

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

1944 YEARBOOK NUMBER

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TIME-BUYING IS AN ART . . .

To us, time-buying is the art of determining an advertiser's needs—of appraising market and station statistics—of evaluating those intangibles which affect station-effectiveness—and then of selecting the highest values obtainable.

Our job here at Free & Peters is to help you gather the tangible and intangible facts you need for good decisions—

then to act as liaison between you and the stations, giving every possible assistance in making your spot broadcasting more effective and profitable.

We know that success in our job demands intelligence, honesty, and highly specialized knowledge of our field. . .

We have built our organization to those specifications. We think you'll like the results.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW BUFFALO
 WKCY CINCINNATI
 KDAL DULUTH
 WDAY FARGO
 WISH INDIANAPOLIS
 WKZO KALAMAZOO-GRAND RAPIDS
 KMBC KANSAS CITY
 WAVE LOUISVILLE
 WTCN MINNEAPOLIS-ST. PAUL
 WMBD PEORIA
 KSD ST. LOUIS
 WEBL SYRACUSE

IOWA . . .

WHO DES MOINES
 WOC DAVENPORT
 KMA SHENANDOAH

SOUTHEAST . . .

WCBM BALTIMORE
 WCSC CHARLESTON
 WIS COLUMBIA
 WPTF RALEIGH
 WDBJ ROANOKE

SOUTHWEST . . .

KOB ALBUQUERQUE
 KOMA OKLAHOMA CITY
 KTUL TULSA

PACIFIC COAST . . .

KECA LOS ANGELES
 KOIN-KALE PORTLAND
 KROW OAKLAND-SAN FRANCISCO
 KIRO SEATTLE
 KFAR FAIRBANKS, ALASKA
 and WRIGHT-SONOVOK, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 401 Madison Ave.
PBX 5-4130

SAN FRANCISCO: 802 Sutter
Sutter 4358

HOLLYWOOD: 6512 N. Gordon
Gladstone 3929

ATLANTA: 322 Palmer Bldg.
Main 5667

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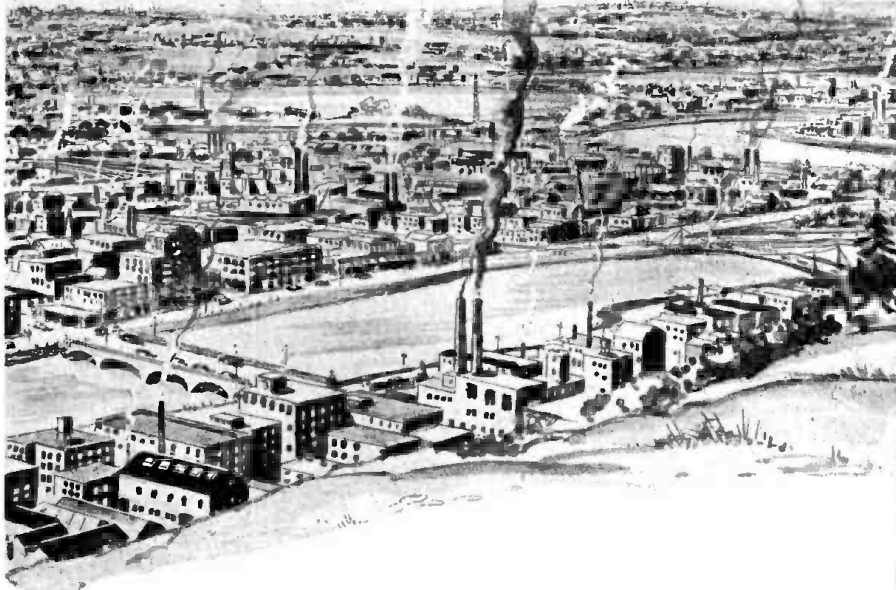
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This Volume is for
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PUSH BACK THE HORIZON



LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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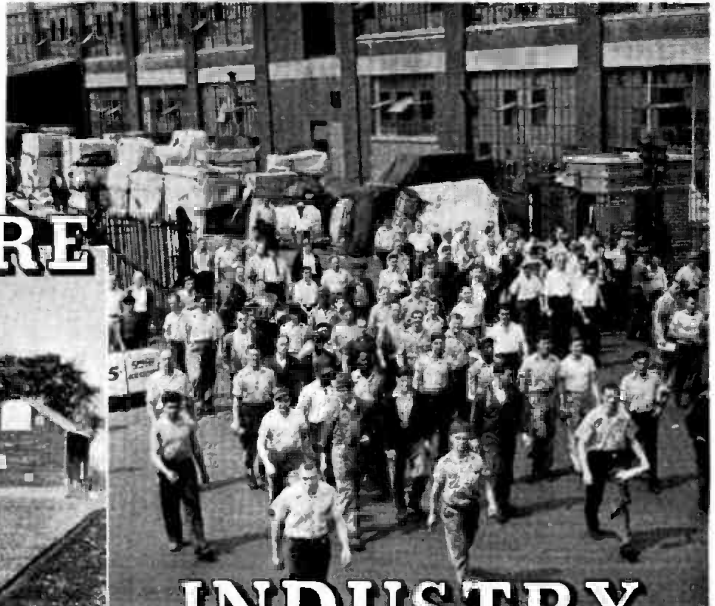
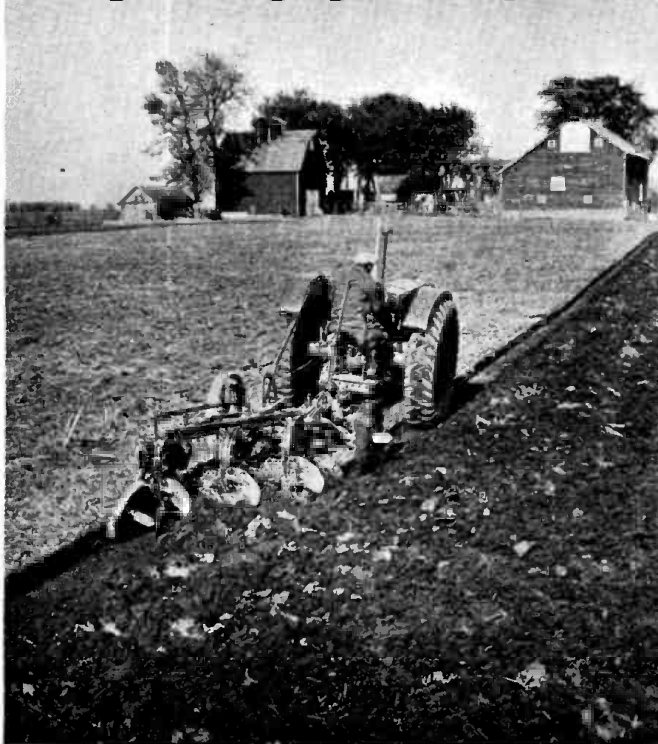
TWO RICH

MARKETS IN ONE..

In the four-state WLS Major Coverage Area, there are almost 15,000,000 people, two thirds of them urban, one-third rural—three and a half million radio homes, all with greater incomes than they have ever known before! Whether you wish to reach the workers in industry or in agriculture, WLS provides the way to sell them.

Nowhere else in America is there such a broad area of farm prosperity as in the WLS Major Coverage Area. With War Production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. And this extra abundance for them means extra sales opportunities for you.

AGRICULTURE



INDUSTRY

There are 357 cities and towns in the WLS area, 123 of them over 10,000 population. These cities are the manufacturing and distributing centers, where men on War Production jobs in factories are bringing home pay envelopes the like of which they have not had before.

Dominating this rich market, both its cities and its farms, is radio station WLS. Our kinship with the hard-working people of this area is one reason why "WLS is one of the family in Midwest America"... a reason why *WLS Gets Results!* For specific examples of results for advertisers, just ask us . . . or ask the John Blair man.

REPRESENTED BY
JOHN BLAIR & COMPANY



CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

THE
PRAIRIE
FARMER
STATION

HURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

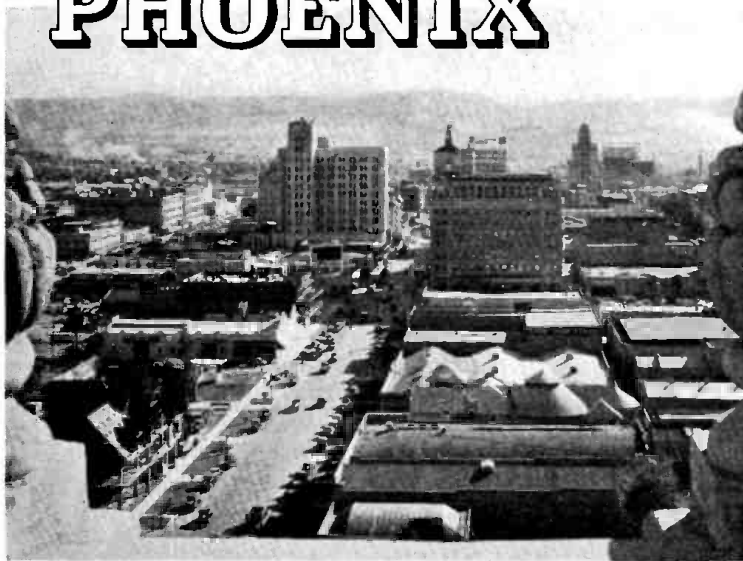
MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL

IT TAKES

MORE THAN ONE

It takes more than one-city coverage to sell completely the Arizona market. Arizona's population and Arizona's spending are concentrated around Phoenix and Tucson. KOY and KTUC in these cities, plus KSUN in Bisbee-Lowell, give you coverage of 98% of the radio homes in Arizona!

PHOENIX



Phoenix, KOY's hometown, capital and largest city in the state, has a population (OPA 1943) of 83,100, a gain of 27% from the 1940 Census. Maricopa County (Phoenix) in the year ending September 30 had retail sales of \$122,709,000, an effective buying income of \$221,196,000 — definitely the Number One market in a half-billion dollar state.

AND TO COMPLETE YOUR ARIZONA COVERAGE ...

--KSUN,

Bisbee-Lowell, third station of the Arizona Network. No other station puts an adequate daytime signal into Cochise County, where there are 35,200 people with an effective buying income of \$29,048,000. With the complete Arizona Network, you cover the area where 99% of all retail sales are made!

TUCSON



Tucson, county seat of Pima County and home of KTUC, has a 1943 population of 45,400, up 23% from 1940. Pima County in the year ending September 30 had retail sales of \$55,538,000 and an effective buying income of \$92,491,000. Here's the Number Two, must market in Arizona!

The Arizona Network

KSUN

Bisbee-Lowell

Carl Morris, Manager
1230 Kilocycles
250 Watts



Harold A. Safford, Manager

KTUC

TUCSON

Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH WLS, CHICAGO ★★ ★ REPRESENTED BY JOHN BLAIR & COMPANY

FEB 24 1944

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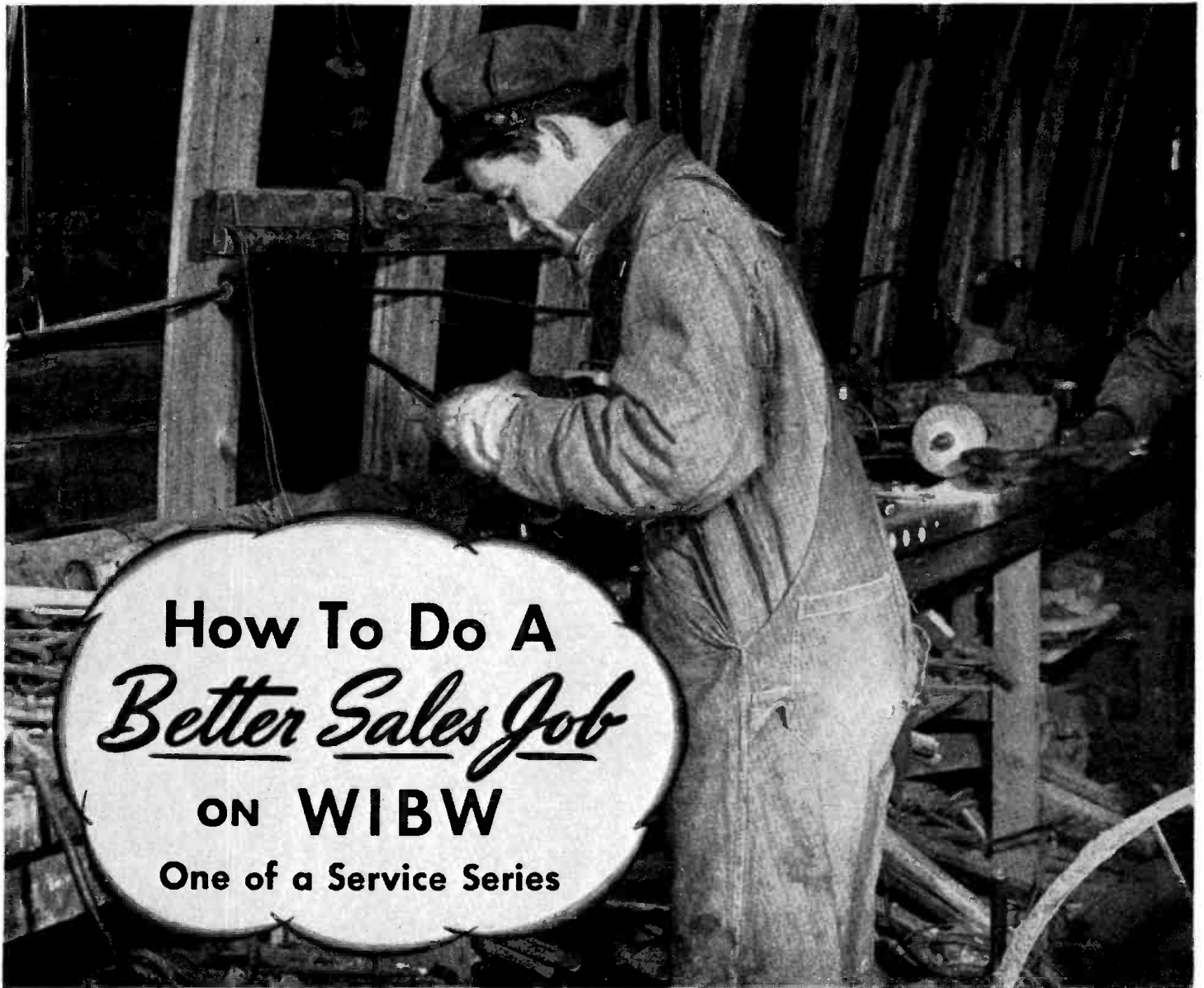
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How To Do A
Better Sales Job
ON WIBW
One of a Service Series

Begin by getting better acquainted with the 4,811,511 farm and small town listeners in WIBW's service area.

Here's a typical listener. He's not only a farmer, but a mechanic, electrician, plumber and carpenter. He knows the biology of line breeding . . . the chemistry of his soil . . . keeps cost-accounting records. His wife buys the latest books . . . knows the nutritional value of the entire vitamin alphabet . . . is most active in

all rural women's projects.

The day of the "hick" farmer has gone. In presenting your sales message to WIBW listeners, remember that they resent extravagant claims, high-pressure selling. They want facts; want to make their own decisions. So, in speech and entertainment, be truthful, sincere, friendly. Then they'll welcome you and your product into their homes . . . just as they have been welcoming WIBW for almost two decades.

WIBW IN TOPEKA *"The Voice of Kansas"*
 COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
 REPRESENTED BY CAPPER PUBLICATIONS, INC.
 NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

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

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

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

A

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

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Broadway Showtime

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PLANTERS NUT & CHOCOLATE COMPANY
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What's New?

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What's Doing, Ladies?

