJSY, Washington, D. C.

DANIELS, GRANT
WSLB, Ogdensburg, N. Y.

DAKE, JIM
KROD, Kansas City, Mo.

DAKE, MYRON
KTER, Phoenix, Ariz.

DARK, H. ROBERT
KJOE, Sedalia, Mo.

DARYFOOS, LEON
WEUE, Erie, Pa.

DUNN, FAY
WMBF, Mobile, Ala.

DUNN, JACK
WJDIY, Fargo, N. D.

DUNSTON, HARLAN
KFRC, San Francisco, Calif.

DURKIN, RALPH SHERWOOD
WMT, Cedar Rapids-Waterloo, la.

EASTCOTT, M. ELMIT
WOD-WASH, Grand Rapids, Mich.

EATON, RICHARD
WOL, Washington, D. C.

EDDY, ELMER NEWTON
WSX, New York, Mass.

EDDY, RALPH
WGN, Chicago, Ill.

EDWARDS, DOUG
Wsr, Atlanta, Ga.

EDWARDS, FRED
KRLD, Dallas, Texas.

ELEIZER, J. M.
WFEG, Sunter, S. C.

ELLIT, TIM
WCPO, Cincinnati, Ohio.

ELLIT, FRANCIS
WVGW, Elizabeth City, N. C.

ELLIT, IRWIN
WFBR, Baltimore, Md.

EMERICK, FRANK
KVHI, Key West, Wash.

EMMETT, GEORGE
KJMJ, Fresno, Calif.

ENGEL, BILL
WGNR, German, Okla.

ERWIN, BOB
KROS, Clinton, la.

ESTES, BERNARD
WBN, New York, N. Y. Copydesk.

EVANS, CHARLES N.
WTSP, St. Petersburg, Fla.

EVANS, FRANKLIN
WDNC, Durham, N. C.

EVANS, VIRGIL
WODA, Pensacola, Fla.

EWING, CHARLES
WBR, Knoxville, Tenn.

FABERG, MEL
KFPN, Shenandoah, la.

FAIDEN, JOHN
WIP, Philadelphia, Pa.

FAULCONNIE, HAROLD
WTSP, St. Petersburg, Fla.

FALK, K.
KABR, Aberdeen, S. D.

FALLON, FRANK
WMEX, Boston, Mass.

FARR, FLOYD
KGO-KPO, San Francisco, Calif.

FEAGIN, ROBERT
WWM, Macon, Ga.

FEISTEL, JOHN
WHOM, Jersey City, N. J.

FENDLER, WILLIAM
WHOM, Jersey City, N. J.

FIELDING, CAPTAIN MICHAEL
WIND, Gary, Ind.

FIELDS, JOE
WTOL, Toledo, Ohio.

FINCH, H. K.
WJIM, Lansing, Mich.

FISCHER, ROBERT
WHAS, Louisville, Ky.

FISHER, JERRY
KNOW, Austin, Tex.

FITZPATRICK, AIDEN
WSM, Nashville, Tenn.

FITZPATRICK, JACOBY
KIZ, Denver, Colo.

FLETCHER, GEORGE
KFH, Wichita, Kans.
FLYNN, PAUL
WFEA, Manchester, N. H.

FOGARTY, JOHN
WCPO, Cincinnati, Ohio.

FORBES, DON
WBC, Richfield Reporter.

FORBES, GILBERT
WCPO, Cincinnati, Ohio.

FOSTER, DAY
KORE, Eugene, Ore.

FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.

FOSTER, WILSON
KFAR, Fairbanks, Alaska.

FOSTER, WILSON
KFAR, Fairbanks, Alaska.

FOSTER, WILSON
KFAR, Fairbanks, Alaska.

GADBERRY, BOB
KFBI, Wichita, Kans.

GALLEY, GEORGE
WSTV, Steubenville, Ohio.

GAINES, BILL
WFBC, Greenville, S. C.

GARES, CLARENCE
KOMA, Oklahoma City, Okla.

GARRETTSON, JOSEPH
WKO, Cincinnati, Ohio.

GATES, TED
KRO, El Paso, Texas.

GAY, L. VAUGHN
WKOB, Dubuque, Ia.

GEIS, BOB
WHBC, Canton, Ohio.

GEORGE, CARL
WGAR, Cleveland, Ohio.

GETTING, MAJOR PETER
WMTA, Charleston, S. C.

GIBNEY, J. B.
WREL, Columbus, Ga.

GIBSON, JIM
KGB, San Diego, Calif.

GILMORR, BING
KOMA, Oklahoma City, Okla.

GLENN, WARD
WTOL, Toledo, Ohio.

GOODARD, DON
NBC.

GOODT, GENE
WHO, Des Moines, Ia.

GOODWIN, EARL
NBC.

GOLDER, HARRY
WXYZ, Detroit, Mich.

GOODIN, DEL
KSN, Santa Rosa, Calif.

GORSUCH, KEN
KFXJ, Grand Junction, Colo.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, DOUGLAS B.
WMT, Cedar Rapids-Waterloo, Ia.

GRANT, JOSEPH
WMEX, Boston, Mass.

GRANT, TAYLOR
KWK, St. Louis, Mo.

GRAY, A.
WSTV, Steubenville, Ohio.

GRAY, DICK
WNGC, Gastonia, N. C.

GRAY, JOHN
WJOD, Chattanooga, Tenn.

GREEN, EARL
WSPD, Toledo, Ohio.

GREENHow, Thomas V.
KINT, Juneau, Alaska.

GREENWOOD, WARREN
WHAL, Greenfield, Mass.

GREGORY, KEITH
WELJ, Dalton, Ga.

GREGSON, CARL
KSL, Salt Lake City, Utah.

GRIFFITH, ROBERT
KVAK, Atchinson, Kans.

GRIM, GEORGE
KSTP, St. Paul - Minneapolis, Minn.

GRIMES, WALDO
KSAC, Manhattan, Kans.

GRISWOLD, GEORGE K.
WMTA, Charleston, S. C.

GROSS, H. R.
WLW-WSAI, Cincinnati, Ohio.

GROVE, HARRY
KIRZ, Oklahoma, Ia.

GUERRA, HENRY
WQAI, San Antonio, Texas.

GUEST, RUD
WJR, Detroit, Mich.

GUMBACHER, ED
WHP, Harrisburg, Pa.

— G —

RAYMOND GRAM SWING

EDWIN C. HILL

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<tr>
<th>Commentator</th>
<th>Station/Location</th>
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<tbody>
<tr>
<td>Hageman, Harold</td>
<td>WADC, Akron, Ohio</td>
</tr>
<tr>
<td>Haid, Allen</td>
<td>WHIZ, Zanesville, Ohio</td>
</tr>
<tr>
<td>Hale, Arthur</td>
<td>WOR, New York, N. Y.</td>
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<tr>
<td>Halpin, Josephine</td>
<td>KMQX, St. Louis, Mo.</td>
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<tr>
<td>Haig, Allen</td>
<td>WHIZ, Zanesville, Ohio</td>
</tr>
<tr>
<td>Hamilton, Jim</td>
<td>WLEI, Erie, Pa.</td>
</tr>
<tr>
<td>Hammond, Fred</td>
<td>WQAM, Miami, Fla.</td>
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<tr>
<td>Hans, Ted</td>
<td>WQAR, Cleveland, Ohio</td>
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<tr>
<td>Hannon, Stuart</td>
<td>KROW, Oakland, Calif.</td>
</tr>
<tr>
<td>Hanks, Carroll</td>
<td>KJBS, San Francisco, Calif.</td>
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<tr>
<td>Hansen, Vern</td>
<td>WGN, Chicago, Ill.</td>
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<tr>
<td>Hanson, Major Joseph</td>
<td>WPID, Petersburg, Va.</td>
</tr>
<tr>
<td>Harden, Frank</td>
<td>WCOS, Columbia, S. C.</td>
</tr>
<tr>
<td>Harden, Reginald</td>
<td>WMYA, Martinsville, Va.</td>
</tr>
<tr>
<td>Hardman, B. E.</td>
<td>WLJL, Minneapolis - St. Paul, Minn.</td>
</tr>
<tr>
<td>Harmon, Marion</td>
<td>WGOV, Valdosta, Ga.</td>
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<tr>
<td>Harper, Herbert</td>
<td>WMC, Memphis, Tenn.</td>
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<tr>
<td>Harrington, Jack</td>
<td>WSPD, Toledo, Ohio</td>
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<tr>
<td>Harris, Bill</td>
<td>WJZM, Clarksville, Tenn.</td>
</tr>
<tr>
<td>Harris, Bob</td>
<td>WMCA</td>
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<tr>
<td>Harris, Buddy</td>
<td>WRR, Dallas, Texas</td>
</tr>
<tr>
<td>Harris, Herbert</td>
<td>WSB, Atlanta, Ga.</td>
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<tr>
<td>Hattfield, Larry</td>
<td>WTVAR, Norfolk, Va.</td>
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<tr>
<td>Hayville, Alois</td>
<td>WOR, New York, N. Y.</td>
</tr>
<tr>
<td>Hawley, Mark</td>
<td>CBS</td>
</tr>
<tr>
<td>Hayes, Larry</td>
<td>KSRO, Santa Rosa, Calif.</td>
</tr>
<tr>
<td>Hazan, Maurice</td>
<td>KGER, Long Beach, Calif.</td>
</tr>
<tr>
<td>Healey, James</td>
<td>WGY, Schenectady, N. Y.</td>
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<tr>
<td>Heater, Gabriel</td>
<td>WOR</td>
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<tr>
<td>Heimann, Stuart</td>
<td>KFEL, Denver, Colo.</td>
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<tr>
<td>Helsby, B. R.</td>
<td>WHDL; Olene, N. Y.</td>
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<tr>
<td>Heaton, Bernie</td>
<td>WACO, Waco, Texas</td>
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<tr>
<td>Hemenway, Nomon</td>
<td>WPAR, Pekersburg, W. Va.</td>
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<tr>
<td>Henderson, Brooks</td>
<td>KSTP, St. Paul - Minneapolis, Minn.</td>
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<tr>
<td>Henderlin, Jim</td>
<td>WAPO, Chattanooga, Tenn.</td>
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<tr>
<td>Henry, Michael</td>
<td>WTMV, East St., Louis, Ill.</td>
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<tr>
<td>Hereford, Bob</td>
<td>WIL, St., Louis, Mo.</td>
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<tr>
<td>Herne, Captain E. D. C.</td>
<td>NBC</td>
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<tr>
<td>Herrin, Weldon</td>
<td>WTOC, Savannah, Ga.</td>
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<tr>
<td>Hershey, Burnet</td>
<td>WMCA, New York, N. Y.</td>
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<tr>
<td>Hessler, William</td>
<td>WLVW-WSAI, Cincinnati, Ohio</td>
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<tr>
<td>Hicks, John</td>
<td>KGKO, Fort Worth, Texas.</td>
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<tr>
<td>Hill, D. G.</td>
<td>CKMO, Vancouver, B. C.</td>
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<tr>
<td>Hillman, William</td>
<td>WMAL, Washington, D. C.</td>
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<tr>
<td>Hinds, William T.</td>
<td>KDKA, Pittsburgh, Pa.</td>
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<td>Hinck, William</td>
<td>WMRC, Greenville, S. C.</td>
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<tr>
<td>Hodge, Ted</td>
<td>WNLC, New London, Conn.</td>
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<tr>
<td>Hodges, Charles</td>
<td>WNEW, New York, N. Y.</td>
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<tr>
<td>Hoestetter, John</td>
<td>WOI, Ames, Ia.</td>
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<tr>
<td>Hoffman, Howard</td>
<td>WRBJ, Greensburg, Pa.</td>
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<td>Hogan, John</td>
<td>WMAB, Macon, Ga.</td>
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<td>Holbrook, John</td>
<td>WGN, Chicago, Ill.</td>
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<tr>
<td>Holcomb, Grant</td>
<td>KPBC, Riverside, Calif.</td>
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<tr>
<td>Holm, Bill</td>
<td>WEED, Rocky Mount, N. C.</td>
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<tr>
<td>Holman, Al</td>
<td>WALA, Mobile, Ala.</td>
</tr>
</tbody>
</table>
JOHNSON, FRED
WSLS, Roanoke, Va.

JONES, E. Z.
WBBB, Burlington, N. C.

JONES, ELLIOTT
WPIC, Sharon, Pa.

JOY, DICK
KNX, Los Angeles, Calif.

— K —

KABER, RUSSELL
KGCU, Mandan, N. D.

KALTENBORN, H. V.
NBC, Kaltenborn Edits the News.

KAMPE, MEL
WIL, St. Louis, Mo.

KARPIN, STEPHAN
WHOM, Jersey City, N. J.

KARSON, LEE
KTAR, Phoenix, Ariz.

KAUFMAN, ROBERT
WISR, Butler, Pa.

KAY, ROB
WAVE, Louisville, Ky.

KECKLI, MICHAEL
WHOM, Jersey City, N. J.

KEEBLE, GORDON
CPCH, North Bay, Ont.

KELLEY, BOYD
KKHJ, Midland, Texas.

KELLY, CHARLES
WJHL, Johnson City, Tenn.

KELLY, ROGER S.
WMBS, Uniontown, Pa.

KELSEY, JOHN
WHOM, Jersey City, N. J.

KENNEDY, BOB
WDSM, Superior, Wis.

KENNEDY, JOHN B.
WNEW, New York, N. Y. Knowing the News.

Gabriel Heatter

Kathryn CRAVENS

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GEORGE HAMILTON COMBS, JR.

Fifth year as featured News Commentator—WHN.

JOHN B. KENNEDY

News Commentator

WNEW

Monday thru Friday: 7:35-7:50 P. M. and Sunday: 6-6:30 P. M. "Knowing the News"
MITCHELL, AL  
WOL, Ames, Ia.

MITCHELL, JAMES  
WCLS, Joliet, Ill.

MITCHELL, MILFORD  
KOMO, Seattle, Wash.

MITCHELL, S. W.  
KBUR, Burtrintz, Ia.

MONTALAY, KPDN, Pampa, Texas.

MORONE, JAMES  
KCNO, Kansas City, Mo.

MOONEY, WLAC, Nashville, Tenn.

MOORE, JIMMIE  
KBWD, Brownwood, Texas.

MOORE, VERN  
KIDO, Boise, Idaho.

MORGAN, JOHN  
WTAR, Norfolk, Va.

MORGARGE, DICK  
WABI, Bangor, Me.

MORRIS, BOLTON  
WBRZ-WEA, Boston, Springfield, Mass.

MORRIS, DUDLEY  
KROA, Pittsburg, Kansas.

MORRIS, PAUL  
WCAO, Baltimore, Md.

MORRISON, SUE  
KTRM, Tusculum, N. M.

MORROW, DAVID  
WCAP, Abury Park, N. J.

MOSBY, A. J.  
KGVO, Missoula, Mont.

Moses, John  
WHRC, Columbus, Ohio.

MOYLE, PAUL  
WGN, Elizabeth City, N. C.

MULLIGAN, WILLIAM E.  
KFPP, Spokane, Wash.

MULREADY, MERRILL  
WNAX, Yankton, S. D.

MURRAY, TAYLOR  
WHAM, Rochester, N. Y.

MURPHY, DAVID  
WKNY, Kingston, N. Y.

MURPH, ROBERT  
KSTP, St. Paul-Minneapolis, Minn.

MURRELL, DAVID H.  
WHTO, Cumberland, Md.

MYERS, GEORG N.  
KPAR, Fairbanks, Alaska.

NAISETH, FRANZ  
WMFG, Hibbing, Minn.

NAUMAN, DICK  
KWWF, Wichita Falls, Texas.

NEAL, JAMES  
KONE, Tulsa, Okla.

NEFF, ERNIE  
WLB, Greensburg, Pa.

NELSEN, MEL  
WLB, Minneapolis, Minn.

NELSON, DICK  
KFLA, Sharon, Pa.

NELSON, KARL  
WTOE, Toledo, Ohio.

NELSON, ROY  
WOP, Bristol, Tenn.

NEWKIRK, AL  
WICA, Ashtabula, Ohio.

NEWTON, ANDREW  
WWJR, St. Albans, W. Va.

NEUBLING, ED  
KOME, Tulsa, Okla.

NOTMAN, ERIC  
WRWN, Warren, Ohio.

NOVASSO, PIETRO  
WHOM, Jersey City, N. J.

OATES, WILLIAM  
WLB, Bowling Green, Ky.

O’CONNOR, JOHN  
WLD, Jacksonville, Ill.

O’DONNELL, WILLIAM M.  
KDOM, Monterey, Calif.

OFHAUS, RUSS  
WCP, Boston, Mass.

OLSEN, FREDERICK  
WHEB, Portsmouth, N. H.

ORAM, RICHARD  
WMN, Mansfield, Ohio.

ORBACH, HENRY  
KARK, Little Rock, Ark.

O’NEILL, FRANCIS P. (TIP)  
News.

O’NEAL, JAMES  
WLEU, Erie, Pa.

OURSLER, FULTON  
WHN, New York, N. Y.

PAGE, MAURICE O.  
WIBU, Poinette, Wis.

PAGLIARO, GINO  
WHOM, Jersey City, N. J.

PARKS, DARRELL  
WRJN, Racine, Wis.

PARSONS, EDGAR  
WLD, Johnsonville, Ill.

PARSONS, PEG  
WLEU, Eri, Pa.

PASCHALL, WALTER  
WKOA, Champaign, Ill.

PEARSON, ROBERT L.  
WCOU, Lewiston, Me.

PERSON, KEN  
KFQD, Anchorage, Alaska.

PETERSON, DREW  
NBC, Sunday Evening News of the World.

PETERSON, FORT  
WMAQ-WENR, Chicago, Ill.

PETERSON, WILLIAM  
WWNY, Watertown, N. Y.

PEEBLES, ROBERT  
WJTN, Jamestown, N. Y.

PEEBLES, EDITH  
KGG, San Angelo, Texas.

PENN, R. CLAIBORNE  
WKEV, Alexandria, La.

PETRIE, DAVID  
KRLC, Lewiston, Idaho.

PETRIE, ELMER  
WCCO, Minneapolis-St. Paul, Minn.

PETRIE, WALTER  
WHMP, Hammond, Ind.

PETTY, STANLEY  
WAER, Akron, Ohio.

PFHLER, FRED  
WROL, Knoxville, Tenn.

PHILLIPS, STUART  
KFOX, Long Beach, Calif.

PHILPS, JOE  
KRCB, Austin, Texas.

PIERАН, BILL  
KFKI, Spokane, Wash.

PICKETT, KATE  
KATL, Albert Lake, Minn.

PILLOW, EDWIN  
WDP, Panama City, Fla.

PLUMLEE, ROSS  
KGLU, Safford, Ariz.

POLLOCK, REED  
KDN, Maryville, Calif.

PORTER, WINSTON  
WNAB, Bridgeport, Conn.

POURNELLE, EUGENE  
WHBQ, Memphis, Tenn.

POWELL, JIMMY  
KVOA, Tucson, Ariz.

PRINGLE, NELSON  
CBS.

PROVENCE, BOB  
WSRN, Youngstown, Ohio.

PRYCE, KENNETH  
WALB, Albany, Ga.

PUTNAM, GLO, F.  
NBC.

PYLE, J. HOWARD  
KTAR, Phoenix, Ariz.

PYLE, JOHN  
WGNC, Elizabeth City, N. C.

QUAIL, WARD  
WGG, Chicago, Ill.

QUAVE, MORRIS  
WDOD, Chattanooga, Tenn.

RAFFERTY, TOM  
CKCR, Kitchener, Ont.

RALPH, DONALD T.  
KLDG, Stoughton, Calif.

RAMSEY, WAYMOND  
KFDA, Amarillo, Texas.

RANDALL, WALTON  
WNAX, Yankton, S. D.

RANDALL, PORTER  
KZJ, Fort Worth, Texas.

RAWLINGS, JULIAN  
WGOX, Valdosta, Ga.

READE, JOHN C.  
WHB, Harrisburg, Pa.

REED, DELIS  
KNEL, Brady, Texas.

REEF, WALLY  
KFEI, Denver, Colo.

REEVES, BILL  
WHUB, Cookeville, Tenn.

REEVES, GEORGE  
KCRN, Enid, Okla.

REID, BILL  
KJRL, Kirkland Lake, Ont.

REID, JIM  
WPTF, Raleigh, N. C.

REID, JOSEPH  
WVRA, Binghamton, N. Y.

REINHARDT, FRED  
WNJF, Herrin, Ill.

REJEBIAN, ARAM  
KEVC, San Luis Obispo, Calif.

REYNOLDS, CARTER L.  
WMT, Cedar Rapids-Waterloo, Ia.

ROBINS, JAMES  
WBBN, Buffalo, N. Y.

ROBERT, WILLIAM  
WDE, Waterbury, Vt.

ROBERTS, LEO  
KROG, San Antonio, Texas.

ROARK, C. A.  
KRLH, Midland, Texas.

ROBERTS, CLINTON  
KEPC, Beverly Hills, Calif.

ROBERTS, PETER  
WHAM, Rochester, N. Y.

ROBINSON, GEORGE  
WSUN, St. Petersburg, Fla.

ROBINSON, PRESCOTT  
WNO, New York, N. Y.

ROBINSON, TOM  
KBBW, Brownwood, Texas.

ROBINSCHON, TOM  
KGEZ, Kallisbell, Mont.
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LEN STERLING
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A Voice for Every Type of Program
ANNouncers and Their Work During 1941

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ABBOTT, FRANK
WCSH, Portland, Me.

ABBOTT, KENNYON
WAAB-WNAC, Boston, Mass.

A'BECOCK, CHESTER

ABEL, GEORGE
WIL, St. Louis, Mo.

ABELS, RICHARD
WPAR, Parkersburg, W. Va.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
NBC

ACHOR, DAVE
WBDJ, Dalton, Ga.

ADAMS, J. F. HOWARD
WGL-WOWO, Ft. Wayne, Ind.

ACKLEY, WAYNE
KSO, Des Moines, la.

AHERNE, CHUCK
WLS, Chicago, Ill.

ADAM, RON
KEWA, Seattle, Wash.

ADAMS, "BERNIE"
Pittfield, Mass.

ADAMS, CHARLES
WMVA, Martinsville, Va.

ADAMS, DAVID
WFCI, Pawtucket, R. I.

ADAMS, GARRET
WRJN, Racine, Wisc.

ADAMS, GLENN
WIS, Columbia, S. C.

ADEMY, JOHN
WAC, Baltimore, Md.

ADKINS, HERMAN
WDBJ, Roanoke, Va.

AGAR, CECH
CPC, Chesterfield, Ont.

AGATHER, MAX
KWSC, Pullman, Wash.

Aiken, Louis
WBDL, Terre Haute, Ind.

AITKEN, KEN
KTRC, Visalia, Calif.

ALAN, PAT
WCLO, Janesville, Wisc.

ALBERT, F.
WHZ, Troy, N. Y.

ALBINGER, ALBERT
WKKR, Wheeling, W. Va.

ALDRICH, LESTER
KJPD, Pampa, Texas

ALEXANDER, JACK
KQGM, Albuquerque, N. M.

ALEXANDER, LARRY
WSB, Atlanta, Ga.

ALEXANDER, VINCENT
KGER, Long Beach, Calif.

ALFONSO, ANTONIO
WIAC, San Juan, P. R.

ALFORD, MARION
KLRA, Little Rock, Ark.

ALLEN, AL
WJJD, Chicago, Ill.

ALFORD, MARION
WLRA, Little Rock, Ark.

ALLEN, DEL
KTRI, Sioux City, la.

ALLEN, MO
WGN, Chicago, Ill.

ALLEN, HAROLD
WBNS, Columbus, Ohio

ALLEN, HENRY
KYSM, Mankato, Minn.

ALLEN, HERB
KECA-KFPL, Los Angeles, Calif.

ALLEN, MISS JANE
WNOE, Salisbury, Md.

ALLEN, JOHN
KXWC, Vernon, Texas

ALLEN, PHIL
KIDO, Boies, Ida.

ALLEN, REGINALD
WJWS, Washington, D. C.

ALLEN, SPENCER
WGN, Chicago, Ill.

ALLERTON, GLEN
WLW, N. Malone, Ind.

ALLISON, PAUL
WLW-WSAV, Cincinnati, Ohio

ALISON, ROBERT
WCJ, New York, N. Y.

ALLYN, KEN
WRNL, Richmond, Va.

ALSPA, CHARLES C.
KICA, Clifton, N. J.

ALTER, BENNE
WMT, Cedar Rapids, Waterloo, la.

ALTMAN, RICHARD
WSAY, Savannah, Ga.

ALVARES, ARTHUR
WNOE, San Francisco, Calif.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

ATWOOD, JACK
WDR, Augusta, Me.

AMADON, ARTHUR
WWMR, Manchester, N. H.

AMAULI, GILIO
WBM, Jersey City, N. J.

AMES, JOHN
WSBD, Toledo, Ohio

ANASTASSIOU, GEORGE
WTEL, Philadelphia, Pa.

ANDERSON, A. C.
KTAR, Phoenix, Ariz.

ANDERSON, BOB
WBUP, Gainesville, Fla.

ANDERSON, CHARLES
KECA-KFPL, Los Angeles, Calif.

ANDERSON, DICK
WHO, Des Moines, la.

ANDERSON, EDWARD
WTIC, Hartford, Conn.

ANDERSON, J. LLOYD
KMOX, St. Louis, Mo.

ANDERSON, SAM W.
KFFA, Helena, Ark.

ANDERSON, SHELDON
KTRC, Visalia, Calif.

ANDERSON, WILLIAM
CHSJ, Saint John, N. B.

ANDRE, PIERRE
WGN, Chicago, Ill.

ANDREGG, DON
KSLM, Salem, Ore.

ANDREWS, ROY
KWK, St. Louis, Mo.

ANDRESS, TED
KCOY, Oklahoma City, Okla.

ANGELE, MEL
KKKD, Los Angeles, Calif.

ANE-BRO, GEORGE
Young, Widder Brown NBC, Amanda of Honeymoon Lane NBC

ANTHONY, CHUCK
WBCM, Bay City, Mich.

ANTHONY, ROBERT
WORD, Spartanburg, S. C.

APEL, THERSF
WPAY, Portsmouth, Ohio

APPLE, MARVIN
KCRN, Kansas City, Kans.

APPLEGATE, GEORGE
KJMJ, Fresno, Calif.

ARCHER, GRAHAM
KTSM, El Paso, Texas

ARCHIBALD, E. G.
CRRN, Rouyn-Noranda, Que.

ARGUE, TOM
CFAR, Flin Flon, Man.

ARMS, BILL
KGKO-WBAP, Fort Worth, Texas

ARMSTRONG, DAVE
CKBI, Prince Albert, Sask.

ARMSTRONG, FRANK
WJFP, Greenville, Miss.

ARNELL, PETER
WLJS, Beckley, W. Va.

ARVADA, VINCENT
KEEW, Brownsville, Texas

ARNOLD, TED
WSAZ, Huntington, W. Va.

ARNOLD, WALTER
KMPC, Beverly Hills, Calif.

ARRINGTON, BILL
WGBR, Goldsboro, N. C.

ARTHUR, DOUGLAS
WDBG, Gulfport, Miss.

ASARELLI, GILIO
WHOM, Jersey City, N. J.

ASL, MERRILL
KAPC, Port Arthur, Texas

ASHLEY, BARBER
WJPR, Greenville, Miss.

ASTOL, LEONARDO
KMAC, San Antonio, Texas

AUGUST, N.
CHNC, New Carlisle, Que.

ASTUD MARK
KSL, Salt Lake City, Utah

AUSTIN, FLETCHER
WNBC, Gastonia, N. C.

AUSTIN, MEL
WUSC, Clesteon, S. C.

AUSTIN, TED
WGM, Wilson, N. C.

AVERY, GAYLORD
KMOX, St. Louis, Mo.

AVERY, MARTIN
WLXH, Laconia, N. H.

AYA, BILL
KEVE, Everett, Wash.

B —

BABB, GUSS
WNAD, Norman, Okla.

BABBE, OWEN
KMPC, Beverly Hills, Calif.

BACH, ALWYN

BACHLAND, JOACHIM
CHLT, Sherbrooke, Que.
ANNOUNCERS

BAUER, CLARENCE L.
BUIN, Grants Pass, Ore.
BAUGH, TED
KIRO, Seattle, Wash.
BAUER, ROGER
CBF, Montreal, Que.
BAUMGARTNER, JOHN
WPDF, Flint, Mich.
BAXTER, WESLEY
WATL, Atlanta, Ga.
BAYEUR, ROLAND
CHLT, Sherbrooke, Que.
BAYLIS, DAVE
WGRD, Cleveland, Ohio
BAYLY, TRAVERS
WJMC, Rice Lake, Wis.
BEACHAM, PHIL
KPHO, Phoenix, Ariz.
BEARDSLEY, LEONARD
KINY, Janezau, Alaska
BEAUDETTE, CARLTON
WGDY, Minneapolis, Minn.
BEAUMONT, ALAN
WIBA, Madison, Wis.
BEC, ALBIN
WKBJ, Muskegon, Mich.
BEC, CARLTON
KOMA, Oklahoma City, Okla.
BEC, JIMMIE
KRGY, Westlcs, Texas
BEC, HARRY
WAMA, Mobile, Ala.
BEC, PHILIP
WTCI, Hartford, Conn.
BEC, SANFORD
WQHT, Charlotte, N. C.
BEGLEY, EDWARD
WNBC, Hartford-New Britain, Conn.
BEGOLD, KENNETH
WBAB, Wilkes-Barre, Pa.
BEHMER, BRUCE
WIBL, Wichita, Kans.
BEIGHLEY, SIDNEY
WXJ, Jacksonville, Fla.
BELANGER, LOUIS
CKAC, Montreal, Que.
BELKNAP, ALBERT
WESX, Salem, Mass.
BEL, ALLEN
WJZM, Louisville, Ky.
BEL, ANDY
WAPO, Chattanooga, Tenn.
BEL, FINIS
KGER, Long Beach, Calif.
BEL, HILUS
KYSO, Ardmore, Okla.
BEL, HOWARD
KKRD, Los Angeles, Calif.
BEL, JACK
WTCN, Minneapolis, Minn.
BEL, JOHN
WFVA, Frederickburg, Va.
BEL, KENNETH
WSAY, Rochester, N. Y.
BEL, MAC
CPAC, Calgary, Alta.
BEL, OLGA
CHSJ, Saint John, N. B.
BEL, TED
KRSC, Seattle, Wash.
BELLOTE, WILLARD
WJRMJ, Cordele, Ga.
BENCE, BOB
KFRC, San Francisco, Calif.
BENDIT, JACK
WJAP, Paducah, Ky.
BENECH, JULIA
WHLN, Harlem, Ky.
BENEDEIT, CHARLES
WWORD, Spartanburg S. C.
BENEDICK, MRS. NITA
KGMB, Honolulu, Hawaii
BENELA, RAFAEL
WIAK, San Juan, P. R.
BENNECHE, DAIN
KPHO, Phoenix, Ariz.
BENNETT, BENEDICT
KGO-KPO, San Francisco, Calif.
BENNETT, JACK
WFVA, Fredericksburg, Va.
BENNETT, JAMES R.
KOLO, La Junta, Colo.
BENNETT, MYRON J.
KED, St. Louis, Mo.
BENNETT, THURSTON
WWRD, Augusta, Ga.
BENNETT, WM.
WHKY, Hickory, N. C.
BENWARE, REX
WQXR, New York, N. Y.
BEREK, SYL.
WSLB, Ogdensburg, N. Y.
BERGMAN, HAL
WPAT, Paterson, N. J.
BERGSTROM, ARTHUR
WNBC, Hartford-New Britain, Conn.
BERNARD, MERLE
WKRC, Cincinnati, Ohio
BERNARD, PAUL
WABV, Atlantic City, N. J.
BERNARD, VIATEUR
CN&N, New Carlisle, Que.
BERNSTEIN, JERRY
KTHS, Hot Springs, Ark.
BERTHAND, FRANCOIS
CBF, Montreal, Que.
BESLIER, VERNE
WTAD, Quincy, Ill.
BEST, MARVIN
WTPV, St. Petersburg, Fla.
BETTSOF, WINSLOW
WIAK, Madison, Wis.
BICKET, LYNN
KFNF, Shreveport, La.
BIGLER, LYNN
WAVE, Lake Worth, Fla.
BIELSKI, CASIMIR
WOSU, Columbus, Ohio
BIERS, WILLIAM
WADC, Akron, Ohio
BILLY, KEEPER
WSKL, Port Huron, Mich.
BILL, EMIL
WCHK, Peoria, Ill.
BILL, HERM
WNY, York, N. Y.
BILLSURF, RY
WWJD, Chicago, Ill.
BINFORD, W. W.
WOC, Oklahoma City, Okla.
BINGE, RALPH
CKLW, Windsor, Ont.
BIOSK, WINSTON
WEW, St. Louis, Mo.
BISHOP, BURTON
KFEM, Temple, Texas
BISHOP, MORRIS
WKOK, Sunbury, Pa.
BLACK, EARL
WNWS, Nofignus, Ohio
BLACK, JAMES
KRBC, Abilene, Texas
BLAKEY, JOEL
WJZP, Ponichrepse, N. Y.
BLACK, JOHN
KGEG, Coffeyville, Kans.
BLACK, RUSSELL
KOCY, Oklahoma City, Okla.
BLACK, W. SHIRL
KVOO, Provo, Utah
BLACK, HERTZ
WAVE, Louisville, Ky.
BLAIR, J. BINNEY
KJUS, Walla Walla, Wash.
BLAIR, J. K.
CKAC, Montreux, Que.
BLAKELEY, CLINT
WAPI, Birmingham, Alabama
BLANCHARD, LOWELL
WNIO, Youngstown, Tenn.
BLANKS, VICTOR
KSAI, Salina, Kans.
BLENNHEIM, LARRY
WBN, New York, N. Y.
BLOIS, HOMER
WHAM, Rochester, N. Y.
BLOOM, LEWIS
WMSL, Decatur, Ala.
BLOOM, WILLIAM
Pepper Young, NBC
BLOOM, BERNARD
WSAY, Rochester, N. Y.
BLOOMER, BILL
WCOS, Columbus, S. C.
BODEN, ERIC
KYA, San Francisco, Calif.
BODEN, WALTON
KYAR, Atchinson, Kans.
BODINGTON, MAURICE
CFRB, Toronto, Ont.
BODGESS, JOHN
WLAG, La Grange, Ga.
BODNER, L. W.
Blool, Wash.
BODEWIG, ROGER
WARM, Singlton, Pa.
BOE, WES
WATW, College Station, Texas
BODIN, JOHN
KOAN, Pittsburg, Kans.
BOLMAN, PAUL
WILL, Urbana, Ill.
BOLTON, JOE
WCAU, Philadelphia, Pa.
BOLTON, LESLIE
WODM, Owensboro, Ky.
BOND, FORD
David Harum NBC, Cities Service NBC, Easy Aces, NBC
BONNELL, JOHN
KLYM, Redding, Calif.
BONNER, KAY
KATE, Albert Lea, Minn.
BONNER, ALICE
KLCN, Blytheville, Ark.
BOTH, VICAL
WMDL, Miami, N. Y.
BOTH, VIRGINIA
WCMH, Ashland, Ky.
BOUTON, FRAN
WWDZ, Toms, Ill.
BOWEN, JOHN E.
KDON, Monterey, Calif.
BOWLEY, JIM
WKLY, Lyle
WOKO, Albany, N. Y.
BOSS, KEITH
WHEB, Portsmouth, N. H.
BOWSORTH, BOB
WAPQ, Charlotte, Tenn.
BOTTGER, JACK
WNOL, New Orleans, La.
BOYD, RUTH T.
KSAC, Manhattan, Kans.
BOUDELL, ARTHUR
WCIM, Hamilton, Ont.
BOURGEOULT, FERNAND
CKYD, Val D'Or, Que.
BOURNE, PORTER
WXRL, Royal Oak, Mich.
BOYARD, BOB
KYA, San Francisco, Calif.
BOYDEN, JAMES
KFRN, Edmonton, Alta.
BOWEN, BETTY
WCAM, Camden, N. J.
BOWEN, CHARLES
WCRN, Pontiac, Mich.
BOWERS, BILL
WJZM, Clarksville, Tenn.
JAMES FLEMING

Direction: MUSIC CORP. OF AMERICA

FRANK GALLPOP

BROOKS, PHIL

BROOKS, ROY
CJCS, Stratford, Ont.

BROOKS, BILL
WHBL, Sheboygan, Wis.

BROOKS, DAVID
WFQI, Pawtucket, R. I.

BROOKS, FOSTER
WHAM, Rochester, N. Y.

BROOKS, GEORGE
WNEW, New York, N. Y.

BROOKS, KIRBY
WHO, Dayton, Ohio

BROOKS, PHIL
KFVD, Los Angeles, Calif.

BROPHY, FRED
WHO, Dayton, Ohio

BROPHY, MARG
CKNX, Wincham, Ont.

BROSE, CARL
WMAM, Marquette, Wis.

BROWN, ANDERSON
WGNR, Goshen, N. C.

BROWN, ART
WJN, Racine, Wis.

BROWN, ARTHUR
WOL, Washington, D. C.

BROWN, BILL
WLS-WSAI, Cincinnati, Ohio

BROWN, GEORGE
CJOC, Lethbridge, Alta.

BROWN, GORDON
KSRO, Santa Rosa, Calif.

BROWN, HOWARD
WTP, Philadelphia, Pa.

BROWN, J. N.
WHKY, Hickory, N. C.

BROWN, KEITH
WGG, Gainesville, Ga.

BROWN, L. W.
WCNW, Brooklyn, N. Y.

BROWN, LEONARD
KGFW, Kearney, Nebr.

BROWN, MAE
WHDL, Olean, N. Y.
ANNOUNCERS

BROWN, ROBERT
WENR-WMAQ, Chicag-o, Ill.

BROWN, SAM
WMCA, New York, N. Y.

BROWN, TED
WLS, Roanoke, Va.

BROWN, W. J.
WEHT, Charlestown, P. E. I.

BROWNE, BILL
KQDN, Pampa, Texas

BROWNE, JIM
WITC, Baltimore, Md.

BROWNING, DOUG
Bachelor's Children, NBC

BROWNING, RED
EGO-KPO, San Francisco, Calif.

BRYCE, DWIGHT
WTOC, Savannah, Ga.

BUCHE, EDWIN
KUAT, Salt Lake City, Utah

BUDER, ROBERT
WHIP, Hammond, Ind.

BUCYNE, WOODRUFF
WITC, Columbus, S. C.

BUCZ, CHARLES S.
KFLY, Salt Lake City, Utah

BUCK, BOB
WHAM, Rochester, N. Y.

BUCZ, BILL
WCLO, Janesville, Wisconsin

BUMENTHAL, ERNEST
KTOC, Oklahoma City, Okla.

BULLEN, PAUL
KXJ, New Windsor, Va.

BUNN, EDWARD
WGNY, Newburgh, N. Y.

BURNS, JERRY
WSAV, Savannah, Ga.

BURNS, WILLIAM
WWNY, Watertown, N. Y.

BURT, GARLAND
WJLB, Muscle Shoals City, Ala.

BURT, LYLE
KFW, Seattle, Wash.

BURSELL, EDWARD
WPID, Petersburg, Va.

BURSELL, TED
WGBR, Goldsboro, N. C.

BUTLER, CURTIS
KGB, Honolulu, Hawaii

BUTLER, FRANKLIN
WFLJ, Youngstown, Ohio

BUTLER, JIM
WMIN, St. Paul-Minneapolis, Minn.

BUTLER, RUSK
KLS, Oakland, Calif.

BUTLER, WARDE
WHJA, Zanesville, Ohio

BUTTERFIELD, BOYCE
WCAZ, Carthage, Ill.

BYERS, HALE
KWJ, Albino, Ore.

BYERS, WAYNE
WWJ, Akron, Ohio

BYRD, DAVE
KGGK-WBAP, Fort Worth, Texas

BYRUM, HOWARD
WLDJ, Bowling Green, Ky.

— C —

CARABIN, CARL
WDAY, Fargo, N. D.

CABE, LESLIE E.
KGO, Marshfield, Ore.

CABE, MARVIN
WPBR, Indianapolis, Ind.

CABBERT, TOM
KDLY, Salt Lake City, Utah

CABIN, E.
CKOC, Hamilton, Ont.

CABIN, GEORGE
WAAA, Boston, Mass.

CAGANO, PASQUALE
WHOM, Jersey City, N. J.

CALKER, EDDIE
KNW, Waterloo, Calif.

CALLEWOLD, FRED
KRBC, Austin, Texas

CAMPBELL, JAY
WAL, Washington, D. C.

CAMPBELL, L. R.
WWJ, Detroit, Mich.

CAMPBELL, WHKY
Hickory, N. C.

CAMPBELL, BERN
WKBI, La Crosse, Wis.

CAMPBELL, DON
WDFB, Flint, Mich.

CAMPBELL, GEORGE
WXYZ, Detroit, Mich.

CAMPBELL, JOE HILL
WSIX, Nashville, Tenn.

CAMPBELL, EARL
WCIJ, Moose Jaw, Sask.

CAMPBELL, LAYMAN
WIOD, Miami, Fla.

CAMPBELL, RED

CAMPBELL, BERNI
KHUB, Watsonville, Calif.

CAMPBELL, BOB
WCOO, Minneapolis-St. Paul, Minn.

CAMPBELL, C. E.
WWXJ, Greenville, S. C.

CAMPBELL, DICK
KGGF, Coffeyville, Kan.

CAMPBELL, DONALD
WCLE-WHK, Cleveland, Ohio

CAMPBELL, EDWARD
WSUN, St. Petersburg, Fla.

CAMPBELL, HOWARD
KQDN, Denton, Texas

CAMPBELL, JAMES
WMAQ-WERN, Chicago, Ill.

CAMPBELL, JERRY
WMKO, Augusta, III.

CAMPBELL, TED
WMCA, New York, N. Y.

CAMPBELL, YANN
WJFM, Chattanooga, Tenn.

CAMPBELL, VICTOR
WGY, Schenectady, N. Y.

CANADAY, EWING
KELD, El Dorado, Ark.

CANEPA, ED
KRSO, Santa Rosa, Calif.

CAMPFIELD, GILBERT
WHYN, Holyoke, Mass.

CANTER, RUSSELL
WBNS, Columbus, Ohio

CAPOTICH, OWEN
WHOM, Jersey City, N. J.

CARBUTT, J.
CKMO, Vancouver, B. C.

CARLENS, K.
WCCO, Minneapolis-St. Paul, Minn.

 CARL, J.
KJAT, Trall, B. C.

CAREY, SAMUEL
WBOC, Salisbury, Md.

CAREY, SPANELY
WGNY, Newburgh, N. Y.

CARRIL, WALTER R.
KINY, Jensen, Idaho

CARLBERG, LOREN
KRKC, Enid, Okla.

CARRION, ANDRE
WCPQ, Cincinnati, Ohio

CARLSEN, IRVIN
KOH, Reno, Nev.

CARRISON, DON
CFOX, Grande Prairie, Alta.

CARRON, HARRY
Singin' Canaries—Hart Mountain Prod., WOR

CARTER, HOWARD
WGRG, New Albany (Ind.)-Louisville (Ky.)

CARTWRIGHT, DOUG
KQFD, Watertown, S. D.

CARTWRIGHT, J. RALPH
WJPR, Jamestown, N. Y.

CARTWRIGHT, JIM
KFXD, Nampa, Idaho

CARTWRIGHT, BOB
WMBD, Decatur, Ill.

CARMICHAEL, LES
WJZM, Clarksville, Tenn.

CARROLL, HARRY
WHAM, Rochester, N. Y.

CARR, GENE
WBBQ, Memphis, Tenn.

CARRIER, RUS
CKX, Brandon, Miss.

CARRINGTON, BOB
KWAY, Sheridan, Wyo.

CARR, JAMES
WVSC, Charleston, S. C.

CARR, JAMES
KQDM, Fort Dodge, Iowa

CARR, RAY
WHPQ, Hopkinsville, Ky.

CARRON, ROBERT
WTNS, Trenton, N. J.
KNOX MANNING
News Commentator
Announcer
Actor
Emcee
And . . .

On The Screen —

In 1941
26 Warner Bros.' Shorts

Features
1 at MGM  3 at Paramount
1 at RKO  1 at Columbia
1 at Hal Roach

CHAMBERS, GARD
WHRC, Canton, Ohio

CHAMPE, GEORGE
WGKV, Charleston, W. Va.

CHANDLER, JR., HENRY J.
KNR, Roseburg, Ore.

CHAPMAN, J. CHARLES
WBNF, New Carlisle, Que.

CHAPMAN, DAVID
KRMN, Shreveport, La.

CHAPMAN, JIM
KSAC, Manhattan, Kans.

CHARBONNEAU, GENE
CJRC, Winnipeg, Man.

CHASE, BOB
WIL, St. Louis, Mo.

CHASE, DAVE
KBUR, Burlington, Ia.

CHASE, EDWARD
WOOD-WASH, Grand Rapids, Mich.

CHASE, HOWARD
WOL, Ames, Ia.

CHASE, JACK
WNAX, Yankton, S. D.

CHASE, TOM
WOW, Omaha, Nebr.

CHASTAIN, TONY
KRIC, Beaumont, Texas

CHATTERTON, LARRY
KXX, Los Angeles, Calif.

CHAYEY, P. E.
CBJ, Chéteau, Que.

CHIEFFI, LEE
WJIM, Lansing, Mich.

CHICK, BRICE
CKLW, Windsor, Ont.

CHILD, BERT
WCNW, Brooklyn, N. Y.

CHILD, NORMAN
CJIR, Kirklake Lake, Ont.

CHILD, ROBERT
WGBO, Birmingham, Ala.

CHILD, RALPH
KMA, Shenandoah, Ia.

CHITTICK, H. R.
KGEZ, Kalispell, Mont.

CHOW, DON
WJR, Detroit, Mich.

CHRISTENSEN, JIM
WSOY, Decatur, Ill.

CHRISTIAN, L. H.
WQGA, Gainesville, Ga.

CHRISTIAN, RALPH
WBRC, Birmingham, Ala.

CHRISTIE, BOB
WHAZ, Troy, N. Y.

CHRISTOPHER, CARL
KNOX, St. Louis, Mo.

CHRISTY, AL
KCKN, Kansas City, Kans.

CHUMLEY, CHARLES
KRRB, Abilene, Texas

CHURCHILL, NELSON
WAAB-WNAC, Boston, Mass.

CHYSEDALE, J.
CKOC, Hamilton, Ont.

CIECIECH, LEON
WHOM, Jersey City, N. J.

CIPRIANO, RODOLFO
KPAB, Laredo, Texas

CIVILE, ROY
KFIO, Spokane, Wash.

CLARK, CARL
WINN, Louisville, Ky.

CLARK, CHESTER
WCAE, Pittsburgh, Pa.

CLARK, HAROLD
KGFW, Kearney, Nebr.

CLARK, HAROLD
WEXN, Providence, R. I.

CLARK, HARRY B.
Columbia Concert Orchestra

CLARK, JAMES
WHIS, Bluefield, W. Va.

CLARK, RAY
WOW, Omaha, Nebr.

CLARK, SIM
KFDM, Beaumont, Texas

BEN
ALEXANDER
— ANNOUNCER —

P. Lorillard & Co.'s
"New Old Gold Show"

"Point Sublime"

Alber Milling Co.'s
"Whodunit?"

"Little Ole"

Author — Narrator
"Adventures in Hollywood"

802
COLLINS, R. BRANFORD
KPOP, Denver, Colo.

COLLINS, EDDIE
KCKN, Kansas City, Mo.

COLLINS, MIKE
WWL, New Orleans, La.

CLARKE, PAUL
WHLD, Rock Island, Ill.

CLARKE, ROBERT
WBUI, Poyntette, Wisc.

CLAYTON, BOB
WLIF, Louisville, Mich.

CLAYTON, BOYD
WBEO, Harrisburg, Ill.

CLAYTON, FRED
CKCR, Kitchener, Ont.

CLAYTON, TOM
WHLL, Lowell, Lawrence, Mass.

CLEAVER, JAMES
WDFD, Flint, Mich.

CLERM, CLAY
WSOC, Charlotte, N. C.

CLINE, CALDWELL
WWNC, Asheville, N. C.

CLOUGH, FORREST
KJFZ, Fort Worth, Texas

CLOUGH, LEE D.
KLUF, Galveston, Texas

COBB, ROB
RTKG, Visalia, Calif.

CLOUES, ED
KFXP, Pasadena, Calif.

COATES, F. FLETCHER
CHNS, Haligaz, N. S.

COBB, DAVID G.
WSM, Nashville, Tenn.

COBB, DICK
WAAB-WNAC, Boston, Mass.

COBBLER, EVERETT
KOH, Reno, Nev.

COBBLE, JAMES G.
WDAX, West Point, Ga.

COCHRAN, ROBERT
WCAE, Pittsburgh, Pa.

COCRANE, DON
KWK, St. Louis, Mo.

COCKLEY, MAX
WHLN, Harlem, Ky.

CODDY, STEVE
WGIL, Gainesburg, Ill.

COOK, DEL RIO
KGA-KHQ, Spokane, Wash.

COHAN, MORT
WJAI, Morgantown, W. Va.

COKER, V. A.
WSBP, Sarasota, Fla.

COLE, FRED
WBS - WBZA, Boston-Springfield, Mass.

COLE, GEORGE
WBUY, Albany, N. Y.

COLE, HARRY
WXAJ, Jacksonville, Fla.

COLE, LOU
WWRL, Woodside, N. Y.

COILLIE, GENE
KRRY, Sherman, Texas

COLLIER, FRED
CKKN, Campbellton, N. B.

COLLINS, AL
WRAT, Miami Beach, Fla.

COLLINS, JIMMY
WJMR, Greeneville, S. C.

COLLINS, JUD
WSM, Nashville, Tenn.

COLON, ROYCE
KRED, Dallas, Texas

COLTON, SCOTT
WINV, New York, N. Y.

COLTON, TOM
WWSR, St. Albans, Vt.

COLVILLE, BOB
WQNY, Kingston, N. Y.
CREASY, JIMMY
KTAR, Phoenix, Ariz.

CREE, JAMES
WMIG, Richmond, Va.

CREMENS, GEORGE
WISX, Milwaukee, Wis.

CROCKETT, DAVID
KNSD, Shreveport, La.

CROMER, STURGEON
KJJB, Globe, Ariz.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROSBY, DELL
KPHO, Phoenix, Ariz.

CROSS, MILTON
Information, Please, NBC.

CROSBY, DEAN
WMSD, Muscle Shoals, Ala.

CROSBY, WILLIAM
KVIL, Val D’Or, Que.

DAIGER, FRED
KVA, San Francisco, Calif.

DAILE, AMBERT
KWTM, Danville, Va.

DAILEY, JOHN
KWLK, Longview, Wash.

DAILY, WILSON
WIFF, Plattsburg, N. M.

Dakin, R. S.
CFCF, Montreal, Que.

DAILE, HAROLD
WGTC, Greenville, N. C.

DALE, JIM
WOC, Davenport, Ia.

DALLAIRE, J. B.
CBJ, Chicoutimi, Que.

DAILY, RANNY
WING, Dayton, Ohio

DANA, JOE
KSY, Phoenix, Ariz.

DANE, MARSHALL
WOC, Davenport, Ia.

DAVIS, ARCH
WFIR, Wisconsin Rapids, Wis.

DAVIS, CHARLES
KCKN, Kansas City, Kan.

DAVIS, CLIVE

DAVIS, GARY
WMEF, High Point, N. C.

DAVIS, GEOFF
CGR, Vancouver, B. C.

DAVIS, HAROLD
WDAS, Philadelphia, Pa.

DAVIS, JOHN
WWW, Pittsburgh, Pa.

DAVIS, KEN
KWL, Albany, Ore.

DAVIS, ROBERT
WBDT, Terre Haute, Ind.

DAVIS, ROBERT
WHDL, Olean, N. Y.

DAVIS, RUSSELL
KIRK-KEWTO, Springfield, Mo.

DAVIS, WILLARD
KRRD, Los Angeles, Calif.

DAWSON, JACK
CFRB, Toronto, Ont.

GEORGE BRYAN
Announcer
CBS

LARRY ELLIOTT
ANNOUNCER & MC
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WDIA, Washington, D. C.

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SID WALTON

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KKNR, Roseburg, Ore.

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KMAC, San Antonio, Texas
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HARRIS, CONNIE
WHMA, Anniston, Ala.
HARRIS, DEAN
WMED, Muscle Shoals City, Ala.
HARRIS, ELLIS
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KPYR, Columbia, Mo.

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WHIP, Hammond, Ind.

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WWLL, Lowell - Lawrence, Mass.

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WMT, Cape Girardeau, Mo.

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JACKSON, ALLAN
WMC, Memphis, Tenn.
JACKSON, DON
WOL, Ames, Ia.
JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, GLENN
WSBD, Toledo, Ohio
JACKSON, JAY
WINS, Columbus, Ohio
JACKSON, WILLIE
KVIC, Victoria, Texas
JACOBS, JOHN
KMNO, St. Louis, Mo.
JACOBSON, MARTIN
WFCF, Chicago, Ill.
JACOBSON, CARL
KPAC, Denver, Colo.
JAEGER, JOHN
WNEW, New York, N. Y.
JAFFE, ARNOLD
WHOM, Jersey City, N. J.
JAGOE, EARL
WLBW, Bowling Green, Ky.
JAMPEL, CARL
WPDG, Flint, Mich.
JAMES, DENNIS
WNEW, New York, N. Y.
JAMES, GLEN
WHBL, Sheboygan, Wis.
JAMES, HUGH
Lowell Thomas, NH
Parker Family, NH
JAMES, RICHARD
WQXR, New York, N. Y.
JAMES, SYLVIA
WCAM, Camden, N. J.
JAMESON, KEITH
WKBX, Youngstown, Ohio
JANES, DOLPH
KORE, Eugene, Oreg.
JANSEN, KARL F.
WMBS, Dayton, Pa.
JAVIES, LEE
WHR, Kansas City, Mo.
JARZEWOLSKI, CASIMIR
WHOM, Jersey City, N. J.
JASPER, J. ALAN
WMUR, Manchester, N. H.

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Announcing
WMCA

BOB HARRIS
Announcing - WMCA


Narration, Slide Film, for Libby-Owens-Douglas
KIRKPATRICK, JESS
WGN, Chicago, Ill.

KIRSCHNER, CLAUDE
WIND, Gary, Ind.

KIRWAN, GEORGE
KWMJ, Grand Island, Nebr.

KISTLER, GLEASON
WBKB, Dubuque, Ia.

KITTLE, CLAYDE
NBC

KITTNER, BOB
WRFM, St. Louis, Mo.

KLEIN, HERMAN
KTBV, Tacoma, Wash.

KNIGHT, FRANK
ALABAMA WIRE, Montgomery, Commuters, WOR-Mutual.

KNIGHT, KIRK
WMJO, Royal Oak, Mich.

KNITTEL, M.
WCAP, Asbury Park, N. J.

KNOERRNSCHILD, KNXTDTSN
KFTU, Clayton-St. Louis, Mo.

KNOX, J.
KFJZ, Fort Worth, Texas

LAMBERT, KEN
WJFF, Herrin-WLDS, Jacksonville, Ill.

LAMBERT, VINCENT
KCVV, Redding Calif.

LAMBERT, WALLY
WMFR, High Point, N. C.

LAMBERT, RALPH
WMFR, High Point, N. C.

LAMIN, GEORGE
CBF, Montreal, Que.

LAMPEL, HAROLD
WCEA-WSAN, Allentown, Pa.

LANAGAN, JAMES
WNBH, New Bedford, Mass.

LANDI, ERBERTO
WHOM, Jersey City, N. J.

LANE, CHARLES
CKJW, Windsor, Ont.

LANE, DRURY
KICA, Clavis, N. M.

LANE, TOM
WLOF, Orlando, Fla.

LANG, BOB
KEVR, Seattle, Wash.

LANG, CHARLES WILLIAM
KFKA, Greeley, Colo.

LANG, DAVE
WHLS, Port Huron, Mich.

LANG, FRED
WAAA-WAC, Boston, Mass.

LANG, WARD
KTSJ, San Antonio, Texas

LANGBEIN, G.
CFRN, Edmonton, Alta.

LAETONG, ED.
WPIC, Sharon, Pa.

LANGFORD, PAUL
KRKD, Los Angeles, Calif.

LANSING, HAL
WTCT, Minneapolis, Minn.

LANSING, LARRY
KVEC, San Luis Obispo, Calif.

LANTKY, C. C.
KGA-KUQ, Spokane, Wash.

LANTZ, STANLEY
WJBC, Bloomington, Ill.

LANUM, BLAKE
KROS, Clinton, Ia.

LAPLANT, RAYMOND
CJBR, Rimouski, Que.

LA PLANTE, ROY

LAPOINTE, ARMORD
WHER, Portsmouth, N. H.

LA RUE, BEN
KGFG, Coffeyville, Kans.

LA SEDO, JEAN-PAUL
CHIT, Sheboygan, Wis.

LATEAU, HERBERT W. S.
KVOO, Tulsa, Okla.

LATUM, STAN
CFSO, Owen Sound, Ont.

LATTERM, SAM
WWPG, Lake Worth, Fla.

LATTERM, TOM
WRAWL, Raleigh, N. C.

LATTANZIO, A. T.
WHAZ, Troy, N. Y.

LAUGHLIN, KEN
KFOD Anchorage, Alaska

LAUGHER, ROL
WGIL, Galesburg, Ill.