STANDARD BRANDS INCORPORATED
Chase & Sanborn Tender Leaf Tea
Chase & Sanborn Program
Mary Marlin

SWIFT & COMPANY
All Sweet Margarine—(Participation)
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At Sardi's (Participation)

WARD BAKING COMPANY
Aunt Hannah's Bread—Programs and announcements
Tip-Top Bread—Programs and announcements

WASHINGTON STATE APPLE COMMISSION
Announcements

WESTERN SUGAR REFINERY
Sea Island Sugar—I Was There

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Williams Luxury Shaving Cream—Glider—W. L. Shirer

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W. F. YOUNG, INC.
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KSD
ST. LOUIS
 A DISTINGUISHED
 BROADCASTING STATION

KSD Has the
 LARGEST DAYTIME
 COVERAGE AREA
 of any St. Louis
 Radio Station

A Basic Network Station of the
 National Broadcasting Company
 Since the First Hookup



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

☆ *The Raleigh Cigarette Program, with*
RED SKELTON
Ozzie Nelson ☆ Harriet Hilliard
for Brown & Williamson Tobacco Corporation

☆ *"Beat the Band" with*
HILDEGARDE
for Brown & Williamson Tobacco Corporation

☆ *"People Are Funny"*
for Brown & Williamson Tobacco Corporation

☆ RAY DADY
for The Grove Laboratories, Inc.

☆ *"Reveille Roundup"*
for The Grove Laboratories, Inc.

☆ ED SULLIVAN
for The Mennen Company

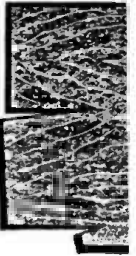
☆ *"World News Parade" with*
UPTON CLOSE
for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, *Advertising*

Palmolive Building

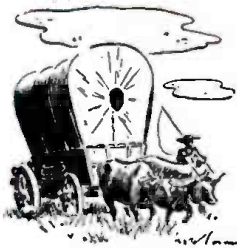
Chicago 11, Illinois

Meet **WOW'S** Little Brother



Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

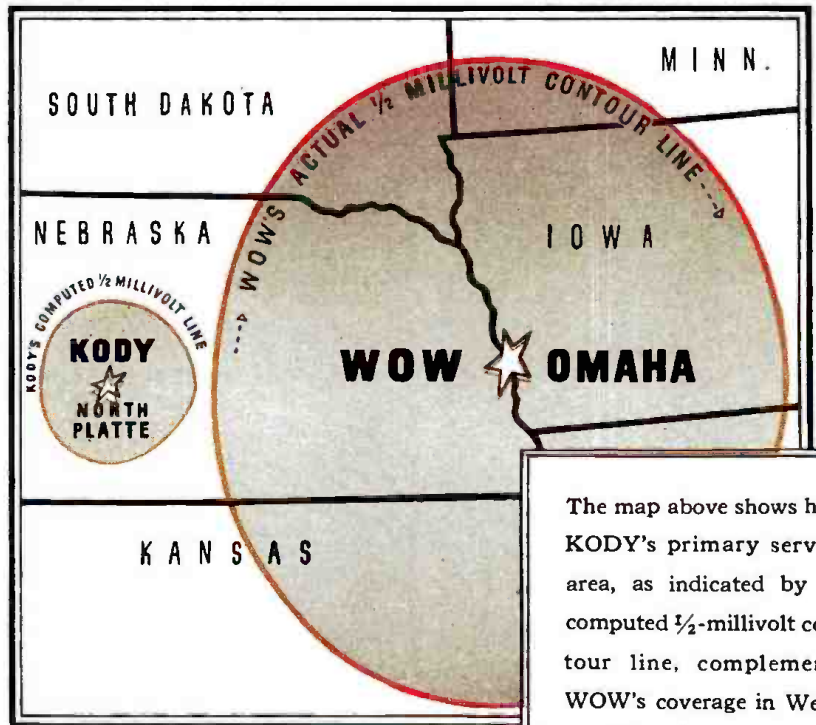
KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's $\frac{1}{2}$ -millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

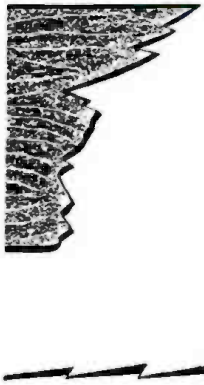
.....

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed $\frac{1}{2}$ -millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, **WIRE, OR 'PHONE**



KODY

NBC

NORTH PLATTE, NEBR.

*In the Heart of the
"Buffalo Bill Country"*

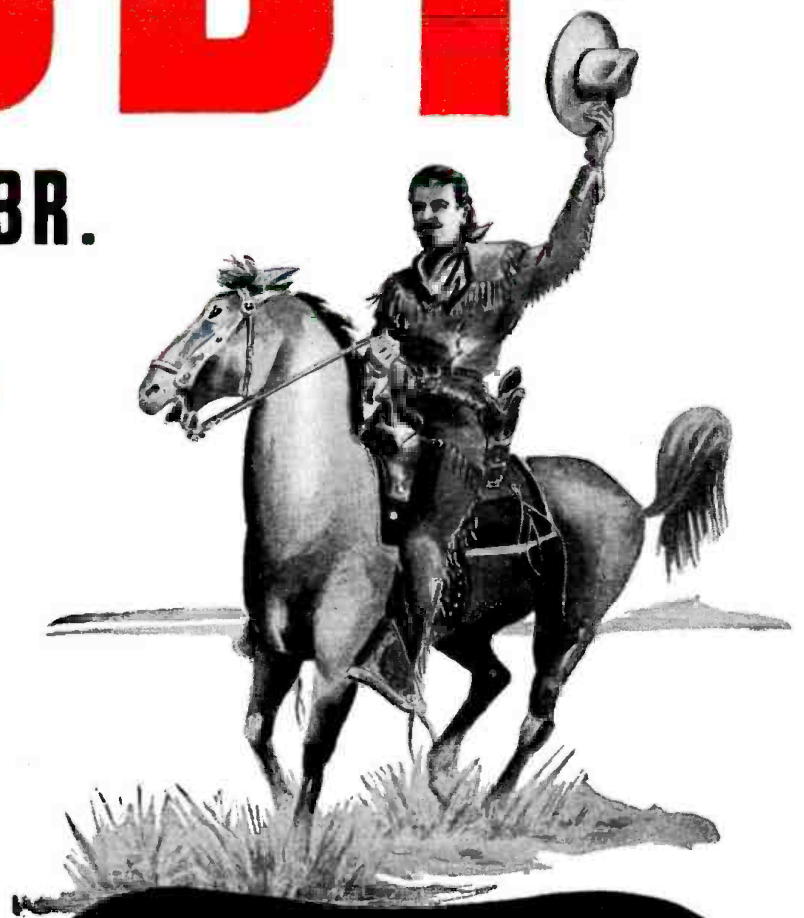
This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.



RADIO STATION
WOW
OMAHA, NEBRASKA
AND KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
 JOHN BLAIR & CO., REPRESENTATIVES

**TODAY FOR COMPLETE DETAILS
 ABOUT KODY . . . Or Call Your Nearest
 John Blair Man.**

TWO BIRDS*

(...but look at what birds!)



...with ONE stone!

NOW, one-package coverage of two prosperous, alert, stable markets—central and eastern New York—both notably better than average in income, living standards, responsiveness—becomes available in the combination rate of the Wilder stations:

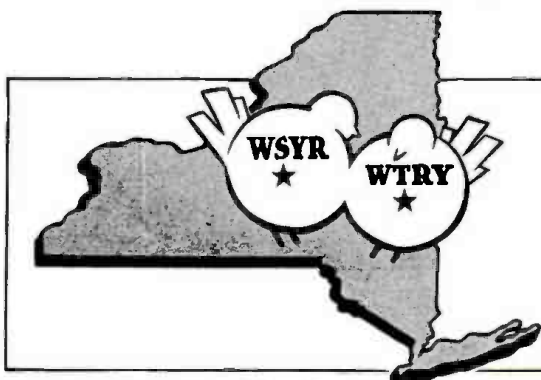
***WSYR, Syracuse**

— the only NBC station covering central New York.

***WTRY, Troy**

— Basic Blue — concentrated coverage in the Capital area where concentration counts.

Rates, individual or combined, market data, and other information, may be had from either station or their national representative.



WSYR

SYRACUSE, N. Y.

5000 W. at 570 Kc.

Basic Red

WTRY

TROY, N. Y.

1000 W. at 980 Kc.

Basic Blue

H. C. WILDER, President

R E P R E S E N T E D B Y R A Y M E R

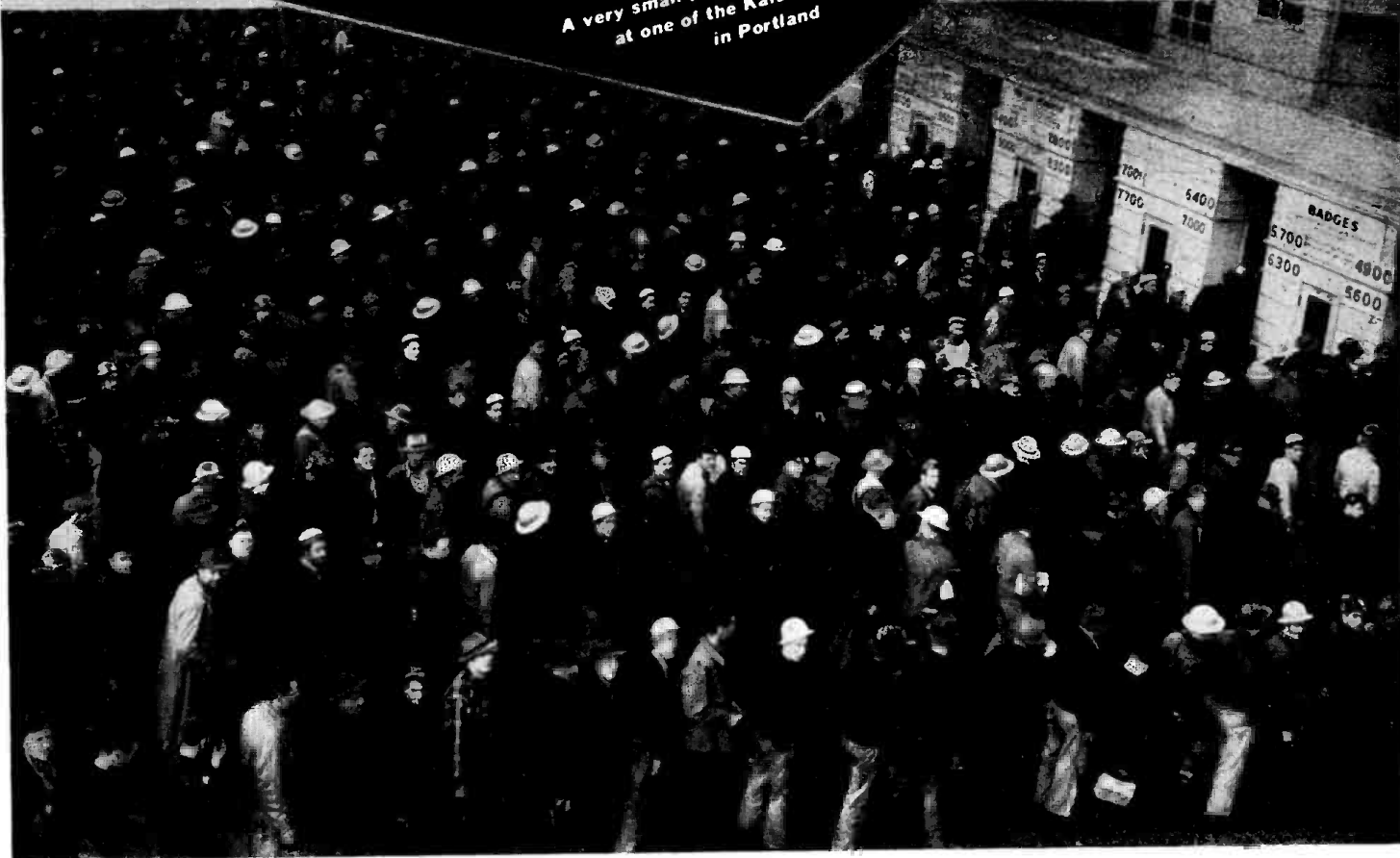
It's true now, more than ever—
**MARKETS ARE PEOPLE
WITH MONEY!**

Portland payrolls have increased, since the war started, from an average of \$7,450,000 per month in 1941—to around \$38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. There are plenty of people with money in this market! To sell 'em, tell 'em over KGW.

KGW

PORTLAND, OREGON • NBC AFFILIATE
Represented Nationally by Edward Petry & Co.

•
A very small portion of the payroll lines
at one of the Kaiser shipyards
in Portland



Allstate Insurance Company
Ruthrauff & Ryan, Inc.

Allied Mills, Inc.
Wayne Feeds
Louis E. Wade, Inc.

American Chicle Company
Black Jack Gum
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee
Steel Scrap Drive
McCann-Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

British Broadcasting Corporation

Buick Motors Division, General Motors Corp.
Buick Automobiles
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunningham, Inc.

Chick Bed Company
Chick Bed Litter
W. D. Lyon Company

Colgate-Palmolive-Peet Company
Vel and Palmolive
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Columbia Pictures Corporation

Russell C. Comer Advertising Company
Air Adventures of Jimmy Allen

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Joseph Dixon Crucible Company
Ticonderoga Pencils
Federal Advertising Agency, Inc.

Emerson Drug Company
Bromo-Seltzer
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company
Feigenspan and Dobler
P.O.N. Beers and Ales
E. T. Howard Co.

Feltman-Curme Shoe Stores Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co.
Stag Beer
Maxon, Inc.

Grocery Store Products Sales Co., Inc.
Fould's Macaroni Products
Campbell-Ewald Co., Inc.

Chr. Hansen's Laboratory, Inc.
"Junket" Quick Fudge Mix
Mitchell Faust Advertising Co.

Andrew Jergens Co.
Woodbury's Products
Lennen & Mitchell, Inc.

Knox Company
Mendaco Asthma Remedy
Allen C. Smith Advertising Co.

Lever Brothers Co.
Lifebuoy Soap
Ruthrauff & Ryan, Inc.

Lockheed Aircraft Corporation
Foote, Cone & Belding

W. E. Long Company
Syndicated Bakery Service

Lyon Van & Storage Co.
Batten, Barton, Dursline & Osborn, Inc.

Muntz Car Company
Raymond R. Morgan Company

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees
U. S. Navy, Construction Battalions

Norfolk & Western Railroad

Office of Civilian Defense (Region Six)

Pabst Sales Company
Pabst Beverage Products
Warwick & Legler, Inc.

Pan American Coffee Bureau
Iced Coffee
Buchanan & Co., Inc.

Piel Brothers
Piel's Beer
Sherman K. Ellis & Co., Inc.

Purity Bakeries Service Corp.
Taystee Bread, Grennan Cakes

Quaker Oats Company
Quaker Oats and Mothers Oats
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

RKO Radio Pictures, Inc.

Alvino Rey and His Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Southern Bell Telephone Company
Tucker Wayne & Company, Inc.

Stanco, Inc.
Mistol
McCann-Erickson, Inc.

Thorobread Company
Thorobread Kibbled Dog Food
Keeler & Stites Company, Inc.

Union Oil Co. of California

U. S. Treasury Department

Universal Pictures Company, Inc.

Velie-Ryan, Inc.
Nesbitt's California Orange Drink

Warner Brothers Pictures, Inc.

Waste Paper Consuming Industries
Waste Paper Salvage Drive
Olian Advertising Company

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

Radio Stations:

KABC, San Antonio, Texas

KNOW, Austin, Texas

KOMA, Oklahoma City, Okla.

KROW, Oakland, Calif.

KTUL, Tulsa, Okla.

WCKY, Cincinnati, Ohio

WKZO, Kalamazoo, Mich.

WMBR, Jacksonville, Fla.

A PREDICTION ABOUT SONOVOX

The cut above includes every advertiser and agency who has used Sonovox Talking and Singing Sound, in radio, prior to December 1, 1943.