Laurie, Bill
KONO, San Antonio, Texas

LAUX, ED
WAAT, Jersey City, N. J.

LAUX, FRANCE
KMOX, St. Louis, Mo.

LA VALLE, AL
WEDC, Chicago, Ill.

LAVALLE, GENE
WCZY, Cincinnati, Ohio

LAKEY, W hen
WEDC, Chicago, Ill.

LAW, PAUL C.
KFPY, Spokane, Wash.

LAWDER, J.
WINX, Washington, D. C.

LAWES RAYMOND
WSAY, Albany, N. Y.

LAWHON, JOEL
WFWC, Greenville, S. C.

LAWLOR, JOE
CHATT , Chattanooga, Tenn.

LAWRENCE, DAN
KKNJ, Des Moines, la.

LAWRENCE, JACK
CIAT, Trail, B. C.

LAWRENCE, JAMES
KVOO, Provo, Utah

LAWRENCE, JOHN
WNWE, New York, N. Y.

LAWRENCE, LARRY
WAGE, Syracuse, N. Y.

LAWRENCE, MORT
WIP, Philadelphia, Pa.

LAWTON, CARL
WJTV, Charleston, S. C.

LAY, ROBERT C.
WWJM, Cordele, Ga.

LAX, BILL
WHAD, Madison, Wis.

LEADER, JOSEPH
WOCB, Hyannis, Cape Cod, Mass.

LEAR RICHARD
WCAP, Asbury Park, N. J.

LEBLANC, M.
CKNE, Campbellton, N. B.

LEBRUN, HARRY
WHUC, Rochester, N. Y.

LECAVALIER, CARL
CBF, Montreal, Que.

LEE, BERNARD
WRRB, Columbus Ga.

LEE, BOB
KKEA, Helena, Ark.

LEE, BOB
KRIC, Beaumont, Texas

LEE, BOB
KWLC, Decorah, la.

LEE, CLAYTE
KIDO, Boise, Ida.

LEE, EDDIE
WJMC, Rice Lake, Wis.

LEE, FRANK
WKST, New Castle, Pa.

LEE, H. W.
WMPD, Wilmington, N. C.

LEE, JACK
WHAM, Rocheester, N. Y.

LEE, JERRY
WOAT, San Antonio Texas

LEE, JOSEPH
KIVO, Provo, Utah

LEE, ZEB
WTPF, Raleigh, N. C.

LEEDS, DAVID
WAAT, Jersey City, N. J.

LEFFERS, ERNE
WMRT, Cedar Rapids-Waterloo, la.

LEHNER OTTO H.
KGGU, Mandan, N. D.

LEIFER, WOODY
WJHL, Johnson City, Tenn.

LEIN, GOODMAN
KSLAM, Salem, Ore.

LEISURE, CLARENCE
KBTA, San Francisco, Calif.

LEMAY, MARY ANN
WINS, Milwaukee Wise.

LEMMEN, MATT H.
KVOA, Phoenix, Ariz.

LEMMING, CLARENCE
KJIT, Yakima, Wash.

LEMON, WILLIAM
KXK, Los Angeles, Calif.

LEN, WILLARD
KNGC, Amarillo, Texas
LENGS RUSSELL
WCED, DuBois, Pa.
LEO, FRED
WWMB, Peoria, Ill.
LEO, FRED
WMO, Aurora, Ill.
LEONARD, JAMES
WLW-WSAI, Cincinnati, Ohio
LESCOUTTE, JACK
WHN, New York N. Y.
LESEK, EDWARD MICHAEL
WXYZ, Detroit, Mich.
LESLEY, JOHN
KBOI, Rapid City, S. D.
LESLIE, RALPH
WNGN, Petersburg, Va.
LETOURNEAU, ART
KIDO, Boise, Ida.
LETSON, ED
KJDL, Salt Lake City, Utah
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WHOM, Jersey City, N. J.
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KTVI, Troy, N. Y.
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WHEN, Buffalo, N. Y.
LEWIS, DON
WFLW, New Orleans, La.
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WMZ, Macon, Ga.
LEWIS, GORDON
WHAL, Greenfield, Mass.
LEWIS, HOWARD
WJHB, Greensburg, Pa.
LEWIS, JACK
WALA, Mobile, Ala.
LEWIS, JOHN
WFC, Sharon, Pa.
LEWIS, ROBERT
KIRO, Seattle, Wash.
LEWIS, WALTER
WJZ, Trenton, N. J.
LEY, MARTHA
WHOM, Jersey City, N. J.
LEYDEN, JR., WILLIAM
WWJ, Detroit, Mich.
LIBBY, JOHN C.
WOOU, Lewiston, Me.
LIDENTON, DON
KWOC, Poplar Bluff, Mo.
LILES, MARDI
WWNC, Asheville, N. C.
LINDSEY, WATSON
WMBH, Joplin, Mo.
LINFOUT, VICTOR
KCLK, Grandford, Ont.
LINN, GARY
LNN, J. B.
KNBC, Amarillo, Texas
LISSEER, ALAN
KGMH, Honolulu, Hawaii
LITE, KENNETH
KTH, Yakima, Wash.
LITTLE, BOB
WCKY, Cincinnati, Ohio
LIVIANCE, ROBERT
WMVA, Martinsville, Va.
LLOYD, JOHN S.
WTHT, Hartford, Conn.
LOCKWOOD, KENNETH
KBKB, Baker, Ore.
LOFFLER, GENE
KKRT, Des Moines, Ia.
LOGAN, JACK
WJAS, Pittsburgh, Pa.
LOGAN, JACK
WNAD, Norman, Okla.
LONDON, ETHEL
WTRMC, Dallas, Tex.
LONDON, JOE
KTOK, Oklahoma City, Okla.
LONERGAN, VANCE
WMGP, Hibbing, Minn.
LONG, DEANE S.
WAKR, Akron, Ohio
LONG, JAMES
WWSW, Pittsburgh, Pa.
LONG, RUSSELL
WCSC, Charleston, S. C.
LONG, W. R.
KFPF, Dallas, Texas
LONG, WILLIAM
WSIX, Nashville, Tenn.
LONGDON, D. C.
KINY, Juneau, Alaska
LONGWELL, ROBERT
WCAK, Pontiac, Mich.
LORANG, GLENN
KWSC, Pullman, Wash.
LORIG, M. C.
WFGC, Albany, Ga.
LOTT, TED
KGBS, Harlingen, Texas
LOUDON, GORDON
KALB, Alexandria, La.
LOUDRIN, DICK
KTVX, Waynesville, Vt.
LOVE, BENJAMIN P.
KINY, Juneau, Alaska
LOVE, ALFRED
WATSON
LOVE, DOUGLAS
KATE, Albert Lea, Minn.
LOWE, MARVIN
WED, Dubuque, Pa.
LOWE, NORINE
WWNC, Asheville, N. C.
LOWRY, KGA-KHQ, Spokane, Wash.
LOWRY, BYRON
WFMJ, Miami, Fla.
LOWREY, MEADOR
KRLD, Dallas, Texas
LOWREY, LEW
WJBK, Minneapolis, Ind.
LOYSEN, KENNETH
WSAY, Rochester, N. Y.
LUCAS, B. L.
WREL, Columbus, Ga.
LUCAS, HARLEU
WLOK, Lima, Ohio
LUCAS, PETER
WOOD-WASH, Grand Rapids, Mich.
LUDWIG, LYLE
WCM, Indianapolis, Ind.
LUKINS, HARRY
WAYE, Louisville, Ky.
LUKINS, JACOB
WJBC, Waukegan, Ill.
LUNDQUIST, ROY
KKB, Everett, Wash.
LUNN, G.
CDF, Trail, B. C.
LYLE, BOB
KMOL, St. Louis, Mo.
LYNN, CECIL
KTRB, Modesto, Calif.
LYNCH, JACK
KYM, Willmar, Minn.
LYNDE, PAUL
KFXM, San Bernardino, Calif.
LYNN, FRANK
KZMX, Muskegon, Mich.
LYON, CHARLES
WENR-WMAQ, Chicago, Ill.
LYON, EDIE
KTUL, Tulsa, Okla.
LYON, LEONARD
KIST, Big Spring, Texas
LYON, RUS
WBCM, Bay City, Mich.
LYONS, BOB
WJL, Anchorage, Ky.
LYONS, DON
WHN, New York, N. Y.
LYONS, JIM
Kロー, Santa Ana, Calif.
LYTLE, ED
WHIO, Dayton, Ohio
LYTLE, HARRY
WMAN, Mansfield, Ohio
M
MABEY, ERNEST
CHSJ, Saint John, N. B.
MARRY, JOE
WHUB, Cookeville, Tenn.
MARRY, ROBERT
WCAK, Pontiac, Mich.
MAC, BILLY
WDML, Macon, Ga.
MACHER, LEO
KIEV, Glendale, Calif.
MACRAE, MARGARET
CHML, Hamilton, Ont.
MACCLARY, WILLIAM B.
KFFA, Grecely, Colo.
MACDONALD, ARTH
WJZ, WBSA, Boston-Springfield, Mass.
MACDONALD, STUART
CJRL, Kirkland Lake, Ont.
MACDONALD, WILLIAM E.
WCAK, Pontiac, Mich.
MACDONEL, DAN
MACDONOUGH, H. T.
KELD, El Dorado, Ark.
MACGOWAN, DAVID
WGH, Newport News, Va.
MACK, WAYNE
WCAK, Cleveland, Ohio
MACKALL, BOB
WFMJ, Youngstown, Ohio
MACENZIE, EDMUND T.
WJBJ, Detroit, Mich.
MACKINTOSH, BILL
KBIZ, Ottumwa, Ia.
MACKNESS, RAY
CBBE, Winona, B. C.
MACNIGHT, JOHN
WDDY, Minneapolis, Minn.
MACLEOD, ROBERT W.
KFTIR, Bismarck, N. D.
MACMILLAN, LOWELL
WIEC, Rochester, N. Y.
MACMURRAY, PHIL
KECA-KFI, Los Angeles, Calif.
MACNAMEE, DOUGLAS
WCPO, Cincinnati, Ohio
MAKRAE, WIBX, Peekskill, N. Y.
MAKRAE, JAMES
WAVY, Columbus, Ohio
MAKRAE, ROSS
CCKK, Regina, Sask.
MACKY, VIRGINIA
WJAG, Norfold, Nebr.
MADDEN, MERRILL
WKWK, Wheeling, W. Va.
MADELY, ART
KFAC, Las Vegas, Nev.
MAGERS, GLEN
KGFF, Shawnee, Okla.
MAGUIRE, WIBC, WCM, Camden, N. J.
MAHANEA, ROBERT
KKB, Kansas City, Mo.
MAHONEY, WAYNE
WBAB, Atlantic City, N. J.
MALKNESS, ARTHUR
WHEL, Virginia, Minn.
MAI, RICHARD
KPSA, Salina, Kans.
MALONE, EDWARD A.
KUIN, Grants Pass, Ore.
MALONE, ROY
CCKK, Regina, Sask.
MALONEY, JAMES
WBRK, Pittsfield, Mass.
MALONEY, VINCENT
WAAB-WNAC, Boston, Mass.

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PARKER, GLEN
WHO, Des Moines, Ia.
PARKER, LAURENCE M.
KFEO, St. Joseph, Mo.
PARKER, OTIS
WDAX, West Point, Ga.
PARKER, BOB
WIOD, Miami, Fla.
PARKES, HAL
KROW, Oakland, Calif.
PARKES, ALLEN
WATL, Atlanta, Ga.
PARKS, CHARLES
WDIV, Detroit, Mich.
PARKS, DARYLE
WRJN, Racine, Wisc.
PARSON, W. H.
WLEU, Erie, Pa.
PARSONS, CECIL
WAPI, Birmingham, Ala.
PARSONS, FRED
WCBS, Charleston, W. Va.
PARSONS, N. VINCENT
KPPC, Pasadena, Calif.
PARTON, CLAIRE
WRTF, N. Y.
PASCOE, HELEN
WGNY, Newburgh, N. Y.
PATCH, C. E.
WREAC, Johnstown, Pa.
PATRICK, PAT
KIEV, Glendale, Calif.
PATRICK, ROGER
WCGI, Detroit, Ill.
PATTERSON, CREAN
WNBC, Hartford-New Britain, Conn.
PATTERSON, LYLE
WHLS, Port Huron, Mich.
PUL, ED
WFLF, Chicago, Ill.
PAUL, NORMAN
WMUR, Manchester, N. H.
PAUL, NORMAN
WFSK, Rockford, Ill.
PAUL, RALPH
KVOD, Denver, Colo.
PAULIN, PIERRE
KDKA, Pittsburgh, Pa.
PAULEEN, VARNER
WCOU, Lewiston, Me.
PAULSON, ROBERT
KBFW, Lea, Minn.
PAXTON, TOM
WKY, Oklahoma City, Okla.
PAYNE, CHARLES
KLED, Corpus Christi, Texas
PAYNE, ROBERT I.
WCOU, Lewiston, Me.
PAYTON, JIM
WDSM, Superior, Wis.
PENA, GENE
WPAD, Paducah, Ky.
PEARCE, HAYWOOD
WGGA, Gainesville, Ga.
PEARSON, AL
KFQD, Anchorage, Alaska
PEARSON, FORT
WENR-WMAQ, Chicago, Ill.
PEARCE, DARYLE
KSEJ, Pocatello, Idaho
PEAT, GEORGE
ABRS, Lethbridge, Alta.
PECK, EDDIE
KTVJ, Walla Walla, Wash.
PECK, JOE
KDK, Atchinson, Kans.
PEEBLES, ROBERT
WJTN, Jamestown, N. Y.
PENDERGRASS, WILLIAM
WNBN, New Bedford, Mass.
PENDLETON, CHARLES
KFEM, Eureka, Calif.
PENNELL, BILL
CBS
PENN, ADRIAN
WBVN, Brooklyn, N. Y.
PENN, RAYMOND
WGKV, Charleston, W. Va.
PENNING, DAKEN
KFFA, Helena, Ark.
PEPPER, BILL
WBNS, Columbus, Ohio
PERENN, KEVIN
WTIC, Hartford, Conn.
PERRY, BOB
WBOB, Boston, Mass.
PERRY, C.
KJOC, Lethbridge, Alta.
PERRY, CHARLES
WBNZ, Saranac Lake, N. Y.
PERRY, EMMETT
WAAF, Chicago, Ill.
PERRY, ROBERT
KVBC, San Luis Obispo, Calif.
PERSONEUS, BYRON
KGBU, Ketchikan, Alaska
PETERS, KEN
WLWA, Cincinnati, Ohio
PETERSEN, HARRY
KONH, Rapid City, S. D.
PETERSON, DAVID
KRLC, Leduc, Idaho.
PETERSON, JACK
WDZ, Tulsca, Ill.
PETERSON, JAMES A.
KGA-KKVL, Spokane, Wash.
PETERSON, LYMAN
KWLC, Decorah, Ia.
PETERSON, NEALE
KVSM, Manhato, Minn.
PETERSON, WALTER
WHIP, Hammond, Ind.
PETRE, ROBERT
KROD, El Paso, Texas
PETRIE, HOWARD
Abie's Irish Rose, NBC Nichols Family
PETTAY, FRANCIS
WCELE-WHR, Cleveland, Ohio
PEYTON, STANLEY
WAKR, Akron, Ohio
PFALFER, FRED
WROL, Knoxville, Tenn.
PFEFFER, GEORGE
KFTN, Joliet, N. Y.
PHARES, DALE
WHBP, Rock Island, Ill.
PHILIPS, STUART
KFOX, Lage Beach, Calif.
PHILLIP, ANDREW
CFGP, Grande Prairie, Alta.
PHILLIPS, BILLY
KIDO, Boise, Ida.
PHILLIPS, CHESTER
WCAE, Pittsburgh, Pa.
PHILLIPS, DON
KGBS, Marionton, Texas
PHILLIPS, DON
WMCA, New York, N. Y.
PHILLIPS, ELMER
WHTC, Hluaca, N. Y.
PHILLIPS, GORDON
KFEM, San Bernardino, Calif.
PHILLIPS, OREL
CEDEX, Monterey, Calif.
PHILLIPS, STEWART W.
WTOB, Cumberland, Md.
PHILLIPS, WILLIAM
WOKA, Lafayette, N. Y.
PHIPPS, JOE
KRTC, Austin, Texas
PICKARD, GEORGE
WWSF, Toledo, Ohio
PICKETT, KATE
KATE, Albert Lea, Minn.
PICKUP, RONALD
FKXX, Winham, Kent.
Pieri, JOE
WDLP, Panama City, Fla.
Pierce, NORMAN
WIND, Gary, Ind.
Piercy, Sam
WCFJ, Chicago, Ill.
Piersolis, LEO
KWSC, Pullman, Wash.
PITCHELL, LOUIS
KWFT, Wichita Falls, Texas
PITT, W.
KWAT, Watertown, S. D.
PIVEN, J.
WBNX, Hartford, Conn.
PLAMADORE, RAYMOND
WKBH, La Crosse, Wisc.
PLATT, GORDON
WCAX, Burlington, Vt.
PLATT, MERVYN
WAIK, Winston-Salem, N. C.
PLEFFER, DOUGLAS
WSAU, Wausau, Wisc.
PLUMLEE, PAUL
KGLU, Safford, Arizona
PLUMMER, PAUL
KFIO, Spokan, Wash.
POINTEL, CHARLES
WLDW, Augusta, Ga.
Pollock, H. E.
WINC, Winchester, Va.
POOL, GLENN
KVSO, Ardmore, Okla.
POOLES, BILL
WKPT, Kingsport, Tenn.
Pook, John
WBBQ, Memphis, Tenn.
PoPe, Marshall
KFPJ, Fort Worth, Texas
Port, Tyler
WWMF, Lewistown, Pa.
PORTER, JOHN
KCTB, Tacoma, Wash.
PORTER, WINSLOW
WINS, Winchester, Va.
PORTER, WINSLOW
WNB, Bridgeport, Conn.
POTTIN, F. O.
WBOB, Lewistown, Pa.
POWELL, E. J.
KVOA, Tucson, Ariz.
POWELL, KEN
WJEN, Sidney, O. Y.
POWERS, DONALD
WDIO, Augusta, Me.
POWERS, RALPH
KFWB, Florence, Md.
POWERS, TOM
WAAB-WNAC, Boston, Mass.
PREEBLE, FRED
WCou, Lewiston, Me.
Presby, ARCHIE
KGO-KPO, San Francisco, Calif.
PRICE, STEVE
WAAT, Jersey City, N. J.
PRIESTER, JORDON
KWBZ, Gloce, Ariz.
Proctor, Bob
WDAE, Tampa, Fla.
Proctor, Hal
WCAO, Baltimore, Md.
Prough, E. L.
WXYZ, Detroit, Mich.
Provan, Jr., Robert
WDCR, Hartford, Conn.
Provence, Bob
WBKN, Youngstown, Ohio
Provenson, ROBERT
WKNH, New York, N. Y.
Purcell, CHARLES W.
WCAO, Baltimore, Md.
Purcell, richard D.
WMAS, Springfield, Mass.
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<th>Announcers</th>
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<tr>
<td>WILLIAMS, ALAN</td>
<td>WMCA, New York, N. Y.</td>
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<tr>
<td>WILLIAMS, J. M.</td>
<td>KLZ, Denver, Colo.</td>
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<tr>
<td>WILLIAMS, BEN</td>
<td>WTOC, Savannah, Ga.</td>
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<tr>
<td>WILLIAMS, BOB</td>
<td>KHMO, Hannibal, Mo.</td>
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<tr>
<td>WILLIAMS, CLIFF</td>
<td>WMCA, New York, N. Y.</td>
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<tr>
<td>WILLIAMS, FOSTER</td>
<td>WINN, New York, N. Y.</td>
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<tr>
<td>WILLIAMS, JIM</td>
<td>WBML, Macon, Ga.</td>
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<tr>
<td>WILLIAMS, KEN</td>
<td>WBIG, Asheville, N. C.</td>
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<tr>
<td>WILLIAMS, N. T.</td>
<td>WDAE, Tampa, Fla.</td>
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<tr>
<td>WILLIAMS, RAY</td>
<td>KYA, San Francisco, Calif.</td>
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<tr>
<td>WILLIAMS, ROBERT</td>
<td>KSFO, San Francisco, Calif.</td>
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<tr>
<td>WILLIAMS, STUART</td>
<td>WHLD, Naples, N. Y.</td>
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<tr>
<td>WILLIAMS, W, F.</td>
<td>WABY, Albany, N. Y.</td>
</tr>
<tr>
<td>WILDE, BILL</td>
<td>WSN, New York, N. Y.</td>
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<tr>
<td>WOLF, ED</td>
<td>KPO-KGO, San Francisco, Calif.</td>
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<tr>
<td>WOLF, JOHNNY</td>
<td>WSE, New York, N. Y.</td>
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<tr>
<td>WOLF, LEROY</td>
<td>WREL, Columbus, Ga.</td>
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<tr>
<td>WOLF, JOHN ALLEN</td>
<td>WCCO, Minneapolis, Minn.</td>
</tr>
<tr>
<td>WOLF, ROBERT</td>
<td>KGVO, Missoula, Mont.</td>
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<tr>
<td>WOOD, HARRY</td>
<td>WWSM, New York, N. Y.</td>
</tr>
<tr>
<td>WOOD, JIM</td>
<td>WRAL, Raleigh, N. C.</td>
</tr>
<tr>
<td>WOODARD, RAY</td>
<td>WFOC, Rochester, N. Y.</td>
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<tr>
<td>WOODBRIDGE, ROSS</td>
<td>WCBS, New York, N. Y.</td>
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<tr>
<td>WOODLE, HAMILTON</td>
<td>WOR, Newark, N. J.</td>
</tr>
<tr>
<td>WOOLF, JOHN M.</td>
<td>KDYL, Salt Lake City, Utah</td>
</tr>
<tr>
<td>WORTHINGTON, CLYDE</td>
<td>WBBZ, Punca City, Okla.</td>
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<tr>
<td>WORTHY, J. O.</td>
<td>WBEN, Buffalo, N. Y.</td>
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<tr>
<td>WRIGHT, STERLING</td>
<td>WSIP, Spartanburg, S. C.</td>
</tr>
<tr>
<td>WYATT, JACK</td>
<td>WOC, Detroit, Mich.</td>
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<tr>
<td>WYMAN, MALCOLM</td>
<td>WEBR, Buffalo, N. Y.</td>
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**Y**

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<tr>
<th>Announcers</th>
<th>Sports Commentators</th>
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<tr>
<td>VELLAND, STARR</td>
<td>KOA, Denver, Colo.</td>
</tr>
<tr>
<td>YOUNG, BERN</td>
<td>WTOL, Toledo, Ohio</td>
</tr>
<tr>
<td>YOUNG, BOB</td>
<td>KOA, Denver, Colo.</td>
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<td>YOUNG, DOUGLAS</td>
<td>WFLG, Sumter, S. C.</td>
</tr>
<tr>
<td>YOUNG, EDWARD P.</td>
<td>WMBS, Uniontown, Pa.</td>
</tr>
<tr>
<td>YOUNG, FRANK</td>
<td>WOL, Washington, D. C.</td>
</tr>
<tr>
<td>YOUNG, KENNETH</td>
<td>KCMO, Kansas City, Mo.</td>
</tr>
<tr>
<td>YOUSE, BOB</td>
<td>WDIB, Roanoke, Va.</td>
</tr>
</tbody>
</table>

**Z**

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<tr>
<th>Announcers</th>
<th>Sports Commentators</th>
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<tbody>
<tr>
<td>ZIMMERMAN, DAVE</td>
<td>WWJ, Detroit, Mich.</td>
</tr>
<tr>
<td>ZOMAR, KARL</td>
<td>KGIX-KWTO, Springfield, Mo.</td>
</tr>
<tr>
<td>ZUGADI, IGNACIO</td>
<td>WHOM, Jersey City, N. J.</td>
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</tbody>
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KIDO, Boise, Id.

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WXNY, New York, N. Y.

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KICA, Clovis, N. M.

ALTMAN, RICHARD
WSAV, Savannah, Ga.

ANDREWS, TED
KOY, Oklahoma City, Okla.

ANLYSL, BRAD
WTOI, Miami, Fla.

ANTHONY, CHUCK
WBCM, Bay City, Mich.

ARMENTROUT, CHARLES
WGIS, Buckeye, W. Va.

ARNOLD, FULTON
WTRY, Trenton, N. J.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

ATWOOD, JACK S.
WDRO, Augusta, Me.

AUSTIN, CARLIE
KEYR, Seattle, Wash.

AUSTIN, MEL
WQSC, Charleston, S. C.

AYA, BILL
KEVE, Seattle, Wash.

B

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WTAW, College Station, Texas

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KERN, Aberdeen, S. D.

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WFBB, Baltimore, Md.

BAKER, ROGER
KMHJ, Columbus, Ohio.

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WOR

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KWMF, Plattsburg, N. Y.

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KTHV, Little Rock, Ark.

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WSB, Atlanta, Ga.

BAITON, HAL
KULF, Galveston, Texas.

BATEY, C.
WDBO, Orlando, Fla.

BEATY, R.
WTVI, Victoria, B. C.

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CHLT, Sherbrooke, Que.

BAYEAD, ROLLAND
CBE, Montreal, Que.

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KFBC, Cheyenne, Wyo.

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WHO, Madison, Wis.

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WXNE, New York, N.Y.

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WEINROOT, LEO
WELLES, ORSON
WELLINGBROOK, KATHRINE
WELLS, ALAN W.
WENDELL, DOROTHY DAY
WEST, JANE
WEST, LESLIE
WEST, PAUL
WHARTON, JAMES B.
WHITE, DAVID
WHITE, LEO
WILBUR, CRANE
WICKER, REENE

— W —
WILKERSON, MARTY
WILLIAMS, ALBERT N.
WILLIAMS, JR., HERSCHEL V.
WILLIAMSON, MEL
WILSON, ALLAN
WILSON, ELITA
WILSON, FRANCES G.
WILSON, PRISCILLA
WINCHELL, PRENTICE
WINCHELL, WALTER
WINIKUS, FRANCES M.
WISBERG, AUBREY
WITTY, DON
WOODMAN, RUTH CORNELL
WOOLLCOTT, ALEXANDER
WORKS, ELEONORA C.
WRIGHT, WATKINS E.
WYLIE, MAX

— Y —
VAGER, FELIX
YOAKEM, LOLA GOELET
YOULE, CLERITON
YOUNG, JOHN

— Z —
ZIMM, MAURICE

CARLO DE ANGELO
Radio Director

SHERMAN & MARQUETTE, INC.

EDWARD A. BYRON
BACKSTAGE
Those Engaged in Radio Production during 1941

A

ADAMS, GLENN
WFL, Columbia, S. C.

ADELMAN, PAT
KNOW, Austin, Texas.

ADKINS, HERMAN
WBBG, Pamplona, Texas.

AFFLICK, MARY
WGN, Chicago, Ill.

AINLEY, J. T.
NBC-CBS, Story of Mary Martin, Knickerbocker Playhouse, First Nighter.

ALDRIDGE, WILLIAM
WFAA, Dallas, Texas.

ALEXANDER, MYER
NBC-CBS, Musical Americana, Schaefer Revue, Columbia Workshop, Texaco Star Theater, Coca-Cola Program, We the People, March of Time, 26 by Corwin, Forecast Program, School of the Air, NBC Thesaurus ETs.

ALEY, JACK
WGN, Greenville, N. C.

ALLAN, ANDREW
CBR, Vancouver, B. C.

ALTER, BENNE
WMT, Cedar Rapids-Waterloo, la.

AMBERG, GEORGE
KWHO, El Paso, Texas.

AMENDSEN, ALBERT
KIRO, Seattle, Wash.

ANDERSON, DICK
WABC, Des Moines, la.

ANDERSON, ROBERT
KGO-KHQ, Spokane, Wash.

ANTHONY, ROBERT
WOR, Syracuse, N. C.

APPLEGATE, GEORGE
KMJ, Fresno, Calif.

ARGABRITE, CARL
KDRP, Durango, Colo.

ARMSTRONG, D.
CKBL, Prince Albert, Sask.

ARTISTONE, FRANK
WJER, Greenville, Miss.

ARNO LD, ED
KPHO, Phoenix, Ariz.

ARRINGTON, BILL
WGBR, Goldsboro, N. C.

AYE, JR., THOMAS L.
WKPA, New Kensington, Pa.

ASH, BETTY
KFOX, Boise, Idaho.

ASHLEY, BARBEE
WRJ, Greenville, Miss.

ASPINWALL, HUGH
KXJX-KWTO, Springfield, Mo.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

B

BACH, GIL LIAM A.
WGN, Chicago, Ill.

BADEK, HUGH
KGNO, Missoula, Mont.

BAKER, PARLEY
KSL, Salt Lake City, Utah.

BAIRD, DORWIN
CJOR, Vancouver, B. C.

BAKER, JANET
WHBC, Canton, Ohio.

BAKER, BOB
WOW, Omaha, Nebr. Music Well Done.

BALDWIN, RUSSELL W.
WNIN, New Bedford, Mass.

BALES, DORIS
KCKK, Kansas City, Kan.

BALLANCE, WILLIS
KLWY, Weymar, Colo.

BALTIN, CHARLES
WHOM, Jersey City, N. J.

BANISTER, MANLY
KCKK, Kansas City, Kan.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARBER, J. A.
KGVO, Missoula, Mont.

BARBER, ROBERT L.
WSBT, South Bend, Ind.

BARRINGTON, GEORGE W.
WTSP, St. Petersburg, Fla.

BARRON, MAL
WALV, Galveston, Texas.

BASS, BETTY JAYNE
WNAD, Norman, Okla.

BASCO, NICK
KFWX, Weymar, Va.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEAN, HAROLD
WMVQ-WQW, Chicago, Ill.

BEARDSLEY, LEONARD
KINY, Juneau, Alaska.

BERG, ROBERT
WAAB-WNAC, Boston, Mass.

BELL, ALLEN
WINX, Louisville, Ky.

BELL, HOWARD
KRRD, Los Angeles, Calif.

BELT, RICHARD
WHO, Dayton, Ohio.

BENJAMIN, O. C.
KBIX, Muskegon, Okla.

BENNAGE, DAN
KPHO, Phoenix, Ariz.

BENNETT, DONN

BENNETT, WILLIAM
WKBZ, Muscle sho, Mich.

BENVARE, REX
WQXR, New York, N. Y.

BERCOVIC, LEONARDO
CBS, The Life of Riley.

BERG, HAL
WARM, Scattered, Pa.

BEVERLY, JOHN

BINGHAM, ROBERT B.
WHTH, Baltimore, Md.

BISHOP, FRED
WAAB-WNAC, Boston, Mass.

BOWEN, RICK
WBMN, Danville, Va.

BOWEN, R. LEE
KIT, Yakima, Wash.

BROWN, W. IRVAT
KOVO, Provo, Utah.

BLAIR, FRANK
WOL, Washington, D. C.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLOOM, VICTOR
KSAL, Salina, Kans.

BLISS, TID
KXX, Los Angeles, Calif.

BLOCKI, FRITZ
Lincoln Highway NBC, Kate CKBS, Chicago.

BOWEN, RUTH
WMZ, Macon, Ga.

BONDY, ORV IT
KCYV, Redding, Calif.

BONNER, RAY
KATE, Albert Lea, Minn.

BOWE, RICHARD
WTIC, Hartford, Conn.

BOWERS, BILL
WJZM, Clarkeville, Tenn.

BRADELEY, GEORGE
WHEB, Portsmouth, N. H.

BRADSHAW, VAUGHN
WTAR, Norfolk, Va.

BRAMSTEDT, A. O.
KFA, Fairbanks, Alaska.

BRANNEN, A. LYNNE
WHMA-Anniston, Ala.

BRAT-BERG, H. A.
KFPP, Spokane, Wash.

BRAZEAU, R. W.
KFPY, Spokane, Wash.

BRECE, CHARLES A.
WFRM, Indianapolis, Ind.

BRENNAN, HELEN
WHYN, Holyoke, Mass.

BRIDGES, JIMMY
WSB, Atlanta, Ga.

BRIGHT, HARRY
WGIR, Goldsboro, N. C.

BRINXON, VIRGIL
KWIK, Longview, Wash.

BROOK, PHIL

BROWN, FOSTER
KPRU, Columbus, Mo.

BROWN, GEORGE
CJOC, Lebanon, Alfa.

BROWN, GORDON
KRSO, Santa Rosa, Calif.

BROWN, HUMAN
CBS, Joyce Jordan, Girl Inerene.

BROWN, J. N.
WHKY, Hickory, N. C.

BOW, KAY
WHIP, Hammond, Ind.

BROWNE, BILL
KPDN, Pampa, Texas.

BRUCE, DWIGHT
WTOC, Savannah, Ga.

BRYSON, HENRY
KTSU, El Paso, Texas.

BUCHANAN, STUART
CBS, Jones and 1.

BULL, BRUCE
KQV, Santa Ana, Calif.
LOWE, DOUGLAS
KATE, Albert Lea, Minn.
LOWE, GUY W.
Columbia, Mo.
LOWELL, MAURICE
NJC, Lincoln Highway.
LOWRY, PAUL
WTCN, Hartford, Conn.
LUHMIS, DAYTON
WCAM, Cudahy, N. J.
LUKE, COLOMBUS
WHO, Dayton, Ohio
LUUNDQUIST, M.
WRE, Boston, Mass.
LUNDQUIST, M.
WRTAG, Boston, Mass.
LUTHER, LESTER
WHIB, Hammond, Ind.
LUXORD, NOLA
British American Ambulance
Corps Shows.
LYAM, PETER
WTCN, Minneapolis, Minn.
LYON, LEONARD
Texas, Big.
LITTLE, HARRY
WMAN, Mansfield, Ohio.
M —
MACK, NILA
CBS, Let's Pretend, March of
Games.
MACKINTOSH, BILL
KHIZ, Ottumwa, la.
MackAE, JACK
CRCK, Rezina, Sask.
MackAE, ROSS
CRCK, Rezina, Sask.
McCALLISTER, JOE
WMAQ-WENR, Chicago, Ill.
MACGUIRE, WALTER
WJMK, Camden, N. J.
MALL, RICHARD
KSAL, Salina, Kans.
MALONE, ROY
CRCK, Rezina, Sask.
MANN, LEO
WELI, New Haven, Conn.
MARTIN, MAURINE
WATW, Ashland, Wise.
MARK, RAYMOND D.
WNBH, New Bedford, Mass.
MARRIALL, NORM
CHML, Hamilton, Ont.
MARTIN, BOB
CHJ, Jersey City, N. J.
MARTIN, BUD
KCV, Redding, Calif.
MARTIN, CHARLES
NBC-WSB, Johnny Presents, Great
Moments from Great Plays.
MARTIN, DON
MARTIN, DON E.
KOA, Denver, Colo.
MARSH, MARIE
WSLS, Roanoke, Va.
MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.
MASON, LIN
WKRC, Cincinnati, Ohio.
MASSEY, GEORGE
WDAE, Albany, Ga.
MAUFFEETTE, GUY
CBF, Montreal, Que.
MATHEW, F. E.
KANSA, Elk City, Okla.
MAYPOLE, ROY
WABC, New York, N. Y.
McALARY, HOWARD
KSHO, Santa Rosa, Calif.
McAVITY, TOM
NBC, Bob Hope Program.
McCALLISTER, PAUL
KFDK, Amarillo, Texas.
McCARRON, EARL
CCKW, Moncton, N. B.
McLANAHAN, STEELE
WMGN, Albuquerque, N. M.
McCOWN, LOCK
KEYE, Everett, Wash.
McCown, John
KLFU, Galveston, Texas.
McDONALD, L. A.
FCFY, Charlottesville, P. E. I.
McDONALD, NORMAN
WJLS, Beckley, W. Va.
McDONELL, NORMAN
KXK, Los Angeles, Calif.
McEEVEY, AARON
CBL, Vancouver, B. C.
McENTY, DENIS
WJMC, Rice Lake, Wis.
McGILL, EARLE
CBS, Treasury Hour.
McGOUGH, J. R.
CHS, New Carlisle, Que.
McGRATH, WILLIAM
WNEW, New York, N. Y.
McGUIRE, JOHN
KPRC, Houston, Texas.
McILVAIN, HARRY
WCAU, Philadelphia, Pa.
MCKEAN, WAYNE
KFH, Wichita, Kans.
McKee, BLANCHARD
KKEF, Fort Worth, Texas.
MCKEON, NOEL
WNBH, New Bedford, Mass.
MCKINLEY, LYNN
KSS, Salt Lake City, Utah.
McLEAN, BOB
CHAB, Moose Jaw, Sask.
McLEOD, DUKE
CFAR, El Paso, Tex.
McPHILLIPS, ARTHUR
WJR, Detroit, Mich.
McTIGHE, JAMES
KDAL, Duluth, Minn.
McWHORTER, DON
WBLK, Clarksburg, W. Va.
MECELA, WILLIAM F.
WWNC, Asheville, N. C.
MENGER, C. L.
NBC-Blue, Tom Mix Straight
Shooters.
MERDAN, JOHN L.
WSTR, Sioux Falls, S. D.
MEYERS, JOE
KSTP, St. Paul-Minneapolis,
Minn.
MILLER, ALLAN
WATQ, Toledo, Ohio.
MILLER, J. HUBERT
KFAR, Fairbanks, Alaska.
MILLER, JOE
KFAR, Fairbanks, Alaska.
MILLIGAN, David F.
WFBM, Indianapolis, Ind.
MILLS, RICHARD
WNGY, Newburgh, N. Y.
MILOE, DON
KROMA, Oklahoma City, Okla.
MIMS, STUART
WAPI, Birmingham, Ala.
MITCHELL, JACQ. K.
KTSU, San Antonio, Texas.
MITTET, MILDRED
KEV, Everett, Wash.
MONDAY, RAY
EDPS, Pampa, Texas.
MONTANO, CARLOS
ROY, Phoenix, Ariz.
MONTGOMERY, JOHNNY
WLW, Bridgeport, Conn.
MOODY, RALPH
WLW-WSAI, Cincinnati, Ohio.
MOON, AL
KSWY, Sheridan, Wyo.
MOORE, C. D.
WPNC, Fayetteville, N. C.
SMITH, NORBOURNE
KOH, Rapid City, S. D.
SMITHERMAN, ROSS
WMOB, Mobile, Ala.
SMITH, RALPH
WKNE, Keesee, N. H.
SNOWDEN, TOMMY
WEED, Rocky Mount, N. C.
SPINNELD, G.
WDBO, Orlando, Fla. (Air Base Shows)
SPARR, CHARLES
SPEER, JOHN
KPH, Wichita, Kans.
SPIEGELMAN, JEANETTE
KNIC, Beverly Hills, Calif.
SPIROS, BOB
WRT, Williamson, W. Va.
SPRAGUE, EDGAR A.
WCKW, Wheeling, W. Va.
SPROUL, DERRYS
KIZ, Denver, Colo.
STANLEY, PHILIP
WXQR, New York, N. Y.
STANLEY, CLINTON
WMAQ-WENR, Chicago, Ill.
STINLEY, ERNEST
WRUF, Gainesville, Fla.
STEERE, TED
CBS, Ted Stee Songs
STEERE, GEORGE
WABA-WNAC, Boston, Mass.
STEPPE, T. E.
KGA, Denver, Colo.
STEWART, K.
WJSB, Montomer, Ala.
STEWART, RUSSELL
KSL, Salt Lake City, Utah
STONE, K.
WINN, Louisville, Ky.
STONE, DAVID
KSTP, St. Paul-Minneapolis, Minn.
STONER, PETER
WLL, New Haven, Conn.
STREET, MALCOLM
WHMA, Anniston, Ala.
STREETER, RAY
WMAM, Mardine, Wisc.
STEWART, R.
KGVO, Missoula, Mont.
STROUSE, IRVING
WINX, New York, N. Y. (inviting theater)
STRUCK, NEWELL
WNBF, Binghamton, N. Y.
STULL, ELIZABETH
KNYY, Kioct, Calif.
SULLIVAN, HENRY
WBBG, Greensboro, N. C.
SUNDBERG, OSCAR
KHSK, Chico, Calif.
SUSSON, E. G.
CBS, Lady Esther Program
SUTTERFIELD, PHIL
WKAT, Charleston, S. C.
SUTTON, ROBERT
WLW, Minneapolis-St. Paul, Minn.

T

TAYLOR, BYRON
WINN, Louisville, Ky.
TALBOT, WILLIAM
KORN, Fremont, Neb.
TAULBEE, ALAN
WXII, New York, N. Y.
TAYLOR, DAVIDSON
CBS, Columbia Workshop.
TAYLOR, JR., FRED G.
KOY, Phoenix, Ariz.
TAYLOR, PAT
WMFR, High Point, N. C.

TEMPLE, FRED
WFTL, Fort Lauderdale, Fla.
TEMPLE, JAY
KBDB, Santa Barbara, Calif.
TENNEY, RAYMOND
WJIB, Poyouette, Wash.
TERRY, BILL
WSGN, Birmingham, Ala.
THOMAS, BLAIR
WJAG, Norfolk, Nebr.
THOMAS, JACK
WACO, Waco, Texas.
TIMBERLAKE, R.
WMSL, Decatur, Ala.
TIMM, ALLEN
WEMP, Milwaukee, Wisc.
TITUS, DAVID
KGB, San Diego, Calif.
TOMMERDAHL, GENE
WRT, Williamson, W. Va.
TOLL, TED
WMAQ-WENR, Chicago, Ill.
TRACKMAN, HERB
KHEL, Denver, Colo.
TRAC, STERLING
KXN, Los Angeles, Calif.
TRUERE, BOB
WGNC, Elizabeth City, N. C.

U

ULBRICH, WILLIAM
WTRC, Elkhart, Ind.
ULRICH, AL
WMAQ-WENR, Chicago, Ill.
URQUHART, CHARLES
WMAQ-WENR, Chicago, Ill.
URRY, FRANCIS
KSL, Salt Lake City, Utah.

V

VANAGNIT, CARL
WGL-WOLO, Pl. Wayne, Ind.
VANDA, CHARLES
CBS, They Live Forever.
VENTER, MEL
KPRC, San Francisco, Calif.
VAN DRIEL, BOB
KGGM, Albuquerque, N. M.
VINCENT, CHUCK
NBC, "This Small Town"
VON LINDER, L.
WMT, Cedar Rapids, Waterloo, Iowa.
VOULTSAS, GEORGE
WMAQ-WENR, Chicago, Ill.

W

WADE, FRED
WTIC, Hartford, Conn.
WALKER, ALLAN
WTVM, East St. Louis, Ill.
WALL, DICK
WTVM, East St. Louis, Ill.
WALLACE, JACOB
KBST, Big Spring, Texas.
WALLACE, WESLEY
WPFT, Raleigh, N. C.
WALLISER, BLAIR
WGN, Chicago, Ill.
WALTERS, GILBERT E.
KRRK, Rosebury, Ore.
WALTON, MIDNEY
NBC, Sidney Walton's Music
WALTZ, GORDON
WLW-WRCAL, Cincinnati, Ohio.
WANN, PAUL
WDOD, Chattanooga, Tenn.
WARNER, HAROLD
WJXZ, Saranac Lake, N. Y.
WEARLEY, SCOTT
KROW, Oakland, Calif.
WELTMER, FRANK
KOV, Plattsburg, N. Y.
WELTING, RUPE
WIBG, Glenside, Pa.

WESTER, CARL
CBS-NBC, Woman in White
WETZEL, MAURICE
WMAQ-WENR, Chicago, Ill.
WHEELER, GEORGE
WRC, WMAL, Washington, D. C.
WHEELER, JOHN
WKKN, Kansas City, Kans.
WHINEHART, EDDIE
WRT, Williamson, W. Va.
WHITE, ROBERT
WMAQ-WENR, Chicago, Ill.
WHITE, ROBERT E.
WIZZ-WBZA, Boston - Springfield, Mass.
WHITE-CARVER, WILDA
KCKX, Kansas City, Kans.
WHITING, C, PEROT
WALB, Albany, Ga.
WHITNEY, WILL
WPBR, Baltimore, Md.
WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.
WIGHT, BURMA B.
WCAK, Burlington, Vt.
WILDY, LAWRENCE
WLW, St. Louis, Mo.
WILES, CHARLES
WKY, Oklahoma City, Okla.
WILEY, HOWARD
WMAQ-WENR, Chicago, Ill.
WILKEY, EUGENE
WDDO, Chattanooga, Tenn.
WILLSON, COLEMAN
WTSB, St. Petersurg, Fla.
WILSON, BEN
WTAD, Quincy, Ill.
WILSON, EDITH
KCKX, Kansas City, Kans.
WILSON, GEORGE P.
WBIG, Greensboro, N. C.
WISE, RUSSELL B.
WAKR, Akron, Ohio.
WOLEYER, JR., JACK
WSIX, Nashville, Tenn.
WOLFE, EDWIN
NBC, Peper Young's Family
WOODE, GEORGE
KGEZ, Kalispell, Mont.
WOODFORD, A. M.
WQK-WRAP, Fort Worth, Texas.
WOODFORD, JOHN M.
KDYI, Lake City, Utah.
WORKHoven, MERRILL
KELO-KS00, Sioux Falls, S. D.
WRIGHT, JEAN
WDTL, Toledo, Ohio.
WRIGHT, JOHN H.
WBZ-WBZA, Boston - Springfield, Mass.
WRIGHT, MEL
KLO, Ogden, Utah.
WRIGHT, WYN
WENR-WMAQ, Chicago, Ill.

Y

YAKUS, MILTON
WSX, Boston, Mass.
YARNALL, R.
KMMJ, Grand Island, Nebr.
YOUSE, BOB
WBDB, Roanoke, Va.

Z

ZELLER, LESTER
WTRC, Elkhart, Ind.
ZIEBERTH, E. W.
WLB, Minneapolis, Minn.
ZITZER, AL
KYA, San Francisco, Calif.
The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Fifth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

**ALABAMA**

Anniston Star: Malcolm Street
Birmingham News & Age-Herald: Turner Jordan
Chambers County News (Lanett): Victor Norris
Mobile Labor Journal: Stanton Dann
Mobile Press-Register: George M. Cox, Jr.
Montgomery Journal: Sarah Crist
Montgomery Advertiser: Bill Mahoney
Southern Radio News (Birmingham): Andrew W. Smith

**ARIZONA**

Arizona Farmer (Phoenix): Bob Mauch
Arizona Record (Globe): Ralph Herron
Arizona Silver Belt (Miami): Sam Kiamy
Clifton Copper Era: W. V. Olin
Graham County Guardian (Safford): V. P. Richards
Phoenix Gazette: C. G. Nuckolls
Phoenix Republic: Frank Ross
Tucson Citizen: Dorothy Williams, A. K. Parker
Tucson Star: Al Wilke, W. R. Matthews
Yuma Daily Sun: Karl Allen

**ARKANSAS**

Arkansas Democrat (Little Rock): Effie Wooten
Arkansas Gazette (Little Rock): Eleanor Wassell
Blytheville Courier-News: Sam Norris
Cinemag (Paragould): Orris Collins
Jonesboro Sun: Fred Troutt
Jonesboro Tribune: Donald Murray
Pine Bluff Commercial: Walter Sorrels
Pine Bluff Daily Graphic: Kenneth Riddle
Siloam Springs Daily Herald & Democrat: Alf Perrine

**CALIFORNIA**

Anaheim Bulletin: L. Loudon
Kern Herald (Bakersfield): Carroll Stalcup
Bakersfield Californian: Bill Moses
Berkeley Gazette: Howard Sipe
Carpinteria Herald News: Arthur Clark
Fresno Bee: A. J. Welter
Fresno Guide: Jim McCollum
Fullerton News Tribune: Ed Elfstrom
Hanford Sentinel: Walt Christie, Julius L. Jacobs
Kings County Herald (Hanford): Arthur C. Mace
Hollywood Citizen-News: Zuma Palmer
Hollywood Shopping News: John Kemp
Long Beach Press Telegram: Jenny Howell, Jimmie Allen
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): Jack Holmes
Community Paper Syndicate (Los Angeles): Barney Glazer
Oakland Post Enquirer: Richard Loomis, Robert Douglas, Frank Tiauzzi
Oakland Tribune: Charles McIntosh, Shirley Schwartz
Orange Daily News: William Hart
Pasadena Independent: W. N. MacBird
Pasadena Post & Star News: Reginald Warren
Riverside News: Harry Harper
Sacramento Bee: Ronald Schofield
San Bernardino Sun & Telegram: Harry Carey
San Diego Union & Tribune-Sun: Don Short
San Francisco Call Bulletin: Bert Darr, Edward Romero
San Francisco Chronicle: Fred Gunsky, Sanford Paganucci
San Francisco Examiner: Edward Murphy
San Francisco News: Emilia Hodell
San Francisco Shopping News: Tom Tyrell, Tom Foster
San Luis Obispo Telegram Tribune: Norman Spicer
Santa Barbara News Press: Mary Hagen
Santa Rosa Press Democrat & Republic: Mike Pardee
Stockton Record: Mr. Remington
Turlock Times: Bob Whiteside
Vallejo Times Herald & Evening Chronicle: A. Riley
Visalia Times-Delta: Click Relander
Wasonville Register-Pajaronian: Frank Orr
Wasonville Sun: Ed Slusser
Whittier Reporter: Dick Crow

COLORADO
Colorado Springs Gazette-Telegram: Guy Sampson
Colorado Herald (Denver): Helen Ferril
Denver Daily Record-Stockman: Willard Simms
Denver Monitor: Carson Harris
Denver Post: Betty Craig
Denver Times: William Schmitz
Rocky Mountain News (Denver): James Briggs, Mark Rousseau
Grand Junction Daily Sentinel: Preston Walker
La Junta Daily Tribune: Charles Nelson
Longmont Ledger: Fred Ferguson
Montrose Press: John Addington

CONNECTICUT
Bridgeport Post: Rocky Clark
Bridgeport Sunday Herald: Leo Miller
Bridgeport Life: Robert Sperry
Bridgeport Time Star: Fred Thoms
Bristol Press: Clarkson Barnes
Groton Advocate: Archie Saxby
Hartford Courant: Robert Prentiss, M. Oakley Christoph
Hartford Times: Harold B. Waldo, A. B. McGinley
New Britain Herald: Charles Sikora
New Haven Register: John Day Jackson
Stamford Advocate: Leonard Massell
Stoneington Mirror: Jerome Anderson
Waterbury Democrat: Jim Parker

DISTRICT OF COLUMBIA
Washington Times-Herald: Bill Frank
Washington News: Frances Kimber
Washington Post: Dick Coe
Washington Star: John Stepp, William Coyle

FLORIDA
Broward County Home News (Ft. Lauderdale): K. R. Davis
Fort Lauderdale Daily News: J. W. Dickey
Fort Lauderdale Times: Walter Day
Lake Worth Leader: Merle Meade
Miami Herald: Marion Stevens
Miami News: Jimmie McLean
Miami Beach Daily Tropics: Jack Rice
Ocala Evening Star: Bert Dosh
Ocala Morning Banner: Harris Powers
Orlando Morning Sentinel: L. J. Hagood
Orlando Reporter Star: R. H. Haskell
Orlando Times: Col. W. M. Glenn
Panama City News-Herald: Toni Veverka
Panama City Pilot: Eddie Pierce
Sarasota Herald Tribune: Bill Coe
St. Petersburg Independent: Eric Parsons
St. Petersburg Times: Ogden Sharp-knock
Tampa Times: J. F. Smiley
Tampa Tribune: Betty Copelin
West Palm Beach Post: LaMar Allen

GEORGIA
Albany Herald: Kenneth Pryce
Albany Journal: John Crouch
Atlanta Constitution: Paul Jones
Atlanta Journal: Ernest Rogers
Augusta Chronicle: Bob Parks, Frank Hawkins
Augusta Herald: Sam Moss, J. Davenport
Cordele Dispatch: Gaines Brewster
Columbus Ledger: Ben Vig
Dalton News: R. E. Hamilton
LaGrange News: Hal David
Macon News-Telegraph: Donald McDonald
Rome News-Tribune: Lewis Higgins
Savannah Evening Press: John Sutlive
Savannah Morning News: Percy Miller
Toccoa Record: Robert Graves
Waycross Journal-Herald: Jack Williams, Jr.

**IDAHO**

Blackfoot Daily Bulletin: John Rider
Couer d’Alene Press: Louise M. Shadduck
Lewiston Morning Tribune: Claude Basket
Lewiston Shopping News: Howard Wallace
Moscow News-Review: Louis A. Boas
McCammon News: R. N. Massie

**ILLINOIS**

Alton Evening Telegraph: P. B. Cousley
Belleville Daily Advocate: A. R. Schmidt
Bloomington Pantagraph: Harold Adams
Champaign News-Gazette: Harold Holmes
Chicago Herald-American: Lorraine Nystrom, Harry Munzell, Walter Hecht
Chicago News: Joseph Gorg, John Smith
Chicago Sun: Wauhilla LaHay
Chicago Times: Don Foster, Bill Irvin
Chicago Tribune: Larry Wolters, Stan Kramer
Down Beat (Chicago): Harold Jovien
Cicero-Berwyn Life: R. Blakely
Decatur Herald: E. O. McCann
Decatur Review: James Beaumont
East St. Louis Journal: Marjorie Wall
Freeport Journal-Standard: Grace L. Barnett
Illinois State Journal (Springfield):
   Harry Moody
Marion Republican: Homer Butler
Moline Dispatch: Fred Klaun
Peoria Journal-Transcript: R. M. Shephardson
Peoria Star: Joan Kelly
Rockford Register-Republic & Star: William R. Traun
Rockford Labor News: Casper Brady
Rock Island Argus: Don Wright, M. E. Emery
Tuscola Review: Gene Dillener
Urbana Courier: Robert Sink

**INDIANA**

Anderson Herald: Bill Toner
Elkhart Truth: Dan Albrecht
Evansville Sunday Courier & Press: George H. Miller
Fort Wayne Journal Gazette: Chester Brouwer
Fort Wayne News-Sentinel: William Middaugh
Gary Times: L. B. Snowden
Goshen News-Democrat: Herb Swariz
Hammond Times: Paul Damai
Indianapolis News: Herbert Kenney, Jr.
Indianapolis Star: C. L. Kern
Indianapolis Times: Edwin C. Heineke, Tom Kennedy
Lafayette Journal-Courier: Dick Greenwood
New Albany Tribune: James Montgomery
South Bend Tribune: Ira Carpenter, Lee Douglass
The Spectator (Terre Haute): R. Tuttle
Terre Haute Star: David Fox
Terre Haute Tribune: Marsee Cox
Vincennes Sun Commercial: Ross Gargus

**IOWA**

Cedar Rapids Gazette: Nadine Subotnik
Council Bluff Nonpareil: Helen Lindsay
Davenport Daily Times: Betty Soller
Davenport Democrat & Leader: Ina Wickham
Decorah Journal: Justin Hammond
Decorah-Posten: Georg Strandvold
Decorah Public Opinion: L. Dale Aherne
Eldon Star: Charles Haines
Des Moines Register & Tribune: Mary Little
Dubuque Daily Tribune: Carl Ochs
Dubuque Telegraph-Herald: Al Ney
Iowa City Daily Iowan: Loren Dickerson
Ottumwa Daily Courier: Jeannette B. Stein, John Huston
Shenandoah Sentinel: Robert Tindall
Sioux City Tribune: John Kelly
Waterloo Courier: Marion Mayes

**KANSAS**

Coffeyville Journal: Kenneth Cape
Dodge City Globe: Roy Buckingham
Emporia Times: May Clausen
Great Bend Tribune: M. D. Spencer
Kansas City Kansan: C. E. Nohe, Jim Porter
Lawrence Journal-World: Bob Busby
Manhattan Mercury: H. O. Dendurant
Manhattan Morning Chronicle: Lowell Treaster
Wichita Beacon: S. A. Coleman
Wichita Eagle: Sam Keifner

**KENTUCKY**

Kentucky New Era (Hopkinsville): Dudley Taylor
Louisville Journal-Courier & Times: James Sheahy, Mary Gaunt West
Owensboro Messenger & Inquirer: John Potter

LOUISIANA
Baton Rouge State Times: C. P. Liter
Baton Rouge Morning Advocate: Margaret Dixon
Lafayette Advertiser-Gazette: T. M. Calahan
New Orleans Item & Tribune: Ted Liuzza
New Orleans States & Times-Picayune: Mercedes Mateu

MAINE
Kennebec Journal (Augusta): Jean La Maye
Bangor Daily Commercial: B. M. Havey
Bangor Daily News: Eugene Rowe
Lewiston Sun-Journal: Miss Mitchell
Le Massager (Lewiston): Paul Belanger
Portland Sunday Telegram: Richard Sullivan

MARYLAND
Baltimore News-Post & Sunday American: J. Hammond Brown
Baltimore Evening Sun: Harry Stewart
Baltimore Morning Sun: E. J. Chapman
Baltimore Sunday Sun: Helen Cadwalader
Cumberland Guide: M. F. Prendergast
Salisbury Times: Oscar L. Morris

MASSACHUSETTS
Attleboro Sun: Ethel MacDonald
Berkshire Evening Eagle (Pittsfield): Kingsley Rex Fall
Beverly Times: Lawrence Hovey
Boston American & Record & Advertiser: Newcomb F. Thompson
Boston Globe: Elizabeth L. Sullivan
Boston Herald-Traveller: Alice Quinlan
Boston Post: Howard Fitzpatrick
Christian Science Monitor (Boston): Albert Hughes
Cambridge Star Bulletin: Margaret Suttermaster, Alden B. Hoag
Fall River Herald-News: Edward Delaney
Greenfield Recorder-Gazette: H. Irving Jenks
Holyoke Transcript: Alvin King
Hampshire Daily Gazette (Northampton): Mr. Emerson
Harwich Independent: H. B. Albro
Hyannis Patriot: Jack Johnson
Haverhill Gazette: John T. Russ
Lawrence Eagle & Evening Tribune: Sebastian Bartolotta, William Noble
L'Independent (New Bedford): Armand Lajoie
Lowell Journal: Henry Mulcahy
Lowell Sun: Charles G. Sampas
Lynn Telegraph News: Jake Finkel
New Bedford Standard-Times & Mercury: Charles Caro, William Clough
North Attleboro Chronicle: Charles F. Martin
Salem News: C. L. Twiss
Springfield News & Republican: Richard C. Fernald
Springfield Union: Henry P. Lewis, Viollet Tiffany
Worcester Sunday Telegram & Evening Gazette: Frederick L. Rushton
Yarmouth Register: Charles F. Swift

MICHIGAN
Bay City Times: Margaret Carroll
Detroit Free Press: Stephanie Putt
Detroit News: Herschell Hart, Kenneth Manuel
Detroit Times: Jack Koehler
Detroit Times (flint edition): Jim Kauffman
Flint News-Advertiser: Irving Chimonvitz
Flint Journal: Dick Chappell
Grand Rapids Herald: Forrest Weaver, John F. Wurz
Grand Rapids Chronicle: Ray Doran, George Zaronenaitis
Shopping News (Grand Rapids): George Marshall, Miss M. K. DeGroot
Ironwood Times: H. O. Sonneyson
Kalamazoo Gazette: R. A. Patton
Lansing State Journal: Jerry Root
Muskegon Chronicle: Paul Elliott
Pontiac Daily Press: Maxine Mason
Royal Oak Tribune: Lynn Miller
Saginaw News: Leslie Wahl
Cherryland Review (Traverse City): John Ewing
Traverse City Record Eagle: Jay Smith
MINNESOTA
Duluth News-Tribune & Herald: Nathan Cohen
Hibbing Tribune: George M. Fisher
Menominee Herald-Leader: Gene Worth
Minneapolis Star-Journal: George Grim, Jeanne Huck
Minneapolis Times: Grace Krause, Carl Carlson
Willmar Daily Tribune: Reuben Bengston
Winona Republican-Herald: Gordon Closway

MISSISSIPPI
Columbus Commercial Dispatch: Drew Shankle
Natchez Democrat: James Lambert
Natchez Press: Leighton McDonald
Summit Sun: Charles W. McGehee
Vicksburg Evening Post: B. C. Conway

MISSOURI
Hannibal Courier-Post: Bob Parker
Kansas City Journal: Dan Donovan
Kansas City Star: H. Dean Fitzler, V. S. Batten
Springfield Newspapers, Inc.: George McCue
St. Joseph News-Press: Prentis Mooney
St. Joseph Journal: C. E. Lemon
St. Louis Globe-Democrat: Harry La Mertha
St. Louis Post-Dispatch: James L. Spencer
St. Louis Star-Times: Vera Carle, Harry Renfro

MONTANA
Bozeman Courier: John Lyman
Western News (Hamilton): Miles Romney, Jr.

NEBRASKA
Beatrice Daily Sun: R. S. Marvin
Fremont Tribune: Lynn Fenstermacher
Lincoln Star & Journal: Hubert Ogden
Norfolk Daily News: Art Ogden
Omaha World-Herald: Keith Wilson

NEVADA
Nevada State Journal (Reno): Joe McDonald
Reno Evening Gazette: Max Jensen

NEW HAMPSHIRE
Keene Sentinel: Harry Shaw
Laconia Evening Citizen: Elwin Twombly
Manchester Union-Leader: Bill Thornton, Robert Blood

NEW JERSEY
Asbury Park Press: Miss Adams
Atlantic City Press & Union: Howard P. Dimon
Bound Brook Chronicle News: Irving J. Reimers
Camden Argus: William H. Jeffries
Camden Courier-Post: Marian Gibson
South Jersey News (Camden): Lawrence Casey
Jersey Journal (Jersey City): C. J. Ingram
Long Branch Daily Record: Houston Brown
Newark Evening News: Hubert R. Ede
Newark Star-Ledger: Jack Shafer
Newark Sunday Call: Albert Edwin Sonn
New Brunswick Home News: Will Baltin
Paterson Morning Call: Seymour Greenwald
Plainfield Courier News: Kenneth White
Red Bank Register: Thomas Brown
Somerville Messenger Gazette: G. Wallace Conover
Trenton News: Thomas Waldron, James R. Wells
Shopping News (Trenton): H. N. Richards

NEW MEXICO
Eddy County News (Carlsbad): Lucille Neilson
Las Vegas Daily Optic: Walter T. Vivian
Tucumcari American: Emmet J. Corn
Santa Fe News: J. F. Pichler

NEW YORK
Auburn Citizen-Advertiser: William O. Dapping
Binghamton Press: Fred Stein
Binghamton Sun: Letitia Lyon
Brooklyn Eagle: Jo Ranson
Kings County Chronicle: Charles De Mangin
Buffalo Courier-Express: Don Tranter
Buffalo News: Joseph Betzer
Endicott Bulletin: Charles Villency
Brown Newspapers (Ithaca): Don Rich
Jamestown Post-Journal: William Price
Kingston Daily Leader: Nathan Markson
RADIO EDITORS and WRITERS

Kingston Daily Freeman: R. O. Gruver
Ulster County News (Kingston): Ira V. D. Warren
Middletown Times-Herald: Raymond J. Dulye
Newburgh News: Wesley McGinn
County Weeklies (Newburgh): Mabel Shroyer
Associated Press (New York City): Charles Butterfield
Bronx Home News: James Niklad
New York Herald Tribune: Elizabeth S. Colclough
New York Journal-American: Tom Brooks
New York Mirror: Nick Kenny
New York Morning Telegraph: Mel Spiegel
New York News: Ben Gross, Sid Shalit
New York Post: Leonard Carlton
New York Sun: E. L. Bragdon
New York World Telegram: Alton Cook
P M (New York City): John McManus
Movie-Radio Guide (New York City): Arthur Miller
The Billboard: Paul Ackerman
United Press (New York City): A. L. Bradford
Variety (New York City): Bob Landry
Niagara Falls Gazette: Bill Boles, Fran Skimin
Olean Times-Herald: Arthur Wakelee
Plattsburgh Press: William Lynch
Plattsburgh Republican: Percy Stoughton
Poughkeepsie Sunday Courier: Herbert Thomsen
The New Yorker (Poughkeepsie): Clifford J. Nuhn, Rodney Swift
Queens Ledger (Long Island City): Joe Hanley
Rochester Democrat, Chronicle & Times Union: Donald Yerger
Schenectady Gazette: John Hume
Schenectady Union-Star: Al Dorn
Syracuse Herald-Journal: Hayden Hickey, George Wright
Syracuse Post-Standard: Albert V. Brewster
Watertown Times: John B. Johnson
Yonkers Herald Statesman: Henry Lewis

Durham Morning Herald: Fred Haney
Durham Sun: Wyatt Dixon
Elizabeth City Independent: George W. Hackett
Goldsboro Record: Joe Brown
Greenville News Leader: David W. Mosier
Hickory Record: Mary E. Willis
Kannapolis Independent: J. Moore
Nashville Graphic: Sam Austin
Raleigh News & Observer: Jonathan Daniels
Raleigh Times: John A. Park
Raleigh Union Leader: Ruth Taylor
Rocky Mount Telegram: Vernon Secrest, "Bugs" Barringer
Salisbury Evening Post: John Hardin
Tarboro Daily Southerner: Aubrey Shackell
Wilmingon Post: Charles West
Wilson Daily Times: John Thomas
Winston Salem Journal & Sentinel: Oliver Crawley

NORTH DAKOTA
Bismarck Capital: Gaylord Conrad
Bismarck Tribune: John Hjelle
Devils Lake Journal: Russell Dushinski
Devils Lake World: Gordon Stofonomicsz
Fargo Forum: Roy Johnson
Radio Shopper (Fargo): Ed Eastman
Grand Rapids Herald: M. M. Oppegard
Grand Rapids Shopper's Guide: Shirley Boylan
Jamestown Reminder: Don Davis
Jamestown Sun: Mrs. M. Cook
Peoples' Opinion (Valley City): I. J. Moe
Stutsman County Record (Jamestown): Eva Plunkett
Valley City Times-Record: Phil Marks
Williston Graphic: W. M. Zahl

OHIO
Akron Beacon Journal: Dorothy Doran
Canton Repository: Clifford Grass
Cincinnati Enquirer: Andrew Foppe
Cincinnati Post: Paul Kennedy
Cincinnati Times-Star: France Raine
Cleveland Plain Dealer: Robert S. Stephen
Cleveland Press: Norman Siegel
Cleveland News: Elmore Bacon
Columbus Citizen: Norman Nadel
Columbus Dispatch: Richard A. Mohr, Dick Moore
Columbus Sunday Star: Joe Mills

NORTH CAROLINA
Asheville Citizen-Times: William F. Melia
Charlotte Observer: Dick Pitts, P. H. Batte
Dunn Dispatch: L. Busbee Pope
Ohio State Journal (Columbus): Harold Eckert
Dayton Journal-Herald: Gordon Graham
Dayton News: Chuck Gay
Findlay Republican-Courier: Andrew H. Fish, Charles Beard, Marden Bishop
La Rue News: Elmer Blazer
Lima News: Richard F. Moffat
Marion Star: William Elliott
Mt. Gilead Union-Register: Fred Sweet
Portsmouth Times: Charles McKenna
Prospect Monitor: Fred Keller Dix
Springfield News: Richard Wohlbart
Springfield Sun: Justin Henley
Steubenville Herald Star: Ed Worstall
Toledo Blade: Richard Pheatt
Toledo Times: Chester Morton
Toronto Daily Tribune: Mrs. Forest Richmond
Zanesville: Mildred Mason
Youngstown Vindicator: Winnifred McAllister
Youngstown Shopping News: Ella Kirber
Zanesville News: Don Wiseman
Zanesville Times Recorder: Charles Starrett
Zanesville Sunday Times Signal: Joe Rathbun
Zanesville Signal: John Okey

OKLAHOMA

Daily Ardmoreite (Ardmore): Bill Morrisson
Elk City Journal: W. G. Smith
Elk City Daily News: Cullen Johnson
Lawton Morning Press: Homer Hedges
Muskogee Daily Phoenix & Times Democrat: Paul Bruner, L. C. Gentry
Oklahoma City Oklahoman & Times: Irwin Watson
Oklahoma City Advertiser: Dan Hogan, C. L. Leathwood
Oklahoma City Shopping News: Jim Monarch
Sayre Headlight: W. J. Bacon
Shawnee Evening Star: Jack Spencer
Shawnee Morning News: Harold Humphrey
Tulsa Tribune: David Kerr
Tulsa World: Lee Earhart

OREGON

Albany Democrat-Herald: W. L. Jackson, R. R. Cronise
Astorian Budget: Fred Andrus
Coos Bay Times (Marshfield): Red Hornish
Corvallis Shopping News: Mr. Lehnert
Eugene Morning News: Jimmie Leonard
Eugene Register Guard: Horace Burnett
Grants Pass Courier: Rex Tussing
Kelso Publishing Co.: Carlton Moore
McKee Mail Tribune: Mr. Ferguson
Portland Journal: Lawrence Gilbertson
Portland Oregonian: William Mikes Roseburg News-Review: Charles Stanton

PENNSLYVANIA

Allentown Call: Russell Worman
Allentown Chronicle: William H. Reinert
Altoona Mirror: Phil Fair
Altoona Tribune: Scott MacDonald
DuBois Courier: F. I. Gillung
DuBois Express: W. B. Ross
Erie Dispatch-Herald: C. B. Hollinger, A. J. White
Erie Daily Times: Charles Wells
Grove City Reporter-Herald: Ralph McClimons
Homestead Messenger: Ida Ahlberg
Johnston Democrat: John Sheridan
Johnstown Tribune: Ben Coll
Lancaster Intelligencer Journal: Donald M. McCollough
Lewisport Sentinel: Chris Rowlans
North East (Pa.) Breeze: Forest Hopkins
Philadelphia Bulletin: Elmer Cull
Philadelphia Inquirer: Frank Rosen
Philadelphia News: Raymnd Gathrid, Jeff Keen
Philadelphia Public Ledger: Josephine Cattagio
Philadelphia Record: George Lilley
Pittsburgh Post-Gazette: Vincent Johnson
Pittsburgh Press: Si Steinhauser
Pittsburgh Sun-Telegraph: Sam Kennedy
Scranton Scrantonian-Tribune: Alex Thomson
Scranton Times: Tom Nealon
Sunbury Daily-Item: Reg Meraiden
Uniontown Morning Herald: Phil E. Connelly, Jr.
Wilkes-Barre Sunday Independent: Paul J. Walker
Wilkes-Barre Times-Leader: Joseph Murphy
Williamsport Gazette & Bulletin: Quentin Beauge
Williamsport Sun: Mark Good

RHODE ISLAND

Newport Herald: Frances Flannery
Pawtucket Times: Ves Sprague
Providence Journal & Bulletin: Ben Kaplan
Pawtucket Valley Times-Arctic (West Warwick): Irving P. Hudson
Woodlocket Call: Gerard Steere, Carl F. Morrison

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SOUTH CAROLINA
Anderson Independent: S. A. Hall
Anderson Daily Mail: J. B. Hall
Belton News: Mr. Coward
Charleston News & Courier: T. R. War-
ing
Charleston Evening Post: Manning Rubin
Columbia Record: Caldwell Withers
Columbia State: S. L. Latimer, Murray DeBenoit
Florence Morning News: Roy Graham
Florence Evening Star: J. A. Zeigler
Greenville News & Piedmont: James Dawson, E. N. Smith, George Chap-
lin
Greenwood Index-Journal: Paul Barret
North Augusta Way (Saluda): Ralph Bennett
Spartanburg Herald & Journal: Vernon Foster
Sumter Daily Item: Frances Haynes-
worth
Sumter Herald: E. Jenkins Knight

SOUTH DAKOTA
Pierre Capital-Journal: Robert Hippe
Pierre Daily Dakota: Tom Roberts
Vermillion Plain Talk: Guy DeVany
Dakota Republican (Vermillion): J. B. Townsley
Yankton Press & Dakotan: Fred H. Mon-
fore

TENNESSEE
Bristol Herald Courier: Wood Vance, Walter Crockett
Chattanooga News-Free Press: Ralph Sanders
Chattanooga Evening Times: Warner Ray
Kingsport Times: Eilene Crawford
Knoxville Journal: Frank Larkin
Knoxville News - Sentinel: William Clebsch
Memphis Commercial Appeal: Robert Gray
Memphis Press-Scimitar: Robert John-
son
Nashville Tennessean: Robert M. Seals
Nashville Banner: Milton Randolph

TEXAS
Abilene Reporter-News: Wendell Bedi-
chek, Jack Hogan
Amarillo Globe & News: Wes Izzard,
Amarillo Times: George May
Austin Tribune: John Babcock
Austin American-Statesman: Bill Weeg,
Ruth Lewis
State Observer (Austin): Vann Kennedy
Beaumont Enterprise: Merita Mills
Beaumont Journal: Eva Feinberg
Big Spring Herald: Bob Whipkey
Brady Standard: Doris Reed
Brownsville Herald: Hal Eustace
Brownswood Bulletin: Mack Boswell
Bryan Daily Eagle: John Sidney Smith
College Station Battalion: Don Gabriel
Corsicana Democrat: Ed Bateman
Denison Herald: Mildred Cope
Dallas Journal: Lorayne Holmes, Ren-
wick Phillips
Dallas News: Victor Davis, John Rosen-
field
Dallas Times-Herald: Douglas Hawley,
Ruth Clem
El Paso Herald-Post: H. A. Michael,
Chester Chope
El Paso Times: Ray Stover
El Continental (El Paso): Glenn F. Nich-
ols
Fort Worth Press: Rip Manning
Fort Worth Star-Telegram: Bill Potts.
Valley Morning Star (Harlingen): John Stone
Kerens Tribune: Bedford Bateman
South Texas Citizen (Laredo): George Peters
Midland Reporter-Telegram: James Alli-
son
Odessa American: Henderson Shuffler
Orange Leader: James Quigley
San Antonio Express: A. W. Grant, Ed Spill
San Antonio Light: Frank Ragsdale
San Antonio News: A. W. Walliser
Temple Daily Telegram: Onita Lee
Victoria Advocate: Chester Evans
Wichita Falls Daily Times: Louis T. Hamlett

UTAH
Iron County Record (Cedar City): Noel Rollo
Cache American (Logan): James Eng-
land
Ogden Standard Examiner: Ethel G. Clark
Provo Daily Herald: Ernest Rasmussen
Deseret (Salt Lake City): Wilby Dur-
ham
Salt Lake Tribune-Telegram: Gilbert B. Heal
VERMONT
Burlington Daily News: Gilbert Hammond
St. Albans Messenger: Walter Murtagh
Waterbury Record: Milton Sunderland

VIRGINIA
Frederickburg Shopping News: Katherine Skinner
Martinsville Daily Bulletin: Kay Thompson
Newport News Daily Press: Lewis T. Jester
Newport News Times-Herald: William M. Harrison
Norfolk Ledger Dispatch: Charles Hoofnagle
Norfolk Virginian-Pilot: Warner Twiford
Petersburg Progress-Index: Curtis Lyons
Richmond News-Leader: Virginia Oakley
Richmond Times-Dispatch: Mary Louise Dawe
Roanoke Times: William Atkinson, Carl Andrews
Roanoke World-News: C. B. Thornton

WASHINGTON
Associated County Newspapers (Spokane): Margaret Porter, H. L. Thorson
Bremerton Daily News Searchlight: Jean Rothenberg
Centralia Chronicle: Ray Edinger
Centralia Tribune: George Harrison
Chehalis Advocate: Chapin Foster
Everett Daily Herald: Walter Butler
Longview Daily News: Doris McKinney
Daily Olympian (Olympia): Dave Adams
Olympia News: Preston Wright
Radio Review (Seattle): Nick Hughes
Raymond Advertiser: John Zonich
Seattle Post-Intelligencer: Eddie Mitchell, Paul Tiece
Seattle Star: Dick Brome
Seattle Times: Robert Heilman
Metropolitan Record (Spokane): Einar Larson
Spokane Daily Chronicle: Wafford Conrads
Spokane Spokesman-Review: Byron Johnsrud
Tacoma News Tribune: Lennie Anderson
Tacoma Times: Gifford Thrasher
Vancouver Columbian: Ray Bachman

WEST VIRGINIA
Bluefield Daily Telegraph: Bill Blake
Charleston Mail: Arnold Knapp
Charleston Gazette: Major Beane
Charlottesville Exponent: George Clark
Charlottesville Telegram: Frank Carpenter
Charlottesville News: H. G. Rhawn
Fallansbee Review: George S. Hahne
Hancock Courier (New Cumberland): Burt Brown
Huntington Herald-Dispatch: Bill Birke
Huntington Advertiser: Catherine Enslen
Logan Banner: Kel Holliday
Logan County News: Roscoe Spence
Weirton Times: John Glover
Wellsville Herald: L. H. McCamic
Morgantown Dominion News: Bill Hart
Williamson Mingo Republican: Frank Sohn

WISCONSIN
Janesville Gazette: Ann Tenny
Kenosha Evening News: Ellen Gibson
Madison Capital Times: Bowden Curtiss
Wisconsin State Journal (Madison): William L. Doudna
Madison Daily Cardinal: Lyman Nordhoff
Marinette Times Union: Ed Cochrane
Taylor County Star News (Medford): Art Wichern
Milwaukee Journal: Larry Lawrence, Dick Bellamy
Milwaukee Evening Post, Mr. Luppnow
Milwaukee Sentinel: Buck Herzog
Mosinee Times: Herb Israel
Racine Journal-Times: Eddie Bronson
Sheboygan Press: Mona J. Pape
Stevens Point Daily Journal: James Hull
Superior Evening Telegram: Seagar Swanson, George C. Flowers
Waterloo Dairyland News: Herbert Hall

WYOMING
Wyoming Eagle (Cheyenne): Bob Rhodes
State Tribune (Cheyenne): Lew Bates
Sheridan Press: L. L. MacBride
Sheridan Star: Mr. Meyers

ALASKA
Anchorage Alaskan: R. Southwough
Alaska Daily Empire (Juneau): Elmer Friend
Alaska Daily Press (Juneau): William Evans

TERRITORY OF HAWAII
Honolulu Star-Bulletin: Paul Findlesen
RADIO EDITORS and WRITERS

PUERTO RICO
El Dia (Ponce): Victor Bono

ALBERTA
Calgary Albertan: Thomas Meade
Calgary Herald: Miss M. Stevens
Edmonton Bulletin: Jack Deprose, Jack Oliver
Edmonton Journal: Gordon MacCallum
Grande Prairie Herald Tribune: Jim Yule
Lethbridge Herald: Harold Long

BRITISH COLUMBIA
Nelson Daily News: Hume A. Lethridge
Vancouver Province: Helen Walls
Vancouver Sun: Oswald Odum, Will Reeder
Victoria Daily Colonist: Gordon Forbes
Victoria Times: Ray Wormald

MANITOBA
Flin Flon Miner: H. J. Miles
Northern Mail (The Pas): Mrs. Taylor
Sherridon Press: R. Whelan
Winnipeg Free Press: Peter B. Whittall
Winnipeg Tribune: Denny Brown, S. R. Maley

NEW BRUNSWICK
Campbellton Graphic: Al Anslow
Campbellton Tribune: Harold Crockett
Dalhousie News: George Christie
Moncton Transcript: Fraser Robb, Clair Ganong

NOVA SCOTIA
Halifax Herald & Mail: Bert Wetmore
Halifax Star & Chronicle: Harold Hogganson
Yarmouth Herald: Joe LeBlanc
Yarmouth Telegram: Katherine Redding

ONTARIO
Chatham Daily News: R. Doyle
Hamilton Review: Archie MacMillan
Hamilton Spectator: Mabel Bruce
Kenira Miner & News: Tom Johnston
Kirkland Lake Daily Press: Dennis Braithwaite
London Free Press: L. N. Bronson, J. C. Burns
Ottawa Citizen: C. Hammerstrom
Ottawa Journal: M. Taschereau
Le Droit (Ottawa): M. Berriault
St. Catherine's Standard: Larry Hardy
Timmins Press: Edwin Copps, Sonya Barnett
Toronto Globe & Mail: Charles Jenkins
Toronto Star: Edna Hardy
Toronto Telegram: James Hunter
Radio News (Toronto): Henry Hunter
Toronto Weekly News: Bill Walker
Stratford Beacon-Herald: Lotta W. Gibson
Windsor Daily Star: J. R. H. Cruickshank

PRINCE EDWARD ISLAND
Charlottetown Patriot: W. A. Gaudet

QUEBEC
La Presse (Montreal): Romeo LeBlanc
Montreal Gazette: Thomas Archer, H. Whittaker
Montreal Herald: B. Fitzgerald
Montreal Standard: E. Gannon
Montreal Star: R. Haviland
Val D'Or Star: C. Caesar

SASKATCHEWAN
Battleford Press: R. A. Bock
Humboldt Journal: R. A. Telfer
Melfort Journal: George Lancaster
Moose Jaw Times: Don Dornan
Regina Post-Leader: Gaston J. Johnson
Western Spotlight (Moose Jaw): Dave Miller
Saskatchewan Farmer (Regina): Gee Johnson
Shellbrook Chronicle: G. H. Pickup
Saskatoon Star Phoenix: R. Taylor
Saskatoon National Advertiser: Mr. McCaul
Tisdale Recorder: Vern Rutledge
# CBS Pan-American Network

## Argentina

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
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<tbody>
<tr>
<td>LU7</td>
<td>Radio General San Martin</td>
<td>Bahia Blanca</td>
<td>1240</td>
<td>1500</td>
</tr>
<tr>
<td>LR3</td>
<td>Radio Belgrano</td>
<td>Buenos Aires</td>
<td>950</td>
<td>50000</td>
</tr>
<tr>
<td>LV3</td>
<td>Radio Cordoba</td>
<td>Cordoba</td>
<td>620</td>
<td>15000</td>
</tr>
<tr>
<td>LT7</td>
<td>Radio Provincia</td>
<td>Corrientes</td>
<td>1340</td>
<td>500</td>
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<tr>
<td>LT1</td>
<td>Radio del Litoral</td>
<td>Rosario</td>
<td>780</td>
<td>20000</td>
</tr>
<tr>
<td>LV1</td>
<td>Radio Graffigna</td>
<td>San Juan</td>
<td>730</td>
<td>10000</td>
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<tr>
<td>LV4</td>
<td>Radio San Rafael de Mendoza</td>
<td>San Rafael</td>
<td>690</td>
<td>10000</td>
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<tr>
<td>LV11</td>
<td>Radio del Norte</td>
<td>Santiago del Estero</td>
<td>1170</td>
<td>2500</td>
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<tr>
<td>LV12</td>
<td>Radio Aconquija</td>
<td>Tucuman</td>
<td>580</td>
<td>500</td>
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## Bolivia

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP4</td>
<td>Radio Illimani</td>
<td>La Paz</td>
<td>6200</td>
<td>1000</td>
</tr>
<tr>
<td>CP5</td>
<td>Radio Illimani</td>
<td>La Paz</td>
<td>1040</td>
<td>10000</td>
</tr>
</tbody>
</table>

## Brazil

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
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</thead>
<tbody>
<tr>
<td>PRE3</td>
<td>Radio Nacional</td>
<td>Rio de Janeiro</td>
<td>980</td>
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<tr>
<td>PRB9</td>
<td>Radio Record</td>
<td>Sao Paulo</td>
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<td>50000</td>
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## Chile

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
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</thead>
<tbody>
<tr>
<td>CB57</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Santiago de Chile</td>
<td>570</td>
<td>10000</td>
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<tr>
<td>CB1180</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Santiago de Chile</td>
<td>11800</td>
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<td>CB90</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Valparaiso</td>
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## Colombia

<table>
<thead>
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<th>Call Letters</th>
<th>Station Name</th>
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<th>Power</th>
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</thead>
<tbody>
<tr>
<td>HJAG</td>
<td>Emisora Atlantico</td>
<td>Barranquilla</td>
<td>4905</td>
<td>1000</td>
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<tr>
<td>HJAH</td>
<td>Emisora Atlantico</td>
<td>Barranquilla</td>
<td>1080</td>
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<tr>
<td>HJCS</td>
<td>Radio Continental</td>
<td>Bogota</td>
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<td>50000</td>
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<tr>
<td>HJEB</td>
<td>La Voz del Valle</td>
<td>Cali</td>
<td>1150</td>
<td>1000</td>
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<tr>
<td>HJED</td>
<td>La Voz del Valle</td>
<td>Cali</td>
<td>4825</td>
<td>1000</td>
</tr>
<tr>
<td>HJFB</td>
<td>Radio Manizales</td>
<td>Manizales</td>
<td>6105</td>
<td>1000</td>
</tr>
<tr>
<td>HJFD</td>
<td>Radio Manizales</td>
<td>Manizales</td>
<td>1390</td>
<td>1000</td>
</tr>
<tr>
<td>HJDT</td>
<td>Radio Nutibara</td>
<td>Medellin</td>
<td>1150</td>
<td>500</td>
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<tr>
<td>HJFF</td>
<td>Ondas del Otun</td>
<td>Pereira</td>
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## Costa Rica

<table>
<thead>
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<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>TIPG</td>
<td>La Voz de la Victor</td>
<td>San Jose</td>
<td>625</td>
<td>4000</td>
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<tr>
<td>TIPG</td>
<td>La Voz de la Victor</td>
<td>San Jose</td>
<td>9615</td>
<td>2000</td>
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## Cuba

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<thead>
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<th>Station Name</th>
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</thead>
<tbody>
<tr>
<td>CMJN</td>
<td>RHC Cadena Azul</td>
<td>Camaguey</td>
<td>740</td>
<td>1000</td>
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<tr>
<td>CMCY</td>
<td>RHC Cadena Azul</td>
<td>Havana</td>
<td>590</td>
<td>20000</td>
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<tr>
<td>COCY</td>
<td>RHC Cadena Azul</td>
<td>Havana</td>
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<tr>
<td>CMKV</td>
<td>RHC Cadena Azul</td>
<td>Holguin</td>
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<td>1000</td>
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<tr>
<td>CMHI</td>
<td>RHC Cadena Azul</td>
<td>Santa Clara</td>
<td>570</td>
<td>10000</td>
</tr>
<tr>
<td>COHI</td>
<td>RHC Cadena Azul</td>
<td>Santa Clara</td>
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<tr>
<td>CMKN</td>
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### DOMINICAN REPUBLIC


### ECUADOR

<table>
<thead>
<tr>
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<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>HC2AJ</td>
<td>Radiodifusora del Ecuador</td>
<td>Guayaquil</td>
<td>1050</td>
<td>2500</td>
</tr>
<tr>
<td>HC2AK</td>
<td>Radiodifusora del Ecuador</td>
<td>Guayaquil</td>
<td>9310</td>
<td>1000</td>
</tr>
<tr>
<td>HCQR</td>
<td>Radiodifusora del Ecuador</td>
<td>Quito</td>
<td>1340</td>
<td>250</td>
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<tr>
<td>HCQRX</td>
<td>Radiodifusora del Ecuador</td>
<td>Quito</td>
<td>5970</td>
<td>250</td>
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### EL SALVADOR

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>YSP</td>
<td>La Voz de Cuscutian</td>
<td>San Salvador</td>
<td>1560</td>
<td>300</td>
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<tr>
<td>YSP</td>
<td>La Voz de Cuscutian</td>
<td>San Salvador</td>
<td>780</td>
<td>300</td>
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<tr>
<td>YSPA</td>
<td>La Voz de Cuscutian</td>
<td>San Salvador</td>
<td>10400</td>
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<tr>
<td>YSPA</td>
<td>La Voz de Cuscutian</td>
<td>San Salvador</td>
<td>6575</td>
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### GUATEMALA

<table>
<thead>
<tr>
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<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
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<tbody>
<tr>
<td>TGW</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
<td>1520</td>
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<tr>
<td>TGWA</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
<td>9685</td>
<td>10000</td>
</tr>
<tr>
<td>TGWB</td>
<td>La Voz de Guatemala</td>
<td>Guatemala City</td>
<td>6480</td>
<td>1000</td>
</tr>
<tr>
<td>TGWC</td>
<td>La Voz de Guatemala</td>
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### HAITI

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<th>Power Watts</th>
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<tr>
<td>HHW</td>
<td></td>
<td>Port-au-Prince</td>
<td>1230</td>
<td>250</td>
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<tr>
<td>HH3W</td>
<td></td>
<td>Port-au-Prince</td>
<td>9690</td>
<td>500</td>
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### HONDURAS

<table>
<thead>
<tr>
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<th>Station Name</th>
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<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<tbody>
<tr>
<td>HRN</td>
<td>La Voz de Honduras</td>
<td>Tegucigalpa</td>
<td>5875</td>
<td>4000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>2380</td>
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### MEXICO

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEQ</td>
<td>Radio Pan Americana, S. A.</td>
<td>Mexico City</td>
<td>730</td>
<td>50000</td>
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<tr>
<td>XEQQ</td>
<td>Radio Pan Americana, S. A.</td>
<td>Mexico City</td>
<td>9680</td>
<td>2000</td>
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### NICARAGUA

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>YNOW</td>
<td>La Voz de la America Central</td>
<td>Managua</td>
<td>6850</td>
<td>750</td>
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### PANAMA

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOC</td>
<td>Radio Teatro Estrella de Panama</td>
<td>Panama City</td>
<td>1440</td>
<td>600</td>
</tr>
<tr>
<td>HP5A</td>
<td>Radio Teatro Estrella de Panama</td>
<td>Panama City</td>
<td>11700</td>
<td>2000</td>
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### PARAGUAY

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>ZP5</td>
<td>Radio Paraguay</td>
<td>Asuncion</td>
<td>1365</td>
<td>100</td>
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### PERU

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>OAX6C</td>
<td>Radio Continental</td>
<td>Arequipa</td>
<td>1370</td>
<td>350</td>
</tr>
<tr>
<td>OAX6D</td>
<td>Radio Continental</td>
<td>Arequipa</td>
<td>9500</td>
<td>350</td>
</tr>
<tr>
<td>OAX6E</td>
<td>Radio Continental</td>
<td>Arequipa</td>
<td>6320</td>
<td>1000</td>
</tr>
<tr>
<td>OAX4A</td>
<td>Radio Nacional del Peru</td>
<td>Lima</td>
<td>854</td>
<td>20000</td>
</tr>
<tr>
<td>OAX4R</td>
<td>Radio Nacional del Peru</td>
<td>Lima</td>
<td>15150</td>
<td>10000</td>
</tr>
<tr>
<td>OAX4T</td>
<td>Radio Nacional del Peru</td>
<td>Lima</td>
<td>9562</td>
<td>12000</td>
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<td>OAX4Z</td>
<td>Radio Nacional del Peru</td>
<td>Lima</td>
<td>6082</td>
<td>14000</td>
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### PUERTO RICO

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKAQ</td>
<td></td>
<td>San Juan</td>
<td>620</td>
<td>5000</td>
</tr>
</tbody>
</table>
### URUGUAY

- **CX16**: Radio Carve, Montevideo, 850 kHz, 10000 watts
- **CX24**: Radio la Voz del Aire, Montevideo, 1010 kHz, 4500 watts
- **CXAB**: Radio Belgrano, San Carlos, Colonia, 11820 kHz, 5000 watts
- **CXA14**: Radio Belgrano, San Carlos, Colonia, 9640 kHz, 7500 watts

### VENEZUELA

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name</th>
<th>City</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>YV5RG</td>
<td>Ondas Populares</td>
<td>Caracas</td>
<td>1010</td>
<td>1000</td>
</tr>
<tr>
<td>YV5RU</td>
<td>Ondas Populares</td>
<td>Caracas</td>
<td>4860</td>
<td>5000</td>
</tr>
<tr>
<td>YV6RA</td>
<td>Ecos Del Orinoco</td>
<td>Ciudad Bolivar</td>
<td>1400</td>
<td>1000</td>
</tr>
<tr>
<td>YV6RU</td>
<td>Ecos Del Orinoco</td>
<td>Ciudad Bolivar</td>
<td>4790</td>
<td>1000</td>
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<tr>
<td>YV1RA</td>
<td>Ecos Del Orinoco</td>
<td>Maracaibo</td>
<td>1300</td>
<td>250</td>
</tr>
<tr>
<td>YV1RV</td>
<td>Ecos Del Orinoco</td>
<td>Maracaibo</td>
<td>4750</td>
<td>250</td>
</tr>
</tbody>
</table>

### UNITED STATES OF AMERICA

- **WCBX**: Columbia Broadcasting System, Brentwood, N. Y., various, 50000 watts
- **WCRC**: Columbia Broadcasting System, Brentwood, N. Y., various, 50000 watts

### CADENA RADIO INTER-AMERICANA (CRIA) (CROSLEY CORP.)

### MEXICO

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner and/or Station Name</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEB</td>
<td>El Buen Tono, S. A.</td>
<td>Mexico City</td>
<td>1220</td>
<td>20000</td>
</tr>
<tr>
<td>XEBT</td>
<td>El Buen Tono, S. A.</td>
<td>Mexico City</td>
<td>(Auth. 100000)</td>
<td></td>
</tr>
</tbody>
</table>

### GUATEMALA

- **TGW**: Radiodifusora Nacional, Guatemala City, 1520 kHz, 10000 watts

### HONDURAS

- **HRN**: Rafael Ferrary-La Voz de Honduras, Tegucigalpa, 1450 kHz, 500 watts

### SAN SALVADOR

- **YSR**: El Salvador, ...

### COSTA RICA

- **TIBAS**: Gonzalo Pinto H., San Jose, 650 kHz, 8000 watts

### PANAMA

- **HP5B**: Radio Miramar, Panama City, 6030 kHz, 100 watts

### VENEZUELA

- **YV5RB**: Degwitz & Siblesz-Radiodifusora Venez., Caracas, 790 kHz, 7250 watts
- **YB5RF**: N. Vale Quintero-Ondas del Lago, Maracaibo, 1120 kHz, 845 watts

### COLOMBIA

- **HJCB**: Colombia Broadcasting, Bogota, 1105 kHz, 1000 watts
- **HJDK**: Cia. Colombia de Radiodifusion, Medillin, 1250 kHz, 500 watts
- **HJEL**: Hernando Bueno, Cali, 1260 kHz, 500 watts

### ECUADOR

- **HC2AJ**: Odalia Arauz de G—Radio Guayaquil, Guayaquil, 900 kHz, 100 watts

### PERU

- **OAX41**: Radio Internacional, Lima, 1320 kHz, 250 watts

### CUBA

- **CMCK**: Luis Casas Romero, Havana, 980 kHz, 500 watts
### Puerto Rico

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>WIAC</td>
<td>Enrique Abarca San Feliz</td>
<td>San Juan</td>
<td>580</td>
</tr>
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### Argentina

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>LR4</td>
<td>Radio Splendid</td>
<td>Buenos Aires</td>
<td>990</td>
<td>50000</td>
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</table>

**LR4 Network**

<table>
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<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>LW1</td>
<td>Radio Cultura</td>
<td>Cordoba</td>
<td>790</td>
<td>20000</td>
</tr>
<tr>
<td>LT2</td>
<td>Radio Santor</td>
<td>Rosario</td>
<td>1230</td>
<td>20000</td>
</tr>
<tr>
<td>LU3</td>
<td>Radio Del Sur</td>
<td>Bahia Blanca</td>
<td>1150</td>
<td>10000</td>
</tr>
<tr>
<td>LT4</td>
<td>Radio Posadas</td>
<td>Posadas</td>
<td>1010</td>
<td>1500</td>
</tr>
<tr>
<td>LU5</td>
<td>Radio Neuquen</td>
<td>Neuquen</td>
<td>1130</td>
<td>1500</td>
</tr>
<tr>
<td>LU6</td>
<td>Radio Mendoza</td>
<td>Mendoza</td>
<td>630</td>
<td>10000</td>
</tr>
<tr>
<td>LW7</td>
<td>Radio Catemarca</td>
<td>Catemarca</td>
<td>730</td>
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### Bolivia

<table>
<thead>
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<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>CP4</td>
<td>Radio Illimani (Government)</td>
<td>La Paz</td>
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### Brazil

<table>
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<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>PRB6</td>
<td>Radio Cruzeiro Do Sul</td>
<td>Sao Paulo</td>
<td>1220</td>
<td>5000</td>
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<tr>
<td>PRD2</td>
<td>Radio Cruzeiro Do Sul</td>
<td>Rio de Janeiro</td>
<td>1060</td>
<td>10000</td>
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</table>

**PRB6 Network**

<table>
<thead>
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<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<tbody>
<tr>
<td>PRA2</td>
<td>Radio Club do Brasil</td>
<td>Rio de Janeiro</td>
<td>860</td>
<td>10000</td>
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<tr>
<td>PR7</td>
<td>Radio Cosmos, S. A.</td>
<td>Sao Paulo</td>
<td>1410</td>
<td>5000</td>
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<tr>
<td>PR9</td>
<td>Radio Club do Espirito Santo Victoria</td>
<td></td>
<td>1350</td>
<td>1000</td>
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<tr>
<td>PRF9</td>
<td>Radio Difusora Porto Alegrense</td>
<td>Porto Alegre</td>
<td>640</td>
<td>5000</td>
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<td>PRG8</td>
<td>Bauru Radio Club</td>
<td>Bauru</td>
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<td>Radio Club Paranaense</td>
<td>Curityba</td>
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<td>5000</td>
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<td>PRC5</td>
<td>Radio Club do Pará</td>
<td>Pará</td>
<td>1450</td>
<td>2000</td>
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<td>PRD4</td>
<td>Radio Cultura de Araraquara</td>
<td>Araraquara</td>
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<tr>
<td>PR5</td>
<td>Radio Sociedade do Triangulo Mineiro</td>
<td>Uberaba</td>
<td>1390</td>
<td>500</td>
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<td>PRI2</td>
<td>Radio Sociedade Farroupilha</td>
<td>Porto Alegre</td>
<td>600</td>
<td>25000</td>
</tr>
<tr>
<td>PRF7</td>
<td>Sociedade Radio Cultura de Campos</td>
<td>Campos</td>
<td>1330</td>
<td>250</td>
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### Chile

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<td>Radio El Mercurio</td>
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**CB138 Network**

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<td>CC117</td>
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<td>CB64</td>
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<td>CD69</td>
<td>Radio Sur</td>
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<td>HJCR</td>
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<td>Jones Castrillon &amp; Cia.</td>
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<td>Camaguey</td>
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<tr>
<td>CMKF</td>
<td>Manuel J. de Gongora</td>
<td>Holguin</td>
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<td>HI1X</td>
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<td>TGWA</td>
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<td>Power Watts</td>
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**NICARAGUA**

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<td>La Voz de la Victor</td>
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**PUERTO RICO**

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**EL SALVADOR**

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**CX14 Network**

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**YV5RA Network**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
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<th>Power Watts</th>
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<td>YV4RP</td>
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<td>YV1RW</td>
<td>Radio Coro</td>
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<tr>
<td>YV1RY</td>
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<td>YV2RB</td>
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<td>La Voz de la Sierra</td>
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</table>
SHOWMAN'S CALENDAR
FOR 1942

January
1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
4: Utah Admitted (1896).
New Mexico Admitted (1912).
8: Anniversary of the Battle of New Orleans (Louisiana).
17: Benjamin Franklin Born (1706).
20: Inauguration Day.
21: Stonewall Jackson Born (1824).
29: McKinley Born (1843).
30: Franklin D. Roosevelt's Birthday.

February
3: Horace Greeley Born (1811).
7: Charles Dickens Born (1812).
9: Nebraska Admitted (1867).
11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
Georgia Day.
14: Valentine's Day.
Admission Day (Arizona).
15: Destruction of the Maine (1898).
18: Ash Wednesday (First Day of Lent).
First Railroad Charter (1827).

March
2: Texas Independence Day.
3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
4: Pennsylvania Day.
5: Boston Massacre (1770).
7: Luther Burbank's Birthday (California).
17: St. Patrick's Day.
21: First Day of Spring.
25: Maryland Day.
29: Palm Sunday.

April
1: All Fools' Day.
3: Good Friday.
5: Easter Sunday.
6: War Declared with Germany (1917).
7: Peary Discovered North Pole (1909).
8: Battle of Appomattox (1865).
Louisiana Admitted (1812).
9: Surrender of General Lee (1865).
14: Assassination of Abraham Lincoln.
19: Patriot's Day (Maine, Massachusetts).
21: Anniversary of Battle of San Jacinto (Texas).
22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
25: War Declared with Spain (1898).
26: Confederate Memorial Day (Alabama, Florida Daylight Saving Time Starts. Georgia, Mississippi).
Abolition of Slavery in U. S. (1865).
First Shot of War with Germany (1917).
27: General U. S. Grant Born (1822).
28: President Monroe Born (1758).
30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).

May
1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Shot (1863).
5: Napoleon's Death (1821).
7: Lusitania Torpedoed (1915).
10: Confederate Memorial Day (Kentucky, North Carolina).
Mother's Day (2nd Sunday).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
Empire Day (Canada).
29: Wisconsin Admitted (1848).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June
1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
8: Battle of New Orleins (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
Flag Day.
15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
17: Bunker Hill Day.
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
20: West Virginia Day.
21: Longest Day in Year.
26: First American Troops Land in France (1917).

July
1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
3: Idaho Admitted (1890).
4: Independence Day.
10: Wyoming Admitted (1890).
11: John Quincy Adams Born (1767).
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).

August
1: Colorado Day.
Beginning of World War (1914).
3: Civic Holiday (Canada).
10: Missouri Admitted (1821).
13: Occupation Day (Philippines).
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
20: Benjamin Harrison Born (1833).

September
6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
7: Labor Day.
9: Admission Day (California).
12: Defender's Day (Maryland).
17: Constitution Day.
22: Nathan Hale Executed (1776).
First Day of Autumn.
22-23: Rosh Hashonah (Hebrew).
26: American Indian Day (4th Friday).
27: Daylight Saving Time Ends.

October
1: Missouri Day.
Yom Kippur (Hebrew).
5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
12: Columbus Day.
18: Alaska Day.
19: Surrender of Cornwallis (1781).
27: Navy Day.
31: Hallowe'en.
Admission Day (Nevada).

November
1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).
3: General Election Day.
4: John Philip Sousa Born (1854).
7: Montana Admitted (1889).
11: Armistice Day.
Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Suez Canal Opened (1869).
26: Thanksgiving Day.

December
3: Illinois Admitted (1818).
7: Delaware Day.
Pearl Harbor Attacked (1941).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declares War on Germany-Italy (1941).
11: Alfred Nobel Born (1833).
12: First Marconi Wireless Across Atlantic (1901).
16: Boston Tea Party (1773).
21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
25: Christmas Day.
29: Iowa Admitted (1848).
31: West Virginia Admitted (1862).
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the spring. The dates in the same states often vary from year to year by proclamation.
A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1941

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1942. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS. Abbreviations: PC, Pacific Coast; NE, New England.

<table>
<thead>
<tr>
<th>ADVERTISER and PRODUCT</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
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<tbody>
<tr>
<td>Acme White Lead and Color Works</td>
<td>Smilin' Ed McConnell</td>
<td>NBC—Red</td>
<td>Henri Hurst &amp; McDonald*</td>
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<tr>
<td>Adam Hat Stores</td>
<td>Boxing Bouts</td>
<td>NBC—Blue</td>
<td>Glicksman Advertising Co.</td>
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<tr>
<td>Affiliated Products, Inc.</td>
<td>The Romance of Helen Trent</td>
<td>CBS</td>
<td>Blackett-Sample-Hummert</td>
</tr>
<tr>
<td>Albers Bros. Milling Co.</td>
<td>John's Other Wife</td>
<td>NBC—Blue</td>
<td>Blackett-Sample-Hummert</td>
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<tr>
<td>American Bird Products, Inc.</td>
<td>Whodunit</td>
<td>CBS—PC</td>
<td>Lord &amp; Thomas</td>
</tr>
<tr>
<td>American Chicle Co.</td>
<td>H. V. Kaltenborn</td>
<td>NBC—PC</td>
<td>Erwin, Wasey &amp; Co.</td>
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<td>American Economic Foundation</td>
<td>American Radio Warblers</td>
<td>MBS</td>
<td>Weston-Barnett</td>
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<td>American Oil Co.</td>
<td>The Amazing Mr. Smith</td>
<td>MBS</td>
<td>Young &amp; Rubicam</td>
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<td>American Safety Razor Co.</td>
<td>By the Way</td>
<td>CBS—PC</td>
<td>Badger, Browning &amp; Hersey</td>
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<td>Drama Behind the News</td>
<td>NBC—Blue</td>
<td>Badger &amp; Browning</td>
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<td>Wake Up America</td>
<td>MBS</td>
<td>Bayless-Kerr Co.</td>
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<td>The Human Side of the News</td>
<td>CBS</td>
<td>Joseph Katz Co.</td>
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<td>Wythe Williams, As The Clock Strikes</td>
<td>MBS</td>
<td>Federal Advertising Agency</td>
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<td>ADVERTISER and PRODUCT</td>
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<td>American Tobacco Co.</td>
<td>Your Hit Parade</td>
<td>CBS</td>
<td>Lord &amp; Thomas</td>
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<tr>
<td>Lucky' Strike Cigarettes</td>
<td>Kay Kyser's College of Musical Knowledge</td>
<td>NBC—Red</td>
<td>Lord &amp; Thomas</td>
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<td>Information Please</td>
<td>NBC—Red and NBC-PC</td>
<td>Lord &amp; Thomas</td>
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<td>Anacin Co.</td>
<td>Our Gal, Sunday</td>
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<td>Blackett-Sample-Hummert</td>
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<td>Anacin</td>
<td>Easy Aces</td>
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<td>Armour &amp; Co.</td>
<td>Just Plain Bill</td>
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<td>Armstrong Cork Co.</td>
<td>Treat-Time</td>
<td>CBS</td>
<td>Lord &amp; Thomas</td>
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<tr>
<td>Armstrong Quaker Rugs</td>
<td>Wayne King and His Orchestra</td>
<td>CBS</td>
<td>Lord &amp; Thomas</td>
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<td>Art Metal Works, Inc.</td>
<td>Armstrong Theatre of Today</td>
<td>CBS</td>
<td>Batten Barton, Durstine &amp; Osborn</td>
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<td>Paul Sullivan Reviews the News</td>
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<td>Cecil &amp; Presbrey</td>
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<td>Aspetane Co.</td>
<td>John B. Hughes, News Commentator</td>
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<td>Football Broadcasts</td>
<td>CBS—NE</td>
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<td>Atlantic Refining Co.</td>
<td>Twenty Grand Salutes Your Happy Birthday</td>
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<td>Weiss &amp; Geller</td>
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<td>Gas &amp; Oil</td>
<td>Danger Is My Business</td>
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<td>Weiss &amp; Geller and McCann-Erickson, Inc.</td>
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<td>Mary Small</td>
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<td>Weiss &amp; Geller and McCann-Erickson, Inc.</td>
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<td>Three Ring Time</td>
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<td>California Fruit Growers Exchange</td>
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<td>Campbell Playhouse</td>
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<td>Ward Wheelock Co.</td>
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<td>Soup, Beans, Tomato Juice</td>
<td>Amos n' Andy</td>
<td>CBS</td>
<td>Ward Wheelock Co.</td>
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<td>Martha Webster</td>
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<td>Charlie and Jessie</td>
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<td>The Man I Married</td>
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<td>The Arkansas Traveler</td>
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<td>You're the Expert</td>
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P. Lorillard Co.
Old Gold Cigarettes
P. Lorillard Co.
Sensation Cigarettes, Beech Nut Cigarettes
Los Angeles Soap Co.
Soap
Luden's, Inc.
Cough Drops
Lutheran Laymen's League
Religious
Luxor, Ltd.
Cosmetics

PROGRAM
Tommy Riggs and Betty Lou
The New Old Gold Program
Talk Your Way Out of This One
Don't Be Personal
Art Baker's Notebook
Knox Manning, News
Elmer Davis, News
Dave Lane, Songs
Lutheran Hour
Wayne King and His Orchestra

NETWORK
NBC—PC
NBC—Blue
CBS—PC
CBS—PC
NBC—PC
CBS—PC
CBS—PC
CBS—PC
MBS
CBS

ADVERTISING AGENCY
J. Walter Thompson Co.
J. Walter Thompson Co.
Lennen & Mitchell
Lennen & Mitchell
Raymond R. Morgan Co.
Raymond R. Morgan Co.
J. M. Mathes, Inc.
J. M. Mathes, Inc.
Kelly, Zahrndt & Kelly
Lord & Thomas

MacFadden Publications, Inc.
True Story Magazine
Magazine Repeating Razor Co.
Razors and Blades
Marrow's, Inc.

Mars, Inc.
Condy Bars
Mennen Co.
Toilet Articles
Miles Laboratories, Inc.
Alka-Seltzer and Vitamins
The Voice of Liberty,
Gabriel Heatter
Bob Garred Reporting
Paul Sullivan Reviews the News
Duffy's Tavern
George Fisher, Hollywood Reporter
Dr. I. Q.
Dr. I. Q., Jr.
What's Your Idea?
Bob Garred Reporting
Colonel Stoogepangie's "Quixie
Doodle Contest"
Captain Flagg and Sergeant Quirk
Quiz Kids
Alec Templeton Time
National Barn Dance
Lum and Abner
Alka-Seltzer News of the World
Alka-Seltzer Newsroom of the Air

NETWORK
MBS
CBS—PC
CBS
CBS
CBS—PC
CBS
NBC—Red
NBC—Red
NBC—Red
NBC—Red
NBC—Red

ADVERTISING AGENCY
Erwin, Wasey & Co.
Erwin, Wasey & Co.
Erwin, Wasey & Co.
J. M. Mathes, Inc.
Hays MacFarland & Co.
Grant Advertising Inc.
Grant Advertising, Inc.
Grant Advertising, Inc.
H. M. Kiesewetter Advertising Agency
H. M. Kiesewetter Advertising Agency
Russel M. Seeds Co.
Wade Advertising Agency
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<td>Procter &amp; Gamble Co.</td>
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<td>The Road of Life</td>
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<td>Anderson, Davis &amp; Platte</td>
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<td>Bennie Walker's Tillamook Kitchen</td>
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<td>Famous Oh Henry Jury Trials</td>
<td>NBC—Blue</td>
<td>Aubrey, Moore &amp; Wallace</td>
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<td>Shaving Accessories</td>
<td>Cataline Fun Quiz</td>
<td>CBS—PC</td>
<td>Arthur Meyerhoff &amp; Co.</td>
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<td>Williamson Candy Co.</td>
<td>Melody Ranch</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<td>Oh Henry Candy Bars</td>
<td>Scattergood Baines</td>
<td>CBS</td>
<td>Neisser-Meyerhoff, Inc.</td>
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<td>Wilmington Transportation Co.</td>
<td>Dear Mom</td>
<td>CBS</td>
<td>Neisser-Meyerhoff, Inc. and Arthur</td>
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<td>Resort</td>
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<td>CBS</td>
<td>Meyerhoff &amp; Co.</td>
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<td>Chewing Gum</td>
<td>Just Entertainment</td>
<td>CBS</td>
<td>Arthur Meyerhoff &amp; Co.</td>
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<td>Wyeth Chemical Co.</td>
<td>John's Other Wife</td>
<td>NBC—Blue</td>
<td>Blackett-Sample-Hummert</td>
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<td>Freezone, Hills Cold Tablets</td>
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<td>Young People's Church of the Air</td>
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<td>Religious</td>
<td>Young People's Church</td>
<td>MBS</td>
<td>R. H. Alber Co. and Ivey &amp; Ellington, Inc.</td>
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<td>W. E. Young, Inc.</td>
<td>of the Air</td>
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<td>Absorbine, Jr.</td>
<td>True and False</td>
<td>NBC—Blue</td>
<td>J. Walter Thompson Co.</td>
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<td>The Romance of Helen Trent</td>
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<td>Blackett-Sample-Hummert</td>
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<td>Zonite Products Corp.</td>
<td>Gabriel Heather, News</td>
<td>MBS</td>
<td>Erwin, Wasey &amp; Co.</td>
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<td>Forhan's Toothpaste</td>
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GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and one-third of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

Share-Time Stations

If the licensees of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof.

If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.
Limited Time Stations

If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: Provided, however, That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the locations of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

The provisions of the rules defining various types of stations and time periods shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, Provided: That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections regarding sharing time of these rules shall be applicable to such agreements.

(2) Any class II stations causing interference by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement.

(3) Operation by use of its daytime facilities of any class II station on any
class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section on minimum operating schedule of these rules.

General Rules Applicable to Standard and High Frequency Broadcast Stations

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program.

If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

   (1) Operating constants of last radio stage (total plate current and plate voltage).
   (2) Antenna current.
   (3) Frequency monitor reading.
   (4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

   (1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission or concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further. That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.
Station Identification

A licensee of a standard or high frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and either on the half hour or quarter hour following the hour and at the quarter hour preceding the next hour; Provided

Such identification announcement during operation need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of such program.

Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity, and at the conclusion of the program, Provided, That an announcement within 5 minutes of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour, will satisfy the requirements of identification announcements.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour.

In case of all other programs the identification announcement shall be made within two minutes of the hour and on the half hour and at the quarter hour following the hour and at the quarter hour preceding the next hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony, concert or operatic production of longer duration than thirty minutes;

2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;

3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;

4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

5. The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a “transcription” or an “electrical transcription” and where a phonograph is used it shall be announced as a “record.”

Rebroadcast Programs

(a) The term “rebroadcast” means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard or high frequency broadcast station may, without further authority from the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting
certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a non-commercial basis a non-commercial program of a United States international broadcast station.

The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

In the case of any rebroadcast under these provisions, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast.)

(e) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geo-

graphically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof."

**Political Broadcasting**

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who has qualified for place in the ballot or is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and has been duly nominated by a political party which is commonly known and regarded as such, or makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests and the charges made, if any, if request is granted.
TELEVISION

FREQUENCY

MODULATION

FACSIMILE
TELEVISION HEADLINES
OF 1941—From Radio Daily

**JANUARY**

Jan. 2—FCC Sees Television Activity; Sixth Annual Report Covers Commercial Possibilities; Program Seen Throughout Entire Industry.

Jan. 3—Television Progress Aided By Laboratory Research.


Jan. 13—Engineers See Television Via 190-Mile Cable.


Jan. 15—DuMont Television Report Hits Optimistic Note.

Jan. 16—Television On Large Screen; Bankers Giving Dough.

Jan. 20—FCC Sets Details for Television Committee Meet.

Jan. 2—Farnsworth Television Permit for Fort Wayne Station.


Jan. 27—RCA’s Large Screen Television; Highlights Two-Day Tour for FCC with Hour-Long Show; Committee Formally Reports Today.

FCC Formally Considering Television Reports By National Television Standards Committee.


Jan. 30—Fly Reveals Television Stand; Told House Committee FCC Did Well in Holding Off; Says Industry Unity Will Solve Problem.


**FEBRUARY**


Feb. 11—FCC Still Studying Chain and Television Reports. Engineers Open Confab; Dr. Baker Talks on Television Standards.

Feb. 14—FM and Television Interests Race for Chicago “First.”


Feb. 20—NBC Big Television Schedule Waits on FCC’s Okay.


**MARCH**

Mar. 4—Chain Reports Final Draft; FCC to Make New Television Tour.

Mar. 11—Fly Sees Agreement on Television Standards.