Here's a prediction—that before 1944 is gone, this list will have grown to at least twice its present size.

And why not? Today the proof is pouring in, that Sonovox

●Makes radio messages more interruptive, more distinctive, more memorable

●Makes the commercial as interesting as the program

●Greatly increases sponsor identification, at lowest cost.

Ten years from now you'll be using Sonovox, in its proper place, as a matter of course. Why not join those pioneers listed above—and cash the dividends that always accrue to the foresighted?

●Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives



CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 444 Madison Ave.
Plaza 5-4130

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and Broadcast Advertising

1944 YEARBOOK NUMBER



Copyright 1944, by Broadcasting Publications, Inc.

Vol. 25—No. 6-A

WASHINGTON, D. C., FEBRUARY 1, 1944

\$5.00 Per Year, Yearbook Number Included

Broadcast Advertising in 1943

DESPITE shortages, rationing, market dislocations and other wartime problems, radio broadcast advertising reflected the generally increased tempo of economic activity in 1943 and reached a new high of \$233,900,000 net time sales according to estimates based upon preliminary information available at this time.

Net time sales represent gross billings less frequency and promotional discounts and therefore are the gross receipts of the industry from the sale of time. These receipts are before deduction of agency commissions, which are considered an expense of sales.

Since in recent years revenue from the sale of time has accounted for between 90% and 95% of the medium's income, it is probable that the total receipts of the broadcasting industry during the year just closed amounted to about \$256,000,000, although receipts from the sale of talent and similar miscellaneous income are extremely difficult to estimate.

To these sums should be added approximately \$45,000,000 in direct expenditures by advertisers for programs; so that the grand total of expenditures on radio advertising for 1943 should be close to \$300,000,000. Talent and program estimates, of course, are extremely tentative.

Comparison With Other Media

Broadcasting in the main reflected trends which were general throughout all advertising in 1943. Advertising volume in magazines, in spite of paper restrictions, seems to have increased to about 27% on the basis of data currently available. Linage in general magazines seems to have increased at slightly more than the average rate, while gains among women's magazines

¹ Net time sales estimates have been based primarily upon data for representative stations, together with information secured from certain networks.

Table I
RADIO NET TIME SALES 1942-1943

| Class of Business | 1942 ¹ | | 1943 (Estimated) | |
|---------------------------------------|----------------------|---------------|----------------------|---------------|
| | Total | % | Total | % |
| National network | \$ 84,383,571 | 43.9% | \$104,900,000 | 44.8% |
| Regional network | 2,681,788 | 1.3% | 3,000,000 | 1.3% |
| National & regional non-network | 51,059,159 | 26.6% | 60,600,000 | 26.0% |
| Local | 53,898,916 | 28.2% | 65,400,000 | 27.9% |
| Total net time sales..... | \$191,973,434 | 100.0% | \$233,900,000 | 100.0% |

¹ Source of 1942 statistics: FCC reports.

and national weeklies seem to have been slightly under the general average. Relative availability of space probably was a conditioning factor in this trend.

Newspaper advertising also fared well during the year. On the basis of Media Records, summaries for the first eleven months of 1943, newspaper linage increased 13.2% over the preceding year. The greatest increase was in classified advertising, which rose 31.4% and is accounted for by the current manpower shortage. General advertising rose 27.5%, or slightly more than either national network or national non-network radio advertising volume. Retail advertising seems to have lagged, as indicated by a rise of but 4.1% in department storage linage.

Trends Within the Medium

Gains were general throughout all portions of the radio medium in 1943, with the greatest increase taking place in national network volume. Net time sales of national networks in 1943 increased 24.8% over the previous year's level. As will be noted in Table IV, a considerable portion of the national network increase came from new types of sponsors and from a rising volume of institutional advertising.

For the first time in a number of years, local broadcast advertising gained strongly. Radio advertising volume of this type was 21.1% above the preceding year. While it

is difficult to appraise the causes of this marked increase, several can be suggested. One of them is the new local advertising opportunities which have arisen in towns that, prior to the war, were secondary marketing centers, but which now have attained new importance

Official Count of U. S. Broadcasting Stations

(From records of FCC)

| | |
|---------------------|-----|
| Jan. 1, 1922..... | 30 |
| March 1, 1923..... | 556 |
| Oct. 1, 1924..... | 530 |
| June 30, 1925..... | 571 |
| June 30, 1926..... | 528 |
| *Feb. 23, 1927..... | 733 |
| July 1, 1928..... | 677 |
| Nov. 9, 1929..... | 618 |
| July 1, 1930..... | 612 |
| July 1, 1931..... | 612 |
| Jan. 1, 1932..... | 608 |
| Jan. 1, 1933..... | 610 |
| †Jan. 1, 1934..... | 591 |
| Jan. 1, 1935..... | 605 |
| Jan. 1, 1936..... | 632 |
| Jan. 1, 1937..... | 685 |
| Jan. 1, 1938..... | 721 |
| Jan. 1, 1939..... | 764 |
| Jan. 1, 1940..... | 814 |
| Jan. 1, 1941..... | 882 |
| Jan. 1, 1942..... | 923 |
| Jan. 1, 1943..... | 917 |
| Jan. 1, 1944..... | 912 |

* Federal Radio Commission takes over regulation from Dept. of Commerce.

† Federal Communications Commission replaced Federal Radio Commission July 11, 1934.

due to closeness to army camps or because of the location of war industries in or near them. Another is the varying condition of retail inventories and the heavy demand for luxury goods, novelties and high style merchandise, particularly in boom towns.

National and regional non-network continued to show strength, increasing 18.6% during the year. It must be kept in mind that a marked increase in national network volume frequently exerts a "braking" pressure on national and regional non-network business by reason of the saturation of the most desirable broadcasting hours. Regional network advertising increased approximately 16%.

Business by Class of Station

While it is difficult to estimate changes in advertising volume by class of stations on the basis of preliminary data secured by sampling, nevertheless a number of tendencies seem reasonably clear with regard to 1943. Barring the smallest stations, situated in the poorest markets, stations of all classes seem to have fared well during the year just passed. Non-network advertising on 50 kw clear channel stations seems to have increased about 25% during 1943 with somewhat greater increases having taken place in local volume than in national and regional non-network business. Saturation of the most desirable hours with network programs probably is an important factor in explaining this interesting development. Gains seem to have been somewhat less on 5 to 25 kw. clear channel stations.

National and regional non-network volume on unlimited time regional stations seems to have increased slightly less than 15%, while local volume seems to have gained approximately 20%.

One of the most interesting developments of the year was an in-

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1943

(Compiled for the 1944 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Retailing Today")

| | Total Sets Sold | | Total Tubes Sold | | Auto Sets Sold | | Total Sales of Broadcast Receivers, Tubes, Batteries, Parts | | Homes with Radio Sets | Auto Sets in Use | Total Radio Sets in Use in U. S. |
|-------------------------|-----------------|-------------|------------------|-------------|----------------|-------------|---|------------|-----------------------|------------------|----------------------------------|
| | Number | Value | Number | Value | Number | Value | Value | Number | Number | | |
| 1922..... | 100,000 | \$5,000,000 | 1,000,000 | \$6,000,000 | | | \$60,000,000 | 60,000 | | 1400,000 | |
| 1923..... | 550,000 | 15,000,000 | 4,500,000 | 12,000,000 | | | 136,000,000 | 1,000,000 | | 11,500,000 | |
| 1924..... | 1,500,000 | 100,000,000 | 12,000,000 | 36,000,000 | | | 358,000,000 | 2,500,000 | | 3,000,000 | |
| 1925..... | 2,000,000 | 165,000,000 | 20,000,000 | 48,000,000 | | | 430,000,000 | 3,500,000 | | 4,000,000 | |
| 1926..... | 1,750,000 | 200,000,000 | 30,000,000 | 58,000,000 | | | 506,000,000 | 5,000,000 | | 5,000,000 | |
| 1927..... | 1,550,000 | 158,000,000 | 41,200,000 | 67,300,000 | | | 425,800,000 | 6,500,000 | | 6,500,000 | |
| 1928..... | 3,281,000 | 400,000,000 | 50,200,000 | 110,250,000 | | | 690,550,000 | 7,500,000 | | 8,500,000 | |
| 1929..... | 4,428,000 | 600,000,000 | 69,000,000 | 172,500,000 | | | 842,548,000 | 9,000,000 | | 10,500,000 | |
| 1930..... | 3,827,800 | 300,000,000 | 52,000,000 | 119,600,000 | 34,000 | \$8,000,000 | 496,432,000 | 12,048,762 | | 13,000,000 | |
| 1931..... | 8,420,000 | 225,000,000 | 53,000,000 | 69,550,000 | 108,000 | 5,940,000 | 300,000,000 | 14,000,000 | 100,000 | 15,000,000 | |
| 1932..... | 3,000,000 | 140,000,000 | 44,300,000 | 48,730,000 | 143,000 | 7,150,000 | 200,000,000 | 16,809,562 | 250,000 | 18,000,000 | |
| 1933..... | 3,806,000 | 230,099,000 | 59,000,000 | 49,000,000 | 724,000 | 28,598,000 | 300,000,000 | 20,402,369 | 500,000 | 22,000,000 | |
| 1934..... | 4,084,000 | 270,000,000 | 58,000,000 | 36,800,000 | 780,000 | 28,000,000 | 350,000,000 | 21,456,000 | 1,250,000 | 28,000,000 | |
| 1935 ¹ | 6,026,800 | 330,192,480 | 71,000,000 | 60,000,000 | 1,125,000 | 54,562,500 | 370,000,000 | 22,869,000 | 2,000,000 | 30,500,000 | |
| 1936 ² | 8,248,000 | 450,000,000 | 98,000,000 | 69,000,000 | 1,412,000 | 69,182,000 | 500,000,000 | 24,000,000 | 3,500,000 | 33,000,000 | |
| 1937 ³ | 8,064,780 | 450,000,000 | 91,000,000 | 85,000,000 | 1,750,000 | 87,500,000 | 537,000,000 | 26,668,500 | 5,000,000 | 37,600,000 | |
| 1938 ⁴ | 7,100,000 | 250,000,000 | 80,000,000 | 105,000,000 | 800,000 | 32,000,000 | 340,000,000 | 27,500,000 | 5,800,000 | 40,800,000 | |
| 1939 ⁴ | 10,538,000 | 355,000,000 | 98,000,000 | 120,000,000 | 1,400,000 | 54,000,000 | 450,000,000 | 28,700,000 | 6,500,000 | 45,200,000 | |
| 1940 ⁴ | 11,150,000 | 380,000,000 | 110,000,000 | 110,000,000 | 1,800,000 | 60,000,000 | 500,000,000 | 29,300,000 | 7,500,000 | 50,100,000 | |
| 1941 ⁴ | 13,100,000 | 460,000,000 | 130,000,000 | 143,000,000 | 2,000,000 | 70,000,000 | 600,000,000 | 30,300,000 | 8,500,000 | 56,000,000 | |
| 1942 ⁴ | 4,400,000 | 154,000,000 | 87,000,000 | 96,000,000 | 350,000 | 12,250,000 | 300,000,000 | 30,800,000 | 8,750,000 | 59,340,000 | |
| 1943 ⁴ | 7,700,000 | 24,000,000 | 17,000,000 | 19,000,000 | | | 69,033,000 | 32,500,000 | 8,000,000 | 57,000,000 | |

¹ Includes home-built sets.

² Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

³ Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (Broadcasting, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.

⁴ Based on WPB Survey of Consumer Requirements (Broadcasting, Dec. 20, 1943). Figure of 32,500,000 radio homes reflects conservatism of past estimates; does not mean an increase in radio homes during 1943, although SCR indicated civilians bought 700,000 new and used sets during the year. SCR total further validated by large number of sets manufactured and sold 1939-42. Applying SCR percentage of out-of-order sets (8.5% as of Dec. 1943) the number of radio homes with sets in use that month would approximate 30 million. Scheduling of production of tubes and parts, ordered by WPB, was expected to restore large numbers of out-of-order sets to operation during 1st quarter and 2nd quarter of 1944.

crease of between 40% and 45% in national and regional business on unlimited time local stations. Undoubtedly one of the important reasons for this development is the extension of network facilities to increasing numbers of local stations; since national non-network business tends to follow network affiliation. This gain also quite probably can be explained in part by the relative saturation of full time clear channel and regional stations and by the emergence of a number of secondary markets to major importance due to war time shifts in industry and the proximity of army camps.

Comparison With Pre-War Years

Following a brief period of uncertainty in 1942, when volume increased less than usual, radio advertising has forged steadily ahead during the war years. Estimated net time sales in 1943 were 80% greater than in 1939—the year of the outbreak of the European conflict—and were 29.5% above the level of 1941 when this country entered the war.

Gains have been fairly general throughout the medium since 1941, national network volume having increased 31%, national and regional non-network advertising 34% and local broadcast advertising volume 25%.

Increases since 1939 have been as follows: national networks, 54%; national and regional non-network, 90%; and local, 87%. The greater relative gain of the non-network volume since 1939 reflects a general trend toward those portions of the medium which had been active ever since the recovery from the 1929-1933 depression.

Total net time sales of the broadcasting industry are presented in Table II. It will be noted that the 1943 increase is the greatest experienced by the medium since the 1938 business recession.

TABLE II
Total Radio Net Time Sales
1937-1943

| Year | Net time sales | % Change from Previous yr. |
|-----------|----------------|----------------------------|
| 1937..... | \$117,903,973 | — 0.4% |
| 1938..... | 117,879,459 | — 0.02% |
| 1939..... | 129,968,026 | +10.7% |
| 1940..... | 155,686,247 | +19.7% |
| 1941..... | 179,753,217 | +15.3% |
| 1942..... | 191,973,434 | +6.6% |
| 1943..... | 233,900,000 | +21.8% |

Gross Billings in 1943

Gross billings are helpful in comparison of radio advertising volume with that of other media. due to the fact that variations in discount structures and limitations of available statistics make it extremely difficult to compare advertising volume except on the one-time rate. However, it should be remembered that, for purposes of basic analysis, the heavy discount structures of radio cause the gross billings figure to be more than a little deceptive. Gross billings for

TABLE III
Estimated Gross Billings
1943

| Class of Business | Estimated gross billings |
|--------------------------------------|--------------------------|
| National network..... | \$151,791,000 |
| Regional network..... | 3,700,000 |
| National & regional non-network..... | 78,500,000 |
| Local..... | 78,200,000 |
| Total gross billings..... | \$307,191,000 |

radio time in 1943 are estimated at \$307,191,000 and are set forth in Table III.

National Network Advertising by Class of Product

National network advertising by class of product is presented in Table IV on a gross billings basis. Practically all product groups increased their network advertising expenditures during 1943, the only exception being the soap, cleanser and household product classification which declined 2.6%.

Automotive advertising led the field in relative increase with a gain of 112.0% followed by an in-

crease of 102.1% in the volume of the miscellaneous group. As mentioned previously, this was due primarily to the entrance of new forms of business into the radio field and even more, probably, to the increase in institutional advertising.

Financial advertising volume rose 84.7% during the year, due mainly to increased insurance volume. Advertising by electrical household equipment manufacturers rose 65.2% due mainly to new institutional programs.

Food advertising increased 28.1% and still remains the backbone of network business, together with the pharmaceutical and cosmetics fields. Network volume of the latter product group rose 26.6% during the year.

Advertising by household equipment manufacturers gained 13.2% over the 1942 level, while advertising of cigarettes and other smoking materials rose 16.6%.

Estimated gross billings for the broadcasting industry as a whole since its inception are found in Table V. These are based upon calculations by Paul F. Peter, NAB director of research and Dr. Herman S. Hettinger for the period 1927-1941 and BROADCASTING'S estimates for 1942 and 1943.