Mar. 13—Theatrical Union Again Set for Television Jurisdictional Tiff.

Mar. 14—CBS Sets Negotiation for Chicago FM and Television Site.

Mar. 17—Green Light for Television on Commercial Basis Seen.

Mar. 18—Set Television Hearing Agenda; Fly Sees Encouraging Step.

Mar. 19—Fly Pays Visit to FDR Before Television Hearings.

Mar. 20—Television Hearings Open.

Mar. 21—FCC Hears Television Pro and Con; NTSC Asks Limited Commercial Okay While Others Seek Deferment; Color Television an Issue.

Advances in Television Field on SMPE Spring Agenda.


Mar. 25—Television Status Now Vague; Reversal of Former Opinions Again Heard as FCC Hearing Adjourns; Defense Orders Big Factor.


**APRIL**

Apr. 4—First Television Station Set for South America.

Apr. 10—New Don Lee Television Station Will Make Debut on Sunday. Television and Disk Recording on SMPE Spring Agenda.

Apr. 11—Television Activity Surges in Chicago Area.

Apr. 17—DuMont Television Readied for Early “Green Light.”

Apr. 22—CBS Seeks Field Tests for Its Color Television.

Apr. 25—Television Green Light Expected in Near Future. RCA to Show Fight on Big Television Screen.
April 28—RCA Theater-Television Plan: Will Market Large Screen Apparatus But Do No Programming; Sees Need of Outside Producing Units.

**MAY**

May 2—NBC Shows Color Television; Cites Its Advantages.


May 9—Large Screen Television Gets Preview Tonight.

May 12—RCA Large Screen Television Pleases in First Showing.


May 16—Rapid Growth of Television Seen in Next Five Years.

May 21—First Television Theater Set; Large Screen Going Into the Rialto (New York City) as Part of Regular Entertainment on a Commercial Basis.

May 23—Television Momentum Ga'ns Daily, Says Morton.

May 27—Fly Sees No Reason to Hold Up Television and FM.

May 28—Levy System of Television Offered on License Basis.

**JUNE**

June 2—Seven Theater Circuits Want Big Screen Television.

CBS and DuMont Rush Plans for Commercial Television.

June 3—Talent Bookers Happy as Commercial Television Looms.


NBC Uses Television Technique in Latin American Broadcast.


June 18—Television to Concentrate on News Presentation.

June 19—Commission Approves NBC’s Television Licenses.

June 23—CBS’s Tentative Plans for Television on July 1.

June 24—Television Plans Continue; Sets Being Revised.


June 30—CBS Gets Permission for Television Test Period. First Television Rate Card: $120 Evening Hours.

**JULY**

July 1—Television Goes Commercial; Years Of Research And $25,000,000 Plus FCC Okay Takes New Medium Out Of The Laboratory.

July 2—Bulova Extends Television Contract Following Commercial Debut.

July 3—Commercial Television Debut Is Called “Successful.” Jurisdiction Over Television Again Worries Actor Unions.

July 7—Television Audience Grows; Industry Gears To Meet Demand For New Television Sets.

July 8—NBC Television Acquires Historical Movies.

July 9—“Radio City Matinee” First Regular Television Series.

July 11—Mull Scale For Television Artists Next Week.


July 15—Adam Hats To Sponsor Sports Over NBC Television. See AFRA Now Ready For Television Jurisdiction.

July 17—General Electric Eyes Color Television; DuMont Asks Commercial CP.

July 21—Commercial Television Boom; Fall Outlook Optimistic As Sponsors Indicate Full Cooperation; Don Lee Files Application For Commercial CP; 6 Outlets Expected To Be In Operation By September 1. Talent Unions Jockeying For Position In Television Field.

July 22—Television Future Bright As CBS Celebrates. Television Consumer Drive Inaugurated By NBC.

July 23—NBC Television Division In Heavy Expansion Move. AFM Seeks Full Scale On Television Airings.

July 24—Television Interest Spurts As Activity Increases.

July 28—Theaters Eyeing Television From Box-Office View.

July 29—CBS Asks Extension For Commercial Television. Frisco Television-FM Site Picked by Don Lee Engineers.

July 30—Commercial Television Adds Fourth Long-Term Client.

**AUGUST**

Aug. 1—Grant CBS’s Request On Commercial Television Stay.

Aug. 4—AFM Approaching Television With Cautious Tread. Television Interest Grows As NBC Adds Clients; Fifth Advertiser Signed.

895
Television-Equipped Boats Pass Initial Trials.
New General Electric Television Antenna Combats All Elements.
DuMont Begins Coast Television Tests In Fall.
Aug. 5—Prices Dropping On All Television Receivers.
Aug. 11—Agencies Eyeing Television As Momentum Increases.
Aug. 13—Commercial Television Receives Shot-In-Arm With New FCC Grant.
Aug. 18—Equity Demands Television Talent Jurisdiction.
Aug. 19—Anthony Asks License For Los Angeles Television Station.
Adam Hats Signs Pact For NBC Television Sports.
Aug. 20—Philco Gets Authorization To Use No. 3 Television Channel.
Aug. 21—Commercial Television Adds Retail Store Accounts.
Aug. 22—General Electric Expanding Plant For Radio And Television Tubes.
Aug. 26—Television As Theater Draw Starts In Chicago On September 8.
Aug. 27—New Television Film Service Gathers Vast Catalog.

SEPTEMBER
Sept. 2—See 20 Television Sponsors Within Coming Month.
Sept. 8—Set Pro-Football Schedule For Radio And Television.
Sept. 10—Program Building Firm Exclusively For Television.
Sept. 11—Chicago Theater Television As Additional Draw.
Sept. 15—See Amicable Setup Of Television-Actor Union.
Sept. 16—Television Guild Members Discuss Commercials.
Sept. 17—Three New Television Grants; Philly, Milwaukee And Los Angeles Set With Commercial Licenses; Also Okay Three More FM Stations.
Sept. 18—Two More Sports Events On NBC’s Television Schedule.
Sept. 22—Television Stages Big Show With Defense Keynote.
Sept. 24—Society Of Motion Picture Engineers Semi-Annual Meet Will Discuss Television.
Sept. 25—Television Getting Interest Of Outside Producers.
Sept. 26—First Pigskin Sponsor Goes On Television Tomorrow.

OCTOBER
Oct. 3—Public Interest In Television Found To Be Lagging.
Oct. 6—Television Society Sees Lack Of Definite Information.
Oct. 10—Television Hurdles Major Barrier In Cross-License Agreements.
Oct. 14—Favorable Moves Seen Aiding Television Programs.
Oct. 20—Adam Hats Starts Sponsorship Of Television Wrestling Bouts
Oct. 22—Asks Television Recognition As Aid In Emergency.
Oct. 27—Fly Gets Television Proposal; Mellett Refers Move To Use Medium For Defense Purposes To FCC Head And Communications Board.
Oct. 28—Fly Arranges Confab For “Television In Defense.”
Columbia University Okays Televising All Football Games.
Oct. 29—Increase Television Sets As Public Educators.

NOVEMBER
Nov. 3—Television Activity Desired, Chairman Fly Reveals.
Nov. 4—Television Men Meet Today; “Fusion” Gathering Will Discuss Ways And Means Of Developing Art For Defense Purposes.
Nov. 5—Need Government Committee, Television Confab Decides.
Nov. 10—Civil Defense Series Scheduled By NBC Television.
Nov. 12—Don Lee Television Station Sets Augmented Schedule.
Nov. 19—Hosiery Commercial Signed By NBC Television.
Nov. 24—Television Package Program For WNBT New Series.
Nov. 25—Fact-Finding Board Sought As Television Aid.
FCC Plans Trip On December 1 To Study Color Television.
Nov. 27—Offers Five-Point Television Plan To Aid Medium’s Development.
Army Training Program To Be Televised By CBS.

DECEMBER
Dec. 2—FCC Sees Color Television On Large and Small Screens.
Dec. 3—First Television Spot Announcements Seeks to Locate Sets.
Dec. 5—Television Production Firm Acquires Film Library.
Dec. 8—Television Sponsor Claims High Sales Percentage.
Dec. 11—Plan Greater Television Use As Civil Defense Aid.
Dec. 16—Television “Defense Pool” to Be Offered Gratis.
Dec. 23—Action Theme as Television Starts Defense Program.
Television Society Meets to Start Civil Defense Cooperation.
Dec. 31—Television Organization Committees for Government Programs.
TELEVISION AID IN DEFENSE

By Noran E. Kersta, Manager, Television Dept., National Broadcasting Co.

TELEVISION, the "hard luck guy" of the radio industry, faces in 1942 the most critical of a succession of critical years. The misfortunes that have dogged television's steps since the inception of regular broadcasting service in 1939 continue to bedevil its progress.

The inaugural broadcast from the World's Fair was followed, in five months, by the outbreak of history's greatest war. A regrettable controversy over technical standards flared up in 1940. In 1941 television finally received the full recognition of the Federal Communications Commission. A brave new start was made against obstacles of a nation disturbed by the prospect of imminent war, priorities in raw materials and manufacturers' assembly lines groaning under the load of defense orders. Five months later Japanese bombers blasted Pearl Harbor. Restrictions on the 1942 production of radio receivers are only the latest block in television's path toward the future.

But if 1942 brings fresh crisis for television it also brings new opportunity. In the service of national defense, television is proving the contention that it can transmit intelligence, instruction, better and faster than any other known means of communication.

National Defense

As these words are written, television is undertaking its biggest job in national defense work, the job of instructing New York City's air wardens and fire watchers. In cooperation with the city's Police Department, NBC's television division is to broadcast lecture-demonstrations in officially approved methods of combating the enemy's war from the skies. A tentative schedule calls for eighteen such television lessons a week within one month after the beginning of the series. The radio industry is generously contributing television receivers for installation in precinct house classrooms throughout the nation's largest city.

Television has given, is giving, liberally of its limited hours on the air to organizations associated with the national effort. New York televiewers are constantly reminded of drives for Defense Bonds and Stamps, Army and Navy recruiting, the American Red Cross, Bundles for Britain and like organizations. The Red Cross and the New York City Fire Department have been represented by regular programs on first aid and fire control.

Television brings to its new defense tasks implements and techniques sharpened through more than two years of regular broadcasting. In its daily work on behalf of war activities, television introduces elements of showmanship to infuse public appeals with more urgency and to dramatize instruction relayed to televiewing volunteer workers and citizen owners of receivers.

Tele in Peace

Those charged with the direction of television have still another job. No more than the wars of centuries gone by, will this one last forever. The day will come when men must turn to the task of rebuilding a world of peace. "Pilot" industries, new activities to lead the country out of the morass of post-war depression, will be needed as never before. Television must be ready then, ready for a period of expansion that will carry it across the country. And to be ready means the accumulation of experience, during months or years of war, in television showmanship, improving equipment and in the business of operating a television station.

The year just ended has given television six months of commercial experience. By order of the Federal Communications Commission, television advanced to full commercial status on July 1, 1941. On that day NBC's WNBT went on the air as the world's first commercial television station. The Philco Radio & Television Corporation station at Philadelphia received the second license under the new order. At the year's end these two were the only commercial television broadcasters. Several others, however, were near commercial status. Among them were W9XBK, a Chicago station operated by the Balaban & Katz Corp.; W6XAO, Los Angeles, owned by the Don Lee Broadcasting System, and W2XWB, the Allen B. DuMont Laboratories station at New York City. WCBW, of the Columbia Broadcasting System, complied with
the operating requirements laid down by
the F.C.C. under experimental license.

Rates

Commercialization did not, of course,
solve television's economic problem. Cur-
rent rates cover no more than a fraction
of the cost of putting a program on the
air. The sponsor does, however, pay the
entire cost of talent and of special stage
sets involved in his production.

Time charges, being intimately bound
up with the number of receivers in a sta-
tion's service area, will probably remain
at or near their present levels for some
time to come. The outlook for additional
sets from manufacturers' assembly lines
does not appear bright at the moment.
The demands of war production on avail-
able time, men and materials make it im-
probable that the industry will be able to
supply the existing, much less the poten-
tial, demand for television receivers.

New York City, with more than half
of the country's receiving sets, now has
about 5,000. Of these 600 are located in
public places, so that the average night-
time audience for New York stations
must be in the neighborhood of 40,000
persons. Some sponsors have found tele-
vision attractive as an advertising me-
dium. In the first six months of com-
mercial operation NBC had fourteen
individual sponsors, eight of whom rep-
resented apparel industries, which thus
far have found little advantage in sound
broadcasting.

Relay Progress

With convincing demonstrations of te-
levision's utility in the national defense,
the broadcasters should make 1942 the
year of a regularly established network.
WNBT has been linked experimentally
for some time with the Philco station at
Philadelphia. A single relay, located at
Wyndmoor, eight miles from the Philco
station, establishes a connecting link
through which NBC programs from New
York are rebroadcast to Philadelphia
viewers.

In another direction, a distance of 129
miles is bridged by a relay receiver near
the General Electric Company station on
Helderberg Mountain, near Schenectady.
It is not too sanguine to hope for an ex-
tension of the network to the nation's
capital through the construction of addi-
tional radio relay units.

Technical development has been going
forward these last few months despite
the nation's demands on the time of
scientists and development engineers in
the industry's laboratories. Significant
advances have been made in the design
of television apparatus, and constant im-
provement continues in the circuits of
studio and transmitter equipment.

TELECAST PRODUCTIONS, INC.

are pleased to announce that they have taken over the
exclusive sales and distribution for Advance Television
Picture Service, Inc.

Over 500 feature pictures and more than 1,000 short
subjects are now available for sustaining or sponsored
programs. Full cutting room, projection room, inspec-
tion, delivery and programming service. Special produc-
tion department.

Best independent feature films in blocks of 13, 26 and
52 are now available for telecasting at reduced unit prices.

TELECAST PRODUCTIONS, INC.

Myron Zobel, President

30 ROCKEFELLER PLAZA NEW YORK, N. Y.
The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

### Commercial

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>ESR (Effective Signal Radiated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earle C. Anthony, Inc. Los Angeles, Calif. KSEE</td>
<td>96000-102000</td>
<td>1850 (CP only)</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. New York, N. Y. WCBW</td>
<td>60000-66000</td>
<td>2400 (CP only)</td>
<td></td>
</tr>
<tr>
<td>Don Lee Broadcasting System Hollywood, Calif. KTSL</td>
<td>50000-56000</td>
<td>5600 (CP only)</td>
<td></td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc. New York, N. Y. WABD</td>
<td>78000-84000</td>
<td>950 (CP only)</td>
<td></td>
</tr>
<tr>
<td>General Electric Co. Schenectady, N. Y. WRGB Transmitter: New Scotland, N. Y.</td>
<td>66000-72000</td>
<td>3100 (CP only)</td>
<td></td>
</tr>
<tr>
<td>The Journal Co. Milwaukee, Wisc. WMJT</td>
<td>66000-72000</td>
<td>1200 (CP only)</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co. New York, N. Y. WNBT</td>
<td>50000-56000</td>
<td>1800</td>
<td></td>
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<tr>
<td>National Broadcasting Co. Washington, D. C. WNBW</td>
<td>60000-66000</td>
<td>1200 (CP only)</td>
<td></td>
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<tr>
<td>Philco Radio &amp; Television Corp. Philadelphia, Pa. WPTZ</td>
<td>60000-72000</td>
<td>680 (CP only)</td>
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</tr>
<tr>
<td>Zenith Radio Corp. Chicago, Ill. WTZR</td>
<td>50000-56000</td>
<td>1270 (CP only)</td>
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### Pending Commercial Applications

<table>
<thead>
<tr>
<th>Applicant and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>POWER Visual</th>
<th>POWER Aural</th>
</tr>
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<tbody>
<tr>
<td>Metropolitan Television, Inc. New York, N. Y.</td>
<td>—</td>
<td>162000-168000</td>
<td>1000 w</td>
<td>500 w</td>
</tr>
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### Experimental

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>POWER Visual</th>
<th>POWER Aural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earle C. Anthony, Inc. Los Angeles, Calif. W6XEA</td>
<td>96000-102000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
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<tr>
<td>Balaban &amp; Katz Corp. Chicago, Ill. W9XBK</td>
<td>60000-66000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
<td></td>
</tr>
<tr>
<td>Balaban &amp; Katz Corp. Portable-area of Chicago, Ill. W9XBT</td>
<td>204000-216000</td>
<td>40 w</td>
<td>(CP only)</td>
<td></td>
</tr>
<tr>
<td>Licensee and Location</td>
<td>Call Letters</td>
<td>Frequency (kc)</td>
<td>Power</td>
<td>Visual</td>
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<tr>
<td>-----------------------</td>
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<tr>
<td>Balaban &amp; Katz Corp.</td>
<td>W9XBB</td>
<td>384000-396000</td>
<td>10 w</td>
<td>(CP only, television relay station with W9XBB)</td>
</tr>
<tr>
<td>Balaban &amp; Katz Corp.</td>
<td>W9XPR</td>
<td>384000-396000</td>
<td>10 w</td>
<td>(CP only)</td>
</tr>
<tr>
<td>Bamberger Broadcasting Service</td>
<td>W2XBB</td>
<td>96000-102000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Columbia Broadcasting System</td>
<td>W9XCB</td>
<td>78000-84000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Columbia Broadcasting System</td>
<td>W6XCB</td>
<td>162000-168000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Columbia Broadcasting System</td>
<td>W2XAB</td>
<td>60000-66000</td>
<td>7500 w</td>
<td>7500 w</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>W2XCB</td>
<td>346000-358000</td>
<td>25 w (peak) (CP only) (Television relay station with W2XAB)</td>
<td></td>
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<tr>
<td>The Crosley Corp.</td>
<td>W8XCT</td>
<td>50000-56000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
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<tr>
<td>Allen B. DuMont Laboratories, Inc.</td>
<td>W2XVT</td>
<td>78000-84000</td>
<td>50 w</td>
<td>50 w</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc.</td>
<td>W2XWV</td>
<td>78000-84000</td>
<td>1000 w</td>
<td>1000 w</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc.</td>
<td>W10XKT</td>
<td>258000-270000</td>
<td>50 w</td>
<td>(Television relay station with W2XVT)</td>
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<tr>
<td>Allen B. DuMont Laboratories, Inc.</td>
<td>W3XWT</td>
<td>50000-56000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>W2XBB</td>
<td>66000-72000</td>
<td>10000 w</td>
<td>3000 w</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>W2XD</td>
<td>162000-168000</td>
<td>40 w</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>W2XI</td>
<td>162000-168000</td>
<td>10 w</td>
<td>(Television relay station with W2XB)</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>W21X</td>
<td>162000-168000</td>
<td>60 w</td>
<td>50 w (CP only, television relay station with WRGB)</td>
</tr>
<tr>
<td>Hughes Tool Co.</td>
<td>W6XHH</td>
<td>60000-66000</td>
<td>10000 w</td>
<td>10000 w (CP only)</td>
</tr>
<tr>
<td>Hughes Tool Co.</td>
<td>W6XHT</td>
<td>60000-66000</td>
<td>10000 w</td>
<td>10000 w (CP only)</td>
</tr>
<tr>
<td>The Journal Co.</td>
<td>W9XCV</td>
<td>300000-312000</td>
<td>6.5 w</td>
<td>(CP only, television relay station with W9XMJ)</td>
</tr>
<tr>
<td>Kansas State College of Agriculture and Applied Science</td>
<td>W9XAK</td>
<td>50000-56000</td>
<td>100 w</td>
<td>100 w (CP only)</td>
</tr>
</tbody>
</table>
### TELEVISION STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>Visual</th>
<th>Aural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Television, Inc. New York, N. Y.</td>
<td>W2MT</td>
<td>162000-168000</td>
<td>250 w</td>
<td>250 w (CP only)</td>
</tr>
<tr>
<td>Don Lee Broadcasting System Los Angeles, Calif.</td>
<td>W6XAO</td>
<td>50000-56000</td>
<td>1000 w</td>
<td>150 w</td>
</tr>
<tr>
<td>Don Lee Broadcasting System San Francisco, Calif.</td>
<td>W6XDL</td>
<td>50000-56000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Don Lee Broadcasting System Portable-area of Los Angeles, Calif.</td>
<td>W6XDU</td>
<td>318000-330000</td>
<td>6.5 w</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc. New York, N. Y.</td>
<td>W2XBS</td>
<td>50000-56000</td>
<td>12000 w</td>
<td>15000 w</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.</td>
<td>W2XBT</td>
<td>162000-168000</td>
<td>400 w</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc. Portable-area of New York</td>
<td>W2XBU</td>
<td>282000-294000</td>
<td>15 w</td>
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</tr>
<tr>
<td>National Broadcasting Co., Inc. Washington, D. C.</td>
<td>W3XNB</td>
<td>60000-66000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc. Philadelphia, Pa.</td>
<td>W3XPP</td>
<td>102000-108000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
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<tr>
<td>Philco Radio &amp; Television Corp. Philadelphia, Pa.</td>
<td>W3XE</td>
<td>66000-72000</td>
<td>10000 w</td>
<td>10000 w</td>
</tr>
<tr>
<td>Philco Radio &amp; Television Corp. Philadelphia, Pa.</td>
<td>W3XP</td>
<td>230000-242000</td>
<td>15 w (CP 125 Watts)</td>
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<tr>
<td>Philco Radio &amp; Television Corp. Portable-area of Philadelphia, Pa.</td>
<td>W3XPR</td>
<td>230000-242000</td>
<td>60 w (peak)</td>
<td></td>
</tr>
<tr>
<td>Purdue University West Lafayette, Ind.</td>
<td>W9XG</td>
<td>66000-72000</td>
<td>750 w</td>
<td>750 w (CP only)</td>
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<tr>
<td>RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.</td>
<td>W3XAD</td>
<td>321000-327000</td>
<td>500 w</td>
<td>500 w</td>
</tr>
<tr>
<td>RCA Mfg. Co., Inc. Camden, N. J.</td>
<td>W3XEP</td>
<td>84000-90000</td>
<td>30000 w</td>
<td>30000 w</td>
</tr>
<tr>
<td>State University of Iowa Iowa City, Iowa.</td>
<td>W9XUI</td>
<td>50000-56000</td>
<td>100 w</td>
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<tr>
<td>Television Productions, Inc. Los Angeles, Calif.</td>
<td>W6XLA</td>
<td>234000-246000</td>
<td>250 w</td>
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<tr>
<td>Television Productions, Inc. Los Angeles, Calif.</td>
<td>W6XYZ</td>
<td>78000-84000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
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<tr>
<td>WCAU Broadcasting Co. Philadelphia, Pa.</td>
<td>W3XAU</td>
<td>84000-90000</td>
<td>1000 w</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Zenith Radio Corp. Chicago, Ill.</td>
<td>W9XZV</td>
<td>50000-56000</td>
<td>1000 w</td>
<td>1000 w</td>
</tr>
</tbody>
</table>
COMMERCIAL TELEVISION STATIONS

PERSONNEL—FACILITIES—ACTIVITIES

KSEE *
LOS ANGELES
Frequency: 96000-102000 kc.
Power: Sight, 1000 Watts; Sound, 2000 Watts
Effective Signal Radiated..................1850
Owned-Operated By......Earle C. Anthony, Inc.
Business Address.......141 N. Vermont Ave.

WCBW **
NEW YORK
Frequency: 60000-68000 kc. (Sight. 61250; Sound, 65750); Power: Sight, 15000 Watts. Sound, 7500 Watts
Effective Signal Radiated..................2400
Owned-Operated By......Columbia Broadcasting System
Business Address..........485 Madison Ave.
Phone Number.............Wickersham 2-2000
Studio Address............15 Vanderbilt Ave.
Transmitter and Antenna Location, Chrysler Building
Time on the Air: 15 hours (or more) weekly

Personnel

Executive Director..............Adrian Murphy
Manager of Operations.........Leonard Hole
Program Director...............Gilbert Seldes
Production Manager—Director...........Worthington Miner
Publicity Director...............Wil Marcus
Casting Director...............Ruth Norman
Musical Clearance.............Steve Marvin
Chief Engineer..............Dr. Peter C. Goldmark

1941-1942 ACTIVITIES

In January, 1941, CBS demonstrated both live and film pick-up of color television to the Federal Communications Commission and the National Television System Committee in New York. This demonstration employed the color television system developed by CBS during 1940.

As soon as the CBS transmitter in the Chrysler Building had been converted for operation on the new frequency in June, daily experimental color broadcasts were conducted, and have been continued ever since.

The color development of the Columbia Broadcasting Television has proceeded throughout 1941 and has resulted in basic technical data looking toward the setting of standards. New equipment for both pick-up and receiving, based on commercially practical designs, was constructed.

On July 1, 1941, station WCBW began a regular weekly program schedule of 15 hours per week under the rules of the Federal Communications Commission. The following people in the field of public affairs have appeared before the Columbia Broadcasting System television cameras:


In the arts, Francis Henry Taylor, the Direc-

**Station has special authority to operate experimentally with a commercial license at press-time.

*Station had construction permit at press-time.
tor of the Metropolitan Museum of Art and members of the Metropolitan staff; Thomas Craven the famous art critic; Sidney Janis, authority on modern art; also among architects and designers, Buckminster Fuller and Donald Deskey.

In the great field of country and folk dancing, May Gadd, the head of the Country Dance Society, and the folk dances of a dozen nations.

The lack of mobile equipment because of priorities, hampered the operation of the station because of the pressure it put on the studio. Nevertheless, a new ease of movement, sense of space and sense of real life were developed in the technique of handling the camera and the participants in the programs. These constitute a major contribution in the art of producing television programs.

WCBW, since the start of its operations in July, has presented programs dealing with the National Defense and War Efforts, has shown the workings of many branches of the services of the United States Government, including the Navy, Coast Guard, Marine Corps; also, the Red Cross, Boy Scouts and Civilian Defense organizations. The station developed a technique for the direct sale of Defense Bonds to the television audience by inviting members of the audience to telephone in their Defense Bond orders. In three programs, a total of 100,000 dollars worth of bonds were sold.

**KTSL**

**LOS ANGELES (HOLLYWOOD) — EST. 1931**

Frequency: Sight, 51250 Kc.; Sound, 55750 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated: 5600
Owned-Operated By: Don Lee Broadcasting System
Business-Studio Address: 3800 Mount Lee Drive
Phone Number: Hollywood 8255
Transmitter & Antenna Location: 3800 Mount Lee Drive
Time on the Air: 4 to 5 p.m.; 8 to 11 p.m.

**Personnel**

President: Thomas S. Lee
Vice-President and General Manager: Lewis Allen Weiss
Director of Television: Harry R. Lubcke
Assistant Director of Television: Wilbur E. Thorp
Television Engineer: William S. Klein
Television Engineer: Harold W. Jury
Television Engineer: Robert L. Pitzer
Television Engineer: Thornton Chew
Television Cameraman: Dwight Warren
Television Cameraman: James Palmer
Television Producer: Jack Stewart
Building Superintendent: Paul Marshall

**FACILITIES**

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray, Horizontal Polarization. Studio Cameras and film equipment. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft. stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

W6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

DEVELOPMENTS OF 1941: W6XAO (experimental call letters of KTSL) operated 590 hours. Sixty-seven remote programs scheduled and broadcast.

Studio shows have included vaudeville by Maury Amsterdam, Mabel Todd, Tony Romano, the Montez ballet dancers, news telecasts featuring Maxine Gray, and an enlistment and instructional group of acts by the U.S. Navy.

Film presentations included educational items and instruction on and promotion of interest in National Defense. Comedies also were shown, and exceptionally fine films from the Hancock Expedition's travels on the western coast of North and South America. Newsreels also played an important part in the television program, several being prepared especially for television station W6XAO.

Remote television pickups included the professional boxing and wrestling matches from the Hollywood American Legion Stadium twice weekly until November, 1941; thereafter, the same program from the Olympic Auditorium in downtown Los Angeles. The pickup of the Hollywood Stars Coast Baseball League twice weekly was also another remote of great interest to our television lookers. The Easter Sunrise service at the Hollywood Bowl, the Easter Promenade and auto races from Southern Ascot speedway were also telecast.

RECEIVERS: There are between 400 and 500 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distances. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gillilian G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 28-inch tube television receivers, the General Electric 12's and 9-inch
receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 8-inch receivers.

There are over a hundred owner constructed television receivers fabricated from Meissner and other kits, as well as completely according to the owners' design. A number of the latter give excellent performance, some utilizing 12-inch cathode ray tubes giving actually superior images at 15 and 20 miles from W6XAO than would be expected from commercially manufactured models.

PUBLIC DEMONSTRATIONS: Television receivers have been maintained by the Don Lee Broadcasting System at the following public places: Wilshire Brown Derby, Kiefer's Pine Knot Drive-In, Vine Brown Derby, Griffith Planetarium, Miramar Hotel, Hollywood Roosevelt Hotel, The Town House. Various radio stores have also held public demonstrations.

PATENTS & RESEARCH: In addition to regularly scheduled programs, research work on television in all of its branches has continued at W6XAO. Membership on NTSC committees and testimony at F.C.C. hearings assisted in setting the commercial standards for television.

* W A B D *
NEW YORK CITY
Frequency: 78000-84000 Kc. (Sight. 79250 Kc.; Sound. 83750 Kc.); Power: Sight, 1000 Watts; Sound, 1000 Watts
Owned-Operated By: Allen B. Du Mont Laboratories, Inc.
Business-Studio Address: 515 Madison Ave.
Phone:.................. PL 3-9037
Transmitter & Antenna Location:........515 Madison Ave.

Personnel
President.......................... Allen B. Du Mont

* W R G B *
SCHENECTADY, N. Y.
Frequency: 66000-72000 Kc.; Power: Sight, 1000 Watts; Sound, 3000 Watts
Effective Signal Radiated:.............1200
Owned-Operated By: General Electric Co.
Business Address.............1 River Road
Phone Number......................4-2211
Transmitter & Antenna Location.......New Scotland, N. Y.

* W M J T *
MILWAUKEE
Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts
Effective Radiated Signal:..........1200
Owned-Operated By:................. The Journal Co.
Business-Studio Address............720 East Capitol Drive
Phone Number.......................Marquette 6000
Transmitter & Antenna Location.....720 East Capitol Drive

* W N B T *
NEW YORK
Frequency: 50000-56000 Kc. (Sight. 51250; Sound. 55750); Power: Sight, 12000 Watts; Sound, 15000 Watts
Effective Signal Radiated:...........1800
Owned-Operated By:.................National Broadcasting Co.
Business Address..............30 Rockefeller Plaza
Phone Number...................... Circle 7-8300
Studio Address....................30 Rockefeller Plaza
Transmitter and Antenna Location... Empire State Bldg.
Time on the Air: Full time commercial license

FACILITIES

Technical facilities of Station WNB T include a direct pickup studio for live talent productions, a mobile television unit and transportable equipment. All facilities operate under technical standards established in 1941 by the Federal Communications Commission.

The live talent studio, located in Radio City, is fitted with three camera chains. The cameras are of the Iconoscope type. A film scanning room has two cameras and a specially adapted motion picture projectors for both 35 mm. and 16 mm. films.

The mobile unit, mounted in two motor vans, is equipped with two cameras for direct pickup of a wide variety of outdoor and indoor programs at points remote from NBC's Radio City sight-sound studios. It has successfully relayed outdoor programs over a distance of 27 miles. Its video transmitter has an output of 400 watts; an associated sound transmitter is rated at 100 watts. The two operate in the relay channel of 162,000-168,000 Kc.

The transportable equipment used by NBC television for remote pickups is a compact unit, weighing less than 1,000 pounds and divided into carrying cases, none of which weighs more than 90 pounds. The equipment

*Station had construction permit at press-time.
is used for remote pickups where operation of the larger mobile unit is impracticable. It includes a 15-watt video transmitter, two cameras and associated monitoring and control apparatus. A typical instance of its use was in relay of the 1941 New Year’s Eve celebration at the Rainbow Room in New York City. The unit is licensed to operate in the channel 162,000-168,000 Kc.

Signals from the WNBT transmitter, located in the Empire State Building tower, are received over a service area with a radius of approximately 60 miles. Under favorable conditions the NBC television programs are seen and heard over considerably greater distances. The General Electric Company’s Station W2XB, located 129 miles from the NBC transmitter, has in the past rebroadcast NBC programs originating in New York City. Station WPTZ, Philadelphia, undertook regular rebroadcast of NBC programs in 1941. A single relay link, located at Wyndmoor, eight miles from the Philco station’s transmitter, shunts NBC programs to the WPTZ transmitter in North Philadelphia.

The National Broadcasting Company maintains a television staff of nearly 80 persons at Radio City. These are engaged in technical, programming, sales and research activities. A minimum weekly program service of 15 hours is offered to televiewers in the New York City area.

Experimental facilities associated with the station include studio equipment for color television. This is of the mechanical, three-color scanning disc type. Experimental broadcasts in color have been made; also frequency modulated transmissions in black-and-white images.

Station WNBT, the world’s first commercial television station, was formerly operated as experimental station W2XBS. Originally an RCA station, it was first licensed April 4, 1928. W2XBS was successively located in Fifth Avenue and the Times Square Studio of the National Broadcasting Company. It passed under NBC management in 1930. Since 1931 NBC has conducted television transmissions from the present location of WNBT, in the Empire State Building tower.

The all-electronic system of television was introduced by NBC in a series of test transmissions in 1938. Images were first in 343 horizontal scanning lines. Later the standard was raised to 441 lines, then to 525 lines.

Regular public service in television programs was inaugurated April 30, 1939, when opening ceremonies of the New York World’s Fair were broadcast to New York televiewers.

The first commercial license issued under the rules of the F.C.C. was granted to NBC in June, 1941. On July 1 the station, as WNBT, went on the air with four commercial programs. The station’s commercial record for the first six months of commercial operation included thirteen sponsors, representing eight different industries. The percentage of sponsored time in December, 1941, was slightly less than ten per cent.

Outstanding programs transmitted by the NBC station have included the complete floor proceedings of the 1940 Republican National Convention at Philadelphia; National League baseball games at Ebbets Field, professional and college football games, numerous Madison Square Garden sports events, supper club floor shows and a wide range of dramatic, variety, educational and personality presentations from the Radio City television studios.

WNBW*
WASHINGTON, D. C.

Frequency: 60000-66000 Kc.; Power: Sight, 1000 Watts; Sound, 1000 Watts
Effective Signal Radiated ..............1200
Owned-Operated By ............ National Broadcasting Co.
Business-Studio Address....... Wardman Park Hotel

WPTZ*
PHILADELPHIA, PA.

Frequency: 66000-72000 Kc.; Power: Sight, 10000 Watts; Sound, 10000 Watts
Effective Signal Radiated .............600
Owned-Operated By .......... Philco Radio & Television Corp.
Business Address ........... Tioga & C Streets

WTZR*
CHICAGO

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal .............1270
Owned-Operated By .......... Zenith Radio Corp.
Business-Studio Address .........6001 Dickens Ave.
Phone Number .............. Berkshire 7500
Transmitter & Antenna Location ......135 S. La Salle St.
Time on the Air .............. Unlimited license

Personnel
President ................. E. F. McDonald, Jr.
Station Manager .......... J. E. Brown

*Station had construction permit at press-time.
F. C. C. REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1942

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. 

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations. 

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area see Standards of Good Engineering Practice for Television Broadcast Stations.)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

_Basis for license._—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

_Time of operation._—Television broadcast stations will be licensed only for unlimited time operation.

_Showing required._—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the
service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)
(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.
(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Standards of Good Engineering Practice for Television Broadcast Stations.)
(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Standards of Good Engineering Practice for Television Broadcast Stations.)
(e) That the applicant is financially qualified to construct and operate the proposed station.
(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.
(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.
(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.
(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.
(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

<table>
<thead>
<tr>
<th>No.</th>
<th>Frequency Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50,000-56,000 kc</td>
</tr>
<tr>
<td>2</td>
<td>60,000-66,000 kc</td>
</tr>
<tr>
<td>3</td>
<td>66,000-72,000 kc</td>
</tr>
<tr>
<td>4</td>
<td>78,000-84,000 kc</td>
</tr>
<tr>
<td>5</td>
<td>84,000-90,000 kc</td>
</tr>
<tr>
<td>6</td>
<td>96,000-102,000 kc</td>
</tr>
<tr>
<td>7</td>
<td>102,000-108,000 kc</td>
</tr>
<tr>
<td>8</td>
<td>162,000-168,000 kc</td>
</tr>
<tr>
<td>9</td>
<td>180,000-186,000 kc</td>
</tr>
<tr>
<td>10</td>
<td>186,000-192,000 kc</td>
</tr>
<tr>
<td>11</td>
<td>204,000-210,000 kc</td>
</tr>
<tr>
<td>12</td>
<td>210,000-216,000 kc</td>
</tr>
<tr>
<td>13</td>
<td>230,000-236,000 kc</td>
</tr>
<tr>
<td>14</td>
<td>236,000-242,000 kc</td>
</tr>
<tr>
<td>15</td>
<td>258,000-264,000 kc</td>
</tr>
<tr>
<td>16</td>
<td>264,000-270,000 kc</td>
</tr>
<tr>
<td>17</td>
<td>282,000-288,000 kc</td>
</tr>
<tr>
<td>18</td>
<td>288,000-294,000 kc</td>
</tr>
</tbody>
</table>

(b) Stations serving the same area will not be assigned channels adjacent in frequency.
(c) One channel only will be assigned to a television broadcast station.

Experimental operation. — Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 4.261 with regard to the minimum number of hours of transmission with a standard television signal.
(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.
(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.
(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; Provided, however, That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more

2 The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.
than one television broadcast station that
would serve substantially the same ser-
vice area; and provided further; That
the Commission will regard the owner-
ship, operation, or control of more than
three television broadcast stations as con-
stituting a concentration of control of
television broadcasting facilities in a man-
ner inconsistent with public interest, con-
venience, or necessity.
Normal license period.—All television
broadcast station licenses shall be issued
so as to expire at the hour of 3 a.m.,
Eastern Standard Time, and will be is-
sued for a normal license period of one
year, expiring February 1.

Equipment
Maximum rated power; how deter-
mined.—(a) The maximum rated power
of standard television transmitters
shall be the same as the manufac-
turer's rating of the equipment.
(b) The maximum rated carrier power
of composite television transmitters
shall be the sum of the applicable commer-
cial ratings of the vacuum tubes employed
in the last radio stage.

Maximum power rating and operating
power.—The Commission will authorize
the installation of a television transmis-
ter having maximum power rating equal
to the operating output power in accord-
ance with the table set out in section
titled “Basis for License.”

Monitors.—The licensee of each tele-
vision broadcast station shall operate at
the transmitter:
(a) A frequency monitor independent
of the frequency control of the trans-
mitter. The monitor shall meet the re-
quirements set forth in the Standards
of Good Engineering Practice for Tele-
vision Broadcast Stations.
(b) A modulation monitor to determine
that the radiated television signal com-
lies with the television transmission
standards set forth in the Standards
of Good Engineering Practice for Tele-
vision Broadcast Stations.

Required transmitter performance.—
The external performance of television
broadcast transmitters shall be capable
of radiating a standard television signal
meeting the minimum requirements pre-
scribed by the Commission contained in
the Standards of Good Engineering Prac-
tice. The transmitters shall be wired and
shielded in accordance with the good en-
gineering practice and shall be provided
with safety features in accordance with
the specifications of Article 810 of the
current National Electrical Code as ap-
proved by the American Standards Asso-
ciation.

Indicating instruments.—The operat-
ing output power of television broadcast
stations shall be measured by instru-
ments having an acceptable accuracy.

Auxiliary and duplicate transmitters.
The provisions of the rules governing
standard and high frequency broadcast
stations shall also govern the use of aux-
iliary and duplicate transmitters for tele-
vision broadcast stations

Changes in equipment and antenna sys-
tem.—(a) No changes in equipment shall
be made.

(1) That would result in emission of
signals outside of the authorized tele-
vision channel.
(2) That would result in the external
performance of the transmitter being in
disagreement with that prescribed by the
Commission in the Standards of Good
Engineering Practice provided that for
experimental transmissions equipment
changes may be made which would not
render the transmitters incapable of radi-
ating a standard television signal for
the required minimum number of hours.
(See section titled “Minimum Operating
Schedule.”)

(b) Specific authority is required for
a change in any of the following:
(1) Increase in the maximum power
rating of the transmitter.
(2) Replacement of the transmitter as
a whole.
(3) Location of the transmitter an-
tenna.
(4) Antenna system, including trans-
mission line, which would result in a
measurable change in service area or
which would affect the determination of
the operating power by the direct method.
If any change is made in the antenna
system or any change made which may
affect the antenna system, the method of
determining operating power shall be
changed immediately to the indirect
method.
(5) Relocation of main studio if new
location is outside of the borders of the
city, state, District of Columbia, terri-
tory, or possession.
(6) Operating output power delivered
to the antenna.
(c) Specific authority, upon filing in-
formal request therefor, is required for
the following change in equipment and
antenna:
(1) Indicating instruments installed to
measure the antenna current or transmis-
sion line, except by an instrument of the
same type, maximum scale reading and
accuracy.
(2) Minor changes in the antenna sys-
tem or transmission line which would not
result in an increase of service area.
(3) Changes in the location of the main
studio except as provided for in subsec-
ction (b) (5).

3 Formal application required. See Standards of
Good Engineering practice for Television Broadcast
Stations for specific application form.
4 Informal application by letter may be made.
(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission, may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. On each day, except Sunday, there shall be at least 2 hours program transmission between 2 p.m. and 11 p.m., including at least 1 hour program transmission on five week days between 7.30 p.m. and 10.30 p.m.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described or immediately following the broadcast of as such either at the end of the program the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log. (1) Entry of the time each station identification is made.

(b) Entry briefly describing each program broadcast under the heading ‘outside pickup,’ ‘studio production,’ and motion picture film, or combination thereof.

(c) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(d) Entry showing name of each sponsor and commodity advertised.

(e) Operating log (when transmitting a standard television signal). (1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:
   i) Operating constants of the last radio stages.
   ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

Logs; retention of.—Logs of a television broadcast station shall be retained by the licensees for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term “television broadcast station” means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as herein set forth.
Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

**Licensing Requirements**

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.

3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

4. That the program of research and experimentation will be conducted by qualified personnel.

5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

**Charges**

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

**Announcements**

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'

**Operating Requirements**

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

**Frequency Assignment**

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

<table>
<thead>
<tr>
<th>Group A</th>
<th>Group B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>Channel</td>
</tr>
<tr>
<td>No. 1</td>
<td>50,000-56,000 kc No. 1</td>
</tr>
<tr>
<td>2</td>
<td>60,000-66,000 kc</td>
</tr>
<tr>
<td>3</td>
<td>66,000-72,000 kc</td>
</tr>
<tr>
<td>4</td>
<td>78,000-84,000 kc</td>
</tr>
<tr>
<td>5</td>
<td>84,000-90,000 kc</td>
</tr>
<tr>
<td>6</td>
<td>96,000-102,000 kc</td>
</tr>
<tr>
<td>7</td>
<td>102,000-108,000 kc</td>
</tr>
<tr>
<td>Group C</td>
<td></td>
</tr>
<tr>
<td>Any 600 kc band</td>
<td>15 258,000-264,000</td>
</tr>
<tr>
<td>above 300,000 kc</td>
<td>16 264,000-270,000</td>
</tr>
<tr>
<td>excluding band</td>
<td>17 282,000-288,000</td>
</tr>
<tr>
<td>400,000-401,000 kc</td>
<td>18 288,000-294,000</td>
</tr>
</tbody>
</table>

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast
station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

**Power**

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

**Reports**

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.

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**FACSIMILE BROADCAST STATIONS**

The term “facsimile broadcast station” means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

**Conditions of Licensing**

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

(b) Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(c) One frequency only will be assigned for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.
to a facsimile station from the Groups in subsection (a) of this rule. More than one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

### EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
<th>Emission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courier-Journal &amp; Louisville Times Co.</td>
<td>W9XWT</td>
<td>25250</td>
<td>500</td>
<td>A3 &amp; A4</td>
</tr>
<tr>
<td>The Pulitzer Publishing Co.</td>
<td>W9XZY</td>
<td>25100</td>
<td>100</td>
<td>A4</td>
</tr>
<tr>
<td>WBNS, Inc. Columbus, Ohio</td>
<td>W8XUM</td>
<td>25200</td>
<td>100</td>
<td>A4</td>
</tr>
<tr>
<td>WOKO, Inc.</td>
<td>W2XWE</td>
<td>25050</td>
<td>500</td>
<td>A3 &amp; A4</td>
</tr>
</tbody>
</table>

#### BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Licensee and Location</th>
<th>Frequency Kilocycles</th>
<th>Power Authorized Watts</th>
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<tbody>
<tr>
<td>WGN</td>
<td>WGN, Inc. Chicago, Ill.</td>
<td>720</td>
<td>50000</td>
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<tr>
<td>WLW</td>
<td>Crosley Corp. Cincinnati, Ohio</td>
<td>700</td>
<td>50000</td>
</tr>
<tr>
<td>WOR</td>
<td>Bamberger Broadcasting Service, Inc. Newark, N. J.</td>
<td>710</td>
<td>50000</td>
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</table>
IT is doubtful whether any single medium in the history of radio has ever made quite so much progress in the space of one year as frequency modulation (FM) broadcasting did during 1941. And yet, when analyzed, there is nothing unduly surprising about it. FM has had the ingredients of success which appeal to both broadcasters and public. It can provide improved and expanded service beyond the technical limitations of ordinary broadcasting; it has the enthusiastic support of some of the biggest broadcasters and engineering groups in the country.

When 1941 started there were, according to the most optimistic estimates, about 15,000 receivers in the nation equipped for FM reception. By the end of the year, the FM listening audience had grown to approximately a quarter of a million sets, with close to 50,000 being sold each month. These figures, accurately compiled by FM Broadcasters, Inc., with the cooperation of manufacturers, indicate an increase of 1400 per cent during the twelve-month period.

Commercial FM

Officially, FM assumed its commercial status on January 1, 1941, but it was not until March 1 that the first commercial FM station actually began operating. By the end of 1941, the Federal Communications Commission had authorized the construction of 62 such transmitters, 24 of which had already gone on the air. The rest are pushing installation of equipment as fast as war-time exigencies will permit.

The increased coverage of FM stations now on the air contrasts sharply with the limited reception available from the handful of low-power experimental stations operating at the close of 1940. Although these had an average range of about 30 miles, it is not uncommon to find commercial outlets serving a radius of 70 to 100 miles and more. Some 40,000,000 persons live within the assigned service areas of the 24 transmitters on the air at the end of 1941.

Another interesting development of the past year has been the organization of the American Network, Inc., FM's first chain with coast-to-coast ambitions. Ultimate plans call for outlets in the 42 largest U. S. markets, providing maximum coverage with a pre-planned network.

Time Sales

Time sales over FM stations in 1941, while not epochal, have at least been promising. There was great variation from city to city in the amount of business secured, but local accounts far out-totalled national business. Toward the close of the year agency interest appeared to be growing as the FM audience reached appreciable proportions. Many stations began to set up special FM sales staffs.

The public today has a selection of over 125 different set models to pick from, produced by 20 manufacturers. The year brought noticeable reductions in price, with table receivers capable of both FM and AM reception selling for as little as $67.50. Practically all sets now on the market are of the FM-AM type, and extensive improvements in circuit design have taken place in the 1942 models.

Future

It cannot be denied that the war will place formidable obstacles in the path of FM development in the coming year—a situation now being faced by almost every civilian industry. Curtailment of set production, however, is expected proportionately to wreak no more havoc on FM than on ordinary broadcasting, with the likelihood that manufacturers, confronted by shortages of raw material, will use their limited allotments to make FM-AM sets, thus compensating with quality for revenue normally brought in by the sale of low-priced AM midget receivers.

There can be no question that further FM development during 1941 was held up by the FCC investigation of newspaper-controlled radio stations. Some three dozen of the ungranted FM applications pending have been filed by newspapers, anxious to enter the FM field. These, however, have been kept in abeyance by the Commission until definite policies with respect to such ownership are determined.

Active throughout the year, and an important factor in coordinating the growth of FM, has been FM Broadcasters, Inc., the young industry's trade association to which all leading FM groups belong. Its promotional work, public education, liaison with manufacturers, and trade representation has served FM well, and will continue to do so in 1942.
The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency</th>
<th>Area Sq.Mi</th>
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<td>W58BM</td>
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<td>Baton Rouge, La.</td>
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<td>Wylie B. Jones Advertising Agency</td>
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<td>6500</td>
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<td>W67B</td>
<td>Westinghouse Radio Stations, Inc.</td>
<td>46700</td>
<td>6700</td>
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<td>Boston, Mass.</td>
<td>W39B</td>
<td>The Yankee Network, Inc.</td>
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<td>31000</td>
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<td>10800</td>
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<td>W75C</td>
<td>Moody Bible Institute of Chicago</td>
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<td>10800</td>
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<td>W41MM</td>
<td>Gordon Gray</td>
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**EXPERIMENTAL**

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<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<td>Head of Lakes Broadcasting Co., Superior, Wisc.</td>
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<td>John V. L. Hogan, Long Island City, N. Y.</td>
<td>W2XQR</td>
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<td>C. M. Jansky, Jr. and Stuart L. Bailey, d/b as Jansky &amp; Bailey, Georgetown, D. C.</td>
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<td>LOCATION</td>
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<td>New York, N. Y.</td>
<td>Debs Memorial Radio Fund, Inc.</td>
<td>48700</td>
<td>8600</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>FM Radio Broadcasting Co.</td>
<td>48300</td>
<td>8600</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>Greater New York Broadcasting Corp.</td>
<td>48700</td>
<td>8500</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>Knickerbocker Broadcasting Co.</td>
<td>48300</td>
<td>6800</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>News Syndicate Co.</td>
<td>47900</td>
<td>8500</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>Woodaam Corp.</td>
<td>46700</td>
<td>8500</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>WBNX Broadcasting Co.</td>
<td>48300</td>
<td>8730</td>
</tr>
<tr>
<td>Oakland, Calif.</td>
<td>Tribune Building Co.</td>
<td>46500</td>
<td>1216</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>Gibraltar Service Corp.</td>
<td>46100</td>
<td>9318</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>Pittsburgh Radio Supply House</td>
<td>43900</td>
<td>11488</td>
</tr>
<tr>
<td>Portland, Maine</td>
<td>Portland Broadcasting System</td>
<td>47100</td>
<td>3980</td>
</tr>
<tr>
<td>Providence, R. I.</td>
<td>Cherry &amp; Webb Broadcasting Co.</td>
<td>47500</td>
<td>6207</td>
</tr>
<tr>
<td>Providence, R. I.</td>
<td>The Outlet Co.</td>
<td>48500</td>
<td>4840</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>WHEC, Inc.</td>
<td>44700</td>
<td>3200</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>Globe Democrat Publishing Co.</td>
<td>44700</td>
<td>13083</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>The Pulitzer Publishing Co.</td>
<td>45550</td>
<td>13391</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>Star-Times Publishing Co.</td>
<td>44700</td>
<td>12480</td>
</tr>
<tr>
<td>San Bernardino, Calif.</td>
<td>The Sun Co. of San Bernardino, Calif.</td>
<td>44100</td>
<td>17101</td>
</tr>
<tr>
<td>Trenton, N. J.</td>
<td>Mercer Broadcasting Co.</td>
<td>44700</td>
<td>3200</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>M. A. Leese Radio Corp.</td>
<td>47100</td>
<td>5600</td>
</tr>
<tr>
<td>Winston-Salem, N. C.</td>
<td>Piedmont Publishing Co.</td>
<td>46700</td>
<td>4600</td>
</tr>
</tbody>
</table>
The term “high frequency broadcast station” means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

**Definitions**

*High Frequency Broadcast Band.* The term “high frequency broadcast band” means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

*Frequency Modulation.* The term “frequency modulation” means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

*Center Frequency.* The term “center frequency” means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance.)

*High Frequency Broadcast Channel.* The term “high frequency broadcast channel” means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

*Service Area.* The term “service area” of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see Standards of Good Engineering Practice for High Frequency Broadcast Stations.)

*Antenna Field Gain.* The term “antenna field gain” of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

*Free Space Field Intensity.* The term “free space field intensity” means the field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

*Frequency Swing.* The term “frequency swing” is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

*Multiplex Transmission.* The term “multiplex transmission” means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

*Percentage Modulation.* The term “percentage modulation” with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

*Experimental Period.* The term “experimental period” means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high fre-
frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Main Studio. The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made programs originating at remote points.

Allocation of Facilities1

Basis of Licensing High Frequency Broadcast Stations. High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data2. Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area; Provided, however, That the station may be licensed to serve temporarily an area less than the basic trade area, subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district in which it is located; (3) that such an applicant show compliance with the section of these rules regarding similarity of service areas for all stations in the same established area except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations.

1The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

2There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.
The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Time of Operation. All high frequency broadcast stations shall be licensed for unlimited time operation.

Showing Required. Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on Service Areas stated above.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience and necessity will be served through the operation under the proposed assignment.

Channel Assignments

The channels set forth below with the indicated center frequencies are available
for assignment to high frequency broadcast stations to serve the areas provided in the section on Service Areas Established stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>44900</td>
<td>49300</td>
<td>49500</td>
<td>49700</td>
</tr>
<tr>
<td>49100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>44700</td>
<td>45500</td>
<td>45700</td>
<td>46100</td>
</tr>
<tr>
<td>49100</td>
<td>49300</td>
<td>49500</td>
<td>49700</td>
</tr>
</tbody>
</table>

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>43100</td>
<td>43500</td>
<td>43900</td>
<td>44300</td>
</tr>
<tr>
<td>44300</td>
<td>44700</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(d) Notwithstanding the provisions of subsection (a) of this section, an applicant for a station to serve an area specified in section of these rules defining the establishment of “an area comprising a limited trade area and city,” to be located in a city having a population greater than 25,000, in or adjacent to any metropolitan district having a population greater than 1,000,000, may apply for one of the following channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>49100</td>
<td>49500</td>
<td>49900</td>
</tr>
</tbody>
</table>

Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Multiple Transmission

Facsimile Broadcasting and Multiplex Transmission. The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with standard broadcast station rule on special experimental authorizations.

Proof of Performance Required. Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Multiple Ownership. (a) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency broadcasting service distinct and separate from existing services; and (2) that such ownership, operation, or control would not result in the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest.

The word “control” as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.
convenience, or necessity; provided, how-
er, that the Commission will consider
the ownership, operation, or control of
more than six high frequency broadcast
stations to constitute the concentration of
control of high frequency broadcasting
facilities in a manner inconsistent with
public interest, convenience, or necessity.

Normal License Period. All high fre-
quency broadcast station licenses will be
issued so as to expire at the hour of 3
a.m., Eastern Standard Time, and will be
(a) For stations operating on the fre-
quencies 48900, 49100, 49300, 49500,
49700, and 49900, April 1.
(b) For stations operating on the fre-
quencies 44500, 44700, 44900, 45100,
45300, 45500, 45700, 45900, 46100, 46300,
and 46500, May 1.
(c) For stations operating on the fre-
quencies 46700, 46900, 47100, 47300,
47500, 47700, 47900, 48100, 48300, 48500,
and 48700, June 1.
(d) For stations operating on the fre-
quencies 43100, 43300, 43500, 43700,
43900, 44100, and 44300, July 1.

Equipment

Maximum Power Rating. The Commis-
sion will not authorize the installation of
a transmitter having a maximum rated
power more than twice the operating
power of the station.

Maximum Rated Carrier Power; How
Determined. (a) The maximum rated
carrier power of a standard transmitter
shall be determined by the manufac-
turer’s rating of the equipment.
(b) The maximum rated carried power of a
composite transmitter shall be
determined by the sum of the applicable
commercial ratings of the vacuum tubes
employed in the last radio stage.

Frequency Monitor. The licensee of
each high frequency broadcast station
shall have in operation at the transmitter
a frequency monitor independent of the
frequency control of the transmitter. It
shall have a stability of 20 parts per
million.

Modulation Monitor. The licensee of
each high frequency broadcast station
shall have in operation at the transmitter
an approved modulation monitor.

Required Transmitter Performance. (a)
The external performance of high fre-
quency broadcast transmitters shall be
within the minimum requirement pre-
scribed by the Commission contained in
the Standards of Good Engineering Prac-
tice for High Frequency Broadcast
Stations.

(b) The transmitter center frequency
shall be controlled directly by automatic
means which do not depend on induct-
ances and capacities for inherent sta-

(c) The transmitter shall be wired
and shielded in accordance with good en-
gineering practice and shall be provided
with safety features in accordance with
the specifications of article 810 of the
current National Electrical Code as ap-
proved by the American Standards Asso-
ciation.

Indicating Instruments. The direct
plate circuit current and voltage shall
be measured by instruments having an
acceptable accuracy.

Changes in Equipment and Antenna
System. Licensees of high frequency
broadcast stations shall observe the fol-
lowing provisions with regard to change
in equipment and antenna system:
(a) No changes in equipment shall be
made:

1. That would result in the emission of
signals outside of the authorized channel.
2. That would result in the external
performance of the transmitter being in
disagreement with that prescribed in the
Standards of Good Engineering Practice
for High Frequency Broadcast Stations.

(b) Specific authority, upon filing
formal application therefor, is required for
a change in service area or for any of the
following changes:
1. Changes involving an increase in
the maximum power rating of the trans-
mmitter.
2. A replacement of the transmitter
as a whole.
3. Change in the location of the trans-
mmitter antenna.
4. Change in antenna system, includ-
ing transmission line, which would re-
sult in a measurable change in service

See Standards of Good Engineering Practice
for High Frequency Broadcast Stations for specific
application form required.
or which would affect the determination of the operating power by direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in power delivered to the antenna.