Table IV
NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

| Product group | 1943* | | 1942 | |
|--|----------------------|---------------|----------------------------|---------------|
| | Gross billings | % Total | Gross billings (Estimated) | % Total |
| Automobiles & accessories..... | \$ 8,498,000 | 3.0 | \$ 7,420,000 | 4.3 |
| Clothing..... | 1,043,000 | 0.9 | 1,382,000 | 0.9 |
| Electrical household equipment..... | 615,000 | 0.5 | 1,016,000 | 0.7 |
| Financial & insurance..... | 582,000 | 0.5 | 1,075,000 | 0.8 |
| Foods, food beverages & confections..... | 32,643,000 | 28.3 | 41,824,000 | 27.6 |
| Gasoline and oil..... | 5,375,000 | 4.7 | 7,056,000 | 4.7 |
| House furnishings, etc..... | 577,000 | 0.5 | 729,000 | 0.5 |
| Soap, cleansers, etc..... | 11,780,000 | 10.2 | 11,500,000 | 7.7 |
| Smoking materials..... | 16,293,000 | 14.1 | 19,007,000 | 12.6 |
| Toilet goods & pharmaceuticals..... | 34,612,000 | 30.0 | 43,809,000 | 29.0 |
| All other..... | 8,387,000 | 7.3 | 16,973,000 | 11.2 |
| Total gross billings..... | \$115,405,000 | 100.0% | \$151,791,000 | 100.0% |

* Source: Current Survey of Business, Bureau of Foreign & Domestic Commerce, U. S. Dept. of Commerce.

EDITOR'S NOTE: Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, now on leave with the Office of War Information, has served as BROADCASTING'S economist in the preparation of the Yearbook's annual analysis of broadcast advertising. This year, because of his Government work, he was not available for this assignment, but the methods employed by Dr. Hettinger since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.

TABLE V
Estimated Radio Gross Billings
(1927-1943)

| Year | National Networks | Others | Total |
|-----------|-------------------|-------------|--------------|
| 1927..... | \$ 3,883,000 | 987,000 | \$ 4,870,000 |
| 1928..... | 10,227,000 | 3,878,000 | 14,105,000 |
| 1929..... | 19,196,000 | 7,604,000 | 26,800,000 |
| 1930..... | 27,694,000 | 12,806,000 | 40,500,000 |
| 1931..... | 37,502,000 | 18,498,000 | 56,000,000 |
| 1932..... | 39,107,000 | 22,793,000 | 61,900,000 |
| 1933..... | 31,516,000 | 25,484,000 | 57,000,000 |
| 1934..... | 42,659,000 | 30,228,000 | 72,887,000 |
| 1935..... | 49,315,000 | 38,209,000 | 87,524,000 |
| 1936..... | 59,871,000 | 47,880,000 | 107,751,000 |
| 1937..... | 68,828,000 | 75,814,000 | 144,642,000 |
| 1938..... | 71,725,000 | 78,990,000 | 150,715,000 |
| 1939..... | 83,114,000 | 88,000,000 | 171,114,000 |
| 1940..... | 96,456,000 | 111,500,000 | 207,956,000 |
| 1941..... | 108,900,000 | 130,700,000 | 239,600,000 |
| 1942..... | 118,200,000 | 136,600,000 | 254,800,000 |
| 1943..... | 151,791,000 | 165,400,000 | 317,191,000 |



TESTED RADIO FORMULA*

Our main job is to know the advertiser's business problems so thoroughly that the finished "product" carries its full share of the load—whether our solution is a chain break or network show. *Fourteen* successful clients like our formula of having no formula except imagination, experience, hard work. *P.S. It gets results.

N·W·

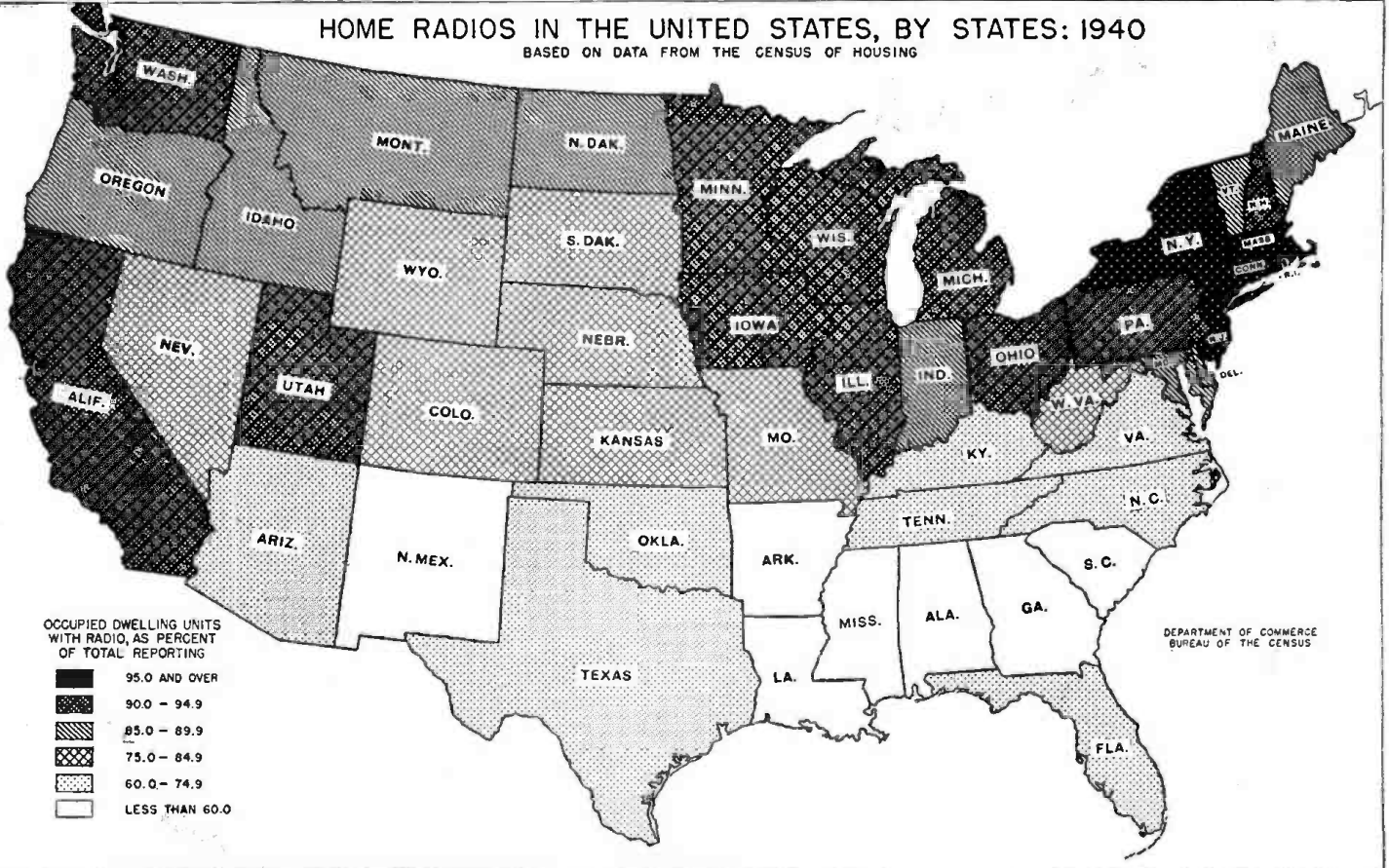


A complete radio staff concentrating solely on radio

& SON · INC *Radio Headquarters* **NEW YORK**

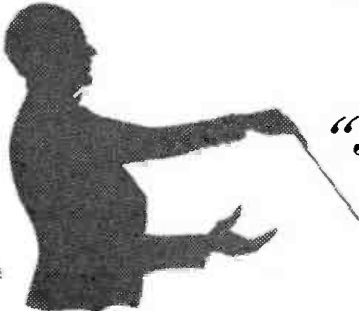
HOLLYWOOD • PHILADELPHIA • CHICAGO • DETROIT
SAN FRANCISCO • BOSTON • HONOLULU • LONDON

HOME RADIOS IN THE UNITED STATES, BY STATES: 1940
 BASED ON DATA FROM THE CENSUS OF HOUSING



"BLUE RIBBON TOWN" with Groucho MARX

PABST SALES COMPANY • PABST BLUE RIBBON BEER

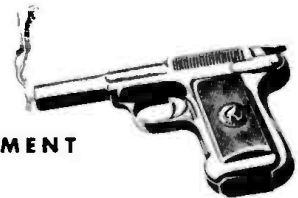


"Metropolitan Opera Auditions of the Air"

THE SHERWIN-WILLIAMS COMPANY • PAINTS

"GANG BUSTERS"

WILLIAM R. WARNER & CO., INC. • SLOAN'S LINIMENT



Guy Lombardo and his Royal Canadians

LARUS & BROTHER CO., INC. • CHELSEA CIGARETTES AND EDGEWORTH TOBACCO

WARWICK & LEGLER, INC.

'Horseshoe nails'



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

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

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

1944

Victories are made only by battles.

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

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

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

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



and

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

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



OF WAR PROGRAMS 14,759:

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

OF WAR ANNOUNCEMENTS 6,410:

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

OF WAR NEWS BROADCASTS 11,053:

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

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

Through 1944 this tempo will not be relaxed.

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



AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

WADG Akron, Ohio
WGPG Albany, Ga.
WOKO Albany, N. Y.
KGGM Albuquerque, N. M.
WAIM Anderson, S. C.
WWNC Asheville, N. C.
WGST Atlanta, Ga.
WJAB Atlantic City, N. J.
WRDW Augusta, Ga.
KTBC Austin, Tex.
WCAO Baltimore, Md.
WABI Bangor, Me.
WJLS Beckley, W. Va.
WNBB Binghamton, N. Y.
WAPI Birmingham, Ala.
WEEI Boston, Mass.
WKBW Buffalo, N. Y.
WCAX Burlington, Vt.
WMT Cedar Rapids, Iowa
WDWS Champaign, Ill.
WCSC Charleston, S. C.
WCHS Charleston, W. Va.
WBT Charlotte, N. C.
WDOD Chattanooga, Tenn.
WBBM Chicago, Ill.
WCKY Cincinnati, Ohio
WGAR Cleveland, Ohio
KVOR Colorado Springs, Colo.
WRBL Columbus, Ga.
WBNS Columbus, Ohio
KEYS Corpus Christi, Tex.
KRLD Dallas, Tex.
WDAN Danville, Ill.
WHIO Dayton, Ohio
WSOY Decatur, Ill.
KLZ Denver, Colo.
KRNT Des Moines, Iowa
WJR Detroit, Mich.
WGED Du Bois, Pa.
KDAL Duluth, Minn.
WDNC Durham, N. C.
KROD El Paso, Tex.
WERC Erie, Pa.
WEOA Evansville, Ind.
WMMN Fairmont, W. Va.
WAAG Fort Myers, Fla.

WEMD Frederick, Md.
KARM Fresno, Cal.
KIL@ Grand Forks, N. D.
KFBB Great Falls, Mont.
WTAQ Green Bay, Wisc.
WBIG Greensboro, N. C.
KGBS Harlingen, Tex.
WHP Harrisburg, Pa.
WDRC Hartford, Conn.
KHBC Hilo
KGMB Honolulu
WHOP Hopkinsville, Ky.
KTRH Houston, Tex.
WFBM Indianapolis, Ind.
WHCU Ithaca, N. Y.
WMBR Jacksonville, Fla.
WKZO Kalamazoo-Gr. Rapids, Mich.
KMBC Kansas City, Mo.
WKNE Keene, N. H.
WNOX Knoxville, Tenn.
WLAW Lawrence, Mass.
KFAB Lincoln, Neb.
KLRA Little Rock, Ark.
KNX Los Angeles, Cal.
WHAS Louisville, Ky.
WMAZ Macon, Ga.
KGLO Mason City, Iowa
WREC Memphis, Tenn.
WCOG Meridian, Miss.
WQAM Miami, Fla.
WISN Milwaukee, Wisc.
WCCO Minneapolis-St. Paul, Minn.
KGVO Missoula, Mont.
CKAC Montreal, Quebec
WCOV Montgomery, Ala.
WLBC Muncie, Ind.
WLAC Nashville, Tenn.
WWL New Orleans, La.
WABC New York, N. Y.
KOMA Oklahoma City, Okla.
KOIL Omaha, Neb.
WDBO Orlando, Fla.
WPAD Paducah, Ky.
WPAR Parkersburg, W. Va.
WMBD Peoria, Ill.
WCAU Philadelphia, Pa.

KOY Phoenix, Ariz.
WJAS Pittsburgh, Pa.
WGAN Portland, Me.
KOIN Portland, Ore.
WPRO Providence, R. I.
WTAD Quincy, Ill.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
WHEC Rochester, N. Y.
KROY Sacramento, Cal.
WFOY St. Augustine, Fla.
KMOX St. Louis, Mo.
KSL Salt Lake City, Utah
KTSA San Antonio, Tex.
KQW San Francisco, Cal.
WKAQ San Juan
KVSF Santa Fe, N. M.
WSPB Sarasota, Fla.
WTOG Savannah, Ga.
WGBI Scranton, Pa.
KIRO Seattle, Wash.
KWKH Shreveport, La.
WSBT South Bend, Ind.
WSPA Spartanburg, S. C.
KFPY Spokane, Wash.
WTAX Springfield, Ill.
WMAS Springfield, Mass.
KGDM Stockton, Cal.
WFBL Syracuse, N. Y.
WDAE Tampa, Fla.
WIBW Topeka, Kan.
CFRB Toronto, Ont.
KTUC Tucson, Ariz.
KTUL Tulsa, Okla.
WMBS Uniontown, Pa.
WIBX Utica, N. Y.
WTOP Washington, D. C.
WBRY Waterbury, Conn.
WWNY Watertown, N. Y.
WJNO West Palm Beach, Fla.
WKWK Wheeling, W. Va.
KFH Wichita, Kan.
KWFT Wichita Falls, Tex.
WTAG Worcester, Mass.
WNAX Yankton, S. D.
WKBN Youngstown, Ohio

This is CBS...the Columbia Broadcasting System

The Stuff that Sales Are Made Of



"JUDY CANOVA"

C. B. S. 120 STATIONS. 8:30 P. M. TUES. E. W. T.

for Colgate Tooth Powder

"TERRY & THE PIRATES"

BLUE. 155 STATIONS. 6:00 P. M. DAILY. E. W. T.

for Quaker Puffed Grains

"BILL STERN"

N. B. C. 66 STATIONS. 10:30 P. M. FRI. E. W. T.

for Colgate Shave Creams

"THE MAN ON THE FARM"

SPOT. 46 STATIONS. 12 NOON SAT.

for Quaker Oats Poultry & Stock Feeds

"THE FAMILY FRIEND"

ONE MINUTE SPOTS. 258 STATIONS

for the Dr. W. B. Caldwell Division

STERLING DRUG, INC.

SHERMAN & MARQUETTE, INC.
CHICAGO, NEW YORK

Major Networks' Gross Billings by Advertisers: 1943

[For details and agency placements, see pages 250-282]

Blue Billings by Clients

| | |
|--|--------------|
| Coca-Cola Co. | \$ 5,535,412 |
| Ford Motor Co. | 2,355,908 |
| General Mills | 1,764,726 |
| Miles Laboratories | 1,531,204 |
| Socoxy-Vacuum Oil Co. | 1,303,784 |
| Kellogg Co. | 1,004,750 |
| Swift & Co. | 985,588 |
| American Cigar & Cigarette Co. | 899,940 |
| Cummer Products Co. | 886,471 |
| Bristol-Myers Co. | 881,387 |
| Sun Oil Co. | 784,744 |
| Quaker Oats Co. | 748,062 |
| Carter Products, Inc. | 717,936 |
| Andrew Jergens Co. | 680,867 |
| Alaska Pacific Salmon Co. | 593,971 |
| Wander Co. | 441,398 |
| Dr. Earle S. Sloan, Inc. | 392,070 |
| Williamson Candy Co. | 388,430 |
| D. L. Clark Co. | 298,374 |
| Radio Corp. of America | 298,118 |
| Wheeling Steel Corp. | 279,127 |
| J. B. Williams Co. | 277,038 |
| Mail Pouch Tobacco Co. | 255,086 |
| Loew's Inc. | 242,281 |
| Serutan Co. | 213,779 |
| Dubonnet Corp. | 196,236 |
| Hall Bros. | 181,956 |
| Bourjois Inc. | 165,474 |
| F. W. Fitch Co. | 158,016 |
| C. I. Mueller Co. | 148,226 |
| Texas Co. | 145,380 |
| Sherwin-Williams Co. | 138,154 |
| H. J. Heins Co. | 130,970 |
| O'Ceard Corp. | 128,874 |
| Sweets Co. of America | 119,871 |
| Adam Hat Stores, Inc. | 117,356 |
| Trimount Clothing Co. | 114,465 |
| Joseph Tetley & Co. | 113,277 |
| Lehn & Fink Products Corp. | 107,376 |
| Langendorf United Bakeries | 105,343 |
| Revlon Products Corp. | 98,816 |
| Northwestern Yeast Co. | 96,666 |
| Cream of Wheat Corp. | 91,820 |
| Fisher Flouring Mills | 73,380 |
| O'Sullivan Rubber Co. | 69,980 |
| Minneapolis-Honeywell Regulator Co. | 66,763 |
| Dr. Pepper Co. | 53,967 |
| Allis-Chalmers Mfg. Co. | 53,307 |
| Philco Corp. | 50,076 |
| A. S. Boyle Co. | 44,239 |
| Acousticon Div., Dictograph Corp. | 42,912 |
| Standard Oil Co. of California | 33,660 |
| Curtis Publishing Co. | 29,371 |
| Benjamin Moore & Co. | 27,966 |
| American Dairy Assoc. | 25,543 |
| Best Foods, Inc. | 21,266 |
| Gillette Safety Razor Co. | 20,826 |
| Political | 19,823 |
| Wilson Sporting Goods Co. | 18,760 |
| Stokeley Bros. & Co. | 16,854 |
| Neighbors of Woodcraft | 16,184 |
| Wilson Milk Co. | 13,716 |
| Chlorine Solutions | 12,828 |
| Kerr Glass Mfg. Co. | 12,951 |
| Metropolitan Life Insurance Co. | 10,825 |
| Amacin Co. | 10,320 |
| Austin Studios | 9,988 |
| New York Central Railroad Co. | 7,740 |
| Folger Coffee Co. | 6,840 |
| Sales Builders, Inc. | 6,327 |
| Washington Cooperative Egg & Poultry Assn. | 6,327 |
| Seaboard Finance Co. | 5,623 |
| Hecker Products Co. | 5,472 |
| National Battery Co. | 5,394 |
| Chef Boyardee Corp. | 5,391 |
| Masonite Corp. | 5,373 |
| Crane Co. | 5,323 |
| Jenkins Bros. | 4,953 |
| Safeway Stores | 4,830 |
| Crawford MacGregor Canby Co. | 4,465 |
| Harvel Watch Co. | 4,017 |

| | |
|------------------------------|---------------------|
| I. B. Laboratories | 3,933 |
| Calavo Growers of California | 3,555 |
| General Aircraft Corp. | 3,240 |
| Barron-Gray Packing Co. | 2,786 |
| Kelitte Products | 2,609 |
| Kendall Foods | 2,323 |
| Phelps Dodge Co. | 2,684 |
| National Supply Co. | 345 |
| Western Gear Works | 204 |
| Air Preheater Corp. | 96 |
| Total | \$24,869,948 |

CBS Billings by Clients

| | |
|--|--------------|
| General Foods Corp. | \$ 4,868,710 |
| Lever Brothers Co. | 4,524,100 |
| Procter & Gamble Co. | 3,866,722 |
| American Home Products Corp. | 2,889,373 |
| William Wrigley Jr. Co. | 2,587,483 |
| R. E. Reynolds Tobacco Co. | 2,262,210 |
| Sterling Products | 2,141,801 |
| Campbell Soup Co. | 1,540,680 |
| Liggett & Meyers Tobacco Co. | 1,528,780 |
| Philip Morris & Co. | 1,388,259 |
| General Electric Co. | 1,289,255 |
| Colgate-Palmolive-Peet Co. | 1,158,415 |
| General Mills | 1,114,866 |
| Owens-Illinois Glass Co. | 1,047,467 |
| American Tobacco Co. | 1,024,971 |
| John-Manville Corp. | 965,233 |
| Pet Milk Sales Co. | 858,095 |
| Quaker Oats Co. | 852,266 |
| Texas Co. | 797,878 |
| U. S. Rubber Co. | 796,731 |
| B. F. Goodrich Co. | 784,298 |
| Calanese Corp. of America | 783,828 |
| Lady Esther Co. | 779,568 |
| P. Lorillard Co. | 766,456 |
| E. R. Squibb & Sons | 754,334 |
| Eversharp Inc. | 752,695 |
| Continental Baking Co. | 705,421 |
| Chrysler Corp. | 697,724 |
| Emerson Drug Co. | 676,380 |
| Chesebrough Mfg. Co. of America | 643,765 |
| Prudential Insurance Co. of America | 574,697 |
| Philco Corp. | 541,563 |
| Pabst Sales Co. | 536,555 |
| Gulf Oil Corp. | 524,230 |
| Coca-Cola Co. | 508,160 |
| Roma Wine Co. (Schenley Import Corp.) | 497,990 |
| Parker Pen Co. | 490,899 |
| Lewis-Howe Co. | 487,731 |
| Corn Products Refining Co. | 482,253 |
| U. S. Tobacco Co. | 472,512 |
| Pacific Coast Borax Co. | 452,219 |
| Chevrolet Dealers (General Motors Corp.) | 450,854 |
| Schenley Import Corp. | 392,445 |
| Armstrong Cork Co. | 387,528 |
| Lockheed Aircraft Corp. | 358,939 |
| Electric Companies Advertising Program | 345,357 |
| Southern Cotton Oil Co. | 340,326 |
| Elgin National Watch Co. | 337,106 |
| International Silver Co. | 298,310 |
| Welch Grape Juice Co. | 260,467 |
| Admiral Corp. (Continental Radio & Television Corp.) | 246,897 |
| Curtiss Candy Co. | 246,139 |
| Johnson & Johnson | 239,949 |
| Serval Inc. | 227,660 |
| P. Ballentine & Sons | 220,191 |
| Bowen's Inc. | 211,237 |
| Mennen Co. | 206,232 |
| California Fruit Growers Exchange | 187,429 |
| Bourjois Inc. | 175,023 |
| Standard Brands | 168,912 |
| Shutter Candy Co. | 166,630 |
| Ballard & Ballard Co. | 142,240 |

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|--|---------------------|
| Planters Nut & Chocolate Co. | 129,166 |
| B. T. Babbitt Inc. | 128,842 |
| Los Angeles Soap Co. | 117,906 |
| Cudahy Packing Co. | 114,703 |
| Campagna Sales Corp. | 105,037 |
| American Oil Co. | 103,866 |
| Cream of Wheat Corp. | 86,596 |
| Gillette Safety Razor Co. | 80,573 |
| Holland Furnace Co. | 78,390 |
| Minneapolis-Honeywell Regulator Co. | 75,058 |
| McKesson & Robbins | 68,991 |
| Great Atlantic & Pacific Tea Co. | 56,313 |
| Soil-Off Mfg. Co. | 54,568 |
| Allegheny-Ludlum Steel Co. | 51,289 |
| Manhattan Soap Co. | 48,612 |
| Barbasol Co. | 48,849 |
| John Morrell & Co. | 44,231 |
| Peter Paul Inc. | 37,209 |
| Plough Inc. | 36,594 |
| General Cigar Co. | 33,940 |
| Bekins Van & Storage Co. | 31,871 |
| Chemicals Inc. | 30,588 |
| Prince Matchabelli (Vick Chemical Co.) | 29,198 |
| Joseph Tetley & Co. | 25,822 |
| Ben Hur Products | 26,526 |
| Dwight Edwards Co. | 23,776 |
| Campbell Cereal Co. | 22,839 |
| C. F. Mueller Corp. | 22,400 |
| Colonial Dames | 19,673 |
| Western Sugar Refinery | 19,666 |
| J. B. Williams Co. | 19,042 |
| Macadden Publications | 18,708 |
| Lamont Corliss & Co. | 18,282 |
| Union Oil Co. | 17,511 |
| California Prune & Apricot Growers Ass'n | 17,064 |
| Signal Oil Co. | 16,889 |
| Hudson Coal Co. | 16,380 |
| Grove Laboratories | 15,225 |
| Graysons Shops, Inc. | 13,299 |
| Smith Brothers | 12,008 |
| Bank of America National Trust & Savings Assn. | 9,744 |
| P. Duff & Sons | 9,477 |
| Kay Jewelry Co. | 9,477 |
| Matholatum Co. | 8,543 |
| United Air Lines Transport | 8,424 |
| Aro Equipment Corp. | 7,369 |
| Washington State Apple Adv. Comm. | 6,951 |
| Gerber Products | 6,376 |
| Readers' Digest Assn. | 6,248 |
| Hoover Co. | 6,006 |
| Vick Chemical Co. | 5,634 |
| J. Folger Co. | 5,434 |
| Shefford Cheese Co. | 5,229 |
| Sun Oil Co. | 5,121 |
| Johnstone Drug Sales Corp. | 2,568 |
| Washington Coop. Egg & Poultry Assn. | 2,282 |
| Brown & Williamson Tobacco Corp. | 2,212 |
| Consolidated Royal Chemical Co. | 2,144 |
| Independent Citizens Committee | 2,046 |
| Sunnyside Packing Co. | 374 |
| GRAND TOTAL | \$57,951,744 |

MBS Billings by Clients

| | |
|---------------------------|-----------------|
| Gospel Broadcasting Assn. | \$ 1,566,130.83 |
| R. B. Semler Inc. | 819,440.15 |
| Kellogg Co. | 798,329.80 |
| Pharmco Inc. | 677,132.92 |
| Bayuk Cigars | 670,230.82 |
| Zonite Products Corp. | 583,567.40 |
| Sinclair Refining Co. | 516,599.62 |
| Barbasol Co. | 494,510.92 |
| Lutheran Laymen's League | 477,729.91 |
| Voice of Prophecy | 474,786.30 |

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|---|------------------------|
| General Cigar Co. | 489,352.41 |
| Gillette Safety Razor Co. | 416,697.10 |
| Anacin Co. | 409,665.76 |
| Young People's Church of the Air | 395,420.32 |
| American Cigarette & Cigar Co. | 388,462.00 |
| Lehn & Fink Products Co. | 341,494.29 |
| Lumbermens Mutual Casualty Co. | 279,395.69 |
| Detroit Bible Class (Radio Bible Class) | 270,370.26 |
| Campagna Sales Co. | 185,890.00 |
| Petri Wine Co. | 184,031.40 |
| Wesley Radio League | 172,384.70 |
| Schenley Import Corp. | 167,116.01 |
| Richfield Oil Corp. of N. Y. | 155,461.41 |
| Benson & Hedges | 137,942.49 |
| Duffy-Mott Co. | 132,745.88 |
| Metro-Goldwyn-Mayer | 123,660.00 |
| Chef Boy-Ar-Dee Quality Foods | 112,780.87 |
| Employers' Group Insurance Companies of Boston, Mass. | 100,674.76 |
| Conti Products Corp. | 93,081.60 |
| Grove Laboratories | 91,734.00 |
| Serutan Co. | 72,885.30 |
| Delaware, Lackawanna & Western Coal Co. | 65,236.44 |
| Land O'Lakes Creameries | 60,718.40 |
| Frank H. Lee Co. | 54,864.00 |
| W. L. Douglas Shoe Co. | 54,441.59 |
| Loyal Order of Moose | 49,866.40 |
| Harvel Watch Co. | 48,557.00 |
| Wilson Sporting Goods Co. | 42,651.32 |
| Maryland Pharmaceutical Co. | 40,755.00 |
| Consolidated Razor Blade Co. | 38,910.00 |
| Clark Brothers Chewing Gum Co. | 32,140.24 |
| Coronet Magazine | 30,792.27 |
| Gotham Hosiery Co. | 30,629.00 |
| Lewis-Howe Co. | 28,580.00 |
| Sherwood Brothers | 24,123.00 |
| National Small Business Men's Assn. | 23,020.00 |
| People's Church | 10,449.04 |
| Whitchell Pharmaceutical Co. | 8,764.00 |
| American Bird Products | 7,954.69 |
| Studebaker Corp. of America (Pacific Division) | 5,890.00 |
| Jones & Laughlin Steel Corp. | 4,011.75 |
| Garrett & Co. | 3,983.99 |
| Wright's Automatic Machinery Co. | 3,786.60 |
| McElroy Mfg. Corp. | 2,800.50 |
| Hoover Co. | 2,780.00 |
| Curtiss-Wright Corp. | 2,298.33 |
| Bridgeport Brass Co. | 2,164.50 |
| Hercules Motors Corp. | 1,534.50 |
| Western Conference of Teamsters | 1,092.00 |
| Converse Rubber Co. | 966.00 |
| Total | \$12,527,800.79 |
| Locally Sponsored | 1,818,807.21 |
| Total for Year | \$13,841,608.00 |

NBC client and agency billings not listed owing to policy established in 1941 by that company.



Advertisers invest more money in WTOP than in any other Washington station.

For the facts, ask us or Radio Sales.

WTOP

Washington

50,000 watts



When you're buying radio time, *half* the selling picture is not good enough! You can't afford to guess. You've got to get the COMPLETE selling picture. That means the RIGHT TIME AND THE RIGHT STATION . . . THE STATION THAT CAN DO THE BIGGEST JOB FOR YOUR CLIENT!

IN BALTIMORE, IT'S WCBM. Because WCBM offers

1. Complete Baltimore Coverage. 2. A lucrative market, that is increasing daily.
3. Distinctive programming. 4. A responsive audience. 5. Economical rates.