(c) Specific authority, upon filing informal request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating Power; How Determined. The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Modulation. (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Frequency Tolerance. The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

Operation

Minimum Operating Schedule; Service.

(a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time.

In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by an standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.
The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

### Licensee and Location | Call Letters | Frequency (kc) | Power | Emission
--- | --- | --- | --- | ---
Bell Telephone Labs., Inc. Whippany, N. J. .......... W3XDD | 560, 900, 1340 | 50000 w | A3
Bell Telephone Labs., Inc. Whippany, N. J. .......... W3XPY | 43500, 49100 | 5000 w | Special
Central Broadcasting Co. Mitchellville, Iowa .......... W9XC | 1040 | 150 w | A3
The Crosley Corp. Near Mason, Ohio .......... W8XO | 700 | 100 kw-500-kw | A3
Midland Broadcasting Co., Kansas City, Mo. .......... W9XER | 46500 | 1500 w | Special
Muzak Corporation New York, N. Y. ............ W2XMC | 117650 | 1000 w | Special

**Pending Developmental Stations**

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>Power</th>
<th>Emission</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNary &amp; Chambers Washington, D. C. (portable) W10XMC</td>
<td>550 to 1600</td>
<td>100 w</td>
<td>A-0</td>
<td></td>
</tr>
</tbody>
</table>

| Natl. Broadcasting Co., Inc. Area of New York, N. Y. .... W10XR | Same as above | 100 w | A1, A2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs. |
The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A licensee of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, the FCC Regulation on rebroadcasting holds.

**Frequency Allocated**

The following frequencies are allocated for assignment to developmental broadcast stations:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,614</td>
<td>1,614</td>
</tr>
<tr>
<td>2,396</td>
<td>12,855</td>
</tr>
<tr>
<td>2,400</td>
<td>12,870</td>
</tr>
<tr>
<td>3,490</td>
<td>17,300</td>
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<td>3,490</td>
<td>17,320</td>
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<tr>
<td>4,795</td>
<td>23,100</td>
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<td>30,660</td>
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<td>6,420</td>
<td>31,140</td>
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<tr>
<td>6,425</td>
<td>31,180</td>
</tr>
<tr>
<td>6,430</td>
<td>31,180</td>
</tr>
<tr>
<td>9,130</td>
<td>35,060</td>
</tr>
<tr>
<td>9,140</td>
<td>35,460</td>
</tr>
</tbody>
</table>

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be main---

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* Also available for assignment to all other stations in the experimental service.
tained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Supplemental Report
A supplemental report shall be filed with and a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. Any other pertinent developments.

A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast and are not in conflict with rules of the Commission for stations in general or for rules for developmental broadcast stations.

ST BROADCAST STATIONS

The term "ST broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency or an international broadcast station.

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
<th>Emission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol Broadcasting Co. Schenectady, N. Y.................. W2XEO</td>
<td>331000</td>
<td>50</td>
<td>Special (CP only)</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. New York, N. Y. .......... W2XYN</td>
<td>330400, 333400, 336400</td>
<td>25</td>
<td>Special (CP only)</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. New York, N. Y. .......... W2XYO</td>
<td>330400, 333400, 336400</td>
<td>25</td>
<td>Special (CP only)</td>
<td></td>
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<tr>
<td>Columbia Broadcasting System, Inc. New York, N. Y. .......... W2XYP</td>
<td>330400, 333400, 336400</td>
<td>25</td>
<td>Special (CP only)</td>
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<tr>
<td>Gordon Gray Winston-Salem, N. C. .......................... —— W2XYP</td>
<td>337000</td>
<td>25</td>
<td>Special (CP only)</td>
<td></td>
</tr>
<tr>
<td>The Journal Co. Milwaukee, Wis. ......................... W9XJC</td>
<td>331000</td>
<td>50</td>
<td>Special (CP only)</td>
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</tr>
<tr>
<td>The Moody Bible Institute of Chicago Chicago, Ill. ........ W9XMB</td>
<td>333400</td>
<td>25</td>
<td>Special (CP only)</td>
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<tr>
<td>Standard Broadcasting Co. Los Angeles, Calif. ............ —— 333400</td>
<td>25</td>
<td>Special (CP only)</td>
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Pending ST Stations

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston Edison Co. Boston, Mass. ........................... —— 330400</td>
<td>25</td>
<td>Special</td>
<td></td>
</tr>
<tr>
<td>Radio Service Corp. of Utah Salt Lake City, Utah .......... —— 331000</td>
<td>25</td>
<td>Special</td>
<td></td>
</tr>
<tr>
<td>WOKO, Inc. Albany, N. Y. ................................. —— 337000</td>
<td>25</td>
<td>Special</td>
<td></td>
</tr>
</tbody>
</table>
RULES GOVERNING
ST BROADCAST STATIONS

The term "ST" broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

Frequency Assignment

The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis:

<table>
<thead>
<tr>
<th>kc</th>
<th>kc</th>
<th>kc</th>
<th>kc</th>
<th>kc</th>
</tr>
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<tbody>
<tr>
<td>330,400</td>
<td>333,400</td>
<td>335,800</td>
<td>338,200</td>
<td>340,600</td>
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<tr>
<td>331,000</td>
<td>334,000</td>
<td>336,400</td>
<td>338,800</td>
<td>341,200</td>
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<tr>
<td>331,600</td>
<td>334,600</td>
<td>337,000</td>
<td>339,400</td>
<td>341,800</td>
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<tr>
<td>332,200</td>
<td>335,200</td>
<td>337,600</td>
<td>340,000</td>
<td>342,400</td>
</tr>
<tr>
<td>332,800</td>
<td></td>
<td></td>
<td>343,600</td>
<td></td>
</tr>
</tbody>
</table>

ST broadcast stations will be authorized to employ frequency modulation only.

The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

The licensee of each ST broadcast station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10 (field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at one mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed ¼ of the free space field gain from a doublet.

ST broadcast stations will be licensed with a power output not in excess of that necessary to render a satisfactory service.

The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:

(a) Design of equipment and power required to render a satisfactory service.

(b) Design and adjustment of directional transmitting antennas.

(c) Design and location of receiving antennas.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

(a) Total hours of operation.

(b) Continuity of service, causes and duration of any interruptions.

(c) Power required to deliver satisfactory signal at receiver.

(d) Data on design, adjustments and operation of directional receiving and transmitting antennas.

(e) Interference to service resulting from other stations or other sources.

(f) Cost of transmitter and receiver installation and expense of operation.

(g) Overall fidelity of equipment, frequency and amplitude.
ORGANIZATIONS

NATIONAL ASSOCIATION
OF BROADCASTERS

NIB—IRNA—NAI

RADIO GROUPS
PERSONNEL

ADDRESSES
UNIONS

GUILDS
ASSOCIATIONS
# National Association of Broadcasters

**Headquarters:** 1626 K. St., N.W., Washington, D. C.

## Headquarters Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neville Miller</td>
<td>President</td>
</tr>
<tr>
<td>C. E. Arney, Jr.</td>
<td>Assistant to the President and Acting Secretary-Treasurer</td>
</tr>
<tr>
<td>Russell P. Place</td>
<td>Counsel</td>
</tr>
<tr>
<td>Edward M. Kirby</td>
<td>Director of Public Relations</td>
</tr>
<tr>
<td>Joseph L. Miller</td>
<td>Director of Labor Relations</td>
</tr>
<tr>
<td>Frank E. Pellegrin</td>
<td>Director of Broadcast Advertising</td>
</tr>
<tr>
<td>Arthur C. Stringer</td>
<td>Director of Promotion</td>
</tr>
<tr>
<td>Lynne C. Smeby</td>
<td>Director of Engineering</td>
</tr>
<tr>
<td>Paul F. Peter</td>
<td>Director of Research</td>
</tr>
<tr>
<td>Everett E. Revercomb</td>
<td>Auditor</td>
</tr>
</tbody>
</table>

## Board of Directors

<table>
<thead>
<tr>
<th>Director</th>
<th>Number</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul W. Morency</td>
<td>1</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.</td>
</tr>
<tr>
<td>WTIC, Hartford, Conn.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Clarence Wheeler</td>
<td>2</td>
<td>New York, New Jersey.</td>
</tr>
<tr>
<td>WHEC, Rochester, N. Y.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Isaac D. Levy</td>
<td>3</td>
<td>Delaware, Pennsylvania.</td>
</tr>
<tr>
<td>WCAU, Philadelphia, Pa.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*John A. Kennedy</td>
<td>4</td>
<td>District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.</td>
</tr>
<tr>
<td>WCHS, Charleston, W. Va.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frank King</td>
<td>5</td>
<td>Alabama, Florida, Georgia, Puerto Rico.</td>
</tr>
<tr>
<td>WMBR, Jacksonville, Fla.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Edwin W. Craig</td>
<td>6</td>
<td>Arkansas, Louisiana, Mississippi, Tennessee.</td>
</tr>
<tr>
<td>WSM, Nashville, Tenn.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Harold Ryan</td>
<td>7</td>
<td>Kentucky, Ohio.</td>
</tr>
<tr>
<td>WSPD, Toledo, Ohio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*John E. Fetzer</td>
<td>8</td>
<td>Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.</td>
</tr>
<tr>
<td>WKZO, Kalamazoo, Mich.</td>
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<td></td>
</tr>
<tr>
<td>WMBD, Peoria, Ill.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*John J. Gillen, Jr.</td>
<td>10</td>
<td>Iowa, Missouri, Nebraska.</td>
</tr>
<tr>
<td>WOW, Omaha, Neb.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td>Number</td>
<td>States Comprising District</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Earl H. Gammons</td>
<td>11</td>
<td>Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushbaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.</td>
</tr>
<tr>
<td>WCCO, Minneapolis, Minn.</td>
<td></td>
<td></td>
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<tr>
<td>Herbert Hollister</td>
<td>12</td>
<td>Kansas, Oklahoma.</td>
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<tr>
<td>KANS, Wichita, Kans.</td>
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<td></td>
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<tr>
<td>O. L. Taylor</td>
<td>13</td>
<td>Texas.</td>
</tr>
<tr>
<td>KGNC, Amarillo, Texas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eugene P. O'Fallon</td>
<td>14</td>
<td>Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushbaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson. California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii. Arizona; California, including the counties excepted in District 15; New Mexico. Alaska, Oregon, Washington.</td>
</tr>
<tr>
<td>KFEL, Denver, Colo.</td>
<td></td>
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<tr>
<td>Howard Lane</td>
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</tr>
<tr>
<td>KFBK, Sacramento, Calif.</td>
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</tr>
<tr>
<td>Harrison Holliway</td>
<td>16</td>
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<tr>
<td>KECA-KFI, Los Angeles, Calif.</td>
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<td></td>
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<tr>
<td>Harry R. Spence</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>KXRO, Aberdeen, Wash.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Term expires in 1942.

**DIRECTORS-AT-LARGE**

Large Stations

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>James D. Shouse</td>
<td>WLW, Cincinnati, Ohio</td>
</tr>
<tr>
<td>George W. Norton, Jr.</td>
<td>WAVE, Louisville, Ky.</td>
</tr>
<tr>
<td>John Elmer</td>
<td>WCBM, Baltimore, Md.</td>
</tr>
</tbody>
</table>

Medium Stations

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. O. Maland</td>
<td>WHO, Des Moines</td>
</tr>
<tr>
<td>Don S. Elias</td>
<td>WWNC, Asheville, N. C.</td>
</tr>
</tbody>
</table>

Small Stations

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<thead>
<tr>
<th>Name</th>
<th>Station</th>
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</thead>
<tbody>
<tr>
<td>James W. Woodruff, Jr.</td>
<td>WRBL, Columbus, Ga.</td>
</tr>
</tbody>
</table>

Networks

<table>
<thead>
<tr>
<th>Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Frank M. Russell</td>
<td>NBC, Washington, D. C.</td>
</tr>
</tbody>
</table>
Executive
Chairman — Neville Miller, NAB, Washington, D. C.
James D. Shouse, WLW, Cincinnati, Ohio.
Paul W. Morency, WTIC, Hartford, Conn.
Don S. Elias, WWNC, Asheville, N. C.
John J. Gillin, Jr., WOW, Omaha, Nebr.
John Elmer, WCBM, Baltimore, Md.
O. L. Taylor, KGNC, Amarillo, Texas.

Accounting
Chairman—Harold Wheelahan, WSMB, New Orleans, La.
S. R. Dean, CBS, New York, N. Y.
Virgil J. Hasche, WGY, Schenectady, N. Y.
Leslie Johnson, WHBF, Rock Island, Ill.
Harry F. McKeon, NBC, New York, N. Y.

Advisory
Walter J. Brown, WORD-WSPA, Spartanburg, S. C.
Gardner Cowles, Jr., KRNT, Des Moines, Ia.
Edward Klauber, CBS, New York, N. Y.
Paul W. Morency, WTIC, Hartford, Conn.
George W. Norton, Jr., WAVE, Louisville, Ky.
Niles Trammell, NBC, New York, N. Y.

Code
Chairman—Earl J. Glade, KSL, Salt Lake City, Utah.
Edgar L. Bill, WMBD, Peoria, Ill.
Gilson Gray, CBS, New York, N. Y.
Hugh A. L. Halff, WOAI, San Antonio, Texas.
Henry P. Johnston, WSGN, Birmingham, Ala.
Janet MacRorie, NBC, New York, N. Y.
William B. Quarton, WMT, Cedar Rapids, Ia.
Edney Ridge, WBIG, Greensboro, N. C.
Calvin J. Smith, KFAC, Los Angeles, Calif.

Engineering
Chairman—Paul A. Loyet, WHO, Des Moines, Ia.

District 1
F. M. Doolittle, WDRC, Hartford, Conn.

District 2
John V. L. Hogan, WQXR, New York, N. Y.

District 3
James Schultz, WCAE, Pittsburgh, Pa.

District 4
Scott Helt, WIS, Columbia, S. C.

District 5
John C. Bell, WBRC, Birmingham, Ala.

District 6
J. H. DeWitt, WSM, Nashville, Tenn.

District 7
R. Morris Pierce, WGAR, Cleveland, Ohio.

District 8
Walter Hoffman, WWJ, Detroit, Mich.

District 9
Thomas L. Rowe, WLS, Chicago, Ill.

District 10
Paul A. Loyet, WHO, Des Moines, Ia.

District 11
Julius Hetland, WDAY, Fargo, N. D.

District 12
Karl Troeglen, WIBW, Topeka, Kans.

District 13

District 14
Eugene G. Pack, KSL, Salt Lake City, Utah.

District 15

District 16
L. H. Bowman, KNX, Los Angeles, Calif.

District 17
James B. Hatfield, KIRO, Seattle, Wash.

Engineers' Executive Committee
Chairman—Paul A. Loyet, WHO, Des Moines, Ia.
E. K. Cohan, CBS, New York, N. Y.
O. B. Hanson, NBC, New York, N. Y.
G. Porter Huston, WCBM, Baltimore, Md.
Paul A. DeMars, Yankee Network, Boston, Mass.

Insurance
Chairman—William I. Moore, WBNX, New York, N. Y.
S. R. Dean, CBS, New York, N. Y.
Charles A. Wall, NBC, New York, N. Y.

Labor
District 1
J. J. Boyle, WJAR, Providence, R. I.
National Association of Broadcasters

District 2
I. R. Lounsberry, WGR, Buffalo, N. Y.

District 3

District 4

District 5
Fred Borton, WQAM, Miami, Fla.

District 6
H. W. Slavick, WMC, Memphis, Tenn.

District 7
Gilmore N. Nunn, WLAP, Lexington, Ky.

District 8
Leo J. Fitzpatrick, WJR, Detroit, Mich.

District 9
W. E. Hutchinson, WAAF, Chicago, Ill.

District 10
Vernon H. Smith, KOWH, Omaha, Nebr.

District 11
Clarence T. Hagman, WTCN, Minneapolis, Minn.

District 12
R. J. Laubengayer, KSAL, Salina, Kans.

District 13
Kern Tips, KPRC, Houston, Texas.

District 14
Earl J. Glade, KSL, Salt Lake City, Utah.

District 15
Ralph R. Brunton, KJBS, San Francisco, Calif.

District 16
L. A. Schamblin, KPMC, Bakersfield, Calif.

District 17
Edward J. Jansen, KTBI, Tacoma, Wash.

Labor Executive Committee
Ralph R. Brunton, Gilmore N. Nunn, W. E. Hutchinson, George W. Smith.

Legislative

Campbell Arnoux, WTAR, Norfolk, Va.
Walter J. Brown, WSPA-WORD, Spartanburg, S. C.
Harry C. Butcher, WJSV, Washington, D. C.
Edwin W. Craig, WSM, Nashville, Tenn.
John Elmer, WCBM, Baltimore, Md.
Mark Ethridge, WHAS, Louisville, Ky.
Frank M. Russell, WRC, Washington, D. C.

National Defense District Representatives

District 1

District 2
Harry C. Wilder, WSYR, Syracuse, N. Y.

District 3
George D. Coleman, WGBI, Scranton, Pa.

District 4
Howard Chernoff, WCHS, Charleston, W. Va.

District 5
Red Cross, WMAZ, Macon, Ga.

District 6
Howard Summerville, WWL, New Orleans, La.

District 7
Nathan Lord, WAVE, Louisville, Ky.

District 8
Franklin Schurz, WSBT, South Bend, Ind.

District 9
Leslie C. Johnson, WHBF, Rock Island, Ill.

District 10
George M. Burbach, KSD, St. Louis, Mo.

District 11
Morgan Murphy, Head of Lakes Broadcasting Co., Duluth, Minn.

District 12
William C. Gillespie, KTUL, Tulsa, Okla.

District 13
George Cranston, KGKO, Fort Worth, Texas.
District 14
Ed Yocum, KGHL, Billings, Mont.

District 15
Lincoln Dellar, KSFO, San Francisco, Calif.

District 16
Thomas E. Sharp, KSFD, San Diego, Calif.

District 17
Paul Connet, KEX, Portland, Ore.

National Defense Committee
Chairman—John E. Fetzer, WKZO, Kalamazoo, Mich.
Harry C. Butcher, CBS, Washington, D. C.
Leo J. Fitzpatrick, WJR, Detroit, Mich.
A. J. Fletcher, WRAL, Raleigh, N. C.
Ben Ludy, WIBW, Topeka, Kans.
Frank Russell, NBC, Washington, D. C.

Research
Hugh M. Beville, Jr., NBC, New York, N. Y.
C. Glover DeLaney, WTHT, Hartford, Conn.
John C. McCormack, KWKH, Shreveport, La.
Dr. Frank N. Stanton, CBS, New York, N. Y.

Sales Managers
District 1
William Malo, WDRG, Hartford, Conn.

District 2
Charles Phillips, WFBL, Syracuse, N. Y.

District 3

District 4
John H. Field, Jr., WPTF, Raleigh, N. C.

District 5
John M. Outler, Jr., WSB, Atlanta, Ga.

District 6

District 7
William I. Orr, WBNS, Columbus, Ohio.

District 8
Lester Lindow, WFBM, Indianapolis, Ind.

District 9
William Cline, WLS, Chicago, Ill.

District 10
Sam H. Bennett, KMBC, Kansas City, Mo.

District 11
Thomas G. Gavin, Head of Lakes Broadcasting Co., Duluth, Minn.

District 12
Ellis Atteberry, KCKN, Kansas City, Kans.

District 13
Jack Keasler, WOA, San Antonio, Texas.

District 14
W. E. Wagstaff, KDYL, Salt Lake City, Utah.

District 15
Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

District 16
Charles A. Storke, KTMS, Santa Barbara, Calif.

District 17
Harvey Wixson, KHQ-KGA, Spokane, Wash.

Sales Managers Executive Committee
Chairman — Eugene Carr, WGAR, Cleveland, Ohio.
Dietrich Dirks, KTRI, Sioux City, Ia.
E. Y. Flanagan, WSPD, Toledo, Ohio.
John M. Outler, Jr., WSB, Atlanta, Ga.
Arthur Hull Hayes, CBS, New York, N. Y.
Linus Travers, WAAB, Boston, Mass.
George H. Frey, NBC, New York, N. Y.

Wage and Hour Committee
Chairman—C. T. Lucy, WRVA, Richmond, Va.
A. K. Redmond, WHP, Harrisburg, Pa.
Joseph C. Burwell, WMBS, Uniontown, Pa.
Robert Priebe, KRSC, Seattle, Wash.
Robert Laubengayer, KSAL, Salina, Kans.
Harry R. LePoidevin, WRJN, Racine, Wisc.

932
BROADCASTING AND THE WAR

By Neville Miller, President, National Association of Broadcasters

Radio broadcasting in the United States is just entering upon a period of what promises to be its greatest effectiveness. While it is not possible to form definite conclusions as to the effect of this long, hard war upon the industry, it is gratifying to note that the first impact of the war found the broadcasters measurably prepared to fulfill their responsibility.

Radio was ready because there has been many months of careful planning and more than two years of experience in news handling under war conditions abroad and radio had been consistently performing a notable service in the national defense effort which preceded the actual declaration of war. The ground-work to meet just such a contingency as arose out of the Pearl Harbor incident had been laid. Within two days after the attack upon Hawaii a voluntary set of rules and regulations for the handling of news and other types of programs, easily accessible to subversive interests, had been formulated. Within ten days after our entry into the war an almost complete set of rules and regulations had been perfected and the industry was voluntarily following it closely.

As the nation's most important single means of mass communication, unique in its ability to secure and hold the attention of a vast majority of the people of the nation simultaneously, radio will undoubtedly play a major role in the prosecution of the war. Probably the most favorable development thus far affecting broadcasting is the evidence that our government has decided not to take over and operate radio, but to leave it in the hands of experienced private operators who, through the years, have demonstrated an appreciation of their responsibilities to serve the national interest. With the advent of radio, Congress wisely determined that in America this medium of mass communication should remain free of government operation and control. As a consequence the American system of broadcasting has developed along lines that have made of it a most effective instrument for the preservation of liberty and freedom of thought and expression. In this, America is singularly fortunate for it has been the sad experience of all too many people that the establishment of government control over radio has been the stepping stone to the elimination of free speech and finally of freedom itself. This must not, and I am convinced will not, happen in America.

Radio's War Purposes

On the other hand, radio will undoubtedly be used to a constantly greater extent for war purposes. The Defense Communications Board has been designated by the President to coordinate the physical facilities of the industry to the end that they may most adequately serve the war effort. The President has delegated to the Office of Censorship the responsibility of eliminating from programs any material which might serve to aid the enemy. The broadcasters have cooperated wholeheartedly in devising reasonable rules and regulations that would make these two important functions effective.

For many months prior to the actual advent of war, broadcasters had devoted a substantial portion of their time and facilities on a gratis basis to promote the national defense program. While the responsibilities of radio have been increased by the advent of war, the demands of the armed services have exacted their toll from the industry. The need of the military for trained radio men together with the operation of the Selective Service System, has produced a dangerous shortage of trained technicians. As a service to the armed forces, as well as for its own needs, the industry set out, even prior to the declaration of war, to establish courses for the training of radio technicians. This activity has received enthusiastic cooperation from the educational institutions of the country and is now well under way in all areas.

In addition, lack of critical materials, many of which are essential to the proper technical operation of radio broadcasting, will hamper normal operations and in some cases retard developments. Television and frequency modulation have made great strides in the past year and the industry will assuredly devote as much of its time and effort as possible to continue the development in these new fields consistent with the large demands upon its facilities and the handicaps of the emergency period.

"Business as Usual"

From the commercial standpoint, while broadcasters do not hope for a "business as usual" program, there is every reason
to believe that radio will continue to be used as a major advertising medium. Radio listening is at its peak and there has even been an increase in the sale of radio receiving sets. With a peak audience and a higher degree of sustained listening audience it is felt that advertisers and agencies will not abandon radio to any great extent. There is, of course, the probability that some commodities heretofore widely advertised by radio will be affected by material shortage and compelled to discontinue all advertising. Experienced operators feel, however, that these losses will be more than offset by advertising of substitute commodities coming into the field.

In the early stages of the war when commercial programs were interrupted by war announcements and when occasional black-outs were required, sponsors of commercial programs cooperated heartily and for this the broadcasters are grateful. It is my belief that the officers of government appreciate the importance of keeping broadcasting at its job. I also believe that they appreciate the fact that in performing its normal duties radio can pay its own way and at the same time render a most essential service to the country.

Despite all the uncertainties of what may develop the broadcasting industry faces 1942 with confidence and a determination to render an even greater service to the country in this time of crisis and to carry on our normal job in an orderly and efficient manner. No industry, no individual citizen, can be expected to do more.

1941 RESEARCH ACTIVITIES

By Paul F. Peter, NAB Director of Research

This Department materially expanded its activities during the past year, continues to grow in usefulness to the industry. In January, the NAB Broadcast Advertising Record was inaugurated. This is a monthly report on the nature and extent of the use of radio by advertisers throughout the country. This service to all stations has received widespread commendation as one of the most valuable sales-building tools at the disposal of the individual station, and it serves as basic material for the NAB Department of Broadcast Advertising.

The monthly publication of the "Broadcast Advertising Record" contains a tabulation in terms of time units of advertising placed by advertisers on the station and networks cooperating in the service. Advertisers are classified as to type of business in sufficient detail to permit of quite specific examination. Separate consideration is given Local, National, Spot, Regional Network and National Network business. Averages are presented for Local and National Spot business to provide a direct comparison of an individual station's business to serve station management.

Urban Radio Survey

Early in 1941, the NAB published its "Survey of Urban Radio Listening in the United States," a companion study to the "Rural Radio Ownership Study" made public in 1939. Heralded as a major contribution to knowledge of the broadcasting industry, this survey of radio owner-
LEGAL—LEGISLATIVE ACTIVITIES

By Russell P. Place, NAB Counsel

Of the bills affecting the broadcasting industry which have been introduced during the first session of the 77th Congress, undoubtedly the bills to amend the Communications Act introduced respectively by Senator White of Maine and Representative Sanders of Louisiana most vitally affect broadcasters. Seeking as they do to make changes in the organic act governing the industry and the Federal Communications Commission, these measures deserve the careful study of every broadcaster. In order to assist broadcasters in such study, the Legal Department prepared an analysis of the bills, which was circulated to the membership of the NAB at the District meetings held during the fall of 1941.

Leading up to the introduction of these bills, was Senator White's resolutions calling for an investigation of the Federal Communications Commission's Regulations Governing Chain Broadcasting, introduced almost immediately following the promulgation of those regulations on May 2, 1941. Pursuant to the vote of the NAB membership at the St. Louis Convention in May, the NAB, acting through Neville Miller, President, appeared before the Interstate Commerce Committee of the Senate in support of the resolution. The hearings were recessed, subject to the call of the chair, on June 20, and have not since been resumed. Subsequent to the recess, the Commission amended the regulations in certain respects; in November, by stipulation approved by the Court, the operation of the regulations was suspended pending judicial determination of the bill for a temporary injunction against their operation which was filed by CBS and NBC, and in which stations WHAM and WOW joined.

Of vital importance to the broadcasting industry and advertising generally was the eleventh hour threat to impose a gross receipts tax on time sales by stations and networks. A united industry succeeded in defeating the tax.

Copyrights

Strenuous efforts were made by the State Department to persuade the Committee on Foreign Relations of the Senate that the Senate should give its advice and consent to adherence to the International Copyright Union. The NAB, in company with all other users and authors of copyrighted material, vigorously opposed adherence at the hearings before that Committee. To date, the Committee has not made a report to the Senate. The effect of adherence of greatest importance to broadcasters would be the enormous number of musical compositions now in the public domain which would be thrown into the field of copyright protection. These works would become unusable because of the impossibility, under existing world conditions, of contacting their authors at the present time. Companion bills for the preservation of authors' rights during the emergency were introduced by Senator Bone and Representative Kramer; NAB appeared at the hearing and suggested perfecting amendments.

The Johnson Bill seeking to bar the advertising of alcoholic beverages by radio was reintroduced at this session. The Committee on Interstate Commerce of the Senate has not scheduled hearings on the bill. Because the measure is grossly discriminatory against radio in favor of competing media, NAB will oppose the bill if hearings are held.

The NAB appeared at the hearings on the daylight-saving time bills and urged the Committee on Interstate and Foreign Commerce of the House to report out a bill providing for daylight-saving time on a nation-wide basis. Such a bill has passed both branches of the Congress and has gone to the President for signature.

The Sacks Bill to legalize copyright in recorded renditions and interpretations has been referred to the Committee on Patents of the House; no hearings have been scheduled. The NAB is opposed to this measure.

State Legislation

Legislatures in forty-four states have been in session this year. District Directors cooperated with counsel by appointing broadcasters in each state, and wherever possible in the state capital, to serve as Legislative Contacts for NAB. By providing an additional safeguard against overlooking the introduction of bills affecting radio, and liaison for communication on legislative matters in each state, this innovation has been most useful in this department.

Chiefly of note at this year's sessions was the introduction of 35 so-called "anti-ASCAP" bills in 18 states. Other than enactment of the Wisconsin law to provide effective enforcement of existing provisions relating to investigators and
music brokers, no such bills have been enacted. The NAB did not encourage or support any legislation of this character. The Montana law of this character was repealed.

The Perry bill to bar off-the-air recording of broadcasts was again introduced, in somewhat different form, in New York. New York state broadcasters persuaded the author to strike the enacting clause, and the measure was killed. A committee is working to perfect an acceptable bill for introduction at the next session.

Oregon passed a radio libel law, relieving broadcasters from liability for radio defamation unless the plaintiff can prove that the broadcaster failed to exercise due care. A similar bill was vetoed by the Governor of Washington.

Litigation

The position of the NAB in RCA v. Whiteman was sustained in the Circuit Court of Appeals and again in the Supreme Court, thus establishing the law, except in Pennsylvania, that broadcasters are at liberty to play phonograph records without license from the record manufacturer or the performing artists. This was a notable accomplishment for the industry, particularly for the smaller stations.

The Florida and Nebraska statutes prohibiting as an "unlawful combination" the activities of an aggregation of authors, composers, publishers and copyright owners whose object is to fix prices were held by the U. S. Supreme Court not to violate the Federal Constitution or copyright laws.

Other Activities

Nearly five months were required in conference with the AAAA Time-Buyers' Committee to determine that complete reconciliation of views on certain provisions was impossible at the time. The Agency Contract, recommended by the NAB March 21, is the result of the protracted discussions. During the summer new committees were appointed and conferences have been resumed.

In cooperation with FCC staff an NAB committee was successful in securing amendment to the standard and FM application forms which greatly facilitates filling out of these forms.

Correspondence with stations and their attorneys on numerous matters as well as assistance to staff and general office work has consumed considerable time. Since Ed Kirby's going to the War Department, the duties of Secretary of the Code Committee have devolved on counsel. Service as alternate to Neville Miller on the International Broadcasting Committee of the Defense Communications Board has not been burdensome to date. There have been no meetings of the Committee on Cooperation Between Press, Radio and Bar since the last report. The New York Tax Committee, appointed to combat assessment by the City of New York of real estate tax on station equipment, was successful in its efforts.

NAB WAR-DEFENSE ACTIVITY

By Arthur Stringer, NAB Director of Promotion

The march of world events brought changes to the NAB promotion department in 1941. The last normal operation ended on March 29 with the nationwide Radio Movin' Day promotion, when 90 per cent of all broadcast stations shifted to new locations on listeners' dials in accordance with the terms of the Havana Treaty.

At the year's end the department's activities were concerned solely with winning the war. It was engaged in coordinating the radio recruiting efforts of the nation's fighting forces, Army, Navy, Marine Corps and Coast Guard. It continued cooperation with the U. S. Civil Service Commission and, upon request, cooperated with members of other agencies.

Assisting OPM

On September 10, with the cooperation of manufacturers of broadcasting apparatus, NAB completed an involved research job for OPM which ordinarily would have taken months and the employment of large numbers of auditors. The problem was to determine in pounds the needs of the broadcasting industry on a 1940 basis—apparatus, parts, tubes and towers. Ninety-five per cent of the volume of the manufacturing end of the business responded, on a few days notice, to a conference called in Washington. At the end of the day those attending had produced the required information. After another day of calculations, the findings
were presented to Director of Priorities, Donald M. Nelson.

As an outgrowth of this meeting, this and other NAB departments continue to devote considerable time with government officials concerned with priorities. Information, rulings and suggestions are relayed to stations through NAB Reports and by correspondence having to do with specific problems.

Immediately after Pearl Harbor, the Army and Navy requested the NAB National Defense Committee, of which the promotion manager is secretary, to urge the institution of intensive radio technician training courses throughout the United States. During the previous several months some thirty-two such radio courses with approximately 900 students, had been established. But with official requests from the armed forces, the committee quickly inaugurated a plan which contemplated the training of tens of thousands of technicians during 1942. Colleges and universities throughout the country are cooperating in this all-out educational effort. Funds are provided by Congress with supervision and disbursements under the Engineering, Science and Management Defense Training program of the U. S. Office of Education. The plan provides for the teaching of the fundamentals of radio. The courses are essentially foundation-feeder courses for later “in-service” Army and Navy specialized instruction.

LABOR RELATIONS IN 1941

By Joseph L. Miller, NAB Director of Labor Relations

CORRELATING the broadcasting industry’s labor policy with national war-time labor policy will be the principal function of the NAB’s Labor Relations Department in 1942. Management and labor generally have agreed that there shall be no strikes for the duration of the war, and that all disputes shall be settled by peaceful means. All the principal labor unions dealing with the broadcasting industry have subscribed to this policy—a policy adopted by the NAB when its Labor Relations Department was established in 1938.

Steering whatever disputes may arise into the proper channels for amicable settlement will be the Department’s major function during the coming year. The Department, however, deals with all problems involving broadcasting stations and labor—both personnel problems and problems concerning labor programs on the air. The Department advises all member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; keeps the members informed of all labor developments affecting the industry.

Broadcasting and labor enjoyed a harmonious relationship in 1941. Evidence of this harmony was seen in the whole-hearted support given to the industry by the entire organized labor movement in killing the time sales tax proposed in Congress. There were only a few work stoppages, and most of these were settled within a day or two of their start. The industry was generous with the time on the air accorded to the labor unions. Labor leaders made 74 appearances on the four major networks alone, while numerous local stations carried periodic programs devoted to labor problems.

For “Engineering Developments” by Lynne C. Smeby, NAB Director of Engineering, please turn to page 973 in the Technical Section.
PUBLIC relations of radio begin in the program department. NAB has repeated this up and down the land for the past four years. Today, the war drives this home as never before. In 1941, the industry went through a gradual transition into defense programming culminating to a full war-time basis on December 7. Elaborate brochures, issuance of mighty pronunciamentos are meaningless unless the program log can back up every claim, spoken or written.

Fortunately the claim that no media in history ever won the complete confidence of the public as has American radio can be documented and authenticated to the satisfaction of all but the blind. This confidence, this tremendous audience, was begot by what came from the loud-speaker in the front parlor, in the kitchen, on the farm, and in the office. If there is criticism to be made, it is that radio has, in years gone by, been reluctant to take its stand on its own record. In good faith, it adopted a policy of "let the record speak for itself."

But there were those, for reasons, political or otherwise, who sought to bring into court a record of their own making. Upon how vigorously radio mobilizes its legions of listeners in every segment of our social and economic life, depends the future development of American radio under the American system. Public relations, then, is the number one mission of radio in this war.

In the past year, the NAB Code stood like a rock of Gibraltar against those who would assault and destroy radio for their own interests. There was the unfounded attack upon the integrity of radio news, and the fairness in apportioning time for controversial public issues, by a sub-Committee of the Senate, operating under questionable investigatory authority. This melted under the sunlight of public opinion. The integrity of radio news and its fairness in the controversial field was vindicated.

There were a few who started an insidious campaign that "commercial" radio could not be relied upon to "indoctrinate" the youth of the next generation with principles of democracy as the Nazis had used radio to indoctrinate their present and next generation with nazi ideology. But the preponderance of women's organizations whose confidence had been won through sheer sincerity of purpose, beat down this fallacious and clever approach for "social" control of American broadcasting.

Radio's War Service

Radio has managed to serve the defense and now the war effort, without dropping essential public service features in the agricultural, educational and religious fields. This is no little accomplishment. In these three groups will be found the most steadfast supporters of the American system of radio. When the war came, through the workings of self-regulation instituted by the Code three years ago, it was ready to make the necessary program adjustments caused by war secrecy and censorship. In fact, in advance of the censor, the NAB issued its own War Time Guide voluntarily, which, with few modifications, is the industry's censor's guide as officially promulgated.

Along with all others, radio stations have had to make financial sacrifices in the war thus far. More may be expected. Revenues will be lost on coastal stations which will go off the air from time to time for air-warning service. In one or two instances, certain types of media competition have sought to take advantage of this in showing loss of audience. Such underhand efforts should be exposed to full public view. As a matter of fact, a silent station during an air raid warning has probably more potential listeners standing by, ready and eager to listen upon resumption of service, than it has at any time, day or night. In war, people rely on radio for instruction, for news and for inspiration.

In anticipation of the war, the NAB Board of Directors assented to a request by the War Department for the loan of Ed Kirby, its Public Relations Director "for the duration." As a dollar-a-year man, representing the industry in the war-nerve center in Washington, he has surrounded himself with a staff of men chosen directly from the industry, representative of all types of stations and networks, and all sections of the country. This work has been a real contribution to both the Army and to the industry. It is sound public relations work, because it is concerned only with what does and does not go into the microphone.
THE NAB CODE

Among the highlights of this past year were evidences of continued public approval of the Code and the placing of the commercial sections in effect. Restrictions on the length of commercial copy in five, ten and twenty-five minute programs were adopted by the membership. In his message to the 1941 annual convention NAB President Neville Miller stated: “Time continues to prove the wisdom shown by the industry in the adoption of the Code.” Code provisions are in six sections, as follows:

Children’s Programs

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

This does not mean that the vigor and vitality common to a child’s imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

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

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot time for the presentation of controversial issues shall not be sold, such time with fairness to all elements in a given controversy, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third,
and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

**Educational Broadcasting**

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

**News**

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

**Religious Broadcasts**

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

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

Brief handling of commercial copy is recommended procedure.

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

**Daytime**

Five-minute programs .................. 2:00
*Five-minute news programs ................ 1:45
Ten-minute programs .................. 2:30
Fifteen-minute programs ............... 3:15
Twenty-five-minute programs ........... 4:15
Thirty-minute programs ............... 4:30
Sixty-minute programs .................. 9:00

**Night-time**

Five-minute programs .................. 1:45
*Five-minute news programs ................ 1:30
Ten-minute programs .................. 2:00
Fifteen-minute programs ............... 2:30
Twenty-five-minute programs .......... 2:45
Thirty-minute programs ............... 3:00
Sixty-minute programs .................. 6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, “musical clocks,” shoppers’ guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.
THE National Independent Broadcasters, consistent with the purposes of its creation and existence, has during the year 1941 been extremely active in the interests of the broadcasters of radio stations in this country. Among the many matters receiving the attention of its officers and committees was the negotiations with Ascap, BMI, AF of M and NAPA; rules, regulations and forms of the FCC. Several committee meetings were held to discuss other important matters, including; national business and how to obtain it; interference on local and regional channels; free time to the Government and the advisability of asking compensation for at least a portion of the services rendered, for and in behalf of the Government.

Also, its officers devoted considerable time in defeating the proposed tax on broadcasting stations. The president of National Independent Broadcasters testified on that subject before the Senate Committee in Washington.

On September 21st and 23rd a very successful convention was held in Chicago, attended by over 200 broadcasters from all parts of the United States, and included many distinguished guests. Among them were the Honorable James Lawrence Fly, Army officials, representatives of the Department of Justice, officials of Ascap, BMI, etc. It was considered unusual since it was a meeting of the Broadcasters for the Broadcasters with no slate of pre-arranged resolutions. Everyone had an equal opportunity to be heard. Many important subjects were discussed and everyone benefited by attendance.

Since the convention, committees and the officers have been extremely busy on matters of importance to all broadcasters and are now cooperating with the different branches of the Government in connection with the War and War activities.

**Headquarters Address**

500 EDMONDS BLDG., WASHINGTON, D. C.

PHONE, REPUBLIC 3607

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

GEORGE B. STORER, President
The Fort Industry Co., Toledo, O.

L. B. WILSON, Vice President
WCKY, Cincinnati

LLOYD C. THOMAS  
Secretary-Treasurer
KGFW, Kearney, Nebr.

EDWIN M. SPENCE, Managing Director
WWDC, Washington, D. C.

ANDREW W. BENNETT  
General Counsel

**Directors**


★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
FUTURE STATUS OF IRNA remained in doubt as RADIO ANNUAL went to press. Late in November, 1941, after having served as a key factor in working out details of the industry peace settlement with the American Society of Composers, Authors and Publishers, IRNA was eclipsed and, to a certain extent, relegated to the background by defections from its own ranks resulting in the formation of a new trade organization, Network Affiliates, Inc. As a result of this and certain other factors, including the inability of IRNA officers, all of whom are unpaid, to devote the necessary time to carrying out the arduous duties imposed upon them, it was decided at a board meeting in Chicago on Nov. 25, 1941, to discontinue regular meetings and activities pending final decision at the May, 1942, NAB convention in Cleveland on IRNA's future course. Its officers twice tried to resign, but were persuaded to continue in office pending the May convention. Meanwhile, IRNA remained quiescent, but without dissolution.

Although NAI took the play away from IRNA in final stages of the Ascap negotiations, the latter's contributions to settlement of that 10-month battle were of no small significance to the industry. INRA secured two important concessions from Ascap: a reduction of the local blanket commercial fee from 2 3/4 per cent to 2 1/4 per cent, and an allowance of 15 per cent (the advertising agency commission) deductible by stations from gross local business before applying the Ascap tax. These concessions, it was figured, amounted to a total saving over a year's time of approximately 30 per cent from the original network agreement with Ascap or, in round figures based on 1940 non-network revenue, over $600,000 per annum.

Executive Committee

MARTIN B. CAMPBELL, WFAA, Dallas
DON S. ELIAS, WWNC, Asheville, N. C.
I. R. LOUNSBERRY, WGR, Buffalo
P. W. MORENCY, Vice Chairman
WTIC, Hartford

SAMUEL R. ROSENBAUM, Chairman
WFIL, Philadelphia

Board of Directors

MARTIN B. CAMPBELL, WFAA, Dallas
EDWIN W. CRAIG, WSM, Nashville
MARK ETHRIDGE, WHAS, Louisville
DON S. ELIAS, WWNC, Asheville
JOHN A. KENNEDY, WCHS, Charleston, W. Va.
I. R. LOUNSBERRY, WGR, Buffalo
PAUL W. MORENCY, WTC, Hartford
CHARLES W. MYERS, KOIN, Portland, Ore.
GEORGE W. NORTON, JR., WAVE, Louisville
SAMUEL R. ROSENBAUM, WFIL, Philadelphia
L. B. WILSON, WCKY, Cincinnati
NETWORK AFFILIATES, INC.

NETWORK AFFILIATES, INC. (which was temporarily called Independent Broadcasters, Inc.), was organized in Chicago, November 1941, by a group of 76 owners and managers of independently owned network affiliated stations, who felt the need for an organization actively functioning in behalf of their stations. Any regional outlet, whether or not affiliated with a network, is eligible for membership, provided it has no management or ownership connection with a national network.

At its organizational meeting, NAI stated that the original purpose and fundamental objective behind its formation was the preservation of the American System of Broadcasting. With membership in practically every state in the Union, the immediate aims and purposes of the organization were outlined as follows:

1. The clarification of contracts then being offered to the industry by Ascap.
2. The organization of active opposition to the granting of super-power stations, which are regarded as a threat to the fundamental structure of the American System of Broadcasting.
3. The selection of a committee to counsel and cooperate with the FCC in formulating regulations designed to stimulate the growth and development of the American System of Broadcasting. In this connection a committee of NAI met with the FCC to clarify and understand the Chair broadcasting rules.
4. The appointment of a Legislative Committee to give intelligent and constructive study to proposed legislation which would affect the radio industry. This committee was successful in helping to "debunk" the proposed Sanders advertising tax bill.
5. The formation of a Network Committee to work with the national networks in an effort to develop and promote healthy and mutually beneficial relations between the members of NAI and the network.

Board of Directors of NAI met with FCC Chairman James L. Fly on the day war was declared by the United States against Japan and offered the cooperation and services of NAI to whatever purpose was deemed desirable. At the present time the organization has put first and foremost among its purposes cooperation on all radio matters relating to National Defense and the war program.

Officers

EUGENE C. PULLIAM, President
HULBERT TAFT, JR., Vice President
WIRE, Indianapolis
WKRC, Cincinnati

WILLIAM J. SCRIPPS, Secretary-Treasurer
WWJ, Detroit

Directors

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit; Eugene C. Pulliam, WIRE, Indianapolis; Ronald Woodyard, WING, Dayton, Ohio; Luther L. Hill, KRNT, Des Moines, Iowa; H. J. Brennen, KQV, Pittsburgh; Hoyt Wooten, WREC, Memphis; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria; Donald Davis, WHB, Kansas City; Hulbert Taft, Jr., WKRC, Cincinnati, and Leonard H. Kapner, WCAE, Pittsburgh.

Present officers and directors will serve until some time in April 1942, when the next regular meeting of the NAI will be held. National office of the NAI is in the Munsey Bldg., Washington, D. C., under the direction of Ed Cooper. Paul Spearman is Washington attorney for the group.
Acoustical Society of America
919 North Michigan Ave., Chicago, Ill.
Whitehall 7010

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Treasurer............................................Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor................................................F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

FUNCTIONS
The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association
45 W. 47th St., New York, N. Y.
Bryan 9-3550

OFFICERS
President............................................Bert Lytell
First Vice-President............................Walter Huston
Second Vice-President.........................Cornelia Otis Skinner
Third Vice-President............................Augustin Duncan
Fourth Vice-President...........................Dudley Digges
Executive Secretary-Treasurer.............Paul Dullitz
Recording Secretary............................John Beal
Counsel.............................................Paul N. Turner
Auditor.............................................Frank Mesurac
Honorary President.............................John Emerson
President Emeritus..............................Frank Gillmore

COUNCIL
Terms Expire in 1945:
John Alexander, Louis Calheron,
Mady Christians, John Eiler (CEA), Lillian Gish, Alan Hewitt, Myron McCormick, Cornelia Otis Skinner, Richard Taber, Ethel Waters, Margaret Webster.

Terms Expire in 1945:
Walter Abel, Leon Ander, Joan Beryl (CEA), Matt Brier, Adolphus, John Emery, Ruth Hammond, Sam Jaffe, Sam Levine, Kent Smith.

Terms Expire in 1944:
Patricia Collinge, Dudley Digges, John Kegley, Philip Klop, John A. Lorenz, Emily Mars, (CEA), Iram S. Sherman, Jack Whiting, Mervin Williams, Harold Vermilyea.

Terms Expire in 1943:
Broderick Crawford, Eric Dressler,
Earle Larmore, Gerald Moore (CEA), Hugh Rennie, Katherine Warren.

Terms Expire in 1942:

BRANCH OFFICES
San Francisco: Theodore Hale, 111 O'Farrell Street, Chicago: Frank Dare, 720 Bittersweet Place.

Advertising Federation of America
330 West 42nd St., New York, N. Y.
Bryan 9-0430

OFFICERS
President.........................................James A. Welch
(Crowell-Collier Publishing Co.)
Vice-President....................................Ray Maxwell
(Missouri-Pacific Lines)
Vice-President....................................Forbes McKay
(Progressive Farmer-Ruralist Co.)

Vice-President....................................Tom Nokes
(Johnstown Poster Advertising Co.)
Vice-President....................................Mabel G. Flanley
(The Border Co.)
Secretary..........................................Clara H. Zillessen
(Philadelphia Electric Co.)
Treasurer..........................................Robert S. Peare
(General Electric Co.)
General Manager................................Earle Pearson
Director, Bureau of Research & Education
General Counsel.................................Charles E. Murphy

DIRECTORS

NATIONAL DEFENSE COMMITTEE

FUNCTIONS
To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation
330 West 42nd St., New York, N. Y.
Longacre 3-1154

OFFICERS
Chairman...........................................Harold B. Thomas
Treasurer.........................................John Benson
Secretary........................................Paul B. West
American Bar Association (Standing Committee on Communications)
Office of the Chairman: 810 Colorado Bldg., Washington, D. C.

Chairman: John W. Guider
Committee: Edwin M. Borchard
Committee: John C. Kendall
Committee: Eugene O. Sykes
Committee: Harry P. Warner

FUNCTIONS
The main function of this committee is to keep in touch with any phase of the field of communications in which the American Bar Association may have an interest. It reports to the Bar Association at intervals with recommendations for action, and carries out such mandates as it receives from the Association.

American Communications Association (C. I. O.)
10 Bridge St., New York, N. Y.
BOWLING Green 9-3006

President: James P. Selly
Vice-President: James Benson
Vice-President: Dominick Panza
Vice-President: Harry A. Morgan
Vice-President: O. M. Salisbury
Vice-President: Michael M'gon
Secretary-Treasurer: Josephine Timms

Executive Committee?

FUNCTIONS
This Council’s purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians
1450 Broadway, New York, N. Y.
Pennsylvania 6-2545

OFFICERS
President: James C. Petrillo
Vice-President: Charles L. Bagley
Secretary: Fred W. Birnbach
Financial Secretary-Treasurer: Harry E. Benton

EXECUTIVE COMMITTEE
A. C. Hayden, Chauncey A. Weaver, J. W. Parks, Walter M. Murdoch, Oscar F. Hild

American Federation of Radio Artists (AFRA)
2 West 45th St., New York, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS
President: Lawrence Tibbett
Vice-President: Jean Hersholt
Vice-President: Ben Grauer
Vice-President: Kenneth Carpenter
Vice-President: William P. Adams
Associate Secretary & Treasurer: George Heller

American Association of Advertising Agencies
420 Lexington Ave., New York, N. Y.
LEXINGTON 2-7980

Chairman of Board: Guy C. Smith
President: John Benson
Managing Director: Frederic R. Gamble
Vice-President: B. B. Geyer
Secretary: Wilbur Van Sant
Treasurer: E. DeWitt Hill
Director of Service: L. W. MacKenzie
Counsel: McKercher & Link

FUNCTIONS
The American Association of Advertising Agencies was formed for the improvement of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the main aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted the policy of its members two official statements. One is entitled “Agency Service Standards” in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled “Standards of Practice,” deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Marketing Service—Radio Section
United States Department of Agriculture
Washington, D. C.
Republic 4-142

OFFICERS
Senior Information Specialist . . . Elwyn J. Rowell
Associate Radio Specialist . . . . Jack H. Towers
Assistant in Radio Information . . . K. M. Sisco

BRANCH OFFICERS
Boston: 408 Atlantic Ave.; Phone, Hubbard 2087;
Charles S. Ishbach, Director.
Chicago: 1103 New Post Office Bldg.; Phone, Wabash 9207; Lance G. Hooks, Associate Information Specialist.
Atlanta: 522 New Post Office Bldg.; Phone, Main 3517; A. D. Harlan, Regional Representative.

Kansas City, Mo.: 317 U. S. Court House Bldg.; Phone, Victor 3755; R. E. Corbin, Regional Representative.

FUNCTIONS
The function of this government agency is the preparation and presentation of broadcasts and broadcast material for use on network, regional and local programs. This includes the preparation of daily reports on the markets for all important crops and live-stock reports, etc., for dissemination locally and on a regional basis through all the agencies. In addition the Washington office supervises remote control programs devoted to market news presented over more than 25 stations, and broadcasts of market information for homemakers presented over 37 stations.

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420 Lexington Ave., New York, N. Y.
LEXINGTON 2-7980

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President: John Benson
Managing Director: Frederic R. Gamble
Vice-President: B. B. Geyer
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Recording Secretary ......................... Alex McKee
Associate Counsel ......................... Paul N. Turner
Associate Counsel ......................... Henry Jaffe
Associate Counsel ......................... Lawrence W. Bellenson

BOARD OF DIRECTORS

BRANCH OFFICES
Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; I. B. Kornblum, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—111 O’Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.


Miami Local—Box 3515, Miami, Fla.

Denver Local—1231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wis.

Cleveland Local—14118 Bellflower Rd., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Portland Local—P. O. Box No. 263, Portland, Ore.

Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.

American Guild of Musical Artists, Inc. (A. F. L.)
2 West 45th St., New York, N. Y.

MURRAY HILL 2-5644

OFFICERS
President .................................... Lawrence Tibbett
First Vice-President ......................... Jascha Heifetz
Second Vice-President ...................... Richard Bonelli
Third Vice-President ......................... Margaret Speaks
Fourth Vice-President ....................... Jose Iturbi
Fifth Vice-President ......................... Howard Hanson
Recording Secretary ....................... Elizabeth Hoopep
Executive Secretary ....................... Frank Chapman
Counsel ..................................... Henry Jaffe

BOARD OF GOVERNORS

BRANCH OFFICES

FUNCTIONS
AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

American Marketing Association
Address individual officers

OFFICERS
President .................................... Howard T. Hovde (University of Pennsylvania)
Vice-President ............................... Archibald Crossley (Crosley, Inc.)
Vice-President ............................... Alvah B. Wheeler (Modern Industry)
Treasurer ..................................... Howard Whipple Green (Real Property Inv. of Metro. Cleveland)

Editor-in-Chief, Journal of Marketing, Ewald T. Grether (University of California)

DIRECTORS

FUNCTIONS
American Marketing Association is an organization for the study of marketing research.

American Newspaper Publishers Association

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

Caledonia 5-2000

OFFICERS
President .................................... Walter M. Dear
Vice-President ............................... Linwood L. Noves
Secretary .................................... Norman Chandler
Treasurer .................................... W. G. Chandler
General Manager ............................ Cranson Williams

To foster and protect the business and business interests of daily newspapers.

The American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.

Hartford 3-6269

OFFICERS
President .................................... George W. Bailey
Vice-President ............................... Charles E. Blalack
Managing Secretary ........................ Kenneth B. Warner
Acting Treasurer ............................ David H. Houckton
Communications Manager .................. F. E. Handy

FUNCTIONS
The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur’s Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.

Columbus 5-7464

OFFICERS
President .................................... Gene Buck
Vice-President ............................... Louis Bernstein
Vice-President Otto A. Harbach
Secretary George W. Meyer
Treasurer Gustave Schimmer
Assistant Secretary J. J. Bregman
Assistant Treasurer Irving Caesar
Conical Manager John C. Paine

ADMINISTRATIVE COMMITTEE

BOARD OF DIRECTORS

FUNCTIONS
ASCAP licenses public performances for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

BRANCH OFFICES AND REPRESENTATIVES
ARKANSAS: Frank H. Hemby, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.
CONNECTICUT: ASCA?, 30 Rockefeller Plaza, New York, N. Y.
DELWARE: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.
DISTRICT OF COLUMBIA: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.
IDAHO: Hermin Kenin, 91 Public Service Bldg., Portland, Ore.
ILLINOIS: E. S. Hartman, 7 So. Dearborn St., Chicago, Ill.
INDIANA: Snethen & Summers, 1214 Circle Tower, Indianapolis, Ind.
IOWA: John C. Wooden, 601 Des Moines Bldg., Des Moines, Iowa.
KENTUCKY: William F. Clarke, Jr., Louisville Trust Bldg., Louisville, Ky.
MARYLAND: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.
MINNESOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.
MISSOURI: (Address Nearest Office) Maurice J. O'Sullivan, 700 Olive St. Bldg., Kansas City, Mo.; Karl P. Spencer, 407 N. 8th St., St. Louis, Mo.
MONTANA: Herman Kenin, 91 Public Service Bldg., Portland, Ore.
NEW JERSEY: ASCAP, National Newark Bldg., 744 Broad St., Newark, N. J.
NEW MEXICO: H. O. Bergcamp, Security Bldg., Denver, Col.
NEW YORK: (Address Nearest Office) American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.

LAWRENCE SCHICHEL, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.
OHIO: (Address Nearest Office) Samuel Feldman, 3910-11 Carew Towers, Cincinnati, Ohio. Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.

OKLAHOMA: Frank H. Hemby, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.
OREGON: Herman Kenin, 911 Public Service Bldg., Portland, Oregon.

SOUTH DAKOTA: Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.
TEXAS: Frank H. Hemby, 1613-14 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.

UTAH: H. O. Bergcamp, Security Bldg., Denver, Colo.
EURO: EAN REPRESENTATIVE: Hugo Bryk, Mirabeau, Hotel, Monte Carlo, Monaco, France.
JAPAN: Dr. W. Plage, 29 Mikawadai-machi, Azabu-Ku, Tokyo, Japan.
PUERTO RICO: Augusto Suarez, Atlantic Ave., No. 8, P. O. Box 3949, Santurce, P. R.
CUBA: Dr. Ricardo E. Vivirre, 211 OReilly Street, Havana, Cuba.

CANADA: Canadian Performing Right Society, Ltd., Royal Bank Bldg., Toronto, Ont.

American Television Society
Headquarters: 1140 Broadway, New York, N. Y.
Acollects 5-7430
Meeting Place: Hotel Woodstock, New York, N. Y.