. . . our advertisers have found that *IT'S EASY TO SELL WHEN YOU BUY*

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

WCBM

The **BALTIMORE BLUE NETWORK OUTLET**

Major Networks' Gross Billings by Agencies: 1943

Blue Billings by Agencies

| | |
|-----------------------------------|-------------|
| D'Arcy Adv. Co. | \$3,535,412 |
| Maxon Inc. | 2,486,878 |
| J. Walter Thompson Co. | 1,743,809 |
| Compton Adv. | 1,639,360 |
| Ruthrauff & Ryan | 1,548,950 |
| Wade Adv. Co. | 1,533,202 |
| Blackett-Sample-Hummert | 1,293,664 |
| Knox-Reeves | 923,075 |
| Young & Rubicam | 922,354 |
| Kenyon & Eckhardt | 818,034 |
| Roche, Williams & Cunningham | 784,744 |
| Sherman & Marquette | 748,062 |
| Lennen & Mitchell | 680,867 |
| Walker & Downing | 551,660 |
| Warwick & Legler, Inc. | 530,224 |
| Aubrey, Moore & Wallace | 467,004 |
| Ted Bates Inc. | 393,291 |
| Duane Jones Co. | 381,374 |
| Pedlar & Ryan Inc. | 355,379 |
| Small & Sciffer Inc. | 324,545 |
| J. William Sheets | 311,702 |
| Wm. H. Weintraub & Co. | 294,252 |
| Critchfield & Co. | 279,127 |
| Donohue & Coe | 242,281 |
| Raymond Spector Co. | 213,770 |
| Henri Hurst & McDonald | 181,356 |
| Buchanan & Co. | 165,806 |
| Foote, Cone & Belding | 165,474 |
| L. W. Ramsey Co. | 158,016 |
| MacFarland Aveyard & Co. | 126,237 |
| BBDO | 124,980 |
| Glicksman Adv. Co. | 117,236 |
| Emil Mogul Co. | 116,465 |
| William Esty & Co. | 107,376 |
| Pacific National Advertising Co. | 79,307 |
| Advertising & Sales Council, Inc. | 69,980 |
| Addison Lewis Assoc. | 66,768 |
| Direct | 58,912 |
| Tracy-Locke Co. of Texas | 58,867 |
| Sayre M. Ramsdell Assoc. | 50,076 |
| Campbell-Mithun Inc. | 25,543 |
| Arthur Kudner Inc. | 21,266 |
| Raymond R. Morgan Co. | 18,891 |
| U. S. Adv. Corp. | 18,700 |
| Calkins & Holden | 16,864 |
| MacWilkins Cole | 16,184 |
| Glasser-Galley & Co. | 13,921 |

| | |
|-------------------------|--------------|
| Keeling & Co. | 13,716 |
| Barton A. Stebbins | 12,528 |
| Geyer, Cornell & Newell | 7,740 |
| Smith & Drum | 6,327 |
| Smith & Bull | 5,623 |
| Clements Co. | 5,472 |
| Bronson, West Adv. Co. | 5,394 |
| McJunkin Adv. Co. | 5,391 |
| Buchen Co. | 5,323 |
| Horton-Noyes | 4,953 |
| Hugo Wagenseil & Assoc. | 4,465 |
| A. W. Lewin Co. | 4,017 |
| Long Adv. Co. | 2,736 |
| Little & Co. | 2,609 |
| Mayers Co. | 2,223 |
| G. M. Basford Co. | 96 |
| Total | \$24,869,948 |

CBS Billings by Agencies

| | |
|------------------------------|--------------|
| Young & Rubicam | \$ 6,435,374 |
| J. Walter Thompson Co. | 4,971,841 |
| Blackett-Sample-Hummert | 4,968,438 |
| Ruthrauff & Ryan | 4,882,444 |
| Compton Adv. | 3,009,680 |
| Biow Co. | 2,283,876 |
| William Esty & Co. | 2,262,210 |
| Foote, Cone & Belding | 2,191,153 |
| Arthur Meyerhoff & Co. | 2,027,945 |
| Benton & Bowles | 1,908,002 |
| BBDO | 1,785,723 |
| McCann-Erickson | 1,565,330 |
| Newell-Emmett Co. | 1,528,760 |
| Maxon Inc. | 1,379,828 |
| D'Arcy Adv. Co. | 1,313,824 |
| Ted Bates Inc. | 1,276,106 |
| Campbell-Ewald Co. | 1,247,585 |
| Knox Reeves Adv. | 1,114,666 |
| Ward Wheelock Co. | 1,113,774 |
| Pedlar & Ryan | 997,795 |
| Gardner Adv. | 847,175 |
| Buchanan & Co. | 829,930 |
| C. L. Miller Co. | 728,392 |
| Roche, Williams & Cunnyngham | 652,373 |
| Sherman & Marquette | 577,516 |
| Warwick & Legler | 555,263 |
| Geyer, Cornell & Newell | 549,965 |
| Sayre M. Ramsdell Assoc. | 541,568 |
| Arthur Kudner | 472,512 |

| | |
|------------------------------|--------------|
| Wm. H. Weintraub & Co. | 392,445 |
| N. W. Ayer & Sons | 353,781 |
| Kenyon & Eckhardt | 340,326 |
| H. W. Kastor & Sons Adv. Co. | 283,306 |
| Raymond R. Morgan Co. | 252,505 |
| Cruttenden & Eger | 246,397 |
| Russel M. Seeds Co. | 223,669 |
| Sorensen & Co. | 211,287 |
| Henri, Hurst & McDonald | 186,471 |
| Duane Jones Co. | 177,064 |
| Grant Adv. Co. | 114,703 |
| Wallace-Ferry-Hanly Co. | 105,037 |
| Joseph Katz Co. | 103,356 |
| Sherman K. Ellis Co. | 89,949 |
| Schwimmer & Scott | 82,909 |
| Addison Lewis & Assoc. | 75,058 |
| J. D. Tarcher & Co. | 70,939 |
| Paris & Peart | 56,313 |
| Walker & Downing | 51,289 |
| Franklin Bruck Adv. Corp. | 49,612 |
| Erwin-Wasey & Co. | 48,849 |
| Barton A. Stebbins | 42,415 |
| Federal Adv. Agency | 40,316 |
| Garfield & Guild | 40,065 |
| Brisacher, Davis & Staff | 37,209 |
| Lake-Spiro-Shurman Co. | 36,504 |
| Morse International | 34,882 |
| Brooks Adv. Agency | 31,871 |
| Ronalds Adv. Agency | 21,701 |
| Spitzer & Mills | 20,544 |
| Glasser-Galley & Co. | 19,673 |
| Long Adv. Service | 17,064 |
| Clements' Co. | 16,330 |
| Milton Weinberg Adv. Co. | 13,299 |
| Gilham Adv. Agency | 10,920 |
| W. Earl Bothwell Adv. Agency | 9,477 |
| Beeson, Fuller, Reichert | 7,369 |
| Little & Co. | 6,006 |
| Leo Burnett Co. | 5,229 |
| Armand S. Weill Co. | 2,568 |
| Pacific National Adv. Agency | 2,282 |
| Leighton & Nelson | 2,046 |
| Total | \$57,951,744 |

MBS Billings by Agencies

| | |
|--------------------|-----------------|
| Erwin, Wasey & Co. | \$ 2,128,630.85 |
| R. H. Alber Co. | 1,566,130.83 |
| Ivey & Ellington | 1,076,100.18 |

| | |
|---------------------------------|-----------------|
| William Esty & Co. | 997,167.12 |
| Kenyon & Eckhardt | 798,329.80 |
| Hixson-O'Donnell Adv. | 672,061.03 |
| G. C. Hoskin Associates | 474,786.30 |
| Ruthrauff & Ryan | 457,662.43 |
| Aircasters Inc. | 442,764.96 |
| J. Walter Thompson Co. | 439,362.41 |
| Blackett-Sample-Hummert | 418,427.76 |
| Maxon Inc. | 416,697.10 |
| Gotham Adv. Co. | 317,475.32 |
| Leo Burnett Co. | 282,125.69 |
| William H. Weintraub & Co. | 167,116.01 |
| Kelly, Zahndt & Kelly | 160,254.59 |
| Birmingham, Castlemann & Pierce | 147,945.50 |
| Al Paul Lefton Co. | 132,745.38 |
| Donahue & Coe | 123,660.00 |
| Wallace-Ferry-Hanly Co. | 118,933.60 |
| Duane Jones Co. | 113,067.91 |
| McJunkin Adv. Co. | 112,780.87 |
| H. B. Humphrey Co. | 100,674.76 |
| Russel M. Seeds Co. | 91,734.00 |
| Raymond Spector Co. | 72,885.30 |
| Aubrey, Moore & Wallace | 66,956.40 |
| Campbell-Mithun | 60,716.40 |
| Harold Cabot & Co. | 54,441.59 |
| Schwimmer & Scott | 53,812.27 |
| Young & Rubicam | 52,909.02 |
| L. W. Ramsey Co. | 49,366.40 |
| A. W. Lewin Co. | 43,557.00 |
| U. S. Advertising Corp. | 42,651.32 |
| Joseph Katz Co. | 40,755.00 |
| Grey Advertising Agency | 38,910.00 |
| Roche, Williams & Cunnyngham | 34,440.00 |
| Walker & Downing | 32,140.24 |
| Sterling Adv. Agency | 30,629.00 |
| Arthur Kudner Inc. | 24,874.58 |
| Van Sant, Dugdale & Co. | 24,128.00 |
| Clements Co. | 21,460.00 |
| Weston-Barnett | 7,954.69 |
| Calkins & Holden | 4,011.76 |
| Harvey-Massengale Co. | 3,736.60 |
| Landsheft Inc. | 2,293.33 |
| Clarence Juneau Agencies | 1,092.00 |
| Bresnick & Solomont | 966.50 |
| DIRECT | 6,499.50 |
| LOCAL COOPERATIVES | 1,313,807.21 |
| Total | \$13,841,608.00 |

NBC agency billings not listed owing to its policy established in 1941.

More!
COMMERCIAL HOURS
THAN EVER BEFORE
In a Twenty Year History

WKRC

THE TIMES-STAR STATION
 550 K. C. ★ Cincinnati, Ohio
 Represented Nationally by the Katz Agency.

Detroit's Postwar Future Is Being Made Today...



As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- **POPULATION GAIN** — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- **FAMILY INCOME** — The average Detroit factory worker's *family* income is now estimated at \$109.85 weekly—more than *twice* as much as in 1940! The number of workers per family has increased 22%.
- **BANK SAVINGS** — June, 1943, \$439,843,756, representing an *increase* of \$108,179,905, or 33% over June, 1942.
- **PER CAPITA INCOME** in Wayne County (which is largely Detroit) in 1943 is estimated at \$1,570, or \$520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic
Network

Associate FM Station
WENA

Program Popularity in 1943

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

ENTERING the year 1943 in the annals of radio broadcasting presents but little, if any, difficulty: it was the year of new programs, if not better ones. The course of network broadcasting in the past 12 months is summed up in the single fact that CAB records disclose a gain of 14% in the number of sponsored programs carried on the nighttime networks in December 1943 against the same month of 1942. Statistics of all kinds can be marshalled from CAB reports of program popularity to show an unprecedented rise in the use of radio as an advertising medium in 1943.

Listening, however, did not keep pace with the growth in the number of sponsored offerings. An index of sets-in-use, based on CAB investigations, reveals that nighttime listening in the last quarter of 1943 ran about 5% behind 1942. Daytime listening in the same quarter, however, was up by the rather narrow margin of 1%.

Competition Keener

In the absence of an equivalent increase in listening, the corollary of the increase in productions is, of course, a larger number of nighttime programs with lower CAB ratings. The comparison of December points up the validity of the corollary. There was a rise of 40% in the programs with CAB ratings of less than 10 in December 1943.

The swift assumption that 1943 has yielded a crop of radio lemons does not automatically apply. The sizable gain in low-ranking programs is partly a reflection of the more intense competition for the nighttime ear of the American radio audience and partly a result of the large number of newcomers to the networks.

Of the 137 rated programs in December 1943, those that were new to sponsored network broadcasting in the summer and fall of 1943 reached the record-setting total of 33. Previous CAB records do not indicate that a similar number of new offerings ever went on the air within the same range of time.

The broadcast year of 1943, therefore, must be appraised as a period in which sponsors and producers sought new radio talent and accepted as a due course the low ratings that are part and parcel of building radio audiences. The influx of new programs, unprecedented in broadcasting history, weighted the year's record with a larger than usual proportion of low-ranking shows.

The quality of the 1943 performances, nevertheless, stacks up very neatly with 1942 and, of course, outdoes 1941 and previous years. A comparison of programs

I—Monthly Ranking of the 10 Nighttime Leaders For Seven Winter Months—1943

| | For the Period | Oct. | Nov. | Dec. | Jan. | Feb. | March | April |
|--------------------------------|----------------|------|------|------|------|------|-------|-------|
| Fibber McGee & Molly..... | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| Bob Hope..... | 2 | 1 | 4 | 4 | 2 | 2 | 3 | 2 |
| Chase & Sanborn..... | 3 | 4 | 3 | 1 | 4 | 3 | 2 | 3 |
| Jack Benny..... | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 |
| Lux Radio Theatre..... | 5 | 7 | 5 | 6 | 5 | 5 | 5 | 5 |
| Aldrich Family..... | 6 | 5 | 6 | 9 | 7 | 6 | 7 | 7 |
| Red Skelton..... | 7 | 6 | 9 | 7 | 6 | 8 | 8 | 6 |
| Kraft Music Hall (1 hr.)..... | 8 | 8 | 7 | 5 | 6 | 8 | 8 | 8 |
| Maxwell House Coffee Time..... | 9 | 10 | 8 | 8 | 8 | 7 | 6 | 8 |
| Kraft Music Hall (½ hr.)..... | 10 | † | † | † | 12 | 12 | 10 | 10 |

*Half-hour program during this period.
†One hour program during this period.

II—Monthly Ranking of the 10 Nighttime Leaders For Five Summer Months—1943

| | For the Period | May | June | July | Aug. | Sept. |
|--------------------------------|----------------|-----|------|------|------|-------|
| Lux Radio Theatre..... | 1 | 1 | 1 | NB | NB | 1 |
| Aldrich Family..... | 2 | 2 | 3 | NB | NB | 2 |
| Mr. District Attorney..... | 3 | 3 | 2 | 4 | 3 | 7 |
| Kay Kyser..... | 4 | 5 | 4 | 1 | 2 | 9 |
| Kraft Music Hall..... | 5 | 6 | 7 | 5 | 3 | 3 |
| Your Hit Parade..... | 6 | 10 | 9 | 2 | 1 | 5 |
| Sealtest Village Store..... | 7 | 4 | 8 | 7 | 3 | 4 |
| Screen Guild Players..... | 8 | 8 | 5 | 6 | 8 | 6 |
| The Great Gildersleeve..... | 9 | 9 | 12 | NB | NB | 10 |
| Jergen's Journal—Winchell..... | 10 | 7 | 6 | 2 | SUB | 8 |

NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.
SUB—Substitute program entitled *Three Thirds of the News*.

with CAB ratings of better than 10 and less than 30, the mid-range, indicates little deterioration in 1943. The mid-range that signifies established and continuing audience acceptance contained 63 of the 137 network programs broadcast in December 1943. The 1942 record for the same month found 64 shows out of a total of 120 in the same range. What gives the edge to 1943, if anything does, is that 18 of its offerings rated over 20 and less than 30 while only 12 were reported in the same bracket in December 1942. A gain of 50% in the number of shows in the upper half of the mid-range is satisfactory evidence of the sustained quality of radio entertainment in 1943.

War Messages

The roster of superlative programs shows that eight rated 30 or over in December 1943 against nine in 1942. The measure of 1943, however, is best gauged by a standard that includes December 1941 when not a single program was tallied with a CAB rating over 40 and only five were scored at 30 or better. With 18 programs in the 20-30 bracket, December 1943, moreover, has a record that is amply

better than an improvement of 100% over 1941. Only eight offerings were scored in that range in that month.

Where 1943 fell short of 1942 was in the delivery of war information to the American people. Neither President Roosevelt nor Prime Minister Churchill succeeded in 1943 in achieving an audience rating that rivalled or bettered accomplishments of 1942. The difference undoubtedly reflects the differing quality of interests and events in the two periods: 1942, with the outbreak of war a fresh and momentous inspiration, was a year of unexpected and unheralded developments; 1943, with a public inured to war, was a year of steady and expected flowering of American offensive might.

The President and the Prime Minister, nevertheless, were credited with audience ratings that outdistanced their pre-war records. The President's Lincoln Day address, in fact, was scored at 67 to compare favorably with several of his 1942 talks to the Nation. It could not measure up, however, to the rating of 83 that the President twice scored in the first three months of the war. The Presidential discussion of the coal strike

on May 2, 1943 was rated at 60 for the second best mark of 1943. The Washington Day address was tallied at 48, while the international broadcast in which President Comacho of Mexico joined with President Roosevelt to speak to the people of both Nations on April 20, 1943 was scored at 47.

Prime Minister Churchill was twice rated by the CAB in 1943 and was credited with respective ratings of 35 and 37. The first was scored by his international broadcast on "The Post-War World", March 21, and the second rating was earned by his address to the U. S. Congress on May 19. The Prime Minister's highwater mark in 1942 was 41.

Special Events

American concern with its supply of food, a subject that demonstrated a remarkable growth in 1943, was borne out by the rating of 22.3 credited to the address of Herbert Hoover on January 21, 1943. The former President spoke on "Food Supplies for This War".

Another special event that achieved an exceptional rating from CAB was the address of Madame Chiang Kai-Shek from Madison Square Garden on March 2, 1943. It was scored at 15. The Hoover speech was carried on only one network, while the First Lady of China broadcast on two chains.