OFFICERS
President ............... Norman D. Waters
Vice-President ............ Don McClure
Treasurer ............... Robert Champlin
Secretary ............... Kay Reynolds

DIRECTORS

CONSTITUENCY
Defense: I. A. Hirschman, Chairman
Production: Thomas H. Hutchinson, Chairman
Library: Charles H. Whitebrook, Chairman
Education: J. Raymond Hutchinson, Chairman
Publications: George Wallace, Chairman
Public Relations: David O. Alber, Chairman
Social: Vivian Fletcher, Chairman

Membership: Halsey V. Barrett

FUNCTIONS
American Television Society is a non-profit society organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development: a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Associated Actors and Artists of America

45 West 47th St., New York, N. Y. Phone: BRYant 9-3550

OFFICERS
President-Executive Director ............. Frank Gilmour
Executive Secretary: Paul Dulliez
1st Vice-President: Jean Greenfield
2nd Vice-President: Kenneth Thomson
Treasurer: Ruth Richmond Counsel: Paul M. Turner

FUNCTIONS
Associated Actors and Artists of America, generally known as Four A's, holds the International charter from American Federation of Labor covering theatrical entertainers. Actors' Equity American Federation of Radio Artists, Screen Actors Guild. Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers
1200 Fifteenth St., N.W., Washington, D. C. District 3766

OFFICERS
President: Arthur J. Maus
Vice-President: Russell S. Stanton
Secretary-Treasurer: F. Lee Dechant
Business Manager: Russ Rennaker

FUNCTIONS
Associated Broadcast Technicians is an association of IBEW local unions of radio broadcast technicians. It functions as a council for the purposes of coordinating and furthering interests of its members.

Association for Education By Radio
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS
Chairman: Harold W. Kent
Membership Chairman: William D. Boutwell
Treasurer: Robert L. Hudson
Vice-Chairman: John Gunstream

PUBLICATION COMMITTEE

Association of Canadian Advertisers, Inc.
85 Richmond St., West, Toronto, Ont.
ADElaide 9774

OFFICERS
President: Robert E. Jones (General Foods, Ltd.)
Vice-President: P. K. Abrahamson (The Borden Co., Ltd.)
Vice-President: E. F. Millard (Ford Motor Co. of Canada)
Vice-President: Roy E. Merritt (Lever Bros., Ltd.)
Vice-President: J. W. Doherty (Imperial Oil, Ltd.)
Treasurer: W. O. H. James (The Dominion Bank)
Secretary-Manager: Athol McQuarrie

DIRECTORS
C. R. Vint, Colgate-Palmolive-Peet Co., Ltd.; J. E.


FUNCTIONS
This association was incorporated in March 1917 for the improvement and promotion of the advertising and sales interests of its members through the exchange of information among its members. "Analysis of Circulation of Canadian Publications" is published every two years.

Association of National Advertisers, Inc.
330 West 42nd St., New York, N. Y.

OFFICERS
Chairman of Board: Gordon E. Cole (Cannon Mills, Inc.)
Vice-Chairman: Robert Walter (Hiram Walker, Inc.)
Vice-Chairman: Charles G. Mortimer, Jr. (General Foods Corp.)
President: Paul B. West (Sun Oil Co.)
Secretary: C. S. McMillan

DIRECTORS

FUNCTIONS
The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio Transcription Producers of Hollywood, Inc.
HOlywood 3545

OFFICERS
President: Gerald King (Canadian Broadcasting Corporation)
Secretary: C. P. MacGregor, Jr.
Treasurer: J. Messer
General Counsel: John J. Wilson

DIRECTORS
Gerald King C. P. MacGregor, A. Schrade

FUNCTIONS
This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Photograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Soman Productions, Ltd.; George Logan Price, Inc.

Authors' Guild
6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS
President: Carl Cramer
Vice-President: Manuel Komroff
Secretary: Helen Hull

COUNCIL
Helen Christine Bennett, Berton Braley, Ben Lucien Burman, Elmer Davis, Fairfax Downey, Bernard DeVoto, Mignon Eberhart, Walter D. Edmonds, Arthur Gettman, Harry Hansen, Fannie Hurst, Inez Haynes Irwin,

949

**Authors' League**

6 E. 39th St., New York, N. Y.

Murray Hill 5-6930

**OFFICERS**

President: Howard Lindsay

Vice-President: Henry F. Pringle

Secretary: Kenneth Webb

**COUNCIL**


**FUNCTIONS**

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

**BMI Canada, Ltd.**

1802 Victory Bldg., Toronto, Ont.

Elgin 5623

**OFFICERS**

President: Neville Miller

Vice-President: M. E. Tompkins

Vice-President: Joseph Sedgewick

Secretary-Treasurer: T. Arthur Evans

**FUNCTIONS**

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

**Broadcast Music, Inc. (BMI)**

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

Pennsylvania 6-5466

**OFFICERS**

President: Neville Miller

Vice-President: M. E. Tompkins

Vice-President: Sydney M. Kaye

Treasurer: C. E. Lawrence

**DIRECTORS**

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCMD, Edward Kauber, Columbus Broadcasting System; Niles Trammell, National Broadcasting Co.; Paul Morency, WTC; John Shepard, 3rd, The Yankee Network.

**BRANCH OFFICES**

1549 North Vine St., Hollywood, Calif.

Executive-in-Charge: Harry Engel

54 West Randolph St., Chicago, III.

Executive-in-Charge: James Cairns

**FUNCTIONS**

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

**Canadian Association of Broadcasters**

1802 Victory Bldg., Toronto, Ont.

Canada

Elgin 5623

**FUNCTIONS**

The Canadian Association of Broadcasters is a trade association comprising GI privately owned radio stations.

(For detailed information concerning officers and directors see Canadian Section.)

**Canadian Performing Right Society, Ltd.**

1003 Royal Bank Bldg., Toronto, Canada

**OFFICERS**

President-Managing Director: H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS


**FUNCTIONS**

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

**Catholic Actors Guild of America, Inc.**

Hotel Astor, New York, N. Y.

Circle 6-3556

**OFFICERS**

President: George M. Cohan

First Vice-President: Gene Buck

Second Vice-President: Hugh O'Connell

Honorary Vice-Presidents: Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian

Chaplain-Treasurer: Rev. John F. White

Recording Secretary: Don Gaultier

Historian: Hon. Alfred J. Tolley

Executive Secretary: Allyn Gillyn

Executive Assistant Secretary: George Buck

Corresponding Secretary: John A. Bado

Social Secretary (Theatrical): Jane Hoy

Social Secretary (Non-Theatrical): Mrs. Cornelius J. Gallagher

**FUNCTIONS**

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

**Catholic Writers Guild of America, Inc.**

128 W. 71st St., New York, N. Y.

ENdicott 2-0411

**OFFICERS**

President: Joseph Avery Durkin

First Vice-President: Edwin P. Kilroe

2nd Vice-President: Richard Reid

3rd Vice-President: Daniel D. Halpin

Treasurer: Hrieh A. O'Donnell

Financial Secretary: Eleanor M. Tucker

Recording Secretary: Clarence F. Halpin

Chairman of Executive Board: Bernadette A. Forrest

Counsel: Henry N. Steinert

Spiritual Director: Rev. John R. Kelly

Honorary President: Very Rev. Father Joseph Spellman

President Emeritus: James J. Walsh

**BOARD OF GOVERNORS**

O R G A N I Z A T I O N S

Morley, Katherine Edgerly, Charles H. Moran, Margaret Marshall, Nick Kenny, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

Clear Channel Broadcasting Service
919 Shoreman Bldg., Washington, D. C.
Repub, 3306
OFFICERS
Chairman: Edwin W. Craig
Director: Victor Sholis
Treasurer: Harold Hough
Chairman, Engineering Committee: J. H. DeWitt, Jr.
Counsel: Louis G. Caldwell
FUNCTIONS
The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

Committee on Consumer Relations
In Advertising, Inc.
420 Lexington Ave., New York, N. Y.
Murray Hill 5-7367
OFFICERS
Chairman: John Benson
Executive Director: Kenneth Dameron
FUNCTIONS
This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and other interested in management problems arising from consumer movements.

Defense Communications Board
Chairman's Office: c-o Federal Communications Commission, Washington, D. C.
PERSONNEL
James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olsonhead, Chief Signal Officer of U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Harold E. Castle, Assistant Secretary of Treasury in charge of Treasury Enforcement Activities.
COMMITTEES
Alternates: E. K. Jett, Chief Engineer, Federal Communications Commission; Colonel Otis K. Sadler, Chief of Operations Branch of Signal Corps; Captain Joseph R. Redman, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of Division of International Communications; Commander J. F. Farley, Chief of Communications of U. S. Coast Guard.
Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. de Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbacher, Department of Navy; Commander J. F. Farley, Chief of Communications, U. S. Coast Guard, Department of Treasury.
Law: Telford Taylor, General Counsel of Federal Communications Commission, Chairman; Mayor J. W. Huysen, Office of the Judge Advocate General, Department of War; Steven Spingarn, Department of Treasury; Lt. Commander Franz O. Willenbacher, Department of Navy; Raymond T. Ringling, Department of State.
Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.
Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.
Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: Paul Goldsborough, Chairman; Ford Studebaker, Secretary.
Domestic Broadcasting: Neville Miller, Chairman; A. B. King, Secretary.
Interdepartment Radio Advisory: J. H. Delligere, Chairman; E. K. Jett, Vice-Chairman; Gerald C. Gross, Secretary; P. F. Siling, Assistant Secretary.
International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.
Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.
Communications Liaison for Civilian Defense: E. M. Webster, Chairman; Herbert A. Friedo, Secretary.
Priorities Liaison: Lt. Commander R. H. Griffin, Chairman.

(For complete personnel of various committees see section in this volume titled "Radio in Defense")

Defense Savings Radio Section,
Treasury Department
709 Twelfth St., N. W., Washington, D. C.
National 6400
PERSONNEL
Chief, Radio-Press Section: Vincent C. Callahan
Assistant Chief, Radio Section: Charles J. Gilchrist
Chief, Women's Programs: Marjorie S. Spriggs
Chief, Farm & Foreign Language Programs:
Emerson Waldman
Copy Editor: Frank R. King

FUNCTIONS
The Radio Section of the Defense Savings Staff of the Treasury Department handles all radio promotion for the sale of Defense Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.

The Dramatists' Guild
6 E. 39th St., New York, N. Y.
Murray Hill 5-6930
OFFICERS
President: Elmer Rice
Vice-President: George S. Kaufman
Secretary: Richard Rodgers

COUNCIL

FUNCTIONS
The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Association
National Press Bldg., Washington, D. C.
OFFICERS
President: Eugene O. Sykes
First Vice-President: Paul M. Segal
Second Vice-President: Eliot C. Lovett
Secretary: Reed T. Rollo
Treasurer: John M. Littlepage

FUNCTIONS
To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.
Federal Radio Education Committee
(FREC)
Room 3355 South Interior Bldg., Washington, D. C.
Republic 1820, Extension 2290

OFFICERS
Chairman........................................J. W. Studebaker
Vice-Chairman.................................C. F. Kline
Secretary-Editor...............................Gertrude G. Broderick
Assistant to the Chairman......................W. D. Boutwell
Director, Script & Transcription Exchange, Jr........................................Gordon Studebaker

COMMITTEE
John Elmer, WCBM, Baltimore: Willard Givens, National Education Association; Reverend George John-son, Catholic University of America; Neville Miller, National Association of Broadcasters; Harold B. McCarthy, National Association of Educational Broadcasters; Gerald C. Gross, Federal Communications Commission; Walter G. Lerson, Jr., National Broadcasting Co.; Levering Tyson, Muhlenberg College; Sterling Fisher, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

FUNCTIONS
The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote and cooperate in arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Imigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

Federal Trade Commission
Constitution Ave. at 6th St., N.W., Washington, D.C.
National 8206

PERSONNEL
Chairman........................................Charles H. March
Commissioner.................................Ewin L. Davis
Commissioner.................................Garland S. Ferguson
Commissioner.................................William A. Ayres
Commissioner.................................Robert E. Freer
Secretary.......................................Otis B. Johnson
Chief, Division.................................Col. William H. England
Assistant Director, Radio & Periodical Division......P. B. Morehouse
Assistant Director, Radio & Periodical Division..................William F. Davidson

FUNCTIONS
The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and prac-tices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

Financial Advertisers Association
221 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS
President......................................James Woodruff, Jr.
(WRBIL, Columbus)
Vice-President...............................Ray Ringston
(WRLD, Augusta)
Secretary-Treasurer............................Allie Williams
(WMAZ, Macon)

DIRECTORS
E. K. Cargill, WMAZ, Macon; Jack Williams, WAYX, Waycross; Leonard Reinsch, WSB, Atlanta.

FUNCTIONS
The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

First Advertising Agency Group
524 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS
President......................................Lee E. Donnelley
Vice-President.................................Norman Lewis
Secretary-Treasurer............................Melvin F. Hall

BRANCH OFFICES
Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Atlanta, Ga.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Phila-delphia, Pa.; Portland, Ore.; Rich-mond, Va.; San Francisco, Calif.; San Jose, Calif.; Salt Lake City, Utah; Seattle, Wash.; St. Louis, Mo.; Tacoma, Wash.; Toronto, Ont.; Montreal, Que.; Halifax, Nova Scotia; Vancouver, B. C.; Winnipeg, Manitoba.

FUNCTIONS
This organization is a cooperative group of inde-pendently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

F M Broadcasters, Inc. (FMBI)
21 Brookline Ave., Boston, Mass.
Commonwealth 0800

OFFICERS
President......................................John Shepard, 3rd
Vice-President.................................John V. L. Hogan
Secretary-Treasurer............................Robert T. Bartley
General Manager...............................Dick Dorrance

DIRECTOR
Walter J. Damm, Franklin: M. Doolittle, C. M. Jansky, Jr., Ray H. Manson, Carl Meyers, Paul W. Morency, T. C. Streibert.

BRANCH OFFICE
52 Vanderbilt Ave., New York, N. Y.
Phone, Murray Hill 4-7201

FUNCTIONS
FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of pro-motion and publicity aimed at stimulating public interest, and to provide a competent and accurate ser-vice for the truthful dissemination of information con-cerning FM. Membership includes individuals and companies who have an FM station, a construction per-mit or an application on file with the FCC for one.

Georgia Association of Broadcasters
C-o Radio Station WRBL, Columbus, Ga.

OFFICERS
President......................................James Woodruff, Jr.
(WRBIL, Columbus)
Vice-President...............................Ray Ringston
(WRLD, Augusta)
Secretary-Treasurer............................Allie Williams
(WMAZ, Macon)

DIRECTORS
E. K. Cargill, WMAZ, Macon; Jack Williams, WAYX, Waycross; Leonard Reinsch, WSB, Atlanta.

FUNCTIONS
The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

Independent Radio Network
Affiliates, Inc. (IRNA)

OFFICERS
Chairman......................................Samuel R. Rosenbaum
(Philadelphia: WFIL, Philadelphia)
Vice-Chairman & Treasurer........................Paul W. Morency
EXECUTIVE COMMITTEE

DIRECTORS

Institute of Radio Engineers, Inc.
330 West 42nd St., New York, N. Y.
Médallion 3-5661

OFFICERS

President
A. F. Van Dyck

Secretary
Harold P. Westman

FUNCTIONS
The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceedings of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.
507 Fifth Ave., New York, N. Y.
Vanderbilt 6-0675

OFFICERS

President
George Abramson

Business Manager
Louis M. Bloch, Jr.

Technical Manager
David W. Borst

Executive Secretary
Jean MacInnis

Director of Programs & Production
Lawrence Leder

BRANCH OFFICE
720 State St., Schenectady, N. Y.

Technical Manager
David W. Borst

FUNCTIONS
Intercollegiate Broadcasting System is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business, and technical departments. Member stations include the following: Brown University, University of California, University of California at Los Angeles, Columbia University, University of Connecticut, Cornell University, University of Florida, Georgetown University, Hampton College, Harvard University, Hamilton College, Knox College, Embry College, Princeton University, Rhode Island State University, St. Edwards University, St. Lawrence University, Swarthmore College, Union College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)
Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman
Dr. J. H. Dollinger

Vice-Chairman
E. K. Jett

Secretary
Gerald C. Gross

Assistant Secretary
P. F. Siling

MEMBERS
Department of Agriculture
E. W. Loveridge

Department of Commerce
Dr. J. H. Dollinger

Federal Communications Commission
E. K. Jett

Department of Interior
C. D. Monteith

Department of Justice
T. D. Quinn

Maritime Commission
D. S. Brierly

Department of Navy
Admiral S. C. Hooper

Post Office Department
Roy M. Martin

Department of State
Thomas Burke

Department of Treasury
Commander J. F. Farley

Department of War
Major General J. O. Mauborgne

ALTERNATE MEMBERS
Department of Agriculture
Wallace L. Kadddy

Department of Commerce
L. H. Simson

Federal Communications Commission
Gerald C. Cross

Department of Interior
John S. Cross

Department of Justice
H. J. Walls

Maritime Commission
Commander J. R. Redman

Post Office Department
C. J. Peterson

Department of State
Francis C. de Wolf

Department of Treasury
T. H. Peterson

Department of War
Major Wesley T. Guest

This committee, composed of representatives from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government stations or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Short Wave Club
923 Vine Street, East Liverpool, Ohio.
Phone, 3546-W

OFFICERS

President & Editor
Arthur J. Green

Board of Advisors
Joseph B. Sessions

Board of Advisors
Jacob N. Kleimans

Board of Advisors
Charles H. Schroeder

European Representative
Arthur E. Bear

BRANCH OFFICES
New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. Larpoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS
The purpose of the organization is to gather information, helpful hints, station schedules, etc. and send this to members of the organization. The club has members in 114 countries and possessions that act as news reporters.

The Lambs
130 W. 44th St., New York, N. Y.
Bryant 9-9320

OFFICERS

Shepherd
Fred Waring

Boy
Raymond Pock

Corresponding Secretary
Bobby Clark

Recording Secretary
Sam Forrest

Treasurer
Ralph Trier

Librarian
John Golden

Assistant Secretary
T. H. Druitt

MEMBERS OF THE COUNCIL

LIFE DIRECTORS:

Market Research Council

OFFICERS

President
Vick Chemical Co.

Vice-President
Will S. Johnson

Secretary-Treasurer
Elmo Roper

(Vick Chemical Co.)

(Elmo Roper)

(D. B. Lucas)

(National University)
EXECUTIVE COMMITTEE
Will S. Johnson, Elmo Roper, D. B. Lucas, Arno H. Johnson (J. Walter Thompson Co.); Hugh M. Beville, Jr. (National Broadcasting Co.).

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.
45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS
Chairman of the Board..............Walter G. Douglas
President..........................Lester Santly
Vice-President......................Jack Mills
Secretary ..........................J. B. Bregman
Treasurer ..........................Richard F. Murray
General Manager ....................Harry Fox

National Advisory Council on Radio in Education
60 E. 42nd St., New York, N. Y.
Murphy Hall 2-3420

OFFICERS
Secretary ..........................Dr. Levering Tyson

FUNCTIONS
The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the facilities of the broadcast industry in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

National Association of Broadcast Engineers
201 N. Wells Bldg., Chicago, Ill.
Randolph 8884

OFFICERS
President ..........................E. C. Horstman
Vice-President ........................J. H. Brown
Secretary-Treasurer ....................G. Maher, Jr.
Assistant Secretary-Treasurer .............F. R. Rojas
Assistant Secretary-Treasurer .............E. Stotzenberger

FUNCTIONS
The NABET is a national labor organization which consists of radio engineers in the broadcast industry. Chapters are located all over the United States.

National Association of Broadcasters
Normandy Bldg., 1627 "K" Street, N. W., Washington, D. C.
National 2080

OFFICERS
President ..........................Neville Miller
Assistant to President-Acting ...............C. E. Arney, Jr.
General Counsel ....................Russell P. Place
Director of Public Relations ............Edward M. Kirby
Director of Labor Relations .............Joseph L. Miller
Director of Broadcasting Advertising ....Frank E. Pellegrin
Director of Research ..................Paul F. Peter
Director of Engineering ..............Lynne C. Smeby
Director of Promotion ..............Arthur C. Stringer
Auditor ............................Everett E. Reeverick

BOARD OF DIRECTORS

District
1—Paul Morency, WTC, Hartford, Conn.
2—Clarence Wheeler, WHC, Rochester, N. Y.

5—Frank King, WMBR, Jacksonville, Fla.
6—Edwin W. Craig, WSM, Nashville, Tenn.
7—J. H. Ryan, WSPD, Toledo, Ohio
8—John J. Gillin, Jr., WRL, Columbus, Ga.
9—Al Meyer, Don Howard, WMMB, Teoria, III.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
11—J. O. Maland, Des Moines, Ia.
12—Earl H. Gammons, WCCO, Minneapolis, Minn.
13—Herbert Hollister, KFBI, Wichita, Kans.
14—L. R. Taylor, KGNC, Amarillo, Tex.
15—Eugene P. O'Fallon, KFEL, Denver, Colo.
16—Howard Lee, KFAX, Las Vegas, Calif.
17—Harrison Halloway, KFI-KEO, Los Angeles, Calif.
18—Harry R. Sponle, KKRO, Aberdeen, Wash.

EXECUTIVE COMMITTEE
Neville Miller, Paul W. Morency, James D. Shouse, Don S. Elias, John J. Gillin, Jr., John Elmer, O. L. Taylor.

National Association of Educational Broadcasters
Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

OFFICERS
President ..........................Howard A. Engle
Vice-President ........................Gilbert D. Williams
Treasurer ..........................W. I. Griffith
Executive Secretary ..............Frank Schooley

FUNCTIONS
To further the interests of educational broadcasting stations and educators broadcasting remotely.

National Association of Performing Artists
630 Fifth Ave., New York, N. Y.
Circle 7-6194

OFFICERS
President ..........................James J. Walker
First Vice-President ....................Fred Waring
Vice-President ........................Paul Whitman
Vice-President ........................Al Jolson
Treasurer ............................Frank C. Schmidt
General Counsel .....................Maurice J. Spalfi

BOARD OF DIRECTORS

FUNCTIONS
The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use, primarily by broadcast stations, coin-operated machines, etc.

National Better Business Bureau, Inc.
405 Lexington Ave., New York, N. Y.
Murphy Hall 6-3535

OFFICERS
President ..........................R. P. Clayberger
Vice-President .......................Harry Dwight Smith
Secretary ..........................Warren C. Agry
Treasurer ..........................John L. Anderson
General Manager .....................Edward L. Greene
FUNCTIONS
This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Committee on Education by Radio
Room 308, One Madison Ave., New York, N. Y.
CAledonia 5-6905

OFFICERS
Chairman .................. Arthur G. Crane
(Prs., University of Wyoming)
Vice-Chairman .............. James E. Cummings
Secretary .................. Ruth L. Goodnough

FUNCTIONS

National Independent Broadcasters, Inc. (NIB)
Chairman's Office: 350 Fifth Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone: Republic 3607

OFFICERS
Chairman, Board of Directors ..... Harold A. Lafount President .................. George B. Storer Vice-President ............. L. B. Wilson Secretary-Treasurer .......... Ford L. Thomas General Counsel .......... Andrew W. Bennett Managing Director .......... Edwin M. Spence

DIRECTORS

FUNCTIONS
This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers
Association, Inc.
100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS
President .................. W. D. Murphy
(Elvis, Younggreen & Finn)
Vice-President ............. L. R. Garretson
(Leeds & Northrup Co.)
Vice-President ............. E. C. Howell
(The Carbolyco Co.)
Vice-President .......... Herbert V. Mercready
(Magnus Chemical Co.)
Vice-President .......... Clifford R. Thomas
(Excent Electric Co.)
Vice-President .......... Louis J. Ott
(Ohio Brass Co.)
Vice-President ............ E. A. Phoenix
(Johns-Manville Sales Co.)
Secretary-Treasurer .......... C. D. Davenport
(Union Steel Products Co.)
Past President .......... R. P. Dodds
(Truscot Steel Co.)

Headquarters Secretary .......... M. R. Webster

DIRECTORS

FUNCTIONS
This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Television System
Committee

PERSONNEL
Chairman ................. Dr. W. R. G. Baker
(General Electric Co.)
Secretary .................. Virgil M. Graham
(Hygrade Sylvania Corp.)
Committeeman .......... Dr. Ralph Bown
Alternate ............... D. A. Quares
(Blackburn & Co.)
Committeeman ............ A. W. Murphy
Alternate ............... Dr. P. C. Goldmark
(Columbia Broadcasting System, Inc.)
Committeeman
Allen B. DuMont
Altarate. Dr. T. T. Goldsmith
(Allen B. DuMont Laboratories, Inc.)
Committeeman
B. R. Cummings
Altarate. Dr. J. E. Herbst
(Farnsworth Television & Radio Corp.)
Committeeman
Dr. E. F. W. Alexanderson
Altarate. I. J. Kaar
(General Electric Co.)
Committeeman
Daniel E. Harrnett
Altarate. W. A. MacDonald
(Hazeltine Service Corporation)
Committeeman
Albert I. Lodwick
Altarate. A. M. Murray
(Hughes Tool Company)
Committeeman
Dr. Alfred N. Goldsmith
Altarate. H. A. Wheeler
(Institute of Radio Engineers)
Committeeman
J. V. L. Hogan
Altarate. L. C. Smeby
(National Association of Broadcasters)
Committeeman
David B. Smith
Altarate. F. J. Bingley
(Philco Corporation)
Committeeman
Dr. R. H. Manson
Altarate. Dr. C. R. Town
(Stromberg-Carlson Telephone Mfg. Co.)
Committeeman
Paul Raibourn
(Television Productions, Inc.)
Committeeman
John R. Howland
Altarate. J. E. Brown
(Zenith Radio Corporation)
COMMITTEE CHAIRMAN
FUNCTIONS

President Louis Handin
First Vice-President Joe McNerney
Second Vice-President Lester Rose
Treasurer William Marble
Recording Secretary Rosia Crouch

DIRECTORS
Charles H. Freton, Jack Boyle, Joe Verdi, Nick Elliott, Charles Johnson, Juliet Heath, Ed West, Joe Rose.

FUNCTIONS
The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

National Youth Administration
Radio Workshop
1697 Broadway, New York, N. Y.
Circle 6-3888

DIRECTORS
Director of Publicity & Radio Workshop
Stanley L. Stevens

FUNCTIONS
NYA Radio Workshop gives work experience to youths between the ages of 16 and 25 years in the following phases of radio and entertainment: symphonic music, popular music, choral group, music library, composers laboratory, music research, music copying, production, publicity and radio technology.

Nebraska Broadcasters Association
Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

DIRECTORS
Don Searle, KOIL, Omaha; W. I. LeBarron, North Platte.

MEMBER STATIONS
KFAB, Lincoln; KFOR, Lincoln; KGW, Kearney; KGKY, Scottsbluff, KGN, North Platte; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Network Affiliates, Inc.
Munsey Bldg., Washington, D. C.

President Eugene C. Pulliam
(WIRE, Indianapolis, Ind.)
Vice-President Hubert Taft, Jr.
(WKRC, Cincinnati, 0.)
Secretary-Treasurer William J. Scripps
(WWJ, Detroit, Mich.)

DIRECTORS

BRANCH OFFICES
Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President, 262 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

New Jersey Broadcasters' Association
c/o Walter Patric Kelly
WAAT, 50 Journal Square, Jersey City, N. J.

DIRECTORS
President A. Harry Zoeg (WFPG, Atlantic City)
Vice-President Edward Codel (WPAT, Paterson)
Vice-President O. L. Maxey (WSJN, Bridgeton)
Secretary-Treasurer Walter Patrick Kelly (WAAT, Jersey City)
EXECUTIVE BOARD

Newspaper Radio Committee
370 Lexington Ave., New York, N. Y.
Lexington 2-8497

FUNCTIONS
Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

North Carolina Association of Broadcasters
President's Office: c/o WPTF, Raleigh, N. C.

FUNCTIONS
Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

North Carolina Association of Broadcasters
President's Office: c/o WPTF, Raleigh, N. C.

President Richard H. Mason (WPTF, Raleigh)
Vice-President George Walker
ORGANIZATIONS

(WAIR, Winston-Salem)
Secretary-Treasurer.......................... Richard A. Dunle
(WSOC, Charlotte)

FUNCTIONS
This association coordinates the activities of all
member stations in connection with problems in
which they have a mutual interest.

Northern California Broadcasters
Association
c/o C. L. McCarthy, Secretary
KQW, 87 E. San Antonio St., San Jose, Calif.
OFFICERS
President................................. Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer....................... C. L. McCarthy
(KQW, San Jose)

Ohio Association of Broadcasters
c/o George L. Young, Secretary-Treasurer
WSRD, Toledo, Ohio
OFFICERS
President............................ W. P. Williamson
(WKBN, Youngstown)
Vice-President........................ Hultub Taft, Jr.
(WKRC, Cincinnati)
Secretary-Treasurer..................... George L. Young
(WSPD, Toledo)

Oregon State Broadcasters' Association
c/o Lee Bishop, President
KMED, Medford, Ore.
OFFICERS
President.............................. Lee Bishop
(KMED, Medford)
Vice-President........................ Carey Jennings
(KWJJ, Portland)
Secretary.............................. Frank Loggan
(KBND, Bend)

FUNCTIONS
Membership roster of this organization includes all
broadcasting stations in Oregon, including state and
municipal stations. Purpose is to be of mutual assis-
tance in commercial, management and technical prob-
lems by exchange of information and group action if
needed.

Pacific Advertising Association
900 Title Guarantee Bldg., Los Angeles, Calif.
Michigan 0479
OFFICERS
President............................... Don Belding
(Lord & Thomas)
Senior Vice-President................ Lawence W. Lane
(Lane Publishing Co.)
Secretary-Treasurer..................... Kenneth Bourke
(University Union Club)
Vice-President At-Large............... Claire Drew Forbes
(Rhodes Department Store)
Managing Director...................... Charles W. Collier
Executive Secretary..................... Lela M. Huey
V-P District 1.......................... J. Cornning Todd
(McCandlish Lithograph Co.)
V-P District 2.......................... A. A. Campbell
(Salt Lake City Tribune-Telegram)
V-P District 3.......................... Kelmar K. LeMaster
(Portland Oregonian)
V-P District 4.......................... Howard Willoughby
(Foster & Kleiser Co.)
V-P District 5.......................... L. N. Shun
(Advertising Counselors, Inc.)
Chairman, Finance Division........ Walter J. Held
(Standard Oil Co.)

Chairman, Club Service Division..... Elliott C. Hensel
(Business Counselor)
Chairman, Advancement of Businesses Division, Walter W. R. May
(Philadelphia General Electric Co.)
Chairman, Senior Advisory Committee, Junior Division............. Robert L. Philippi
(Union Oil Co.)
Chairman, Junior Executive Committee, Junior Division.............. Mary Cunningham
(Braun & Co.)

FUNCTIONS
This Association is composed of 22 advertising clubs
in 11 western states and of contributing members to
the association's advancement of business program.

Pennsylvania Broadcasters
Association
P. O. Box 11, Harrisburg, Pa.
OFFICERS
President.............................. Clair R. McCollough
(WGAL, Lancaster)
Vice-President......................... Clifford Chahey
(WEEU, Reading)
Secretary.............................. C. G. Moss
(WKBO, Harrisburg)
Treasurer............................... Dr. Leon Levy
(WCAU, Philadelphia)

DIRECTORS
H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRRA, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS
This organization is a mutual association of the broad-
casting stations of Pennsylvania, formed for the
purpose of conducting business negotiations concern-
ing matters of interest to the radio broadcasting
stations of the state. Its membership is active on the
part of practically every station in the state.

Professional Music Men, Inc.
1270 Sixth Ave., New York, N. Y.
Circle 7-6075
OFFICERS
President.............................. Rocco Vocco
First Vice-President................... Joseph Santly
Second Vice-President................. Charles Warren
Third Vice-President.................... Harry Link
Treasurer.............................. Irving Tanz
Financial Secretary..................... Michael L. Schloss
Recording Secretary.................... Louis E. Schwartz
Sergeant-at-Arms......................... David Kent
Executive Director..................... Bob Miller

BRANCH OFFICES
19 S. La Salle St., Chicago, Ill.
Regional Director...................... Morton Schaefer
5411 Marathon St., Hollywood, Calif.
Regional Director...................... Nat Wincoll
11 Lewis Street, Somerville, Mass.
Regional Director...................... Frank Machado
Regional Director....................... David Blum

The Radio Club of America, Inc.
11 W. 42nd St., New York, N. Y.
Longacre 5-6622
OFFICERS
President.............................. John L. Callahan
Vice-President......................... Paul Ware
Corresponding Secretary.............. Lincoln Walsh
Recording Secretary................. Harold M. Lewis
Treasurer.............................. Joe J. Stanley

FUNCTIONS
Object of the club is the promotion of cooperation
among those interested in scientific investigation and
amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Correspondents' Association
United States Capitol, Washington, D. C.
NA National 3120, Extension 1410

OFFICERS
President ........................................... H. R. Baukage
Vice-President ................................. Fred W. Morrison
Secretary (acting) .............................. Fulton Lewis, Jr.
Treasurer ........................................... Francis W. Tully, Jr.
Ex-Officio Member, Executive Committee
Albert L. Warner
Superintendent, House Gallery ....... Robert M. Menagh
Superintendent, Senate Gallery ....... D. Harold McGath

FUNCTIONS
This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government as well as providing facilities for radio newsmen at national political conventions.

Radio Council—Chicago Public Schools
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS
Superintendent of Schools ........... Dr. William H. Johnson
Director ........................................... Harold W. Kent
Program Director ............................. George Jennings

EXECUTIVE COMMITTEE OF
SCHOOL BROADCAST CONFERENCE
Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; Lavinia Schwartz, Columbia Broadcasting System; George Jennings, Chairman of Conference Publications Committee; Harriet Hester, WLS, Chicago; Al Hollander, WJJD-WIND, Chicago; David Heffernan, Cook County Schools; Luella Hoskins, New York University.

FUNCTIONS
The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-schools broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

Radio Council On Children’s Programs
9 Rockefeller Plaza, New York, N. Y.
Circle 6-1097

OFFICERS
President ....................................... Mrs. Nathaniel Singer
Vice-President ................................. Mrs. Dorothy Lewis
Treasurer ......................................... Wilson Parkhill
Secretary ......................................... Rita Hochheimer

FUNCTIONS
Council was formed to obtain more and better radio programs for children.

Radio Executives Club of New York
347 Madison Ave., New York, N. Y.

OFFICERS
President ........................................... John Hynes
Vice-President ................................. Arthur Sinzheimer
Vice-President ................................. Alman J. Taranto
Secretary ......................................... William Wilson
Treasurer ......................................... Ed. Devney

FUNCTIONS
The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to award annually a plaque to any individual or group of individuals who, in the opinion of the club, has made the most outstanding contribution toward the advancement of radio; (5) to maintain a central bureau of employment for members of the club; (6) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held weekly from October to May and membership is open to anyone engaged in the business of radio.

Radio Manufacturers Association
1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS
President ......................................... Paul V. Galvin
(Galvin Manufacturing Corp.)
Executive Vice-President-General Manager
Bond Goddes
Vice-President .................................... Ray H. Manson
(Stromberg-Carlson Tel. Mfg. Co.)
Vice-President .................................... Roy Burlew
(Ken-Rad Tube & Lamp Co.)
Vice-President .................................... H. E. Osmun
(Centralab)
Vice-President .................................... James P. Quam
(Qum-Nichols Co.)
Treasurer ......................................... Leslie Muter
(The Muter Co.)
General Counsel ................................. John W. Van Allen
(Buffalo, N. Y.)

DIRECTORS
Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh.

Radio Manufacturers Association of Canada
159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS
President ......................................... E. C. Grimley
Vice-President ................................. L. A. Young
ORGANIZATIONS

Executive Secretary.......................... W. W. Richardson
Chairman of Engineering Committee............C. J. Irwin

FUNCTIONS
This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

Radio Producers Club of Hollywood
404 Guaranty Bldg., Los Angeles, Calif.
Hollywood 7337

OFFICERS
President........................................... Z. Wayne Griffin
Vice-President-Secretary...................... Carroll O'Meara
Vice-President-Treasurer....................... Murray Bolton
Sergeants-At-Arms............................... Tom McKnight, Charles Vanda

FUNCTIONS
This club is purely a social and fraternal organization of members all of whom are active producers of TC shows. Membership includes 48 free lance and agency producers in Hollywood who meet every three weeks.

Radio Script & Transcription
Exchange, Federal Radio Education Committee
Republic 1820, Extension 2225

OFFICERS
Director........................................... John Gordon Studebaker

FUNCTIONS
The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

The Radio Writers' Guild of the Authors' League of America, Inc.
6 E. 39th Street, New York, N. Y.
Murray Hill 5-6930

OFFICERS
National President............................. Henry Fisk Carlton
Vice-President, Eastern Region.............. Katharine Seymour
Vice-President, Middle Western Region..... Courtenay Savage
Vice-President, Western Region.............. John Boylan
Executive Secretary, Eastern Region........ Luise Silcox
Assistant Secretary, Eastern Region........ Margaret Scheuerman
Assistant Secretary, Western Region......... Pauline Lauber

BRANCH OFFICES
Chicago: 1255 North State Parkway.

EASTERN REGIONAL COUNCIL

FUNCTIONS
The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

Rocky Mountain Radio Council, Inc.
21 East 18th Ave., Denver, Colo.
Keystone 5306

OFFICERS
President......................................... C. B. Hershey
Secretary........................................ Mrs. M. E. Richards
Treasurer........................................... E. A. Conway, S. J.
Director........................................... Robert B. Hudson

EXECUTIVE COMMITTEE

FUNCTIONS
The Rocky Mountain Radio Council is a non-profit corporation of 28 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1941 it produced 367 programs for 31 organizations, which were re-broadcast 1542 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.
113 W. 42nd St., New York, N. Y.
Bryant 9-3223

OFFICERS
President........................................... Paul Heinecke

FUNCTIONS
Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers
152 W. 42nd St., New York, N. Y.
Longacre 5-9124

OFFICERS
President........................................... Sholom Secunda
Vice-President.................................. Rev. Pinchus Jassinovsky
Treasurer......................................... Alexander Ohshansetky
Secretary......................................... Henry Lefkowitz
General Manager............................... Salom J. Perlmutter
Counsel........................................... A. Edward Masters

FUNCTIONS
This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers
Hotel Pennsylvania, New York, N. Y.
Pennsylvania 6-0620

OFFICERS
President........................................... Emery Huse
Past President.................................... E. A. Williford
Executive Vice-President....................... H. Griffin
Engineering Vice-President.................... D. E. Hyndman
Editorial Vice-President....................... A. C. Downes
Financial Vice-President....................... W. S. Dickinson
Convention Vice-President...................... W. C. Kunzmann
Secretary........................................ P. J. Larsen
Treasurer........................................ G. Friedl, Jr.

GOVERNORS

FUNCTIONS
In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)
1250 Sixth Ave., New York, N. Y.
Columbus 5-3758

OFFICERS
President......................................... Irving Caesar
Vice-President................................... L. Wolfe Gilbert

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**Washington State Association of Broadcasters**
207 East Market St., Aberdeen, Wash.
Aberdeen 4098

**OFFICERS**
President: Harry R. Spence
(KXXO, Aberdeen)
Vice-President: Rogan Jones
(KVOS, Bellingham)
Secretary-Treasurer: Robert Pribe
(KRSC, Seattle)

**FUNCTIONS**
The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

**Western Association of Broadcasters**
c/o Radio Station CJOR, 846 Howe St., Vancouver, B. C., Canada
Marine 6464

**OFFICERS**
President: G. C. Chandler
(CJOR, Vancouver, B. C.)

**DIRECTORS**

**CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES**

**FUNCTIONS**
Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

**Wisconsin League of Radio Stations**
c/o WNBH, La Crosse, Wis.
La Crosse 450

**OFFICERS**
President: James F. Kyler
Treasurer: Hiram Born
Secretary: Ed Cunniff

**Woman's National Radio Committee**
113 West 57th St., New York, N. Y.
Circle 7-4110

**OFFICERS**
Chairman: Mme. Yolanda Men-Iron
Vice-Chairman: Mrs. D. Leigh Colvin
Second Vice-Chairman: Mrs. Marion M. Miller
Secretary: Miss Helen Havener
Treasurer: Mrs. M. D. Jackson
Executive Secretary: Mrs. Rosalie Wolf
Chairman, Publication Committee: Mrs. Charles Little
Committee Chairman: Mrs. Jesse B. Bader
Members-At-Large: Mrs. Sidonie M. Gruenberg, Mrs. Samuel Kubie, Mrs. Edwin C. Lewis, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Stanley Woodard

**FUNCTIONS**
This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining the air the finer type of programming; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.
COMMITTEES OF THE DEFENSE COMMUNICATIONS BOARD

CONTINUED FROM PAGE 45

LAW COMMITTEE

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

Chairman
TELFORD TAYLOR
General Counsel, Federal Communications Commission

MAJOR J. W. HUYSSOON
Office of the Judge Advocate General, War Department

STEVEN SPINGARN
Treasury Department

LT. COM. FRANZ O. WILLENBUCHER
Navy Department

RAYMOND T. YINGLING
State Department

LABOR ADVISORY COMMITTEE

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

Chairman: Robert J. Watt Secretary: Paul E. Griffith

Organization Representative Alternate
American Federation of Labor . . . . . Robert J. Watt
Congress of Industrial Organizations .................. Joseph P. Selly
National Federation of Telephone Workers ................. Paul E. Griffith Leo George

INDUSTRY ADVISORY COMMITTEE

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

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

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe
AVIATION COMMUNICATIONS COMMITTEE

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

Chairman: Paul Goldsborough  Secretary: Ford Studebaker

Organization  Representative  Alternate
American Telephone and Telegraph Company ........ Walter S. Gifford  Keith S. McHugh
Globe Wireless, Ltd. .................... Jack Kaufman  F. C. Alexander
International Telephone and Telegraph Corp. ........... Col. Sosthenes Behn  Frank W. Phelan
Postal Telegraph, Inc. .................. E. F. Chinlund  (All America Cables and Radio, Inc.)
Press Wireless, Inc. .................. Joseph Pierson  Ellery W. Stone
Radio Corporation of America  David Sarnoff  Donald K. deNeuf
Tropical Radio Telegraph Co. .................... Wm. E. Beakes  Dr. C. B. Jolliffe
Western Union Telegraph Co. ........ A. N. Williams  Louis Pitcher

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high fre-
frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller Secretary: A. D. Ring

<table>
<thead>
<tr>
<th>Organization</th>
<th>Representative</th>
<th>Alternate</th>
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<tbody>
<tr>
<td>American Telephone and Telegraph Company</td>
<td>G. L. Best</td>
<td>H. H. Carter</td>
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<td>Columbia Broadcasting System, Inc.</td>
<td>Harry Butcher</td>
<td>Paul Porter</td>
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<td>Federal Communications Commission</td>
<td>George P. Adair</td>
<td>Lucien Hilmer</td>
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<td>Federal Radio Education Committee</td>
<td>Wm. D. Boutwell</td>
<td>Philip G. Loucks</td>
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<tr>
<td>FM Broadcasters, Inc.</td>
<td>John Shepard, 3rd.</td>
<td>James Baldwin</td>
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<tr>
<td>Finch Telecommunications, Inc.</td>
<td>W. G. H. Finch</td>
<td>Fred Weber</td>
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<td>Mutual Broadcasting System, Inc.</td>
<td>W. E. MacFarlane</td>
<td>Lynne C. Smeby</td>
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<td>National Association of Broadcasters</td>
<td>Neville Miller</td>
<td>Dr. Charles B. Jolliffe</td>
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<td>National Broadcasting Company</td>
<td>Frank M. Russell</td>
<td>Andrew W. Bennett</td>
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<td>National Independent Broadcasters</td>
<td>Harold A. Lafount</td>
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<tr>
<td>National Television System Committee</td>
<td>W. R. G. Baker</td>
<td>V. M. Graham</td>
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<td>Engineering Department</td>
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<td>Robert I. Berger</td>
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<td>Office of Government Reports</td>
<td>Lowell Mellett</td>
<td>A. F. Connery</td>
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<td>Postal Telegraph-Cable Company</td>
<td>Ellery W. Stone</td>
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<tr>
<td>State Department</td>
<td>Harvey Otterman</td>
<td></td>
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<tr>
<td>U. S. Independent Telephone Association</td>
<td>Louis Pitcher</td>
<td>Clyde S. Bailey</td>
</tr>
<tr>
<td>War Department</td>
<td>Lt. Col. Frank C. Meade, Signal Corps</td>
<td>Major Raymond C. Maude, Signal Corps</td>
</tr>
<tr>
<td>Western Union Telegraph Company</td>
<td>H. P. Corwith</td>
<td>A. W. Donaldson</td>
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</table>

**INTERDEPARTMENT RADIO ADVISORY COMMITTEE**

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

Chairman: Dr. J. H. Dellinger Vice-Chairman: E. K. Jett
Secretary: Gerald C. Gross Assistant Secretary: P. F. Siling

<table>
<thead>
<tr>
<th>Organization</th>
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<tr>
<td>Department of Agriculture</td>
<td>E. W. Loveridge</td>
<td>Wallace L. Kadderly</td>
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<td>Department of Commerce</td>
<td>Dr. J. H. Dellinger</td>
<td>L. H. Simson</td>
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<tr>
<td>Federal Communications Commission</td>
<td>E. K. Jett</td>
<td>Gerald C. Gross</td>
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<tr>
<td>Department of Interior</td>
<td>C. D. Monteith</td>
<td>John S. Cross</td>
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<td>Department of Justice</td>
<td>T. D. Quinn</td>
<td>H. J. Walls</td>
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<td>Department of Labor</td>
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<tr>
<td>U. S. Maritime Commission</td>
<td>D. S. Brierley</td>
<td>J. T. Welsh</td>
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<td>Navy Department</td>
<td>Admiral S. C. Hooper</td>
<td>Comdr. John R. Redman</td>
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<tr>
<td>Post Office Department</td>
<td>Roy M. Martin</td>
<td>Charles M. Knoble</td>
</tr>
</tbody>
</table>
INTERNATIONAL BROADCASTING COMMITTEE

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

Chairman: Walter C. Evans  Secretary: P. F. Siling

<table>
<thead>
<tr>
<th>Organization</th>
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<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>Harry Butcher</td>
<td>Edmund Chester</td>
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<td>Department of Commerce (Bureau of Foreign and Domestic Commerce)</td>
<td>Thomas E. Lyons</td>
<td>R. J. Rockwell</td>
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<tr>
<td>Crosley Corporation (The)</td>
<td>James D. Shouse</td>
<td>P. F. Siling</td>
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<td>Federal Communications Commission</td>
<td>Gerald C. Gross</td>
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<td>General Electric Company</td>
<td>Robert S. Peare</td>
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<tr>
<td>International Broadcasting Coordinator</td>
<td>Stanley P. Richardson</td>
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<tr>
<td>Mutual Broadcasting System, Inc. Alfred J. McCosker</td>
<td>Neville Miller</td>
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<td>National Association of Broadcasters</td>
<td>John F. Royal</td>
<td>Dr. Charles B. Jolliffe</td>
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<td>National Broadcasting Company, Inc.</td>
<td>Read Adm. S. C. Hooper</td>
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<tr>
<td>Office of Coordinator of Information</td>
<td>Nathan David</td>
<td>Murry Brophy</td>
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<tr>
<td>Office of Coordinator of Inter-American Affairs</td>
<td>Don Francisco</td>
<td>John H. Payne</td>
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<tr>
<td>Office of Government Reports</td>
<td>Lowell Mellett</td>
<td>Robert I. Berger</td>
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<td>State Department</td>
<td>Thomas Burke</td>
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<tr>
<td>Westinghouse Electric and Manufacturing Co.</td>
<td>Walter C. Evans</td>
<td>F. P. Nelson</td>
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<tr>
<td>World Wide Broadcasting</td>
<td>Walter S. Lemmon</td>
<td>Prof. Wm. Y. Elliott</td>
</tr>
</tbody>
</table>

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: E. M. Webster  Secretary: F. M. Ryan

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<tr>
<td>American Merchant Marine Institute, Inc.</td>
<td>R. J. Baker</td>
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<td>American Telephone and Telegraph Company</td>
<td>W. G. Thompson</td>
<td>F. M. Ryan</td>
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<tr>
<td>Association of Edison Illuminating Companies</td>
<td>G. G. Langdon</td>
<td></td>
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</tbody>
</table>

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DEFENSE COMMUNICATIONS COMMITTEES

Organization                          Representative          Alternate

Department of Commerce               Dr. J. H. Dellinger     L. H. Simson
Donnelly Radio Telephone             Louis B. Gilmer         
Edison Electric Institute            H. E. Kent             
Federal Communications Commission    E. M. Webster            F. C. Alexander
Lake Carriers' Association           Gilbert R. Johnson      Frank C. Dunbar
Lorain County Radio Corporation      Herman E. Hageman       Paul M. Lion
Mackay Radio and Telegraph Company   Haraden Pratt            J. T. Welsh
Maritime Commission                  D. S. Brierley            
Mutual Telephone Company             W. I. Harrington        
Navy Department                      Comdr. R. E. Melling    
Press Wireless, Inc.                 Joseph Pierson           
Radiomarine Corporation of America   Chas. J. Pannill       Arthur J. Costigan. 
                                    
R.C.A. Communications, Inc.          Wm. A. Winterbottom     
South Porto Rico Sugar Company       T. J. Phillips           
Tropical Radio Telegraph             R. V. Howley             
                                    
U. S. Coast Guard                    Lt. Comdr. C. H. PetersonComdr. J. F. Farley
U. S.-Liberia Radio Corporation      Byron H. Larabee        
War Department                       Major Wesley T. Guest  
                                    Capt. Wm. E. Plummer, 
                                    Signal Corps          

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

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

Chairman: E. M. Webster
Secretary: Herbert A. Friede

Organization                          Representative          Alternate

American Radio Relay League           George W. Bailey       
Federal Communications Commission     E. M. Webster            
International Association of Chiefs of Police           Capt. Donald S. Leonard
International Association of Fire Chiefs and International Association of Fire Fighters        Herbert A. Friede
Office of Government Reports          Robert I. Berger       
War Department                       Lt. Col. Frank C. Meade, Major Raymond C. Maude, Signal Corps
                                    
Domestic Broadcasting Committee, Defense Communications Board Neville Miller       Lynne C. Smeby
Telephone Committee, Defense         R. H. Vehling            
Telephone Communications Board        Ralph I. Mabbs           Clyde S. Bailey

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The duties of this Committee include the study of non-military priorities problems confronting the various branches of the communications industry. With the requirements of national defense as a primary consideration the Committee will determine the over-all needs of the communications industry for materials and equipment, and make recommendations to the Board for transmittal to the Office of Production Management or the Supply Priorities and Allocations Board. In addition the Committee will have liaison with representatives of the Office of Production Management and may call upon the priorities communications consultants and representatives of the numbered committees of the Board as well as other government and industry experts for advice and assistance in planning proposed programs and policies.

Chairman: Lt. Comdr. R. H. Griffin

<table>
<thead>
<tr>
<th>Organization</th>
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<th>Alternate</th>
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<td>Gerald C. Gross</td>
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<td>State Department</td>
<td>J. T. Keating</td>
<td>Harvey Otterman</td>
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<td>U. S. Coast Guard</td>
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<td>War Department</td>
<td>Lt. Col. F. L. Stanley, Signal Corps</td>
<td>Major J. A. Holman, Signal Corps</td>
</tr>
</tbody>
</table>

**PRIORITIES REPRESENTATIVES**

**Amateur Radio Committee**

George W. Bailey,
The American Radio League

**Aviation Communications Committee**

Paul Goldsborough,
Aeronautical Radio, Inc

A. E. Harrison,
Aeronautical Radio, Inc.

**Cable Committee**

Forest L. Henderson,
All America Cables and Radio, Inc.

I. S. Coggeshall,
The Western Union Telegraph Co.

**Domestic Broadcasting Committee**

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

Lynne C. Smeby,
National Association of Broadcasters

**International Broadcasting Committee**

R. J. Rockwell,
The Crosley Corporation

M. L. Prescott,
General Electric Company

**Radiocommunications Committee**

Donald K. deNeuf,
Press Wireless, Inc.

Haraden Pratt,
Mackay Radio and Telegraph Co.

**State and Municipal Facilities Committee**

Captain Donald S. Leonard,
International Assn. of Chiefs of Police

Lloyd N. Chatterton,
International Municipal Signal Assn.

**Telegraph Committee**

Ellery W. Stone,
Postal Telegraph-Cable Company

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

**Telephone Committee**

L. G. Woodford,
American Telephone and Telegraph Co.

E. C. Blomeyer,
U. S. Independent Telephone Assn.

**Communications Liaison Committee for Civilian Defense**

Herbert A. Friede,
International Assn. of Fire Chiefs

George W. Bailey,
The American Radio Relay League
# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

*As of January 1, 1942*

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Institutions</th>
<th>Address</th>
<th>Director</th>
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<tr>
<td>KFJM</td>
<td>Univ. of N. Dakota</td>
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<td>D. R. Jenkins</td>
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<td>Lawrence, Kansas</td>
<td>Harold G. Ingham</td>
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<td>KOAC</td>
<td>Oregon State College</td>
<td>Corvallis, Oregon</td>
<td>G. R. Bauer</td>
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<td>Vermillion, S. D.</td>
<td>Karl Hanson</td>
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<td>Decorah, Ia.</td>
<td>Kenneth E. Yeend</td>
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<td>KWSC</td>
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<td>Pullman, Wash.</td>
<td>Gilbert D. Williams</td>
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<td>WBAA</td>
<td>Purdue University</td>
<td>Lafayette, Ind.</td>
<td>Harold W. Kent</td>
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<td>WBEZ</td>
<td>Chicago Radio Council</td>
<td>Chicago, Ill.</td>
<td>M. C. Jensen</td>
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<td>WCAL</td>
<td>St. Olaf College</td>
<td>Northfield, Minn.</td>
<td>C. M. Rowe</td>
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<td>WCAT</td>
<td>S. Dakota School of Mines</td>
<td>Rapid City, S. D.</td>
<td>Michael R. Hanna</td>
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<td>WESG</td>
<td>Cornell University</td>
<td>Ithaca, N. Y.</td>
<td>H. B. McCarty</td>
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<td>WHA</td>
<td>Univ. of Wisconsin</td>
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<td>W. J. Williams</td>
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<td>WHAZ</td>
<td>Rensselaer Poly.</td>
<td>Troy, New York</td>
<td>Jos. F. Wright</td>
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<td>WILL</td>
<td>Univ. of Illinois</td>
<td>Urbana, Ill.</td>
<td>Homer Heck</td>
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<td>WNAD</td>
<td>Oklahoma University</td>
<td>Norman, Okla.</td>
<td>M. S. Novik</td>
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<td>WNYC</td>
<td>City of New York, Municipal Broadcasting System</td>
<td>New York, N. Y.</td>
<td>W. I. Griffith</td>
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<td>WOI</td>
<td>Iowa State College</td>
<td>Ames, Iowa</td>
<td>R. C. Higgy</td>
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<td>WOSU</td>
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<td>Columbus, Ohio</td>
<td>Garland Powell</td>
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<td>Gainesville, Fla.</td>
<td>H. W. Harmon</td>
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<td>WSAJ</td>
<td>Grove City College</td>
<td>Grove City, Pa.</td>
<td>Carl Menzer</td>
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<td>WSUI</td>
<td>State Univ. of Iowa</td>
<td>Iowa City, Iowa</td>
<td>Walter S. Lemmon</td>
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<td>WRUL &amp;</td>
<td>World Wide Broadcasting Foundation</td>
<td>Boston, Mass.</td>
<td>Gazella P. Shepherd (Mrs.)</td>
</tr>
<tr>
<td>WRUW</td>
<td>Cleveland College</td>
<td>Cleveland, Ohio</td>
<td>Eimer G. Sulzer</td>
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<td>University of Kentucky</td>
<td>Lexington, Ky.</td>
<td>Waldo Abbot</td>
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<td>University of Michigan</td>
<td>Ann Arbor, Mich.</td>
<td>W. G. Marburger</td>
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<td></td>
<td>Western State Teachers College</td>
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<td>Robert Allen</td>
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<td>Indiana University</td>
<td>Bloomington, Ind.</td>
<td>Ralph E. Matthews</td>
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<td>Oklahoma Baptist University</td>
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EDUCATIONAL RADIO PLAYS ITS PART IN NATIONAL DEFENSE

By Wm. D. Boutwell, Chief, Division of Radio, Publications and Exhibits
U. S. Office of Education

The official recognition and support of Congress was awarded educational radio in 1941 with the establishment of a permanent radio division in the U. S. Office of Education. This significant step has culminated six years of effort in this direction, and insures important plans for the future. Most of these plans center in the Educational Radio Script and Transcription Exchange. In its report, the House Appropriations Committee stated: "The increase in salary appropriations this year for the Office of Education is largely for the expansion of activities of the radio service that is engaged in compiling, indexing, and disseminating radio scripts for distribution in educational channels throughout the country. There is a very large interest in these educational scripts in high schools and colleges through the country, and it is essential that there be one clearing-house to which interested parties may apply in order to obtain the loan of the scripts for educational broadcasting. The radio unit is, in effect, a library service."

Script Exchange

The Exchange was established in 1936 under the auspices of the Federal Radio Education Committee—a committee composed of some 40 men and women representing education, religion, the radio industry, the press, labor, civic organizations, and other related groups. The FREC planned that the Exchange should be a direct answer to the many requests for service of all kinds which it had been receiving from educators, broadcasters, civic groups—in fact anyone who wished to use the radio for educational purposes. That the Exchange serviced 17,000 requests in the past year is evidence to the fact that the FREC did find the answer to an important radio need.

Six radio scripts were offered by the Exchange at the time of its organization. A new script catalog which will be issued in 1942 will probably list about 1,000 scripts on a wide variety of subjects, and many aids to the organization and production of educational programs.