A series of weekly broadcasts by Elmer Davis, broadcast on three networks in the early months of 1943, was scored with ratings that ranged from 11.7 to a high of 17.3. An all-network broadcast of the War Bond Rally opening the Third War Loan drive on September 8, 1943 was recorded coincidentally with a rating of 40.2.

New Programs

While 1943 was the year of new programs, the development was not perceptible until the summer season was in full flow. It was the consistent characteristic of the year thereafter. The record of the last winter season of 1942-43 discloses, moreover, that four fewer programs were rated than in the previous winter period of 1941-42. But the pickup that came in the spring of 1943 eventually added 29 programs to the roster of shows that were rated by the CAB in the summer of 1943 in contrast with 1942.

Case histories of the rated programs of December 1943 reveal, in addition, that 33 of them were new nighttime offerings in 1943. As the rated programs of the month numbered 137, it is evident that 24% of them were first-year productions.

An examination of the freshman shows that were still going strong

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

| | | |
|---------------------|------------------|--|
| POWER | 5000 W. | No station in Montana or Wyoming has greater power than KGHL. |
| FREQUENCY | 790 kc. | KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc. |
| CONDUCTIVITY | FAVORABLE | The KGHL signal encounters less soil resistance than any other regional channel station in Montana. |
| COVERAGE | MAXIMUM | No other station can match KGHL's coverage* of Montana and Northern Wyoming. <p style="text-align: center;">*KGHL Primary Area Population - - - 323,403 Retail Sales - - - \$127,927,000 Radio Homes - - - 77,961 Source: 1940 Census</p> |



KGHL

THE DOMINANT STATION

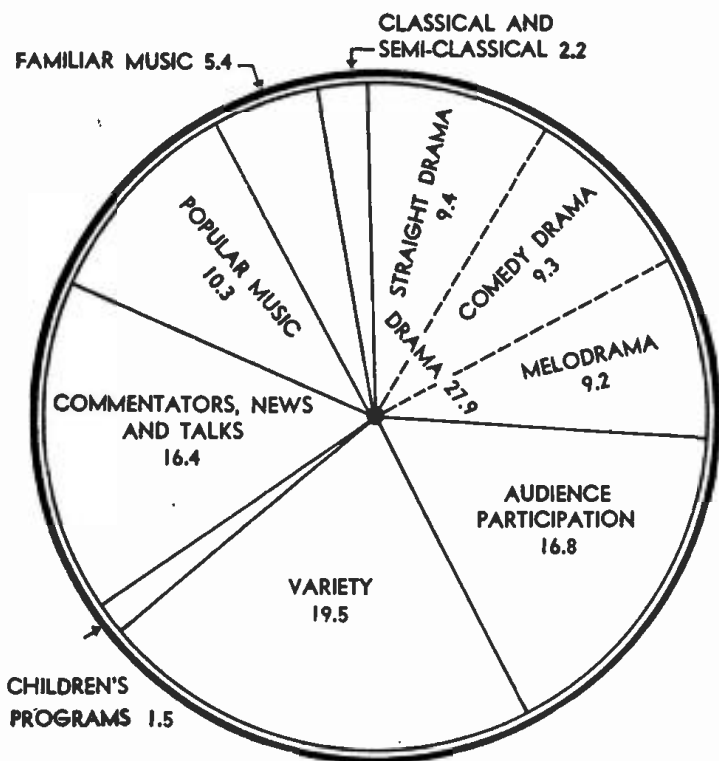
in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

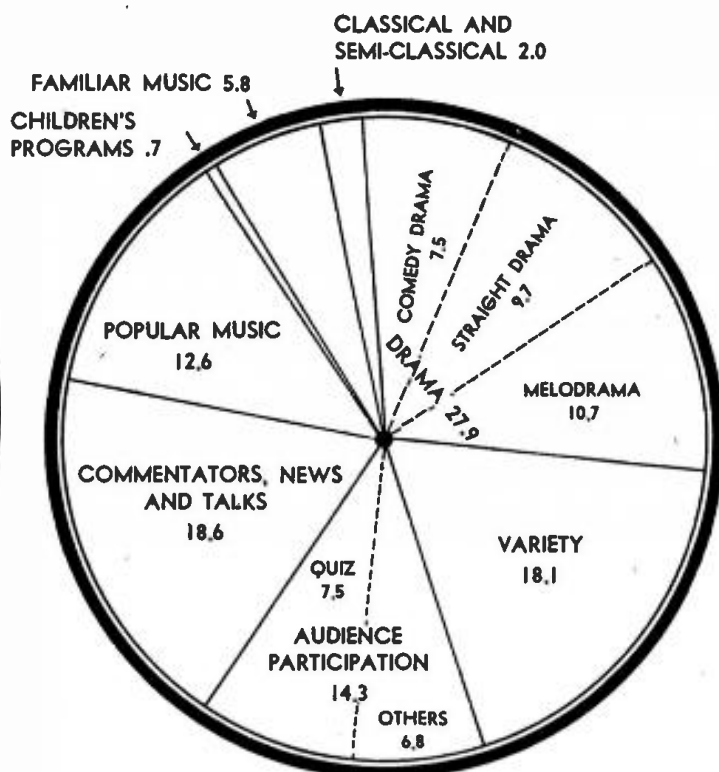
DIVISION OF COMMERCIAL NETWORK TIME BY PROGRAM TYPES

Evening Programs

III October 1942--April 1943



IV May-September 1943



NOTE:—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute

programs broadcast 5 times a week have been considered as 1 1/4 hours per week for the number of weeks investigated, 15-minute programs 3 times a week 3/4 hour, etc.

in December indicates that they ran the gamut of types with one exception. There was no new production offering classical and semi-classical music. But all the other types were represented.

Sponsors and producers exploited virtually every source to bring new talent to their 1943 network productions. Entertainers with established reputations in other fields than radio were imported to the studios. Among them were Groucho Marx and Jimmy Durante, whose stage and screen careers as comedians had given their names household currency throughout the nation. Both had previously appeared with more or less frequency as radio guest stars, but not until 1943 had they assumed the responsibility of carrying featured radio programs.

Grand Ole Opry, another variety program, demonstrated the feasibility of broadening a sectionalized reputation. The program has behind it many seasons of popularity in the southern central and coast states. Its audience was widened in October 1943 when it went on a coast-to-coast hookup. Network sustaining programs, another source of talent, contributed *Suspense*, a melodrama.

Another household name that became a fresh figure in radio was Leon Henderson, whose career at the head of OPA was as colorful as it was stimulating. He undertook the vocation of a news commentator in August. The recruiting of Leon Henderson, however, was only incidental to the phenomenal growth in news programs in 1943. In the summer season alone there were 26 sponsored nighttime news broadcasts in comparison with 17 in 1942.

Music, both familiar and popular in type, was generously represented among the newcomers by such programs as *Dubonnet Date*, *Keep*

sakes, *Here's To Romance*, *Salute To Youth*, and *To Your Good Health*. *Blind Date* and *Correction Please* were brand new audience participation productions, while the addition of Hildegard to *Beat the Band* qualified it to rank among the new entries.

New dramatic productions brought listeners a wide range of selection, ranging from dramatized war stories in the *The Man Behind the Gun* to another revival of the classic *Sherlock Holmes*. *Mr. and Mrs. North* qualified as comedy drama, while the *Coronet Little Show* followed the fashion of *Radio Reader's Digest*. *Mystery Theatre*

was an out-and-out thriller with such period pieces as the *Murders in the Rue Morgue* providing the substance. Dramatic productions, all types included, accounted for more new shows among the December offerings than any other distinguishable type of radio program.

News and Comment

Despite the December record of the new dramatic shows, the type of program that displayed the greatest activity in 1943 was that embracing commentators, news and talks. The growing importance of network news programs—whether straight or inflated with comment—was demonstrated early in the year when Elmer Davis, chief of the Office of War Information, made weekly trips to the microphones to report to the nation over three networks.

Commercial advertisers likewise sensed the enriched interest in news programs and their consequent enlarged value as a vehicle for advertising messages. The CAB comprehensive report of the summer of 1943 reveals that news programs ranked second in the use of purchased nighttime network time. Exactly 18.6% of the purchased time was consumed in broadcasting news programs, and only the

V-Distribution of Sponsored Network Nighttime Programs According to Ratings—December

| Rating (% of Set Owners) | No. of Programs 1943 | % of Total 1943 | No. of Programs 1942 | % of Total 1942 |
|--------------------------|----------------------|-----------------|----------------------|-----------------|
| 40% and over | 2 | 1.5 | 4 | 3.3 |
| 35.0-39.9 | 2 | 1.5 | 0 | 0 |
| 30.0-34.9 | 4 | 2.9 | 5 | 4.2 |
| 25.0-29.9 | 7 | 5.1 | 4 | 3.3 |
| 20.0-24.9 | 11 | 8.0 | 8 | 6.7 |
| 15.0-19.9 | 15 | 10.9 | 15 | 12.5 |
| 10.0-14.9 | 30 | 21.9 | 37 | 30.8 |
| 5.0-9.9 | 40 | 29.2 | 30 | 25.0 |
| 0.0-4.9 | 26 | 19.0 | 17 | 14.2 |
| | 187 | 100.0 | 120 | 100.0 |

**THE ANSWER
TO TODAY'S
PROBLEM—**



- **Today it is NOT which station has the most listeners for nationally famous programs...**
- **Today it is which station has the most listeners at times which are AVAILABLE...**
- **That's why we recommend you check the availabilities with high established ratings now offered by ...**



KANSAS CITY, MISSOURI

The Kansas City Basic Blue Network Station

Call any Joseph Hershey McGillvra Office

Power AND POPULARITY

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The Voice of Baltimore

5,000 WATTS

DAY and NIGHT

☆ **600 KC** ☆

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.

National Sales Representatives

New York • Chicago • San Francisco • Los Angeles

dramatic productions—44 shows in all—required more time. Variety shows fell to third place when they could account for only 18.1% of the commercial time.

In the previous summer season of 1942, news and comment programs ranked fourth in use of time. They were charged with 15.5% of the time, and the outranking types were, in order: drama, variety and audience participation. These types held the same relative positions in the winter season of 1942-43.

Nighttime Leaders

As in other years, there was little change from the previous year in the December 1943 roster of radio's 20 leading productions. They were, listed in the order of their ratings, as follows:

Fibber McGee and Molly
 Pepsodent Program—Bob Hope
 Chase and Sanborn Program
 Jack Benny
 Lux Radio Theatre
 Red Skelton
 Aldrich Family
 Maxwell House Coffee Time
 Mr. District Attorney
 Kay Kyser
 Kraft Music Hall
 Sealtest Village Store
 Kate Smith Hour
 Time To Smile—Eddie Cantor
 Abbott and Costello
 Hit Parade (45-minute program)
 Screen Guild Players
 Take It or Leave It
 The Great Gildersleeve
 Fitch Bandwagon

Only four were new to the list, and one of them, *Sealtest Village Store*, appeared in the 1942 roster as the *Rudy Vallee* program. The other three were *Abbott and Costello*, *Screen Guild Players*, and *Take It or Leave It*. The latter set a record as the first quiz show to climb into the top 20.

The 10 nighttime leaders for the winter months of 1942-43 are given in Table I. Changes in position from the previous winter season are few. The only newcomer to the group is Red Skelton. Both Walter Winchell and Kate Smith slipped from the first 10. The curious mathematics that adds one and takes away two is accounted for by the dual and separate listings of *Kraft Music Hall* as an hour and half-hour program.

Only three of the winter headliners appeared among the 10 leading programs (Table II) of the summer of 1943. They were the *Lux Radio Theatre*, *Aldrich Family*, and *Kraft Music Hall*. The list reveals, however, that the *Jergen's Journal*, vehicle for the news program of Walter Winchell, was still among the 10 high shows in popularity.

Daytime Leaders

Seven of the 11 programs that contested for the 10 top positions among the weekday leaders in December 1943 (two were tied for tenth) were among the 10 high shows of December 1942.

The 11 leaders were:

Kate Smith Speaks
 Stella Dallas
 Big Sister
 Pepper Young's Family
 Right to Happiness
 Backstage Wife
 Ma Perkins (Columbia)
 Young Widder Brown
 Romance of Helen Trent
 Our Gal Sunday
 Lorenzo Jones

Newcomers to the list were *Stella Dallas*, *Backstage Wife*, *Young Widder Brown* and *Lorenzo Jones*.

With the exception of the top-most program, *Kate Smith Speaks*, the leaders were all serial dramas broadcast five days a week. All of them, including the Kate Smith program, a news summary, were 15-minute programs. If the Sunday presentations were added, two more programs would be included: *The Pause That Refreshes on the Air* and the *New York Philharmonic Orchestra*. These would place respectively in second and third positions, the latter tying with *Big Sister* and *Pepper Young's Family*.

The average rating of the weekday leaders for December 1943 is 11.5 as compared with an average of 10 for December 1942.

Sports Events

In accordance with its usual practice, the CAB scored the radio audiences of numerous sports events in 1943, including 10 boxing matches and numerous baseball games in the championship season.

Boxing—None of the 10 fights rated in 1943 was a championship affair. As a result the top fight rating was only 8.5, and it was scored for the Beau Jack-Fritz Zivic affray on Feb. 5, 1943. The ratings for the other nine contests ran down the scale to a low of 3.7 for the bout between Johnny Greco and Terry Young on May 8, 1943.

Baseball—The baseball season turned in a monthly listening average of 13.3 for 1943 to better by a narrow margin the 1942 average of 13.2. The 1943 season, however, showed a wider fluctuation in interest and reached a high point of 14.7 in June and dropped off to a low of 11.2 in September. The extremes of 1943 were higher and lower than 1942.

| | 1943 | 1942 |
|----------------|------|------|
| May | 13.1 | 13.5 |
| June | 14.7 | 13.9 |
| July | 13.8 | 12.8 |
| August | 13.1 | 12.3 |
| September | 11.2 | 13.1 |
| Season average | 13.3 | 13.2 |

What the CAB Is

Collecting listening data for the mutual information of its members, the CAB is today the only non-profit organization engaged in research of radio program popularity.

With its beginnings in 1929, the CAB took shape five years later as a non-profit enterprise. Supervision in the first four years of operation was exercised by the Radio Committee of the Assn. of National Advertisers in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the Board of Governors—in which both agencies and advertisers had equal control. Thus, the CAB is representative of all the buyers of radio time and talent. The Board, nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers, at present consists of three agency members and an equal number of advertiser members.

The Board fixes all policies of the CAB including, of course, those governing research, membership rules and the compilation and dissemination of information. A major policy of the Board has been its determination to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always allocated a share of its income to experimentation. As a result, the CAB subscribers have benefited from improved service time after time.

The cost of the CAB is borne by the leading advertising agencies, advertisers and networks, and operating funds are collected by dues prorated according to each member's interest in radio advertising.

Results are sent to subscribers in the form of 40 or more reports per year—24 semi-monthly reports, and 16 others. The semi-monthly and monthly reports are rounded out by semi-annual publications—one analyzing trends in program popularity, the other analyzing trends in listening habits. Both are accumulations of the previous months of summer or winter investigations.

Special analyses of radio programs are readily prepared and supplied from the CAB's cumulative statistical data, while complete case histories of all commercial programs broadcast during the past 12 years are available to members.

Subscriber-members use the CAB reports to help them: (1) Pick the preferable day and hour whenever a choice of radio time is available. (2) Detect trends in the popularity of programs and types of programs. (3) Appraise talent scientifically by scrutinizing performance in ratings. (4) Determine whether a given season should be included or not. (5) Balance the value of daytime and nighttime programs. (6) Analyze program audiences by sections of the country, population groups, income levels, etc. (7). Evaluate the elements that contribute to high and low rating programs.

The CAB charts fortnightly the "box office" returns of every sponsored network program, regardless of the time of day or night it is on the air, using as its base a comprehensive, nationwide sample.