Transcription Service

An initial series of transcribed programs was made available through the Exchange in 1939. The programs, "Americans All—Immigrants All," had been produced by the WPA-financed Radio Project which was then a part of the Office of Education. The programs had been awarded two national honors as the outstanding educational series of the year. The transcriptions pointed the way to the development this past year of the Transcription Service for Schools. A catalog has just been issued listing 96 recorded programs available on a loan basis. Need for this transcription service and the possibilities it offers were proven by a survey conducted by the Office of Education in 1941. This survey indicates that more than 2,700 junior and senior high schools in the United States, Puerto Rico, Hawaii, and the Philippine Islands are equipped to play radio transcriptions at 33 1/3 RPM. These schools represent a potential listening audience of over 2,000,000 students.

The Transcription Service for Schools does not represent an effort to compete with commercial producers. It has been established to provide a source of educational recordings with which schools can experiment. It is another instance where the Exchange can assist in stimulating interest in the tools of education by radio.

Radio and Defense

The national defense effort has placed an added responsibility on educators in the last year. It would be mere wishful thinking to expect this responsibility to lessen in 1942. Radio services in the Office of Education have been geared to this emergency. Scripts and transcriptions are available which can help schools and other groups develop national defense and morale programs. Such Government agencies as the Office for Emergency Management, the Treasury Department, the Department of Justice, and the Public Health Service have placed in the Exchange transcriptions which have timely significance and value.
FM For Education

Encouraging the use by schools of the ultra-high frequency bands reserved exclusively a few years ago for education has been of vital concern to the Radio Division of the Office of Education. The Commissioner of Education, John W. Studebaker, particularly during the past year has insistently called upon city superintendents and state school officers to consider seriously and make definite plans for the establishment of educational FM stations in the bands allocated by the FCC. The Commissioner has carried on his campaign for FM educational stations both by direct appeal to educators and by sponsorship of section meetings devoted to school-owned stations in such national radio conferences as the Institute for Education by Radio at Ohio State University and the Annual School Broadcast Conference in Chicago.

FREC

The Federal Radio Education Committee has continued to work toward the goals stated in its original charter, namely, to eliminate controversy and misunderstanding between groups of educators and between the industry and educators; and to promote actual cooperative arrangements between educators and broadcasters on national, regional, and local bases. The Committee has carried on research studies which may be grouped into three classifications: those under the direction of Dr. Paul F. Lazarsfeld at the Office of Radio Research, Columbia University; those under Dr. I. Keith Tyler, Evaluation of School Broadcasts, Ohio State University; and the studies centered in the Office of Education. The FREC research activities in the Office of Education have been completed. The studies by the Office of Radio Research this year have resulted in two publications, "Radio Listener Panels" and "Audience Building in Educational Broadcasting." This project will continue up to 1944. The Evaluation of School Broadcasts terminates as of June 30, 1942. A total of 60 publications is expected to emerge from the findings of the Ohio group.

The "Service Bulletin" of the Federal Radio Education Committee has been, and will continue to be published monthly. The Bulletin has shown considerable evidence of serving as a helpful medium for the dissemination of information and the exchange of ideas and experiences of other groups.

New Association

While not a part of the radio work of the Office of Education, the new Association for Education by Radio is worthy of mention as an important recent development in the field. This organization was formed to provide "an instrumentality through which persons interested in education by radio may have adequate communication." Some of its other purposes are to represent the interests of education by radio wherever necessary, to encourage research and experimentation, to advance radio training, and to publish pertinent news and information. It is hoped that the Association for Education by Radio will become the voice of the ever-increasing group of those interested in education by radio.

Future Plans

To look to the future—the Congressional appropriation for radio has made it possible to inaugurate two new services in the Educational Radio Script and Transcription Exchange, a technical advisory service and an information service. The technical advisory service will employ an expert who can give concrete advice to schools about play-back equipment, central sound systems, recording machines, acoustics, building transmitters and receivers, FM broadcasting, and other allied subjects. Judging from the letters which now come to the Exchange, this type of expert advice is greatly needed by educational groups all over the country. Research activities in this field will also be carried on by the technical advisory service.

An attempt has been made to conduct an information service in the Exchange in past years, but because of insufficient facilities it has not been very effective. With the creation of the position of Radio Information Specialist, a better clearing-house and center for information on all aspects of education by radio will go into action. This service will collect and assemble data on such phases of educational radio as teacher training, workshops, conferences, programs, etc., and make it ready for distribution.

The year 1942 will undoubtedly offer us—and all those working in educational radio—greater opportunities for service and greater responsibilities for making that service coordinated and effective.

Radio In Defense

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F. C. C. LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Kc)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego Unified School District, San Diego, Calif.</td>
<td>KSDS</td>
<td>42300</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Board of Education of San Francisco, Unified School District, San Francisco, Calif.</td>
<td>KALW</td>
<td>42100</td>
<td>1000 w</td>
</tr>
<tr>
<td>Board of Education, City of Chicago, Chicago, Ill.</td>
<td>WBEZ</td>
<td>42500</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>University of Illinois Urbana, Ill.</td>
<td>WIUC</td>
<td>42900</td>
<td>250 w (CP only)</td>
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<tr>
<td>University of Kentucky, Beattyville, Ky.</td>
<td>WBKY</td>
<td>42900</td>
<td>100 w</td>
</tr>
<tr>
<td>Board of Education, City of New York, Brooklyn, N. Y.</td>
<td>WNYE</td>
<td>42100</td>
<td>1000 w (CP only)</td>
</tr>
<tr>
<td>Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio</td>
<td>WBOE</td>
<td>42500</td>
<td>100 w</td>
</tr>
<tr>
<td>Board of Education of the Memphis City Schools—Memphis, Tenn.</td>
<td>WBOE</td>
<td>42100</td>
<td>250 w (CP only)</td>
</tr>
</tbody>
</table>

F. C. C. REGULATIONS

Operation and Service
The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:
(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency’s educational program particularly with regard to use in an educational system consisting of several units.
(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.
(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements
The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.
The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.
Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.
The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted
The following frequencies are allotted for assignment to non-commercial educational broadcast stations:
42,100 kc. 42,300 kc.
42,500 42,700
42,900
Stations serving the same area will not be assigned adjacent frequencies.
Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.
Only one frequency will be assigned to a station.
Whatever
Your
Lighting
Problem...

Consult

CHARLES
ROSS

333 W. 52nd ST., N.Y.C.  Circle 6-5470-1-2

- As sole Eastern Distributors, we carry the full and complete line of equipment manufactured by—

MOLE-RICHARDSON CO.
Hollywood, California
ENGINEERING DEVELOPMENTS

By Lynne C. Smeby, NAB Director of Engineering

NINETEEN HUNDRED FORTY-ONE brought engineering developments on many fronts. The outstanding developments were: the reallocation of March 29; numerous improvements in the broadcast system such as increases in power; new standard band stations; high frequency stations; television; and improvements in the international broadcasting facilities. Superimposed on the already burdened engineers was the new thing called "Priorities," a frankenstein which never seems to tire of finding new reasons why you can't have 2 cents worth of wire to keep your equipment in operating condition. Uncle Sam's need for unlimited numbers of radio technicians has seriously depleted the staff of most broadcast stations in the country. A chief engineer can no longer telephone the factory and have urgently needed replacement part delivered the next day, nor does he have in his file several score of applicants for jobs as operators from which to draw when a new technician is required.

Frequency Reallocation

On December 13, 1937 the North American Regional Broadcast Agreement was consummated. The Agreement provided broadcast channels for all of the North American countries whereas in the past only Canada and the United States had an agreement and the rest of the countries were forced to spot their transmitters whenever they could receive the best coverage irrespective of the damage done to stations in Canada and the United States. There were many legal and technical difficulties to be ironed out before the agreement could become effective. As late as January 14, 1941 a meeting was held by the representative of the United States, Canada, Mexico, Cuba, Haiti, and the Dominican Republic in order to iron out remaining reallocation confictions. The reallocation was not definitely ordered until January 31 leaving less than 60 days in which to shift the frequency of approximately 1,300 stations in North America of which approximately 800 were in the United States. Engineers had estimated that it would require a minimum of 3 months in which to properly make the change. Led by A. D. Ring, former Assistant Chief Engineer of the FCC in charge of Broadcasting, the shifts were made smoothly with the wholehearted cooperation of the FCC, the manufacturers of equipment, and the broadcasters. The morning of March 29 found every station in the country at its new address. A minor number of operations in connection with the reallocation such as realigning some directional antennas upon new frequencies were performed after March 29.

In the past a good share of our regional and clear channels have been subjected, at one time or another, to ruinous interference from stations particularly in Mexico and Cuba. On March 29 our good friends to the South began participating in the orderly division of channels available to domestic broadcasting. Under the agreement our stations suffer only the normal amount of interference that they would suffer from a station in the United States or Canada. All of the North American countries subscribed to the Standards of Good Engineering Practice of the FCC insofar as they pertain to allocation problems.

Power Increases

The reallocation opened the way for increases in power for some stations. Also a great number of stations during 1941 took advantage of possibilities for power increases. By the end of 1941 a good percentage of the local stations were operating on 250 watts. A large number of regionals increased their night power to 5,000 watts. During the year approximately 80 stations increased power and there was a net increase of 56 operating stations. The breakdown of clear channels and the super-power controversy was revived by a number of applications for duplication on clear channels and by a number of applications for so-called "superpowers" of 500 to 750 kilowatts. The year also saw the start of an attempt to obtain a power of 10,000 watts day time for regionals.

Frequency Modulation

High frequency broadcasting, or FM has undergone a steady development during 1941. One of the most significant rules
established for FM was the one providing for rating of coverage on the basis of square miles covered and not on the power of the transmitters. Also stations in the same locality were required to cover the same area. The first licensed commercial FM station W47NV owned by WSM in Nashville, Tennessee, started regular operation on March 1. The transmitter was designed and built under the direction of Jack DeWitt, Chief Engineer.

At the end of the year CPs for over 60 high frequency stations had been granted and application for over 50 more awaited action by the FCC. Approximately 24 stations were in operation at the end of the year. Early in the year all the channels set aside for FM were used up in New York City leaving a residue of applications which apparently cannot be granted. It was originally thought that FM stations could operate on adjacent channels in the same city. However it was found that a channel must be skipped.

Amateur reports of long distance reception on 5 meters and observations and measurements made by others indicate that FM signals at distances of several hundred miles reach rather high intensities for long enough periods so as to require that they may have to be considered in allocation problems.

Secrecy methods of transmitting by radio telephony have been used extensively on radio extensions to the telephone system. During the year Muzak Corp. of New York City was authorized by the FCC to conduct “scrambled” FM transmissions on 117 megacycles. Regular FM receivers tuned to this transmission will receive a disagreeable squeal along with the program. It is intended that the station will serve listeners who pay for the privilege by renting a special receiver which removes the “pig squeal.”

Increase In Receivers

Each year the number of receivers in the hands of the public has shown a steady increase and 1941 was no exception. An estimated 56,000,000 standard band receivers were in the hands of the public at the close of 1941 as against an estimated 50,100,000 at the beginning of 1941. At the close of the year there were an estimated 200,000 FM receivers in the country and an estimated 5,000 television receivers in the New York City area.

Defense Communications Board

Organization of the Defense Communications Board was perfected on January 6. It was charged with the duties of dealing with the physical aspects of all communications as they pertain to the national defense. Headed by James Lawrence Fly, the Board membership is made up of members from the FCC, the Army, the Navy, the State Department, the Treasury Department and the Coast Guard. Functioning directly under the Board are the law, coordinating, labor advisory and industry advisory committees. Functioning through the coordinating committee are 13 committees as follows:


Many engineers of the broadcasting industry have devoted a considerable amount of time to work of the DCB Committees. The DCB work is of course confidential and therefore the work accomplished cannot be given publicity. Suffice to say that the industry in general and many of the industry engineers in particular deserve a great deal of credit for the way in which they have wholeheartedly given of their time and effort in carrying on the work of the DCB.

Television

Although National Defense requirements have seriously interfered with television nevertheless several important and interesting developments occurred during the year. The first public showing of direct color television pickup occurred on January 9 when the CBS demonstrated its system to the Institute of Radio Engineers and the press. During the IRE Convention in January the Bell Telephone Laboratories demonstrated coaxial transmission of television from New York to Philadelphia and back to New York. The demonstration showed the possibility of long distance transmission of television signals over land cables. The pictures showed very little degradation of quality.

The RCA came forward with major contributions during the year. A projection system of television was demonstrated in the New York Theater on a screen 15 by 20 feet. Also during this demonstration part of the program a telecast was picked up at Camp Upton on Long Island and relayed 68 miles to
New York by means of 3 ultra high frequency relay stations. An RCA home receiver with a projection tube producing a picture on a 13½ by an 18 inch screen was demonstrated.

1941 saw the authorization by the FCC of television on a commercial basis. The unselfish cooperation on the part of all those interested in television resulted in standards acceptable to all of those concerned. This was accomplished by the National Television Systems Committee.

Facsimile

Two way multiplexing of facsimile and voice by means of FM from an airplane was demonstrated by W. G. H. Finch during the week of January 13. So far as facsimile transmission to the public is concerned there was very little activity during the year. Facsimile research has turned toward specific uses such as the transmission of press and military uses.

International Broadcasting

During 1941 plans for improving the International Broadcasting facilities of the United States were greatly advanced. The General Electric Company plans to construct a 50 KW short wave plant at Bellemont, California. The Columbia Broadcasting System at the close of 1941 put into service its new extensive Bentwood plant. This plant employs two 50 KW transmitters using 13 antennas. Also in the year station KSFO at San Francisco was granted a CP for a 100 KW short wave station designed to serve the Orient. This station is being rushed to completion and should be ready for service shortly. These improvements in International Broadcasting facilities augment the improvements made by NBC, GE and Crosley during the past two or three years, and give the United States international facilities second to none in the world.

Recordings

In June a committee sponsored by the NAB was formed for the purpose of establishing Recording and Reproducing Standards. The Committee has a membership of over 70 and represents virtually the entire recording industry. So far 15 standards have been adopted. The committee is continuing its studies and is making progress in spite of the fact that most engineers are very busy with work in connection with the defense.

Priorities

During the year "priorities" has come to plague the radio industry along with most other industries. The first item to be curtailed was the use of aluminum for acetate recording blanks. The discs manufacturers successfully substituted glass and we now have an adequate supply of discs unless the acetate and the glass becomes critical also.

The broadcasting industry was granted a defense rating of A-10. However, it was soon found that this was entirely inadequate. Work was then started to obtain an allocation plan for the industry. The priority system has been changed several times during the year. A new one has just been announced in which DCB will advise the OPM on priority requests from all communication companies. It is expected that this will expedite the granting of priorities to broadcast stations.

Experimental Activity

One of the most interesting experimental grants during the year was the one to WHO. This grant was for a power of 150 KW to test out the Polyphase transmission systems that had initially been tested with 1 KW. In this system there is a center tower radiating the carrier and four auxiliary towers surrounding it to supply the side bands. The system can be thought of as producing a directional pattern that rotates. The system saves half of the modulator power. Dr. John F. Byrne is credited with the Polyphase idea and Paul Loyet technical supervisor of WHO has directed the experiments.

1942 will present problems that will tax the ingenuity and industry of the broadcast engineers. Replacement and repair parts will become scarcer and scarcer and the armed forces will sap personnel to a great degree. All engineers must and will bend every effort to maintain an efficient broadcast system for the purpose of assisting the war effort and administering to the morale of the public.
WESTERN ELECTRIC IN ALL OUT WAR EFFORT

VASTLY increased production to help meet America's emergency land, sea, and air communications needs—that's the story of Western Electric Company in 1941. During the year the Company threw its technical facilities into the Big Job of turning out equipment for the armed forces of the U. S. and telephone apparatus to meet the unprecedented "emergency" requirements of the Bell System.

In normal times, Western Electric manufactures broadcast transmitters and associated equipment, radio units for aviation, marine, and police service, and other by-products of telephone research—all in addition to its principal function as source of supply for Bell System telephone apparatus.

"Command Sets"

In 1941, however, not only was the production of telephone equipment and material greatly increased, but the company became a source of radio "command sets" for America's fighting planes, tanks, and torpedo boats, throat microphones and "bomber mikes" for Air Corps pilots, battle announcing and battle telephone systems for our two-ocean Navy, and high powered radio units for ground use, as well as of field wire, field telephones and field switchboards.

Before the company could hit its stride in its defense and war work, plant capacity had to be boosted to meet the unprecedented demand. During 1941 employment on Government orders jumped 400 per cent in the Specialty Products Division, responsible for the Company's production of combat equipment. New plants were leased to handle this work supplementing the capacity of the Company's three principal works. At year's end the entire Western Electric Company forces of production were moving into high gear.

Western Electric is producing ever-increasing quantities of aviation radio units, providing instantaneous two-way plane-to-plane and plane-to-ground communication. These "command sets" were, by the end of 1941, leaving the assembly lines at a constantly accelerating pace.

Announcing Systems

Western Electric, fashioning the P.A. system of peacetime to duty in war, is turning out battle telephone and battle announcing systems for America's newest aircraft carriers, battleships, and other naval units. To the engine room, to the gun turrets, to all vital stations on board, these systems carry commands. Thus equipped with "battle announcing systems," the fleet, in battle or on patrol, loses no precious time in transforming word to action.

Telephone Progress

Paralleling its work on Government contracts, Western Electric is today manufacturing greatly augmented quantities of telephone apparatus, keeping pace with the rising telephone traffic curves in Bell System locations throughout the U. S. Each month, as new records are set for the number of telephones in use, so must new records be set for telephone manufacture.

To meet this demand, the company, in 1941 alone, manufactured many billions of conductor feet of cable, built and installed central office equipment in new or expanding Bell System exchanges, manufactured and installed telephone equipment in military and naval locations, as well as defense plants of private industry.

As throughout the communications manufacturing industry, this increased production for 1941 had to be completed despite the necessity of conserving vital materials. To help accomplish this, Western Electric replaced these materials wherever possible with others less essential.

Replacement Methods

So successful has this program proved that several hundred pursuit fighter planes could be built with the aluminum the company will save annually by its replacement methods. By replacing a zinc aluminum alloy, in another manufacturing process, an annual saving of zinc amounting to 1,600,000 pounds was effected. Programs to save many other essential materials, such as nickel and magnesium, are also well under way.
RMA HAS ENORMOUS PROGRAM

By Bond Geddes,
Executive Vice President of Radio Manufacturers Association

In the national defense program, the radio industry is now engaged on an enormous program. Radio is a new agency of offensive and defensive warfare, which practically did not exist in the World War I. For aircraft, submarines, battleships, tanks, Signal Corps and even the individual infantryman now require voluminous radio equipment. For all this, the American radio industry is now being geared into peak defense production, and with the additional problems of producing a substantial volume of new receiving sets required for civilian use and also of providing sufficient tubes, parts, etc. to maintain in operation both the nation's broadcasting service and also the 50 million receiving sets now estimated to be in the hands of the public.

Defense Program Paramount

The radio defense program, of course, is paramount and is being given precedence in all industry factories. Already defense contracts totalling $300,000,000 have been awarded by the government for radio apparatus. The immediate program aggregates about $1,100,000,000. It includes many new radio devices which have been developed by government experts and also in the industry's own laboratories. This 1942 defense radio program will tax the capacity—which already has been expanded, with new plants and factories—of the industry, its executives, engineers and skilled employees.

The radio industry, therefore, largely is shifting from a civilian to a defense production basis, with over $600,000,000 worth of government contracts for defense radio scheduled in the spring of 1942. This includes Army Signal Corps, Navy, Lend-Lease, and other defense requirements for many types of radio equipment. Necessarily, the civilian requirements for new radios are secondary, except for maintenance and repair parts for broadcasting stations and for the public sets now in use.

The national defense agencies, including OPM, have recognized the importance of radio communication for public morale, information and for other purposes, such as the Civilian Defense project, as well as international short wave broadcasting. The general policy of the government largely has been to assist the radio industry to maintain its necessary engineers, laboratories, staffs of skilled radio employees, etc. to do the enormous defense radio job. To this end, sufficient allocations of metals and other "critical" materials have been provided substantially by the government for civilian radio production, to maintain existing plants and personnel until the big defense contracts are distributed.

RMA Priorities Committee

The Radio Manufacturers Association, with its membership representing probably 90 per cent in volume of the radio industry, early in the defense program recognized its responsibilities and problems, both defense and civilian. Shortly after OPM was organized, the RMA appointed, on March 24, a Priorities Committee, to cooperate with all government agencies. This originally was headed by Paul V. Galvin of Chicago, now President of RMA. Its present Chairman is Fred D. Williams of Philadelphia. It began to function with the institution of "priorities"—which now have become so familiar—and has continued largely to represent the industry's interests on both defense and civilian problems.

Prompt steps to conserve "critical" metals were taken by the industry. An all-industry conference was held April 29 and voluntary action taken to reduce the use of aluminum and other defense metals, in addition to discontinuance of some types of radio sets. Substitutions also were an early resort, copper and plastics being substituted for aluminum. Other materials were later substituted when the original "substitutes" became short. Engineering ingenuity also was exercised in conservation and simplification, but there still is nothing approaching "ersatz" in radio design. Special allocations of aluminum, copper,
nickel and plastics have been provided to the industry by OPM, on a basis of gradual curtailment, although the popular and familiar plastic cabinet has now virtually disappeared from the production lines, due to the increasing shortage of plastics required for ammunition production.

Problems of conservation, substitution and simplification were met by the industry through the organization, July 1, of an RMA Materiel Bureau, through the Association's Engineering Department. Over 100 of the most expert radio engineers of the country participated in the voluminous and difficult work of the Materiel Bureau. This consists of a dozen "specialist" groups covering various radio components and materials involved in the defense program. Director W. R. G. Baker of the RMA Engineering Department is in charge of this important industry operation.

1941 Civilian Production Maintained

With the expansion of "defense radio" production in 1941 and with the special OPM allocations, plus manufacturers' inventories on hand, the civilian production of 1942 in the industry has been well maintained. Curtailed production of new receiving sets in 1942 is certain, as the industry's plants become more extensively engaged upon defense work.

OPM has organized a Radio Industry Defense Advisory Committee, appointed on October 30. This government agency will be concerned both with the defense and civilian programs of radio and also the maintenance of broadcasting service and of the receiving sets in the hands of the public.

Problems of all branches of the radio industry have been of concern to RMA, its Priorities Committee and Board of Directors. The interests of radio wholesalers, dealers and service men, as well as manufacturers, have been presented to officials of OPM, OPA and other government agencies in an effort to minimize, so far as may be consistent with the defense program, the effects of curtailed civilian production upon them. They, like the manufacturers, are directly concerned in the price control policies of the Office of Price Administration, which "pegged" radio prices late in 1941 on the levels prevailing October 15, 1941, pending further price control action during 1942. Except for some price increases last September, due largely to the new federal excise tax and increased labor costs, there has been no substantial rise in radio price schedules comparable to those of many other consumer goods.

Thus far, the radio industry has fully met its defense responsibilities to the government and, with difficulties innumerable, has been able to keep its products on reasonable levels of production and price, while, as a high OPM official stated, it has done an outstanding job in conservation and substitution of defense materials.
Term Expiring 1943


Term Expiring 1944


RMA STANDING COMMITTEES

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Paul V. Galvin, Chairman
Ben Abrams
W. R. G. Baker
H. C. Bonfig
James T. Buckley
Roy Burlew
Ray H. Manson
E. F. McDonald, Jr.
H. E. Osmun
James P. Quam

Credit Committee
J. J. Kahn, Chairman, Standard Transformer Corp.
Eastern Division:
Victor Mucher, Vice Chairman, Clarostat Mfg. Co., Inc.
Western Division:
E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

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Tubes: Roy Burlew, Chairman
Parts & Accessories: H. E. Osmun, Chairman
Amplifier & Sound Equipment: James P. Quam, Chairman
Radio Parts National Trade Show: J. J. Kahn & H. E. Osmun, RMA Representatives

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Legislative Committee
A. H. Gardner, Chairman, Colonial Radio Corporation
Membership Committee
Ernest 'Alscher, Chairman, Electrical Research Laboratories, Inc.

Traffic Committee
O. J. Davies, Chairman, RCA Manufacturing Company, Inc.

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Advertising Committee
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A. S. Wells, Chairman

Priorities Committee
Fred D. Williams, Chairman; S. T. Thompson, Vice-Chairman

Service Committee
J. K. Rose, Chairman

Wage-Hour Administration Committee
Octave Blake, Chairman, Cornell-Dubilier Electric Corp.

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Adrain Murphy, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

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Paul Raibourn, Television Productions, Inc.

Committee on Color Television:
Dr. P. C. Goldmark, Chairman, Columbia Broadcasting System.

Committee on Monitoring:
Dr. T. T. Goldsmith, Jr., Chairman, Allen B. DuMont Laboratories, Inc.

Committee on Visual Sideband:
C. A. Priest, Chairman, General Electric Company.

OPM RADIO INDUSTRY ADVISORY COMMITTEE

(Appointed November 21, 1941)
Ben Abrams, Emerson Radio & Phonograph Corp., New York, N. Y.
W. J. Barkley, Collins Radio Co., New York, N. Y.
A. Bloom, General Instrument Corp., Elizabeth, N. J.
H. C. Bonfig, RCA Manufacturing Co., Camden, N. J.
Roy Burlew, Ken-Rad Tube & Lamp Corp., Owensboro, Ky.
P. V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.
K. D. Hamilton, Isolantite, Inc., Belle- ville, N. J.
W. P. Hilliard, Bendix Radio Corp., Baltimore, Md.
L. L. Kelsey, Stewart-Warner Corp., Chicago, Ill.
R. H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.
Jack M. Marks, Fada Radio & Electric Co., Long Island City, N. Y.
Victor Mucher, Clarostat Manufacturing Co., Brooklyn, N. Y.
Harold L. Olesen, Weston Electrical Instrument Corp., Newark, N. J.
James P. Quam, Quam-Nichols Co., Chicago, Ill.
W. F. Satterthwaite, General Dry Batteries, Inc., Cleveland, O.
S. N. Shure, Shure Bros., Chicago, Ill.
Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.
S. T. Thompson, Zenith Radio Corp., Chicago, Ill.
Alabama

Amistad, WHMA, Jerry Hunt
Birmingham, WAPI, Norman S. Hurley
        WBRC, J. C. Bell
        WSNG, Paul Crum
Decatur, WADB, B. W. Brown
Dothan, WAGF, John T. Hubbard
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        WMOB, T. L. Greenwood
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        WSFA, Cliff Shelkofsky
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Selma, WHBB, William Kilpore
Tuscaloosa, WJRD, Fred L. James, Jr.

Arizona

Globe, KWJB, Jordan Prefet
Jerome, KCRJ, Wayne Fernhough
Lowell, KSUN, David C. Kulbach
Phoenix, ROY, Robert Thompson
        KPHO, Howard Seitz
        KTAR, A. C. Anderson
Prescott, KYCA, John R. Quinn
Safford, KGUL, Herbert Hartman
Tucson, KVOA, R. H. Halsclaw

Arkansas

Blytheville, KLCN, Bob Connor
Helena, KFFA, J. C. Warren
Hot Springs National Park, KTHS, J. C. Norman
        Little Rock, KARK, Dan Winn
        KGHL, R. F. Tracy
        KLA, F. E. Tram
        Siloam Springs, KUOA, Cecil E. Smith

California

Bakersfield, KERN, Verne Shatto
        KPMC, L. P. Jarvis
        Beverly Hills, KMPM, Lloyd Sigmon
        Chico, KHSL, Emory P. Milburn
        Eureka, KIEM, Alvor Olson, William R. Rambo
        Fresno, KARM, John F. Scale
        KFRE, Sheldon Anderson
        KMJ, Irvin Dickinson
        Glendale, KIEV, John Tutt
        Long Beach, KFOX, Lawrence W. McDevoll
        KGER, Jay Tapp
        Los Angeles, KCLA, H. L. Blatterman, Curtis W. Mason
        KLPA, H. W. Anderson
        KFJ, H. L. Blatterman, Curtis W. Mason
        KFSG, Myron Kluge
        KFWD, John A. Smithson
        KFWB, Harry Myers
        KHJ, Frank Kennedy
        KNX, Lester H. Bowman
        KRRD, Willi O. Freitas
        Marysville, KMYC, John B. Gould
        Merced, KYOS, William Muschalin
        Modesto, KTRB, Wayne Berthold
        Monterey, KDON, Omer N. Wright

Oakland, KLS, R. C. Butler
        KROW, R. V. Howard
Pasadena, KPAS, John A. Smithson
        KPDC, N. V. Parsons
Redding, KYCV, Pat O'Brien
        Riverside, KPRO, Norman Dewers
Sacramento, KFBR, Norman D. Webster
        KROY, Milton Cooper
San Bernardino, KFEN, Richard T. Sampson
San Diego, KFMB, Leslie G. Hewitt
        KGB, Vern Milton
San Francisco, KFRC, Jim McArle
        KGO, Curtis D. Peck
        KPO, Curtis D. Peck
        KSAN, M. W. Williams
        KSPO, Royal V. Howard
        KYA, Paul C. Schultz
        Las Vegas, KYVE, Earl Travis
        San Diego, KVOR, Wallace S. Wiggins
        Santa Barbara, KDB, William A. Crabb
        Santa Rosa, KSRO, Howard McAuley
        Stockton, KGD, Fred Elmers
        Visalia, KTVK, Bert Williamson
        Watsonville, KHUB, Fred Clapp

Colorado

Colorado Springs, KVOR, H. C. Strang
        Denver, KFLR, Charles Hastings
        KJZ, Harvey Wehrman
        KMYR, Robert Lewis
        KIOA, Robert H. Owen
        KFOP, Paul H. Schissler
        KYOD, W. D. Pyle
        Grand Junction, KFJX, Noel Vaughn
        Greeley, KFKA, George Pogue
        La Junta, KOKO, Leonard E. Wilson

Connecticut

Bridgeport, WICC, George Reche
        WNAB, Gardner Ray
        Hartford, WDBC, Italo A. Martino
        WTEN, Richard K. Blackburn
        WTCM, H. D. Taylor
        New Britain, WBRC, Roger B. Holt
        New Haven, WELI, J. Gordon Keyworth
        Waterbury, WATR, Harold Thomas

District of Columbia

Washington, WINX, Ralph C. Cannon, Jr.
        WJSY, Clyde Hunt
        WMAL, A. E. Johnson
        WOL, Harry Lyon
        WRC, A. E. Johnson
        WWDC, U. L. Lynch

Florida

Fort Lauderdale, WTL, Joe L. Stewart
        Gainesville, WRUF, Albert Moreno

981
Louisiana

Alexandria, KALB          Jesse Sexton
Baton Rouge, WJBO        Wilbur T. Golson
Lafayette, KVL          Hillman Bailey
Lake Charles, KPLC      E. C. Moses
Monroe, KMLB            O. L. Morgan

New Orleans, WJBW       Robert R. Brown
WNOE                  C. E. Davidson
WWL                   J. D. Bloom, Jr.
Shreveport, KRMD      R. M. Dean

Maine

Augusta, WRDO          Harold Dinsmore
Bangor, WABI           Nelson H. Lawson
Lewiston, WYCU      Leslie R. Hall
Portland, WCHS    G. Fred Crandon

Maryland

Baltimore, WBAL        George W. Cooke
WCAO                 Martin L. Jones
WCIR              G. Porter Houston
WFIR             William Q. Ranft
WTHF            James Duff
Cumberland, WTBO   Charles Ray Sine
Frederick, WFMD   A. V. Tidmore
Hagerstown, WJEJ  G. Harold Brewer
Salisbury, WBOC   Peter A. Alfonsi

Massachusetts

WAAB           Paul A. DeMar, Irving Robinson
WBZ            F. M. Sloan
WBZA        H. E. Randol
WCOO         Roland C. Hale
WEID          P. K. Baldwin
WHBD      R. G. Matheson
WMEX        A. S. Pote
WNAC       Paul A. DeMar, Irving Robinson
WORL       John Parker
Fall River, WSR      John C. Pavao
Fitchburg, KEIM     Theodore Kalin
Greenfield, WHAI    James L. Spates
Holyoke, WHYN  Thomas Humphrey
Hyannis, WOCB   Rodney A. Merrill
Lawrence, WLAW   George A. Hinckley
Lowell, WLLH  Anthony Michaels
New Bedford, WCJ  Clyde Pierce
Pittsfield, WBRK  Norman Blake
Salem, WESX     Richard I. Hammond
Springfield, WMAS  Earle G. Hewinson
WSPR          Lawrence A. Reilly
Worcester, WTAG  Hubert H. Newell

Michigan

Battle Creek, WELI     Raymond B. Roof
Bay City, WBCM       Ralph L. Carpenter
Calumet, WHDF    George L. Burgan
Detroit, WJBR       Paul Frincke
WJLB                  Edward H. Clark
WJR                   M. R. Mitchell
WWJ                  Walter Hoffman
WXYZ              Verne C. Aiston
Escanaba, WDBC   Jack Foster
East Lansing, WKAR  Norris E. Grover
Flint, WDFD     Frank D. Fallan
Grand Rapids, WASH-WOOD Fred W. Russell
WLAV          Raymond A. Plank
Ironwood, WJMS   August Jarvi
Jackson, WJHM      Charles Wirtanen
Kalamazoo, WKZO   Arthur E. Covell
Lapeer, WMPC     Hollis P. Hoyes
Muskegon, WKHZ    George Krivitzky
Pontiac, WCAR     Wiley D. Wengler
Port Huron, WHLIS  Leslie Conant
Royal Oak, WEXL    Joseph L. McFarland
Saginaw, WSAM   Simon Marcusz
Traverse City, WTCM  Drew McClay

Minnesota

Albert Lea, KATE     George Church
Duluth, KDAL      R. A. Deitman
Hibbing, WMFG     C. B. Persons

Minneapolis, WCCO    Hugh S. McCartney
WDGY                 George K. Jacobsen
WLBJ             Martin Shuler
WLOR            Gene Braunias, Ocken Prestholdt
WTCN              John M. Sherman
Moorhead, KVOX    Fred Monkton
Northfield, WCAI  Amos Dicke
Rochester, KROC   Fred C. Clarke
St. Paul, KSTP    Hector R. Skifter
WMIN            Warren Fritze
Virginia, WYLB    Wayne Kostila
Willmar, KWLM    Vern Baumgartner
Winona, KWNO    Maurice Reutter

Mississippi

Columbus, WDBI     P. C. Melone
Greenwood, WPJR   Ray A. Dickinson, Horace Alvis
Gulfport, WGCN    Gordon Clark
Hattiesburg, WFOR      C. H. Dyess
Jackson, WJDX  P. G. Root
Laurel, WAML       Bruce Dennis
McComb, WSKB    Robert Louis Sanders
Natchez, WMIS    George Wilson
Vicksburg, WQBC  C. E. Drake

Missouri

Cape Girardeau, KFVS      Oscar C. Hirsch
Clayton, KFUE           Carl H. Meyer
Columbia, KFPU     Robert Haigh
Hammond, KHMO         Ben Parrish
Jefferson City, KWOS  J. C. Haynes, Jr.
Joplin, WMBH       Baxter Burris
Kansas City, WDAF   Joseph A. Flaherty
WHB                Henry Goldenberg
Poplar Bluff, WYOC    Don Lidetton
St. Joseph, KFQF    J. Wesley Koch
St. Louis, KMOX    Harry Harvey
KWK                James P. Burke
KXOR              Arthur Rekart
WEW                George E. Rueppell
WIL        Chal C. Stoup
Sedalia, KDBO   Glen Gray
Springfield, KGXX-KWTO  Fritz Bauer

Montana

Billings, KGHL    Jeff Küchli
Bozeman, KFBM    Fred Heister
Butte, KGIR        Fred Heister
Great Falls, KFBB     Wilbur Myhre
Helena, KPPA     R. D. Martin
Kalispell, KFIZ       Donald Gorman
Miles City, KRJF  Henry B. Poole
Missoula, KGVO    George Allison
Wolf Point, KGCX  Eugene Bunker

Nebraska

Fremont, KORN    Lee Gustavson
Grand Island, KMMJ     Ray Taylor
Cleveland,
WCLE. Carl Smith
WGAR. R. Morris Pierce
WHK. Carl Smith
Columbus,
WBNS. Lester H. Nazger
WCOI. Ernest Lowe
WHKC. J. E. Anderson
Dayton,
WHO. Ernest L. Adams
WING. Paul F. Braden
Findlay WFTN
 Lima, WLOK
 Mansfield, WMAN
 Marion, WMRN
 Portsmouth, WPAY
 Steubenville, WSTV
 Toledo
 WSPD. William Strickfellow
 WDOT. Frank B. Ridgeway
 Warren, WRNN
 Youngstown, WFMJ
 WKBN. B. T. Wilkens
 Zanesville, WHIZ
 William A. Hunt

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Oklahoma
Ada, KADA. T. A. Golladay
Ardmore, KYSO. George Milner
Elk City, KASA. Howard Rex Morris
Enid, KRCR. A. B. Clopton
Lawton, KSWO
 Muskogee, KBIX
Norman, WNAD
 Okemah, KGLE
 Oklahoma City
 KOA. J. W. Broch
 KOMA. M. W. Thomas
 KTOK. Bernard Tullius
 WKTU. Virgil J. Love
 Ponca City, WBZB
 Shawnee, KGFF
 Tulsa
 KOME. Leland Saey
 KTUL. Nathan Wilcox
 KVOO. L. W. Stinson

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Oregon
Albany, KWIL. Paul Spargo
Astoria, KAST. Raymond Williams
Baker, KBKR
 Bend, KBBN
 Corvallis, KOAC
 Eugene, KORE
 Grant's Pass, KUN
 La Grande, KLBM
 Marshfield, KOOS
 Pendleton, KWR
 Portland, KBPS
 KEX-KGW. Louis Ballinger
 KALE-KOIN. Louis S. Bookwalter
 KXL. Ralph C. Mifflin
 Roseburg, KXRN
 Salem, KSLM
 Goodwin Lein

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Pennsylvania
Allentown, WCBA-WSAN. William A. McCutcheon
Allona, WBFG
 Altoona, WBCG
 Butler, WISR
 Du Bois, JFM
 Easton, WEST
 Erie, WEBC
 Greensburg, WHJB
 Grove City, WSAJ
 Harrisburg, WHP
 Hazleton, WAZL
 Johnstown, WJAC
 Lancaster, WGAL
 Lewistown, WMHF
 New Castle, WKST
 Philadelphia, KKYW
 Pittsburg, KDKA
 Scranton, WARM
 Williamsport, WRAK
 York, WORK

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Rhode Island

---

South Carolina

---

South Dakota

---

Tennessee
Texas

Abilene, KBBR. .. J. B. Casey
Amarillo, KFDA. . Howard Blaker
Austin, KUOW. . James E. Lewis
KTEC. . Harry Slife
Beaumont, KFDM. .. Lawrence Sanders
Big Spring, KBST. .. Andrew M. Jones
Brady, KKNL. J. Royland Gorder
Brownsville, KEEW. . George Martin
Brownwood, KBDW. .. G. M. Patterson
College Station, WACX. .. H. H. Dillingham
Corpus Christi, KRIS. .. R. C. Boatright
Corsicana, KAND. .. W. E. Bradford
Dallas
KRRL. . Roy M. Flynn
KSKY. . Morris M. Ming
WFAM. . Raymond Collins
KWR. . D. J. Tucker
Denton, KNTX. .. Harrell V. Shepard
Dublin, KFPL. . Reed
El Paso, KJJO. Edward P. Talbott
KRTS. .. E. L. Gemoets
Fort Worth
KFJZ. Edward L. Starnes
KORC. R. C. Stinson
WBAP. R. C. Stinson
Galveston, KLUF. .. Lee Clough
Harlingen, KGBS. . David Holt
Houston
KPRC. H. T. Wheeler
KTXZ. Gerald Chinski
Houston, KAMX. Robert Newton
Laredo, KPAR. . Lloyd Davidson
Lubbock, KFYO. W. H. Torrey
Lufkin, KREB. .. Ambrose Kramers
Midland, KRLH. Robert A. Harmon
Pampa, KPDN. .. H. E. Kreiger
Paris, KFUT. J. Martin Neil
Pecos, KESN. Carl Cord
Port Arthur, KPAC. .. Glen Boatright
San Angelo, KGKL. .. Frank Jones
San Antonio, KABB. .. Kenneth Hyman
KONO. George W. Ing
KRTS. W. G. Egerton
WOA. Fred Sterling
Sherman, KRRV. T. E. Spellman
Sweetwater, KXOX. .. G. W. Dotson
Temple, KTEM. Paul Shaw
Texarkana, KCDC. .. Harvey Robertson
Tyler, KGBB. John B. Sheppard
Vernon, KVCW. .. Herman Ridway
Victoria, KVTC. .. O. A. Rasmussen, Jr.
Waco, WACO. L. H. Appleman
Weslaco, KRGV. . Neil McNab hon
Wichita Falls, KWFT. John Adams

Utah

Cedar City, KSUB. Hurschel Urie
Loxan, KVNU. C. N. Layne
Orem, KLO. W. D'Orr Cozzens
Provo, KONO. Arch L. Madsen
Salt Lake City
KDYL. John M. Baldwin
KSL. Eugene G. Pack, Willice E. Groves
KUTA. Lyle Wallquist

Vermon

Burlington, WCAX. James W. Tierney
St. Albans, WWSR. Michael Cahabrese
Walter M. Dwyer

Washington

Aberdeen, KXXR. W. M. McGoffin
Centralia-Chehalis, RELA. .. De Witt Morris
Everett
KEVE. Lloyd Wallgren
KRRK. . Joe Midgett
Longview, KWLK. B. G. Cunningham
Olympia, KGY. John Thatcher
Pullman, KWSC. Kenneth Pendleton
Seattle
KEVR. Robert S. McCaw
KIRO. James Hatfield
KJR. F. J. Brott
KROB. F. J. Brott
KRSC. George Freeman
KXXA. John DeBuque
Spokane
KFOO. .. C. T. Strong
KFPY. George Langford
KGA-KHQ. A. G. Sparring
Martinsville, WMWA. R. E. Liversedge
Newport News, WGH. Raymond P. Aylor, Jr.
Norfolk, WATR. J. L. Grether
Petersburg, WPID. Herbert Powell
Tacoma
KTBX. Kenneth Grindle
KVEL. William D. Haase
KMO. Joe Bolcser
Walla Walla, KUJ. M. L. MacLaflery
Wenatchee, KQO. C. E. Wyile
Yakima, KIT. H. B. Murphy

Wisconsin

Appleton, WHBY. George Merkle
Ashland, WATT. .. Hine Dahlback
Eau Claire, WEAU. .. C. S. Cleman
Fond du Lac, KFIZ. .. Wendell S. Meyers
Green Bay, WTAQ. .. Ray C. Spence
Parkersburg, WPAR. W. A. Sowade
Welch, WBWR. John Cosenich
Wheeling
WKWK. Fred Baker
WWVA. Flenn G. Bouldy

West Virginia

Beckley, WJLS. Al J. Ginkle
Bluefield, WHIS. P. T. Flanagan
Charleston, WCHS. Odes E. Robinson
WVGY. Charles Williams
Clarksburg, WJHK. C. S. Cleman
Fairmont, WMNN. Roy Heck
Huntington, WSAZ. .. Russell Banks
Logan, WLOG. John Francis Yarns
Morgantown, WJMR. Ray C. Spence
Parkersburg, WPAR. W. A. Sowade
Welch, WBWR. John Cosenich
<table>
<thead>
<tr>
<th>Location</th>
<th>Cities</th>
<th>Engineers</th>
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<tr>
<td>Madison</td>
<td>Winnipeg</td>
<td>John Stehl, Norman Hahn</td>
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<td>Manitouw, WOTM</td>
<td>W. F. Dubin</td>
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<td>Marinet, WMAM</td>
<td>Werner Schwarz</td>
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<td>Medford, WIGM</td>
<td>Nathan Williams</td>
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<td>Milwaukee</td>
<td>WEMP</td>
<td>Raymond Host</td>
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<td>Wyoming</td>
<td>Cheyenne, KFBC</td>
<td>Gaal Barrett</td>
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<td>Powell, KPOW</td>
<td>Del Brandt</td>
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<td>Rock Springs,</td>
<td>Archie Buchanam</td>
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<td>KWRS</td>
<td>Sheridan, KWYO</td>
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<td>Robert F. Crossthwite</td>
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<td>Hawaii</td>
<td>Honolulu, KGMB</td>
<td>Ernest Lindemann</td>
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<td>Puerto Rico</td>
<td>Ponce, WPAB</td>
<td>Jose Sepulveda</td>
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<td>San Juan</td>
<td>Alfonso Sanchez</td>
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<td></td>
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<td>Angel P. del Valle</td>
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<td>Alberta</td>
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<td>W. V. McLaughlin</td>
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<td></td>
<td>Edmonton</td>
<td>William J. Wagner</td>
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<td>CPRN</td>
<td>Stanton Bennett</td>
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<td>Juneau, KINF</td>
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<td>Ketchikan, KGBU</td>
<td>James A. Britton</td>
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<td>British Columbia</td>
<td>Kamloops, CFJC</td>
<td>D. Sharpe</td>
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<td>Kelowna, CKOY</td>
<td>J. H. B. Browne</td>
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<td>Nelson, CKLN</td>
<td>Merion W. Brown</td>
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<td>Prince Rupert,</td>
<td>C. H. Insulander</td>
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<td></td>
<td>CFPR</td>
<td>E. C. Aylen</td>
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<td>Trail, CJAT</td>
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<td>Vancouver</td>
<td>Norman Olding</td>
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<td>Saskatchewan</td>
<td>Brandon, CKX</td>
<td>C. E. R. Collins</td>
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<td></td>
<td>Flin Flon, CFAB</td>
<td>Ray Tate</td>
</tr>
</tbody>
</table>

**New Brunswick**

- Campbellton, CKNB: L. P. Paquet, E. S. Cassidy, Moncton, CKCW: A. J. White
- Saint John, CHSJ: J. G. Bishop

**Nova Scotia**

- Halifax, CHNS: A. W. Grigg, Sydney, CJCB: Charles Atkinson, Yarmouth, CJJS: Donald L. Smith

**Ontario**


**Prince Edward Island**


**Quebec**


**Saskatchewan**

SUPREME WAR EFFORT BY RCA

Radio alone among means of communication meets and surpasses the lightning movement of modern warfare; for this reason, all the resources of the Radio Corporation of America—research, manufacturing, direct communications, and broadcasting—are geared to a supreme war effort.

Minutes after word went out December 7 that the Japanese had struck Pearl Harbor, David Sarnoff radioed President Roosevelt that "all our facilities and personnel are ready and at your instant service;" hours later, every phase of the widespread activities of RCA and its associated companies was shifted from a basis of defense preparation to one of all-out war production and service.

In RCA Laboratories there was an immediate revision of plans and a redoubling of effort to drive the science of radio across new frontiers. Every research scientist and development engineer, already actively engaged in defense work, is sparing no effort or expense in the perfection of new and improved radio communication devices as well as other electronic instruments for the armed forces.

80 Per Cent For War

On the front line in defense production for almost two years, the RCA Manufacturing Company finished 1941 with its volume of unfilled orders at 80 per cent for war, 20 per cent for commercial use. Deliveries are being rushed, and many orders are reaching their destination weeks, and sometimes months, ahead of schedule. Employment is at an all-time high.

It is impossible, in time of war, to describe the exact nature of radio devices being built for the Government. It can be said, however, that the RCA plants are busy turning out radio equipment for tanks, aircraft, battleships, cruisers, submarines, destroyers, field sets for the Army, public address system, under-water sound instruments for detection and location of submarines, radio direction finders, radio locators and altimeters, sound-powered batteryless telephones, many types of vacuum tubes, sound motion picture apparatus and recorders, as well as transmitters and receivers designed for the many purposes and variable conditions under which radio must operate in war-time.

Morale

Within 24 hours after the United States entered the war, more than 16,500 employees of RCAM staged mass demonstrations at the Harrison and Camden, N. J. plants to pledge allegiance to the American flag. Shortly thereafter, it became known that the "Beat the Promise" campaign in defense production, which ended December 1, would be followed by a "Beat the Promise for Victory" campaign in war production starting February 1.

Meanwhile, representatives of RCAM attended radio industry conferences in Washington, where 1942 production plans, laid down a month earlier, were checked and revised upward by officials of the Government, Army and Navy.

Of particular significance in the nation's war production plans was the manufacture of the electron microscope developed by RCA Laboratories. Capable of magnifying infinitely small bits of matter up to 100,000 diameters, this instrument is finding a constantly widening field of application. Built at present for war industries only, the electron microscope is being used on important munitions studies, particularly in the fields of chemistry and metallurgy.
**N. B. C.**

With broadcasting performing a vital role in building public morale, the National Broadcasting Company's No. 1 program is war service. As an agent for instantaneous communication with millions of people, NBC has built its news and information services to a point where they equal, if not surpass, broadcasting's value as a medium of public entertainment. In Washington, where the President's words of request and the Congress' action to declare war were broadcast to the nation, and on the war fronts around the world, where eye-witness coverage of war is given, NBC is performing its duty as an agency of defense. At the same time, it maintains its programs of music, drama and comedy, which it regards as revitalizing tonics to the people of a nation at war.

NBC's television service, limited at present, is none-the-less performing a vital war function. In New York, where some 300,000 air-raid wardens are in training, NBC has organized television to greatly facilitate the job. Television receivers are set up in selected areas for the reception of visual instructions, which have been worked out as studio presentations. Experts in bomb protection technique appear in the programs.

All facilities of NBC and the Blue Network Company, Inc., stand ready at all times for the use of the President, Government officials, and the Congress for communicating with the public.

**RCA Communications**

The direct radio communication circuits of RCA Communications, Inc., which link the United States with forty-nine countries of the world, are performing an irreplaceable function in the general war scheme. Operating under the jurisdiction of the Defense Communications Board, with censorship being handled by the U. S. Navy, these circuits are maintaining contact with nations and far-flung outposts that could be reached by no other means. Adding materially to its general effectiveness, RCAC opened in December the first direct radiotelegraph circuit ever to link the United States and Australia. Even after its main installations at Manila were destroyed in the face of Japanese advances, the company re-established communications with the Philippines by contacting a small station on the island of Cebu.

**Marine Equipment**

While its marine radiotelegraph services have been reduced, Radiomarine Corporation of America still maintains to a limited degree these vital links with ships at sea. At the same time, Radiomarine, which has large Government orders for marine radio equipment, has for the second time in a year enlarged its manufacturing space, equipped it with machinery and tools, and added to its personnel. Likewise, it has broadened its facilities for maintaining and servicing its more than 1,500 radio installations in the rapidly expanding merchant fleet.

**RCA Institutes**

RCA Institutes, deluged by inquiries from prospective students who wished to prepare themselves for war's technical jobs, recently placed under consideration plans for additional radio courses relating to the war effort. The Institutes finished 1941 with enrollment in the New York and Chicago Schools at a record-breaking high.
# AN UP-TO-THE-MINUTE LIST OF IMPORTANT

## EQUIPMENT FIRMS

**SUPPLYING RADIO IN ALL OF ITS BRANCHES**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>President</th>
<th>Vice President</th>
<th>Chief Engineer</th>
<th>Chief Electrical Engineer</th>
<th>Purchasing Agent</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amperex Electronic Products</td>
<td>79 Washington St., Brooklyn, N.Y.</td>
<td>6-4430</td>
<td>S. Norris</td>
<td>S. Ruttenberg</td>
<td>N. Haynes</td>
<td>A. C. Shaney</td>
<td>Hazard Reeves Smith</td>
<td>Radio-Phonograph, Marine Direction Finder</td>
</tr>
<tr>
<td>Amplifier Co. of America</td>
<td>17 W. 20th St., New York, N.Y.</td>
<td>2-4998</td>
<td>N. M. Haynes</td>
<td>H. S. Manney</td>
<td>A. C. Shaney</td>
<td>C. J. Lebel</td>
<td>Donald E. Ward</td>
<td>Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipheaser and Croovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks</td>
</tr>
<tr>
<td>Ansley Radio Corp.</td>
<td>21-10 49th Ave., Long Island City, N.Y.</td>
<td>4-1405</td>
<td>Arthur C. Ansley</td>
<td>Anne Klein Ansley</td>
<td>C. J. Lebel</td>
<td>C. J. Lebel</td>
<td>E. Winfield</td>
<td>Radio Towers</td>
</tr>
<tr>
<td>Audak Company</td>
<td>500 Fifth Ave., New York, N.Y.</td>
<td>4-3723</td>
<td>Geo. V. Sullivan</td>
<td>A. C. Travis, Jr.</td>
<td>E. E. Reeves</td>
<td>Donald E. Ward</td>
<td>Donald E. Ward</td>
<td>Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipheaser and Croovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks</td>
</tr>
<tr>
<td>Audio Devices, Inc.</td>
<td>1600 Broadway, N.Y. C.</td>
<td>5-5696</td>
<td>E. E. Reeves</td>
<td>A. C. Travis, Jr.</td>
<td>E. E. Reeves</td>
<td>Donald E. Ward</td>
<td>Donald E. Ward</td>
<td>Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipheaser and Croovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks</td>
</tr>
</tbody>
</table>
Bliley Elec. Co.
Union Station Bldg., Erie, Pa.
Phone 22-281
Sales Manager................... G. E. Wright
General Manager................ F. D. Bliley
Purchasing Agent............. Q. L. Horsman
Advertising Manager.......... F. A. Lennberg
Chief Engineer.................. C. C. Collman
Research Engineer............ J. M. Wolfskill
Production Manager............ W. R. Mong
PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Bud Radio, Inc.
2118 E. 55th St. Cleveland, O.
Phone HE 7166
President....................... Max L. Haas
Vice President............... George Grostick
Treasurer...................... H. A. Haas
Secretary...................... A. N. Haas
Engineer....................... John Moran
Production Manager......... A. M. Crombie
Superintendent............ E. Hoffman
Office Manager............. M. G. Dawson
PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.
4814 Idaho St., San Diego, Calif.
Phone Talbot 4943
Contact..................... William W. L. Burnett

Carrier Microphone Co.
439 So. La Brea Ave., Inglewood, Calif.
Contact..................... O. B. Carrier
PRODUCTS: Dynamic and Velocity Microphones.

Clarostat Mfg. Co., Inc.
285 N. 6th St., Brooklyn, N. Y.
Phone EV 9-6770
President...................... John J. Mucher
General Manager............... Victor Mucher
Treasurer..................... Jacob Mucher
Secretary..................... Stephen Mucher
Chief Engineer............... George Mucher
Sales Engineer............... J. Edward Trefz

The Clough-Brengle Co.
5501 N. Broadway, Chicago, Ill.
Phone Longbeach 5616
President..................... Kendall Clough
Vice President............... Fred Wellman
Secretary-Treasurer.......... Arthur R. Hall
Assistant Treasurer........ Helen M. Roth
Assistant Secretary........ Charles C. Duerr

Cornell-Dubilier Elec. Co.
So. Plainfield, New Jersey
Phone Plainfield 6-9000
PRODUCTS: Radio Transmitting and Receiving Capacitors.

Corning Glass Works
Corning, N. Y.
Phone Corning 372
Contact..................... C. J. Phillips

Cornish Wire Co., Inc.
15 Park Row, New York, N. Y.
Phone CO 7-2525
Contact..................... W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

The Daven Co.
158 Summit St., Newark, N. J.
Phone Market 23459
President...................... Lewis Newman
Vice President............... George H. Newman
PRODUCTS: Attenuators, Attenuation Boxes and Networks, Apparatus for Radio Labs. and Apparatus for Testing Sound, Measuring Sound, Measuring Impedances; Balanced “H” Pads, Broadcasting Equipment, Controls, Compensators, Control Apparatus and Panels, Decade Resistances, Boxes and Voltage Dividers, Dual Potentiometers, Dual Volume Controls, Davonhns (wire wound resistors), Equipment for Labs., Faders, Filament Rheostats, Fixed Attenuators, Gain Sets, Impedance Measuring Boxes, Logarithmic Resistors, Line Equalizers, Laboratory Equipment, Ladder Network Attenuators, Multipliers, Meter-Checking Devices, Shunts and Adjustment Rheostats, Measuring Instruments, Meters (output power), Mixer Panels, Panels, Potentiometers, Power Supply, Resistances, Rheostats, Resistors; Rotary and Radio Switches; R F Switches, Sound Controls, Sound Equipment, Switches (contact type), Speech Input Equipment, Single Potentiometers, Special Built-Apparatus,
Allen B. DuMont Labs., Inc.
2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
Contact ........................................ Allen B. Du Mont
BRANCH OFFICES: 515 Madison Ave.,
New York City. PRODUCTS: Television
Receivers, Transmitters and Studio Equipment,
Cathode-Ray Tubes and Oscillographs.

Eastern Mike-Stand Co.
56 Christopher Ave., Brooklyn, N. Y.
Phone Dickens 2-3538
Contact ......................................... S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chi-
icago, Ill.; 7101 W. Chester Pike, Upper
Darby, Pa.; 3106 Edgewood Ave., Richmon-
d, Va.; 18288 Appoline Ave., Detroit. PRO-
UCTS: Microphone Stands and Accessories,
Locking Telephone Plugs, Shock Absorbers.

Eitel-McCullough, Inc.
San Bruno, Calif.
Phone San Bruno 117
President ......................... W. W. Eitel
Vice President & Treasurer, 
J. A. McCullough
PRODUCTS: Transmitting Vacuum Tubes,
Vacuum Relays and Rectifiers.

1239 S. Bend Ave., So. Bend, Ind.
Phone S. Bend 3-7764
President ......................... Albert Kahn
Engineer ......................... L. R. Burroughs
PRODUCTS: Velocity, Dynamic and Car-
bon Microphones.

Epiphone, Inc.
142 W. 14th St., New York, N. Y.
Phone: CH 2-4408
Contact ........................................ E. A. Stathopoulos
PRODUCTS: Amplifiers, P. A. Systems,
Electronic Musical Stringed Instruments.

Evanston Sound Proof Door
1127 Himan Ave., Evanston, Ill.
Phone University 2758
Contact ........................................ W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Fairchild Aviation Corp.
88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Phone Jamaica 6-3800
Manager Sound Equipment Division,
B. H. Collins
Products: Disc Sound Recorders, Trans-
scription Turntables, Amplifiers, Pickups,
Acetate Discs, Recording Styli, and Ampli-
 fier-Equalizers.

Federal Telegraph Co.
200 Mt. Pleasant Ave., Newark, N. J.
Phone Humboldt 2-7000
President ......................... Luke McNamee
Vice President & General Manager,
St. George Lafitte

Federal Recorder Co., Inc.
630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330
General Manager ............... Ralph Rubenstein
Engineer ......................... Gordon Macke
BRANCH OFFICES: 251 Fourth Ave.,
New York, N. Y.; 150 Marietta St. N. W.,
Atlanta, Ga.; 569 Mission St., San Francisco,
Calif. PRODUCTS: 12 and 16" Recording
Discs, Cutter Heads, Recording Amplifiers,
Home Recorders, Cutting and Playback
Needles, Steel, Glass and Paper Base Record-
ing Blanks.

Finch Telecommunications, Inc.
4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440
President ......................... Frederic C. Seifeld
Vice President .................... Frank R. Brick, Jr.
Vice President .................... Samuel Ostroelenk
Treasurer ......................... Alfred Gross
Secretary ......................... Marie C. Gilman
Assistant Secretary ................ John P. Raflery
Superintendent of Plant Operation,
Lawrence Knapp
PRODUCTS: Facsimile for broadcasting,
aviation, marine, radio applications and gen-
eral industrial applications, wire and radio.
Telepicture Equipment for wire and radio
operation. Special Communications Equip-
ment.

Gates Companies
Quincy, Ill.
PRODUCTS: Radio Broadcast and Com-
munications Transmitters, Phasing and An-
tenna Equipment, Frequency Control and
Remote Control Apparatus, Speech Equip-
ment, Sound Effects Tables, Limiting Ampli-
fiers.

General Electric
1825 Boston Ave., Bridgeport, Conn.
President ......................... C. E. Wilson
Vice President ............... W. R. G. Baker
Managing Engineer ........... I. J. Kaar
Designing Engineer .......... W. M. Angus
Sales Manager .................. A. A. Brandt
Advertising & Sales Promotion Manager,
Harry J. Deines
Manager, Radio & Television Receiver Sales
Division ................................. P. A. Tilley
PRODUCTS: Electric Sets, Battery Sets,
Radio and Phonograph Combinations, Tele-
vision Receivers, FM Receivers.

**General Electric**

*Transmitter & Tube Sales Divisions*

1 River Road, Schenectady, N. Y.

Manager..................G. W. Henyan
Commercial Engineer........G. F. Metcalf
U. S. Government Sales........V. M. Lucas

Television and FM Sales........W. R. David
Police and Emergency Radio...D. L. Chesnut
Transmitting Tube Sales.....E. H. Fritschel

Advertisting and Sales Promotion.W. H. Green

PRODUCTS: FM, Television, Standard-Band and ST Equipment, Transmitting and Receiver-set Tubes, Antennas, Monitoring Devices, Measuring Apparatus, Quartz Crystals, etc.

BRANCH OFFICES: 187 Spring St., Atlanta, Ga.; 140 Federal St., Boston, Mass.; 840 South Canal St., Chicago, Ill.; 4966 Woodland Ave., Cleveland, Ohio; 1801 N. Lamar St., Dallas, Texas; 650 Seventeenth St., Denver, Colo.; 212 North Vignes St., Los Angeles, Calif.; 570 Lexington Ave., New York, N. Y.; 1405 Locust St., Philadelphia, Pa.; 920 S.W. Sixth Ave., Portland, Ore.; 235 Montgomery St., San Francisco, Calif.; 1 River Rd., Schenectady, N. Y.; 806 Fifteenth St, N.W., Washington, D. C.

**General Radio Co.**

30 State St., Cambridge, Mass.

Phone TROBridge 4400

Contact........................H. B. Richmond

BRANCH OFFICES: 90 West St., N. Y. C.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

**Geo. H. Hardner Corp.**

602 Hamilton St., Allentown, Penna.

Phone Allentown 9549

President..................Thomas E. Spiekman

PRODUCTS: Towers, Radials, Studios and Transmitter Buildings.

**Hardwick, Hindle, Inc.**

40 Hermon St., Newark, N. J.

Phone Market 2-8200

President..................A. H. Hardwick

Vice President...............R. F. Golden

Treasurer..................J. A. Greene

Chief Engineer..............D. F. Hastings


**Hartenstine Zane Co., Inc.**

225 Broadway, New York, N. Y.

Phone BA 7-8390

Contact......................Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

**Hollister Crystal Co.**

Wichita, Kansas

Phone Wichita 4-2387

Contact........................Herb Hollister

PRODUCTS: “A” Cut Quartz Crystals.

**Insuline Corp. of America**

30-30 Northern Blvd., L. I. City, New York

Phone 2-6390

President...................S. J. Spector
Sales Manager...............Edward J. Cohen
Vice President..............A. G. Heller
Production Manager.........J. W. Romm


**International-Stacey Corp.**

875 Michigan Ave., Columbus, O.

Phone University 2123

Contact........................O. M. Havekotte

BRANCH OFFICES: 21 West St., N. Y. C.; P. O. Box 3350, Beaumont, Texas. PRODUCTS: Antenna, Airway Beacon, Radio Directional Beacon Towers; Patented Ground Screen; Transmission and Radio Towers.

**Isolantite Inc.**

343 Cortlandt St., Belleville, N. J.

Phone Belleville 2-1316

Vice President & General Manager,

K. D. Hamilton


**Johns-Manville Corp.**

22 East 40th St., New York, N. Y.

Phone LEXington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

**E. F. Johnson Co.**

Waseca, Minn.

Phone 432

General Manager..............E. F. Johnson

Controller..................F. C. Mann

Chief Engineer...............L. W. Olander

Purchasing Agent............M. L. Johnson

Kenyon Transformer Co., Inc.
840 Barry St., New York, N. Y.
Phone Dayton 9-0100
President................Franklin P. Kenyon
Chief Engineer..............F. Ralph Kenyon
Sales Manager...............Gene Turney
BRANCH OFFICES: 21 E. Van Buren St.,
Chicago, Ill.; 2412 West 7th St., Los Angeles,
Calif.; 262 Grayson Pl., Teaneck, N. J.
PRODUCTS: Transformers, Reactors, Filters.

"King Brand" Music Papers
1595 Broadway, New York, N. Y.
Phone CI 6-0488
Contact..................."Wes" Cowen
BRANCH OFFICE: 5423 Crenshaw Blvd.,
Los Angeles, Calif. PRODUCTS: Music-
Manuscript Paper, Score Paper, Ink, Fountain
Pens, Carrying Cases and Covers, Batons,
Duplicating Papers, Music Tapes.

Lapp Insulator Co., Inc.
Le Roy, N. Y.
Phone Le Roy 385
PRODUCTS: Tower Footing and Guy
Insulators, Stand-Off, Entrance and Antenna
Insulators, Porcelain Water Coils, Radio
Frequency High Voltage Condensers.

Lehigh Structural Steel Co.
17 Battery Place, New York, N. Y.
Phone WHitchell 4-1124
Contact....................J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna
Towers and Masts.

The Lifetime Corp.
1101 Adams St., Toledo, O.
Phone Main 5643
Contact.....................Wm. H. Manoff
PRODUCTS: Microphones: Carbon, Dy-
namic, Velocity; Trumpets, Reflex Trumpets,
P. M. Trumpet Units, Aluminum Baffles.

John E. Lingo and Son, Inc.
28th St. and Buren Ave., Camden, N. J.
Phone Camden 487
Contact......................J. E. Lingo
PRODUCTS: Vertical Radiators: Guyed
Tubular Steel and Portable Dural; Turn-
stile and UHF Antennae, Tubular Steel
Supporting Poles (for UHF Antennae).

Littelfuse, Inc.
4757 Ravenswood, Chicago, Ill.
Phone Long. 7778
PRODUCTS: Fuses: Radio Transmitter,
Radio and Television, and Aircraft Trans-
mitter; Neon Modulation Indicators.

Miles Reproducer Co., Inc.
812 Broadway, New York, N. Y.
Phone Gramercy 5-9466
Contact.....................J. M. Kuhlik
PRODUCTS: Filmgraph—Instantaneous,
Continuous Recording Devices; Permanent
Play-Back.

Mirror Record Corp.
58 W. 25th St., New York, N. Y.
Phone CH 3-2222
Contact.....................P. K. Trautwein
PRODUCTS: All Recording Accessories.

Pacent Engineering Corp.
79 Madison Ave., New York, N. Y.
Phone Ashland 4-1586
Contact.....................R. L. Lewis
PRODUCTS: Theatre Sound Equipment,
P. A. Apparatus, Intercommunicating Equip-
ment, High Fidelity Radios & Equipment.

Pacific Sound Equipment Co., Inc.
7373 Melrose Ave., Hollywood, Calif.
Phone WY 6937
President & Engineer........Robert G. Metzner
Secretary-Treasurer & Sales Manager,
William L. Maas
Foreman ....................John Plant
BRANCH OFFICES: 121 Vermont Ave.,
N. W., Wash., D. C.; 1100 Pine St. St. Louis,
Mo.; 1900 Euclid Ave., Cleveland, O.; 1930
Mariposa St., Fresno, Calif.; 4762 Woodward
Ave., Detroit, Mich.; 1609—19th St., Bakers-
field, Calif.; 153 Kearney St., San Francisco,
Calif.; 30 Rockefeller Plaza, N. Y. C.
PRODUCTS: Transcription Playbacks, Recording
Machines and Turntables.

Par-Metal Products Corp.
3262—49th St., Long Island City, N. Y.
Phone ASToria 8-8905
Contact.....................A. A. Parmet
PRODUCTS: Racks—relay and cabinet
type—Panels, Metal Equipment.

Poinsettia, Inc.
96 Cedar Ave., Pitman, N. J.
Phone Pitman 511
President ...................E. Poinsett
Vice President ............W. Warner
BRANCH OFFICES: 4447 W. Irving Park
Rd., Chicago, Ill.; 705 S. First St., Louis-
ville, Ky. PRODUCTS: Phonograph Rec-
ord Manufacturing Equipment, and Made to
Order Phonograph Records.

Presto Recording Corp.
242 W. 55th St., New York, N. Y.
Phone CI 5-7760
President ...................George J. Saliba
Vice President .............Morris M. Gruber
General Sales Manager....Ralph C. Powell
PRODUCTS: Sound Recording Equipment,
Discs and Needles, Transcription Turntables,
Recording Amplifiers and Accessory Record-
ing Equipment.
B. A. Proctor Co., Inc.
230 Park Ave., New York, N. Y.
Phone MU 6-7542
President & Treasurer—Barton A. Proctor
Vice President & Secretary—Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

RCA Manufacturing Co., Inc.
Camden, New Jersey
Phone Camden 8000
Chairman, Executive Committee—G. K. Throckmorton
President—Robt. Shannon
Commercial V. P.—H. C. Bonfig
Financial V. P. & Secretary—F. H. Corregan
V. P. in charge of Engineering Products, RCA Photophone & Intl. Div.—F. R. Deakins
V. P. & Adv. Director—T. F. Joyce
Adv. Mgr.—D. J. Finn
V. P. of Purchasing—N. A. Mears
V. P. & Genl. Attorney—L. B. Morris
V. P. in charge of Mfg. & Prod. Engineering—E. W. Ritter
Asst. V. P.—R. B. Austrian

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—J. W. Cocke, Manager; 589 E. Illinois St., Chicago, Ill.—R. A. Graver, Manager; 616-618 Keith Bldg., Cleveland, O.—H. M. Winters, Manager; 1002 Santa Fe Bldg., Dallas, Tex.—G. Malsed, Manager; 213 West 18th St., Kansas City, Mo.—M. Magg, Manager; 411 Fifth Ave., New York, N. Y.—M. F. Blakeslee, Manager; 170 Ninth St., San Francisco, Cal.—J. K. West, Manager.


Radio Engineering Labs., Inc.
35-54—36th St., Long Island City, N. Y.
Phone RAvenswood 8-2340
Contact—Charles M. Srebroff

PRODUCTS: Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Aircraft Transmitters and Receivers; Military and Municipal Transmitters and Receivers.

Ralston Record Co.
96 Cedar Ave., Pitman, N. J.
Phone Pitman 511
Contact—F. L. Pedrick

PRODUCTS: Phonograph Records.

The Chas. E. Schuler Engineering Co.
109 Cambria St., Newark, N. J.
Phone Newark 4319
President—Charles F. Schuler
Chief Engineer—Charles Schwartz
Secretary-Treasurer—D. E. Van Ness

PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service
4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535
Contact—H. D. Eisenhauer


Scully Machine Co.
62 Walter St., Bridgeport, Conn.
Phone 4-5300
Owner—L. J. Scully
Manager—J. J. Scully
PRODUCTS: Precision Disc Recording Machines.

Seattle Radio Supply Co., Inc.
2127—2nd Ave., Seattle, Wash.
President & Manager—R. C. James, Sr.
Assistant Manager—E. O. Mickelson

PRODUCTS: Radio Parts and Tubes.

Shure Bros.
225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager—S. N. Shure
Sales Manager—J. A. Berman
Chief Engineer—B. B. Bauer

PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

Speak-O-Phone Record.
& Equip. Co.
23 West 60th St., New York, N. Y.
Phone CO 5-1530

General Sales Manager—C. A. Austin
Secretary—R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Stromberg-Carlson Telephone Mfg. Co.
100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

Contact—Ray H. Manson
BRANCH OFFICES: 564 West Adams St., Chicago, Ill.; 2017 Grand Ave., Kansas City, Mo.; 1355 Market St., San Francisco, Calif.
PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

Taylor Tubes, Inc.
Chicago, Ill.
Phone Armitage 1730
Contact: .................Frank Hajek
PRODUCTS: Transmitting Tubes—Triodes and Rectifiers.

The Triplet Electrical Instrument Co.
Bluffton, Ohio
Contact: ..................R. L. Triplet

Truscon Steel Co.
Youngstown, Ohio
Phone Youngstown 32171
Contact: ..................George F. Bateson
BRANCH OFFICES: All principal U. S. cities. PRODUCTS: Vertical Radiators, uniform cross section guyed or narrow base self-supporting type.

The Turner Co.
909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 32607
President: ..................David Turner
Secretary-Vice President: John T. Turner
Treasurer: ..................Ralph W. Martin
Manager: ..................H. W. Johnson
PRODUCTS: Microphones and Microphone Accessories, Radio Vibrators.

United Transformer Corp.
150 Varick St., New York, N. Y.
Phone Canal 6-1080
Contact: ..................I. A. Mitchell
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Universal Battery Co.
3410 S. La Salle St., Chicago, Ill.
Phone Boulevard 7400
President: ..................A. B. Levitt
Secretary: ..................A. H. Cohn
Sales Manager: ............R. S. Mowry
Superintendent: ..........Emil Arntz
PRODUCTS: 2 and 6 Volt Batteries, Wet Storage Batteries.

Universal Microphone Co., Ltd.
Inglewood, Calif.
Phones Orchard 74216, Inglewood
Oregon 8-1030, Los Angeles
President: ..................James R. Fouch
Vice President: ..........James L. Fouch
Secretary-Treasurer: ........J. I. Sevey
PRODUCTS: Microphones, Stands and Accessories, Recording Machines and Supplies.

Western Electric Co., Inc.
(Specialty Products Division)
300 Central Ave., Kearney, New Jersey
Phone Mitchell 2-7700
Manager: ..................F. R. Lack
Manager Commercial Sales: H. N. Willets
Publicity: ..................A. B. Kouwenhoven
Radio and Sound Systems: L. F. Bockoven
Aviation and Marine Radio: F. C. McMullen
Field Representative—San Francisco
H. L. Hamilton
Field Representative—Kansas City
G. W. Davis
Field Representative—Atlanta, F. M. Harris
Manager Government Sales: C. R. Smith
PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Equipment; Sound Distribution Systems; Vacuum Tubes; Radio Altimeters; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

2519 Wilkens Ave., Baltimore, Md.
Phone Gilmore 7320
Manager: ..................W. C. Evans
Manager Sales: ............C. J. Burnside
Asst. Mgr. Sales: .........E. T. Morris
Mgr. Engineer: ............J. A. Hatcher
BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, De-ion Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, etc.

Weston Electrical Instrument Corp.
614 Frelinghuysen Ave., Newark, N. J.
Phone Bigelow 3-4700
Contact: ..................V. E. Jenkins

Wincharger Corp.
E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513
Contact: ..................R. F. Weinig
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, and Dynamotors.
INTERNATIONAL

CUBA

MEXICO

SOUTH AMERICA

International Broadcast Stations and F.C.C. Regulations

Pan-American Networks (see page 858)
## INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,600 kilocycles, for broadcasting by International Agreement).

### Licensee and Location | Call Letters | Frequency (Kc) | Power
--- | --- | --- | ---
The Associated Broadcasters, Inc. San Francisco, Calif. | KVID | 6060, 9570, 11870, 15350, 17760, 21610 | 100 kw

Columbia Broadcasting System, Inc. Near Wayne, N. J. | WCBX | 6120, 6170, 9650, 11830, 15270, 17830, 21570 | C.P. 50 kw
C. P. Brentwood, N. Y. | CP | 6060, 21520 | 10 kw

Columbia Broadcasting System, Inc. Brentwood, N. Y. | WCRC | 6060, 6120, 6170, 11830, 15270, 17830, 21520, 21570, 9650 | 50 kw

The Crosley Corp. Mason, Ohio | WLWO | 6080, 9590, 11710, 15250, 17800, 21850 | 75 kw

General Electric Company South Schenectady, N. Y. | WGEA | 6190, 9550, 15330, 21500, 21590 | 50 kw

General Electric Company South Schenectady, N. Y. | WGEO | 6190, 9530, 15330 | 100 kw

General Electric Company near Belmont, Calif. | KGEI | 6190, 9530, 15330, S.A. 9670 | 50 kw

National Broadcasting Co., Inc. Bound Brook, N. J. | WRCA | 6100, 11890, 15150, 21630, 9670, 17780 | 50 kw

(50 to 100 kw on 9670)

National Broadcasting Co., Inc. Bound Brook, N. J. | WNBI | Same as WRCA | Same as WRCA

WCAU Broadcasting Company Newtown Square, Pa. | WCAB | 6060, 9650, 11830, 15270, 21520, 25725 | 10 kw

Westinghouse Radio Stations, Inc. Hull, Mass. | WBOS | 6140, 9570, 11870, 15210, 17780, 21540 | 50 kw

World Wide Broadcasting Corp. Scituate, Mass. | WRUL | 6040, 11730, 11790, 15130, 15350, 17750, 21460 | 50 kw

World Wide Broadcasting Corp. Scituate, Mass. | WRUS | 6040, 11730, 11790, 15130, 15350, 17750 | 50 to 100 kw

World Wide Broadcasting Corp. Scituate, Mass. | W RUW | 11730, 15130, 25600, 11790, 15350, 17750, 9700 | C.P. 50 kw

### Special International Broadcast Stations

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
</tr>
</thead>
</table>
| The Crosley Corp. Cincinnati, Ohio | W8XAL | 6080 | 1 kw
| Westinghouse Radio Stations, Inc. Hull, Mass. | W1XWH | 9570 | 700 w

998
THE LATIN AMERICAN NETWORKS

FROM the international viewpoint, the most significant development of 1941 in the broadcast field was the organization of three commercial long wave networks in Latin America to supplement, and later, possibly, supplant purely short wave airings from the United States to our southern Good Neighbor republics. Actively encouraged by the Government, the development of these new links with Latin America progressed rapidly during 1941 until early this year all three networks were operating commercially.

With encouragement of the exchange of ideals, ideas and goods between the American nations a primary objective of United States policy, in order to develop Hemisphere solidarity in the face of Axis aggression, beginning of operation of these new Latin American long wave links by U. S. broadcasters served to afford means of reaching the largest potential audiences in South America in their own language and via their own stations. Surveys have shown that while there is a considerable short wave listening audience, such International broadcasts do not reach a majority of the population whose listening habits are restricted to the standard band. Short wave broadcasts also are subject to considerable atmospheric interference which can be overcome with properly equipped International links when local hookups are used for rebroadcast purposes.

NBC, CBS, Crosley Networks

Made up of previously established South American stations, hooked together by wire and short wave for the purpose of rebroadcasting U. S. programs, the three networks were organized by NBC, CBS and Crosley Corp. (WLWO), Cincinnati. NBC and CBS, with 124 and 76 S. A. affiliates, respectively, was set up to cover practically the entire southern continent, while WLWO limited operations to the so-called "quarter-sphere," Mexico, Central America, Panama, Venezuela, Colombia and the Caribbean Islands. The WLWO hook-up comprised 15 stations in these areas.

With three commercial networks in operation, the questions facing these pioneers was whether there was enough advertising money available to support them—or even one, for that matter.

At first glance the answer would appear to be negative. Statistics on U. S. advertising expenditures in Latin America are unofficial and hard to obtain, but most authoritative estimates place the total expenditure by U. S. firms, both parent companies and their Latin American producers and distributors, at only $20,000,000 per year in all media. Compared with the 1941 U. S. advertising bill, estimated at $1,700,000,000 — of $107,000,000 or more than four times the which network radio here accounted for total for all media in Latin America—the magnitude of the problem becomes immediately apparent.

Taking the "Long View"

However, like all new broadcast developments, this venture in inter-American relations is based on long-range planning. With U. S. foreign trade in other than war goods at an absolute minimum, due to the war, American exporters are turning more and more to South America as an outlet for their goods. This factor, plus the Government’s favorable trade agreements with Latin America, acts as a strong stimulant in expanding the field and may be expected to result eventually in providing these new South American hookups with the conditions necessary for full scale commercial operation, bringing a substantial return on investments.

Meanwhile, until conditions are ripe, these pioneers in hemisphere broadcasting find themselves in a position similar to those other two new broadcast developments, television and frequency modulation. All must struggle along as best they can on slim budgets until the day when their foresight, ingenuity and patience will be rewarded in a material way. In the interim, however, the Latin American broadcasters have the satisfaction of knowing they are rendering important service to their country in paving the way for better understanding between the free peoples of North and South America.
FCC REGULATIONS REGARDING INTERNATIONAL BROADCAST STATIONS

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned (between 6000 and 26600 kilocycles) for broadcasting by international agreement.)

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That there is a need for the international broadcast service proposed to be rendered.

(b) That the necessary program sources are available to the applicant to render an effective international service.

(c) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.

(d) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

(e) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

(f) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

(g) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(The Commission on July 14, 1939, suspended the operation of this rule until further order of the Commission.)

Commercial Service

Such international broadcast service may include commercial or sponsored programs: Provided, that—

(1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

(2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (c) of this section.

(3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph (c) of this section.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (c) of this section and is consistent with the purpose and intent of this section.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system: Provided, The conditions in the commercial provision of these rules in regard to any commercial continuities are observed and when station identifications are made, only the call letter designa-
tion of the international station is given on its assigned frequency: And provided further, That in the case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Program Logs

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

Frequency Assignment

The following groups of frequencies are allocated for assignment to international broadcast stations:

<table>
<thead>
<tr>
<th>Group</th>
<th>Frequencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>6040 kc. 6060</td>
</tr>
<tr>
<td>Group B</td>
<td>9530 kc. 9550 9570 9590 9650 9670</td>
</tr>
<tr>
<td>Group C</td>
<td>11710 11730 11790 11820 11830 11870 11890</td>
</tr>
<tr>
<td>Group D</td>
<td>15130 15150 15210 15230 15270</td>
</tr>
</tbody>
</table>

Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

An international broadcast station will not be authorized to use more than one frequency listed in any group listed in the rule on available frequencies without a showing of technical necessity.

Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.

2. A list of programs transmitted of special international interest.

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.

1 Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

2 Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMW</td>
<td>A. Gil &amp; M. Troncoso</td>
<td>550</td>
<td>2500</td>
</tr>
<tr>
<td>CMCY</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>590</td>
<td>15000</td>
</tr>
<tr>
<td>CMZ</td>
<td>Ministerio de Educacion</td>
<td>630</td>
<td>5000</td>
</tr>
<tr>
<td>CMCD</td>
<td>(Suspended)</td>
<td>630</td>
<td>15000</td>
</tr>
<tr>
<td>CMQ</td>
<td>Cambo &amp; Gabriel, S. A.</td>
<td>690</td>
<td>2500 d; 15000 n.</td>
</tr>
<tr>
<td>CMK</td>
<td>Fauto Montiel</td>
<td>740</td>
<td>250</td>
</tr>
<tr>
<td>CBMC</td>
<td>Domingo Fernandez Cruz</td>
<td>790</td>
<td>5000 d; 1000 n.</td>
</tr>
<tr>
<td>CMBL</td>
<td>Radio Cadena Suaritos, S. A.</td>
<td>860</td>
<td>5000</td>
</tr>
<tr>
<td>CMCF</td>
<td>Oscar Gutierrez</td>
<td>910</td>
<td>5000</td>
</tr>
<tr>
<td>CMBZ</td>
<td>Manuel &amp; Guillermo Salas</td>
<td>950</td>
<td>250</td>
</tr>
<tr>
<td>CMCK</td>
<td>Luis Casas Romero</td>
<td>980</td>
<td>5000</td>
</tr>
<tr>
<td>CMX</td>
<td>Francisco Lavin Gomez</td>
<td>1010</td>
<td>1000 (C.P. 25000)</td>
</tr>
<tr>
<td>CMCM</td>
<td>Compania Transradio Columbia, S. A.</td>
<td>1060</td>
<td>250</td>
</tr>
<tr>
<td>CMBY</td>
<td>Pages &amp; Compania</td>
<td>1110</td>
<td>250</td>
</tr>
<tr>
<td>CMBQ</td>
<td>Amletto Battisti</td>
<td>1150</td>
<td>5000 d; 1000 n.</td>
</tr>
<tr>
<td>CMCU</td>
<td>Jorge Garcia Serra</td>
<td>1190</td>
<td>250 (C.P. 5000)</td>
</tr>
<tr>
<td>CMCO</td>
<td>Enrique Lasanta</td>
<td>1230</td>
<td>250</td>
</tr>
<tr>
<td>CMCW</td>
<td>Jose Villarino</td>
<td>1230</td>
<td>250</td>
</tr>
<tr>
<td>CMBF</td>
<td>Compania Cubana de Radio &amp; Television, S. A.</td>
<td>1260</td>
<td>5000</td>
</tr>
<tr>
<td>CMCH</td>
<td>Radio Popular, S. A.</td>
<td>1290</td>
<td>250</td>
</tr>
<tr>
<td>CMCX</td>
<td>Radio Popular, S. A.</td>
<td>1290</td>
<td>250</td>
</tr>
<tr>
<td>CMBG</td>
<td>John L. Stowers</td>
<td>1330</td>
<td>1000</td>
</tr>
<tr>
<td>CMBS</td>
<td>Enrique Artalejo</td>
<td>1330</td>
<td>250</td>
</tr>
<tr>
<td>CMQA</td>
<td>Juan Fernandez Duran</td>
<td>1360</td>
<td>250</td>
</tr>
<tr>
<td>CMC</td>
<td>Radiotelefónica Commercial de la Habana, S. A.</td>
<td>1360</td>
<td>250</td>
</tr>
<tr>
<td>CMBS</td>
<td>Vicente Espinosa</td>
<td>1390</td>
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<tr>
<td>CMCB</td>
<td>Metropolitan Radio de Cuba, S. A.</td>
<td>1390</td>
<td>250</td>
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<tr>
<td>CMCD</td>
<td>Luis Perez Garcia</td>
<td>1420</td>
<td>250 (C.P. 5000)</td>
</tr>
<tr>
<td>CMCM</td>
<td>Andres Martinez</td>
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<td>250 (C.P. 5000)</td>
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<td>CMCG</td>
<td>La Onda, S. A.</td>
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<tr>
<td>CMCA</td>
<td>Agusto Testar &amp; Jose Manuel Gonzalez</td>
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<td>250</td>
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<tr>
<td>CMOX</td>
<td>Perez &amp; Chisholm</td>
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<td>250</td>
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<tr>
<td>CMBH</td>
<td>Alberto Alvarez Ferrera</td>
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<tr>
<td>CMJC</td>
<td>Rafael Rodriguez</td>
<td>1580</td>
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<td>CMCR</td>
<td>Aurelio Hernandez</td>
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**PROVINCE OF PINAR DEL RIO**

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<tr>
<td>CMAX</td>
<td>Juan de Dios Carreno</td>
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<tr>
<td>CMAN</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
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<td>1000</td>
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<tr>
<td>CMAC</td>
<td>Israel Porras Fajardo</td>
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<tr>
<td>CMAB</td>
<td>Francisco Martinez</td>
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## CUBA STATIONS

### PROVINCE OF MATANZAS

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<tr>
<td>CMGF</td>
<td>Bernabe R. de la Torre</td>
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<td>1240</td>
<td>250</td>
</tr>
<tr>
<td>CMGN</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>Jovellanos</td>
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<tr>
<td>CMGH</td>
<td>Manuel Garcia Alvarez</td>
<td>Matanzas</td>
<td>1440</td>
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<tr>
<td>CMGE</td>
<td>Genaro Sabater</td>
<td>Cardenas</td>
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### PROVINCE OF LAS VILLAS

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<tbody>
<tr>
<td>CMHI</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>Santa Clara</td>
<td>570</td>
<td>1000</td>
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<tr>
<td>CMHQ</td>
<td>Cambo &amp; Gabriel, S. A.</td>
<td>Santa Clara</td>
<td>810</td>
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<tr>
<td>CMHW</td>
<td>R. H. C., Cadena Azul, S. A.</td>
<td>Santa Clara</td>
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<tr>
<td>CMHT</td>
<td>Fernando N. Soto del Valle</td>
<td>Trinidad</td>
<td>990</td>
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<td>CMHO</td>
<td>Enrique Lasante</td>
<td>Santa Clara</td>
<td>1250</td>
<td>250</td>
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<tr>
<td>CMHA</td>
<td>Abelardo Menocal</td>
<td>Sagua la Grande</td>
<td>1280</td>
<td>250</td>
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<tr>
<td>CMHP</td>
<td>Candidis de los Guevara</td>
<td>Placetas</td>
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<tr>
<td>CMHJ</td>
<td>Romuldo Ugalde</td>
<td>Cienfuegos</td>
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<td>250</td>
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<td>CMHK</td>
<td>Virgilio Villanueva</td>
<td>Cruces</td>
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<td>CMHB</td>
<td>Vicente E. Weis</td>
<td>Sancti Spiritus</td>
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<td>Jose R. Fomenias</td>
<td>Cienfuegos</td>
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<td>CMHX</td>
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### PROVINCE OF CAMAGUEY

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<th>Power Watts</th>
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<tbody>
<tr>
<td>CMJK</td>
<td>Jones Castrillon &amp; Cia.</td>
<td>Camaguey</td>
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<td>250</td>
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<tr>
<td>CMJN</td>
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<td>Camaguey</td>
<td>740</td>
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<td>CMJA</td>
<td>Rafael Valdes Jimenez</td>
<td>Camaguey</td>
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<td>250</td>
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<tr>
<td>CMJL</td>
<td>(In construction)</td>
<td>Camaguey</td>
<td>920</td>
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<tr>
<td>CMJE</td>
<td>Primo A. Cesares</td>
<td>Camaguey</td>
<td>1230</td>
<td>250</td>
</tr>
<tr>
<td>CMJM</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>Ciego de Avila</td>
<td>1270</td>
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<tr>
<td>CMJF</td>
<td>Gertrudis de la Cruz Perez</td>
<td>Camaguey</td>
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<tr>
<td>CMJC</td>
<td>Fernando Terron Bolanos</td>
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<td>CMJH</td>
<td>Luis Marauri</td>
<td>Ciego de Avila</td>
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<td>CMJJ</td>
<td>Andres Moran Cisneros</td>
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<td>CMJO</td>
<td>Gilberto Gessa</td>
<td>Ciego de Avila</td>
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<tr>
<td>CMJQ</td>
<td>Bonifacio Ildefonso</td>
<td>Ciego de Avila</td>
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### PROVINCE OF ORIENTE

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<tbody>
<tr>
<td>CMKM</td>
<td>Raimundo Comas Soler</td>
<td>Manzanillo</td>
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<td>CMKV</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>Holguin</td>
<td>600</td>
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<tr>
<td>CMKS</td>
<td>Candido Savon Suarez</td>
<td>Guantanamo</td>
<td>900</td>
<td>250</td>
</tr>
<tr>
<td>CMKJ</td>
<td>(In construction)</td>
<td>Holguin</td>
<td>800</td>
<td>1000</td>
</tr>
<tr>
<td>CMKN</td>
<td>Radio Habana Cuba, Cadena Azul, S. A.</td>
<td>Santiago de Cuba</td>
<td>930</td>
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<tr>
<td>CMKU</td>
<td>Cambo &amp; Gabriel, S. A.</td>
<td>Santiago de Cuba</td>
<td>970</td>
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<tr>
<td>CMKW</td>
<td>Ricardo Miranda &amp; Raul Soulay</td>
<td>Santiago de Cuba</td>
<td>1000</td>
<td>1000</td>
</tr>
<tr>
<td>CMKG</td>
<td>Emilio Grau Medina</td>
<td>Victoria de las Tunas</td>
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<tr>
<td>CMKX</td>
<td>Oscar Vidal Benitez</td>
<td>Bayamo</td>
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<tr>
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<td>Virgilio Arciero</td>
<td>Guantanamo</td>
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<td>Manuel Angulo Farran</td>
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<td>Robert Miguel Gonzalez</td>
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<td>CMKD</td>
<td>Otto J. Vinas Gimeno</td>
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<tr>
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<td>Pedro Zacca Cheda</td>
<td>Puerto Padre</td>
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<td>CMKR</td>
<td>Jaime Nadal</td>
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## CUBA STATIONS

<table>
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<tr>
<th>Call Letters</th>
<th>Owner</th>
<th>City</th>
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<th>Power Watts</th>
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<tr>
<td>CMKZ</td>
<td>Joaquin Venero Obregon</td>
<td>Palma Soriano</td>
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<td>250</td>
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<tr>
<td>CMKQ</td>
<td>Angela Viciedo Quintero</td>
<td>San Luis</td>
<td>1460</td>
<td>500</td>
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<tr>
<td>CMKF</td>
<td>Manuel J. de Gongora</td>
<td>Holguin</td>
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### SHORT WAVE STATIONS IN HAVANA

<table>
<thead>
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<th>Station</th>
<th>Owner</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<tbody>
<tr>
<td>COCO*</td>
<td>Luis Casas Romero</td>
<td>6010</td>
<td>5000</td>
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<tr>
<td>COCH</td>
<td>General Broadcasting Co.</td>
<td>9437</td>
<td>5000</td>
</tr>
<tr>
<td>COCQ†</td>
<td>Cambo &amp; Gabriel, S. A.</td>
<td>9670</td>
<td>5000</td>
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<tr>
<td>COCM§</td>
<td>Cia. Transradio Columbia, S. A.</td>
<td>9833</td>
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<tr>
<td>COCX‡</td>
<td>Francisco A. Lavin</td>
<td>11650</td>
<td>1000</td>
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</table>

* Using 8700 kilocycles provisionally.
† Using 8845 kilocycles provisionally.
‡ Using 9200 kilocycles provisionally.

### SHORT WAVE STATIONS IN THE INTERIOR

#### Province of Matanzas

<table>
<thead>
<tr>
<th>Station</th>
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<tbody>
<tr>
<td>COGF</td>
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#### Province of Las Villas

<table>
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<tr>
<td>COHI§</td>
<td>Radio Habana Cuba</td>
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#### Province of Camaguey

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<tr>
<td>COJK</td>
<td>Jones, Castrillon &amp; Cia.</td>
<td>8663</td>
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#### Province of Oriente

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<tbody>
<tr>
<td>COKG</td>
<td>Emilio Grau Medina</td>
<td>8942</td>
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§ Using 6450 kilocycles provisionally.

### SHORT WAVE STATIONS OPERATED BY OFFICIAL ORGANIZATIONS

<table>
<thead>
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<th>Power Watts</th>
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<tr>
<td>COX-4</td>
<td>Ejercito Constitucional</td>
<td>Habana</td>
<td>6390</td>
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<tr>
<td>COX-7</td>
<td>Ejercito Constitucional</td>
<td>Habana</td>
<td>4290</td>
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<td>COL-2</td>
<td>Division Cetral de la Policia</td>
<td>Habana</td>
<td>1750</td>
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<td>CLA-5</td>
<td>Direccion de Radio</td>
<td>Habana</td>
<td>5600, 11200, 200</td>
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<td></td>
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<td>7350, 11250</td>
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<tr>
<td>CLX</td>
<td>Observatorio Nacional</td>
<td>Habana</td>
<td>5995, 8415, 8500, 13990</td>
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<td>CO20N</td>
<td>Observatorio Nacional</td>
<td>Habana</td>
<td>Amateur Band</td>
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### SHORT WAVE STATIONS PRIVATELY OPERATED FOR SPECIAL SERVICES

<table>
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<tr>
<td>CMA-5</td>
<td>Cuba Transatlantic Corp.</td>
<td>Habana</td>
<td>5780, 6790, 1000</td>
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<td>8630, 11560, 15505 and 17280</td>
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<tr>
<td>CML-5</td>
<td>Cuba Transatlantic Corp.</td>
<td>Santiago de Cuba</td>
<td>Same as above</td>
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<tr>
<td>CMY</td>
<td>Observatorio del Colegion de Montserrat. Cienfuegos</td>
<td>8415, 13990</td>
<td>200</td>
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<td>COLE</td>
<td>Observatorio del Colegion de Belen</td>
<td>Habana</td>
<td>3947,5, 7685</td>
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### STATIONS OF MEXICO

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<td>XEMU</td>
<td>Cia. Radiodifusora de P. Negras</td>
<td>Piedras Negras, Coah.</td>
<td>580</td>
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<tr>
<td>XEZ</td>
<td>Jorge L. Palomeque</td>
<td>Merida, Yuc.</td>
<td>600</td>
<td>2000</td>
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<td>XEBX</td>
<td>Miguel B. Rodriguez</td>
<td>Sabinas, Coah.</td>
<td>610</td>
<td>250</td>
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<tr>
<td>XERJ</td>
<td>Oscar Perez E.</td>
<td>Mazatlan, Sin.</td>
<td>610</td>
<td>500</td>
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<tr>
<td>XEFB</td>
<td>Jesus Quintanilla</td>
<td>Monterrey, N. L.</td>
<td>630</td>
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<tr>
<td>XEBZ</td>
<td>Refugio Esparza Vda. de Valezzi</td>
<td>Mexico, D. F.</td>
<td>660</td>
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<td>XED</td>
<td>Cia. Radiofonografica, S. A.</td>
<td>Guadalajara, Jal.</td>
<td>680</td>
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<td>XEN</td>
<td>Guillermina P. de del Conde</td>
<td>Mexico, D. F.</td>
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<tr>
<td>XEAC</td>
<td>Jorge I. Rivera</td>
<td>Tijuana, B. C.</td>
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<td>Mexico, D. F.</td>
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<td>50000</td>
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<td>Mexico, D. F.</td>
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<td>Flores y Martinez</td>
<td>Tampico, Tam.</td>
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<td>Mexico, D. F.</td>
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<td>Fernando Federico Ferreira</td>
<td>Tijuana, B. C.</td>
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<td>XEUN</td>
<td>Universidad Nacional de Mexico</td>
<td>Mexico, D. F.</td>
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<td>Mexicani, B. C.</td>
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<tr>
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<td>Piedras Negras, Coah.</td>
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<td>Rita Mayans y Gustavo Faist F.</td>
<td>Tijuana, B. C.</td>
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<td>XEFE</td>
<td>Rafael T. Carranza</td>
<td>Nuevo Laredo, Tam.</td>
<td>960</td>
<td>250</td>
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<td>XEU</td>
<td>Fernando Pazos y Cia.</td>
<td>Veracruz, Ver.</td>
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<tr>
<td>XEHK</td>
<td>Carmen Villasenor</td>
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### Short Wave Stations

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* Official station
** Cultural station
*** Suspended temporarily
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<th>Frequency Kilocycles</th>
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<td>Radio Calloa</td>
<td>Florida, Buenos Aires</td>
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<td>LV3</td>
<td>Radio Cordoba</td>
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<td>LV6</td>
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<td>Santiago del Estero</td>
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### SOUTH AMERICAN STATIONS

#### Call Letters  | Station Name | Location | Frequency (Kilocycles) | Power (Watts)
--- | --- | --- | --- | ---
LV12 | Radio La Voz del Aire | Vicente Lopez, Buenos Aires | 1270 | 6000
LU6 | Radio Atlantica | Mar del Plata | 1300 | 500
LS11 | Radio Provincia de Buenos Aires | Olmos, Buenos Aires | 1310 | 30000
LT10 | Radio del Instituto Social de la Santa Fe | Universidad Nacional del Litoral | 1320 | 500

LV17 | Radio La Voz del Aire | Cordoba | 1330 | 1000
LT7 | Radio Provincia de Corrientes | Corrientes | 1340 | 1000
LS6 | Radio del Pueblo | Ciudadela, Buenos Aires | 1350 | 6000
LV15 | Radio del Instituto Social de la Santa Fe | Catamarca | 1360 | 500
LV18 | Radio de la Universidad Nacional | Mendoza | 1370 | 500
LR11 | Radio de la Universidad Nacional | La Plata | 1390 | 500

LV13 | Radio Provincia de Jujuy | Jujuy | 1430 | 1000
LU9 | Radio Provincia de Buenos Aires | Necochea, Buenos Aires | 1440 | 500
LV14 | Radio Provincia de La Rioja | La Rioja | 1460 | 500
LT11 | Radio Provincia de Entre Rios | Parana, Entre Rios | 1470 | 500
LV16 | Radio Universidad de Cuyo | Mendoza | 1520 | 250
LV8 | Radio Presidente | Cordoba | 1540 | 250

#### Short Wave Stations

LRS1 | Radio Argentina de Emisoras | Buenos Aires | 6090 | 25000
LRA2 | Sociedad Diario | Mendoza | 6180 | 10000
LRS | Radio Argentina de Emisoras | Buenos Aires | 9590 | 7000
LRA5 | Buenos Aires | 9690 | 7000
LRA6 | Buenos Aires | 11730 | 7000
LRY | Radio Belgrano | Hurlingham, Buenos Aires | 11840 | 90000
LRR | Diario La Capital | Rosario, Santa Fe | 11880 | 10000
LRA1 | Buenos Aires | 12000 | 10000

#### BOLIVIA

| Call Letters | Station Name | Location | Frequency (Kilocycles) | Power (Watts) |
--- | --- | --- | --- | ---
CP44 | Radio Popular | Cochabamba, Victor Veltze | 580 | 50
CP32 | Radio Bolivia | La Paz | J. C. Salinas | 1150 | 30
CP24 | Radio Sucre | La Paz | Arturo Steele | 680 | 30
CP20 | Radio Condor | La Paz | Ramon Pelaez | 900 | 1000
CP19 | Radio Cultura | La Paz | Hugo Aspiazu | 950 | 50
CP31 | Radio Patria | La Paz | Senor Freire | 1000 | 50
CP4 | Radio Illimani | La Paz | Estado | 1040 | 10000
CP10 | Radio La Paz | La Paz | Gonzalo Munoz A. | 1090 | 100
CP45 | Radio Rural | Cochabamba, Raul Montecinos | 1090 | 50
CP16 | Radio Paris | La Paz | Abel Maldonado | 1200 | 100
### South American Stations

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<td>Javier Romero</td>
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### Brazil

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1012
### SOUTH AMERICAN STATIONS

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### BRITISH GUIANA

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### CHILE

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### SOUTH AMERICAN STATIONS

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<th>Location</th>
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#### Short Wave Stations

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### SOUTH AMERICAN STATIONS

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1019
## SOUTH AMERICAN STATIONS

### VENEZUELA

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## COSTA RICA

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<tr>
<td>TINBC</td>
<td>Oscar Martinez Nussbaumer, San Jose</td>
<td>1070</td>
<td>5000</td>
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<tr>
<td>TIBAS</td>
<td>Gonzalo Pinto H., San Juan de Tibas</td>
<td>650</td>
<td>8000</td>
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<tr>
<td>TIMC</td>
<td>Jorge Mario Cardos M., Cartago</td>
<td>735</td>
<td>750</td>
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### Short Wave Stations

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner and Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>TI14NRH</td>
<td>Amando Cespedes, Heredia</td>
<td>9692</td>
<td>750</td>
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<tr>
<td>TIEP</td>
<td>Eduardo Pinto H., San Jose</td>
<td>6700</td>
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<tr>
<td>TIGPH</td>
<td>Gonzalo Pinto H., San Jose</td>
<td>5875</td>
<td>1000</td>
</tr>
<tr>
<td>TIPG</td>
<td>Claudia Martinez, San Jose</td>
<td>9615</td>
<td>2000</td>
</tr>
<tr>
<td>TIRCC</td>
<td>Carlos Borge, San Jose</td>
<td>6180</td>
<td>300</td>
</tr>
<tr>
<td>TIRH</td>
<td>Rafael Hine Ch., San Jose</td>
<td>6150</td>
<td>250</td>
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<tr>
<td>TILS</td>
<td>Luis Saenz Mata, San Pedro</td>
<td>6165</td>
<td>2000</td>
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<tr>
<td>TIRVM</td>
<td>Ruben Venegas Mora, Las Juntas de Abangarez</td>
<td>6035</td>
<td>500</td>
</tr>
<tr>
<td>TIWS</td>
<td>Manuel Campos J., Puntarenas</td>
<td>6065</td>
<td>500</td>
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## GUATEMALA

<table>
<thead>
<tr>
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<th>Owner and Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>TGW</td>
<td>Radiodifusora Nacional, Guatemala City</td>
<td>1520</td>
<td>10000</td>
</tr>
<tr>
<td>TGI</td>
<td>Government, Guatemala City</td>
<td>1310</td>
<td>300</td>
</tr>
<tr>
<td>TGX</td>
<td>El Liberal Progresista (newspaper), Guatemala City</td>
<td>1400</td>
<td>50</td>
</tr>
<tr>
<td>TGQ</td>
<td>Government, Quezaltenango</td>
<td>1450</td>
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CENTRAL AMERICAN STATIONS

Short Wave Stations

<table>
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<th>Call Letters</th>
<th>Owner and Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>TGWA</td>
<td>Radiodifusora Nacional, Guatemala City</td>
<td>9685, 11760, 15170, 17800</td>
<td>10000</td>
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<tr>
<td>TGWB</td>
<td>Radiofusora Nacional, Guatemala City</td>
<td>6480</td>
<td>1000</td>
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<tr>
<td>TGWC</td>
<td>Radiodifusora Nacional, Guatemala City</td>
<td>2320, 760</td>
<td>1000</td>
</tr>
<tr>
<td>TG2</td>
<td>Government, Guatemala City</td>
<td>6190</td>
<td>300</td>
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<td>TGX1</td>
<td>El Liberal Progresista (newspaper), Guatemala City</td>
<td>6100</td>
<td>50</td>
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<tr>
<td>TGQA</td>
<td>Government, Quezaltenango</td>
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HONDURAS

Short Wave Stations

<table>
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<th>Call Letters</th>
<th>Owner</th>
<th>Station Name</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>HRN</td>
<td>Rafael Ferrary</td>
<td>La Voz de Honduras</td>
<td>Tegucicalpa</td>
<td>1450</td>
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NICARAGUA

Short Wave Stations

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<th>Owner</th>
<th>Station Name</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>YNPH</td>
<td>Rodolfo Sengelmann</td>
<td>Radio Phillip</td>
<td>Managua</td>
<td>660</td>
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PANAMA

Short Wave Stations

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner (and Station Name)</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOA</td>
<td>Ron Dalley</td>
<td>Panama City</td>
<td>2310</td>
<td>500</td>
</tr>
<tr>
<td>HP5K</td>
<td>La Voz de La Victor</td>
<td>Colon</td>
<td>6065</td>
<td>1000</td>
</tr>
<tr>
<td>HP5B</td>
<td>Radio Miramar</td>
<td>Panama City</td>
<td>8030</td>
<td>100</td>
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<tr>
<td>HP5F</td>
<td>La Voz de Colon</td>
<td>Colon</td>
<td>6050</td>
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<tr>
<td>HP5H</td>
<td>La Voz del Pueblo</td>
<td>Panama City</td>
<td>6122</td>
<td>400</td>
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<tr>
<td>HP5J</td>
<td>La Voz de Panama</td>
<td>Panama City</td>
<td>9007</td>
<td>250</td>
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<tr>
<td>HP5A</td>
<td>Radio Teatro Estrella de Panama</td>
<td>Panama City</td>
<td>11700</td>
<td>1000</td>
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<tr>
<td>HP5G</td>
<td>Ron Dalley</td>
<td>Panama City</td>
<td>11780</td>
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1023
### STATIONS IN THE WEST INDIES

#### BAHAMAS

<table>
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<th>Call Letters</th>
<th>Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>ZNS</td>
<td>Bahamas Government</td>
<td>Nassau</td>
<td>790</td>
<td>1000</td>
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<td></td>
<td></td>
<td></td>
<td>C.P.640</td>
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**Short Wave Stations**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZNS</td>
<td>Bahamas Government</td>
<td>Nassau</td>
<td>6090</td>
<td>600</td>
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#### CURACAO

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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</thead>
<tbody>
<tr>
<td>PJC1</td>
<td>Government of Curacao</td>
<td>Willemstad</td>
<td>9106</td>
<td>150</td>
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<td></td>
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<td>5929 (C.P. 1000)</td>
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#### DOMINICAN REPUBLIC

**Short Wave Stations**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Operator</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
<th>Power Watts</th>
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<tbody>
<tr>
<td>HIN</td>
<td>J. M. Bonetti B.</td>
<td>Ciudad Trujillo</td>
<td>1090</td>
<td>150</td>
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<tr>
<td>HIX</td>
<td>Government</td>
<td>Ciudad Trujillo</td>
<td>950</td>
<td>800</td>
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<tr>
<td>HIZ</td>
<td>Frank Hatton</td>
<td>Ciudad Trujillo</td>
<td>1350</td>
<td>200</td>
</tr>
<tr>
<td>H18Q</td>
<td>Julio Garcia A.</td>
<td>Ciudad Trujillo</td>
<td>1475</td>
<td>25</td>
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<tr>
<td>H1G</td>
<td>A. C. Puello</td>
<td>Ciudad Trujillo</td>
<td>6280</td>
<td>100</td>
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<tr>
<td>H12G</td>
<td>A. C. Puello</td>
<td>Ciudad Trujillo</td>
<td>9280</td>
<td>100</td>
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<tr>
<td>H1L</td>
<td>F. C. Teixido</td>
<td>Ciudad Trujillo</td>
<td>6500</td>
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<tr>
<td>H11N</td>
<td>J. M. Bonetti B.</td>
<td>Ciudad Trujillo</td>
<td>6243</td>
<td>700</td>
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<tr>
<td>HIT</td>
<td>F. A. Sanabia</td>
<td>Ciudad Trujillo</td>
<td>6630</td>
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<tr>
<td>H11Z</td>
<td>Frank Hatton</td>
<td>Ciudad Trujillo</td>
<td>6316</td>
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<td>H11X</td>
<td>Government</td>
<td>Ciudad Trujillo</td>
<td>6206</td>
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<tr>
<td>H16H</td>
<td>Emilio Garden, Jr.</td>
<td>Ciudad Trujillo</td>
<td>6115</td>
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<tr>
<td>H18T</td>
<td>Raul Henriquez S.</td>
<td>Ciudad Trujillo</td>
<td>6122</td>
<td>30</td>
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<tr>
<td>H13C</td>
<td>And. Herrero H.</td>
<td>La Romana</td>
<td>6105</td>
<td>30</td>
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<tr>
<td>H1H</td>
<td>D. Dominguez</td>
<td>San Pedro de Macoris</td>
<td>6780</td>
<td>250</td>
</tr>
<tr>
<td>H11J</td>
<td>F. M. Donastorg.</td>
<td>San Pedro de Macoris</td>
<td>6025</td>
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<tr>
<td>H11A</td>
<td>Rafael Western</td>
<td>Santiago</td>
<td>6182</td>
<td>75</td>
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<tr>
<td>H11L</td>
<td>Maria J. Tavares</td>
<td>Santiago</td>
<td>6480</td>
<td>100</td>
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<tr>
<td>H11S</td>
<td>Generoso Sarnelli</td>
<td>Santiago</td>
<td>6420</td>
<td>200</td>
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<tr>
<td>H13U</td>
<td>Fernando Bertran</td>
<td>Santiago</td>
<td>6015</td>
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<tr>
<td>H19B</td>
<td>J. L. Sanchez</td>
<td>Santiago</td>
<td>6303</td>
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<tr>
<td>H19T</td>
<td>Luis A. Pelegrin</td>
<td>Puerto Plata</td>
<td>6170</td>
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</tbody>
</table>

**PAN-AMERICAN NETWORK DATA**

- **CBS PAN-AMERICAN NETWORK**—see page 858
- **CADENA RADIO INTER-AMERICANA (CRIA)-CROSLEY CORP.**—see page 860
- **NBC PAN-AMERICAN SERVICE**—see page 861

1024
For your convenience, charges for telegrams telephoned-in appear on your telephone bill.

*For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.
Baltimore city population now over 1,000,000. 1940 census: 859,100. June 1941 estimate.

Practically all defense plants in this area, including the great shipbuilding plants, are operating seven days a week.

The thousands of automobiles carrying defense workers have made a major impact on the city. In an effort to reduce congestion, the city has recently adopted drastic traffic regulations which have been prohibited everywhere in the business districts from 7:30 A.M. to 9:00 P.M.

The big industrial and shipbuilding plants have staggered the time of their payrolls to relieve some of the congestion that has developed on routes leading to entirely new thoroughfares have been built or are now under construction to the Martin plant.

Some months ago the head of the collection department of the city concern was asked about collections. At that time he said they were few and far between. The same question was asked just before this was written and he replied, "Much better," was his reply. He said that conditions are improving and that money and were spending it.

A report just released to Ross Federal Service in cooperation with the United States Bureau of the Census reports that payrolls in the area last month were much above the level of employment in selected manufacturing plants for the month of November. The payrolls have for a long period shown a decline.

Federal Housing officials call Baltimore a major housing development area. Five additional developments, now under construction, will add 600 units, 250 trailers, and 6 dormitory units.

B & O Railroad reports that the increase of 8537 of Baltimore of 1941 are reported.

Baltimore in these words at the end of the year's report: "They keep their promises to us."

For instance ... in January 1942 there were 49% more people—a vastly increased radio audience—in Charleston, S. C., than the 1941 census showed. In San Diego, California, the rise was 47.7% in the same period.

And so it goes ... in many of the country's key markets ... as the quickening tempo of military and industrial activity shifts population and buying power into America's most dramatic market upheaval.

Late in 1940, Ross Federal saw the need for a continuing report service which would supply quickly, concisely and accurately—the salient facts on America's changing markets. ROSS FEDERAL MARKET REPORTING SERVICE has for over a year supplied clients in many fields with facts gathered "on the spot" by a nationwide field force.

Radio stations, time buyers, sales managers, marketing directors ... recognize ROSS FEDERAL MARKET REPORTING SERVICE as a true, unbiased source of up-to-the-minute marketing information.

SEND FOR A SPECIMEN REPORT

See how easily and economically you can keep up with current changes in American markets. If you want the service, complete to date, with indexed binder for new reports as we issue them, the cost is $12.50 per month. You owe it to yourself to send for a specimen report and study its applications to your own business. Write today.

ROSS FEDERAL MARKET REPORTING SERVICE
ROSS FEDERAL SERVICE, INC.
18 East 48th Street
New York
You can use any of several excellent services to find out how many people listen to your show. You'll get a general or national picture.

If your sales lag in some places—if your program doesn't seem to click in others, that's your cue to use Ross Federal's coincidental facilities right in those marketing sore spots. Ross Federal can go to work for you in one market or many, separately or simultaneously, to point up weaknesses and uncover the information you need to guide you.

Why not ask your advertising agency, right now, to tell you more about Ross Federal coincidentals, the swift and economical way to analyze your radio promotion. Rare indeed is the Ross Federal coincidental study that doesn’t syphon up some important data. These little suspected facts will pay for the study many times over.

**WHAT ROSS FEDERAL DOES**

**CONSUMER INTERVIEWS**
Person to person—by telephone or mail

**RADIO COINCIDENTAL SURVEYS**

**CONFIDENTIAL SHOPPING STUDIES**

**DEALER INTERVIEWS**
Inventory and point of sale display checking

**READERSHIP STUDIES**

**OUTDOOR ADVERTISING CHECKING**

**TRAFFIC CHECKING**

*For a detailed presentation of Ross Federal’s many research services write for a copy of SOUNDMINGS.*
GATEWAY TO TOMORROW ... through Radio Research!

The New Home of RCA Laboratories—the foremost radio research center in the world—is being built at Princeton, N. J. ... dedicated to increase the usefulness of radio and electronics to the nation, to the public and to industry.

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National Broadcasting Company R.C.A. Communications, Inc.
RCA Institutes, Inc.