Cities Surveyed

Investigations are regularly carried on in: **Eastern Cities**—Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities—Atlanta, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

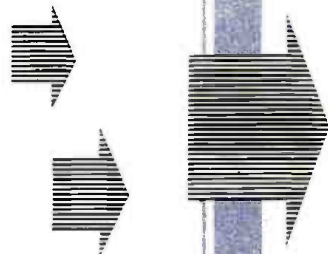
Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

the
Nation's

most merchandise-able

Station

DIVISION OF THE CROSLLEY CORPORATION



MORE

MORE

MORE

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than on

station

advertisers spend

money to sell

merchandise to

people on **WLW**

any other radio

in the world.

CINCINNATI ... ONE OF THE 17 "MILLION MARKETS" OF THE U.S.

the WSAI way assures A-1 results

The WS"A-1" way of doing things, is our way of expressing management policy for WSAI. Because this policy does spell success for the advertisers, more leading national advertisers buy more time...renew more consistently on WSAI...than on any local Cincinnati Station.

A-1 IN TALENT AND PRODUCTION

WSAI...for years an integral part of the Crosley Broadcasting operation...has taken full advantage of the complete talent and production facilities of the Crosley Stations.

A-1 IN AUDIENCE-BUILDING PROMOTION

WSAI's Audience-Building Promotion is greater, in both quantity and quality, than that of all other local Cincinnati Stations combined.

A-1 IN MERCHANDISING COOPERATION

WSAI's Merchandising Cooperation is **not** a mere opening barrage, it is a definite plan of

continual promotion cooperation, carefully supervised by a group of the best merchandising brains in the country.

A-1 IN CLIENT SATISFACTION

The WSAI way of handling business secures sales results and satisfies the advertiser. More than 80% of WSAI accounts are renewal advertisers with renewal records extending back to 5, 6, and 7 years of continuous use of WSAI.

WSAI

**5000 Watts — Day and Night
Basic Blue Network Station
Crosley Owned and Operated**

NATIONAL REPRESENTATIVES SPOT SALES • INC. NEW YORK • CHICAGO • SAN FRANCISCO

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Headquarters Office: 1760 N Street, N. W., Washington 6, D. C. Phone: NATIONAL 2080

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| Charles W. Myers (KOIN) | 1936-1937 |
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| Mark Ethridge (WHAS) | 3-30-38—7-1-38 |
| Neville Miller | 1938- |

* Deceased.

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(Continued on page 40)

Audience Size Trends

By MATTHEW N. CHAPPELL, Ph. D.
Consultant to C. E. Hooper, Inc.

NATIONAL gasoline rationing, greater employment and increase in size of the armed forces are all clearly reflected in the radio audience trends for 1943. They seem to have borne out the predictions concerning audience conditions made in this space last year.

Generally speaking, evening "Sets-in-Use" in 1943 have been at about the same high levels reached in 1942 but the year-end conditions suggest slightly lower "Sets-in-Use" for the coming year. The average daytime "Sets-in-Use" for 1943 was also about equal to that for 1942 but here the indications are that 1944 will be equal to or slightly higher than 1943.

Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.
(b) "Sets-in-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-in-Use" and "Available Audience"—have reached new highs in interest as a result of the operation of important and compensating groups of influences. Greater employment, increased size of the armed forces, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the

"at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers, in 32 large cities geographically well distributed, call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?
2. To what programs were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?
- 4a. How many men, women and children are listening?

Hooper interviewers check day-

time programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1941-December 1943 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1941, 1942, 1943. The outstanding characteristic of both sets of curves is their seasonal variations. Both the

"Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper Evening "Sets-in-Use" index from January 1941 to December 1943. It will be seen that in 1943 "Sets-in-Use" started the year below January 1942 which was the month following Pearl Harbor. By the first week in March, the 1943 level was above that for 1942 and remained above through the first week in May. In 1942 a major drop occurred between March and April which in previous years had not occurred until a month later. Daylight Saving Time was initiated late in April in years prior to 1942, but War Time was inaugurated in February 1942.

It was concluded that the added hour of daylight together with the mild weather accounted for the sharp decline in April "Sets-in-Use"; that War Time had advanced the seasonal decline about a month; and that a similar influence should be expected for the duration. This was found again in 1943.

From May through July, evening "Sets-in-Use" in 1943 were lower than in 1942, and from August through October somewhat higher. After the first week in November 1943 "Sets-in-Use" fell below the 1942 level.

The "Available Audience" trend for the evening is shown in Chart II. It will be noted that in 1942 the available audience showed a major gain in May which reversed the usual seasonal trend. Gas rationing on the Eastern Seaboard was inaugurated at that time. It took another major jump in December 1942, when gasoline rationing was made nationwide. As a result, 1943 started the year with "Avail-

CHART I
Hooper National Trends
SETS-IN-USE INDEX — EVENINGS
JANUARY, 1941 — DECEMBER, 1943

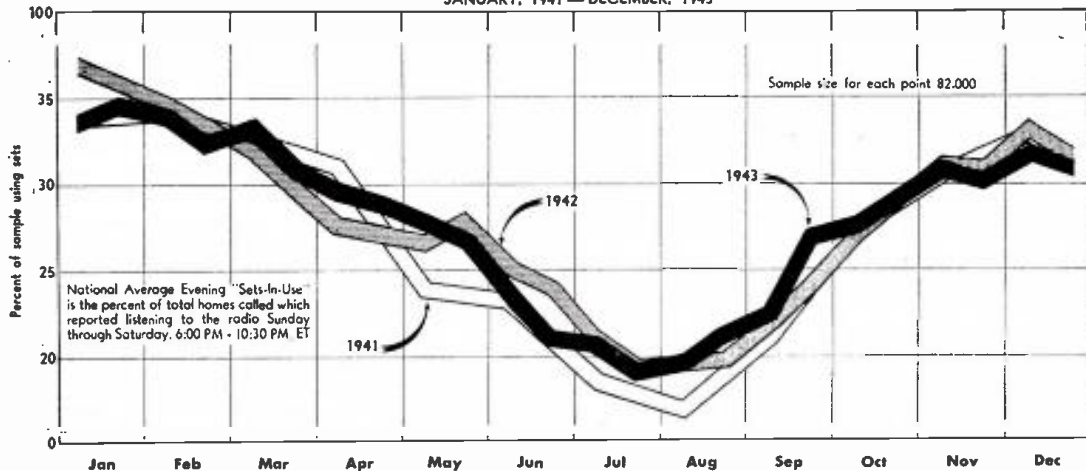
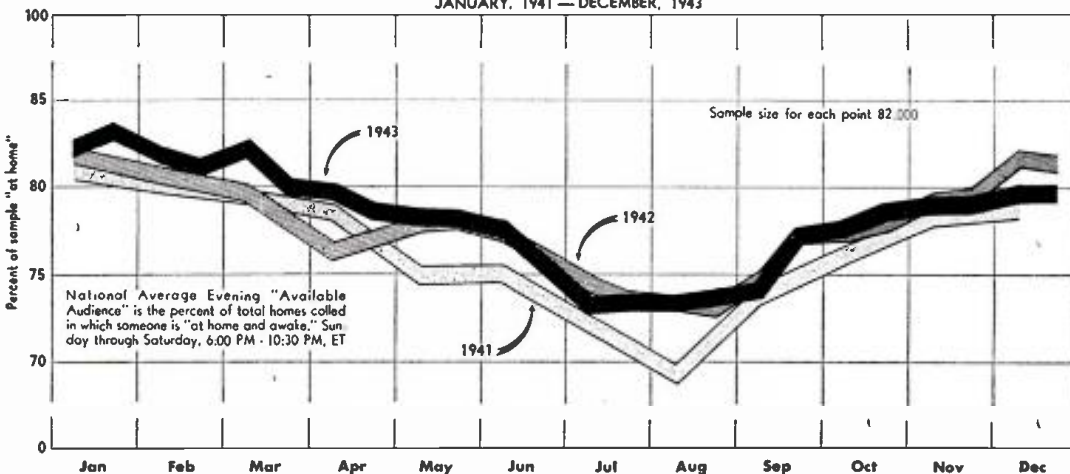


CHART II
Hooper National Trends
AVAILABLE AUDIENCE INDEX — EVENINGS
JANUARY, 1941 — DECEMBER, 1943





WXYZ will deliver*

Lion's Share of Detroit

at lowest cost

WXYZ

able Audiences" appreciably higher than in 1942. They remained higher until May. From May through October the trends for the two years resembled each other closely but after October the "Available Audience" fell below the 1943 level for the remaining two months of the year. These evening trends indicate for 1944 slightly lower trends in both "Available Audience" and "Sets-in-Use".

Daytime

The daytime conditions are represented in Charts III and IV. These charts are based on Monday through Friday data only.

Chart III shows the daytime "Sets-in-Use Index" trends. Daytime "Sets-in-Use" in 1943 started the year well below the 1942 level and, with the exception of April, remained below until July. From July through December, daytime "Sets-in-Use" were above the 1942 level.

This finding is of particular significance in view of the "Available Audience" trend shown in Chart IV, which started the year at the 1942 level but since March has been well below. That is to say daytime radio in the latter half of 1943 attracted larger audiences than in 1942 despite the fact the "Available Audiences" were appreciably lower in 1943.

It seems probable that employment in 1944 will not greatly increase above the 1943 level. Therefore, if gasoline rationing should continue throughout 1944, it seems probable that daytime "Available Audiences" during the coming year will remain at about the 1943 levels and that daytime "Sets-in-Use" will be at about the 1943 levels or slightly higher.

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1943 and 1942 are shown in List 1 and List 2.

LIST 1

December 1943 Evening Ratings

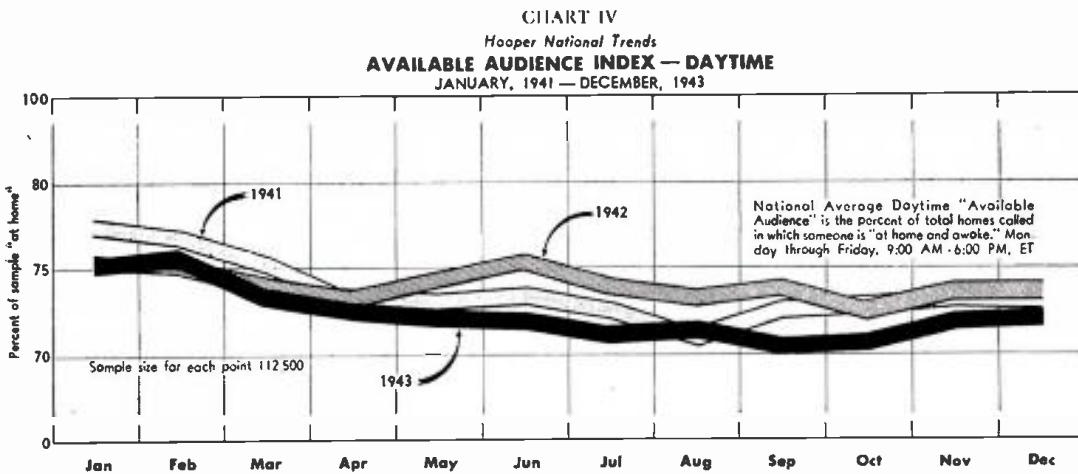
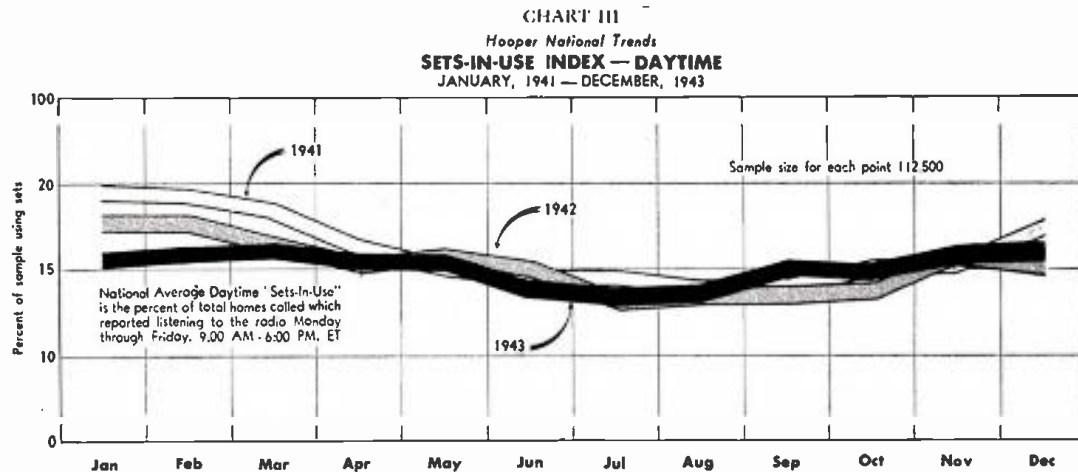
| Rank | Program Name | Rating |
|------|----------------------------|--------|
| 1. | Fibber McGee & Molly | 31.3 |
| 2. | Charlie McCarthy | 30.7 |
| 3. | Bob Hope | 29.2 |
| 4. | Joan Davis with Jack Haley | 27.0 |
| 5. | Aldrich Family | 26.0 |
| 6. | Walter Winchell | 25.4 |
| 7. | Jack Benny | 25.3 |
| 8. | Radio Theatre | 25.3 |
| 9. | Abbott & Costello | 24.5 |
| 10. | Frank Morgan-Fanny Brice | 23.2 |
| 11. | Mr. District Attorney | 22.8 |
| 12. | Bing Crosby | 22.7 |
| 13. | Screen Guild Theatre | 22.4 |
| 14. | Take It or Leave It | 22.1 |
| 15. | Fred Allen | 20.4 |

LIST 2

December 1942 Evening Ratings

| | | |
|-----|--------------------------|------|
| 1. | Charlie McCarthy | 36.2 |
| 2. | Bob Hope | 35.4 |
| 3. | Fibber McGee & Molly | 31.4 |
| 4. | Jack Benny | 30.4 |
| 5. | Aldrich Family | 29.1 |
| 6. | Frank Morgan-Fanny Brice | 29.1 |
| 7. | Bandwagon | 23.3 |
| 8. | Rudy Vallee | 22.8 |
| 9. | Bing Crosby | 22.0 |
| 10. | Kay Kyser | 21.7 |
| 11. | Eddie Cantor | 21.7 |
| 12. | Walter Winchell (Sub.) | 20.7 |
| 13. | Radio Theatre | 20.6 |
| 14. | Abbott and Costello | 19.8 |
| 15. | One Man's Family | 19.8 |

Ten of the programs appearing in List 2 are also found in List 1, but five appear on the 1943 year-end list which were not on that for 1942: Joan Davis with Jack Haley, Mr. District Attorney,



Screen Guild Players, Take It Or Leave It and Fred Allen.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1943 and December 1942 are shown in List 3 and List 4 respectively.

LIST 3

December 1943 Weekly Daytime Ratings

| | | |
|------|-----------------------|-----|
| 1.5 | Stella Dallas | 8.3 |
| 1.5 | Portia Faces Life | 8.3 |
| 3.5 | Ma Perkins (CBS) | 8.2 |
| 3.5 | When A Girl Marries | 8.2 |
| 5. | Young Widder Brown | 8.1 |
| 6. | Big Sister | 7.9 |
| 7. | Pepper Young's Family | 7.8 |
| 8. | Our Gal, Sunday | 7.4 |
| 9.5 | Right to Happiness | 7.3 |
| 9.5 | Kate Smith Speaks | 7.3 |
| 11. | Back Stage Wife | 7.1 |
| 12. | Ma Perkins (NBC) | 7.1 |
| 13.5 | Helen Trent | 7.0 |
| 13.5 | Breakfast at Sardi's | 7.0 |
| 15.5 | Lorenzo Jones | 6.5 |
| 15.5 | Life Can Be Beautiful | 6.5 |

LIST 4

December 1942 Weekly Daytime Ratings

| | | |
|------|-----------------------------|-----|
| 1.5 | Portia Faces Life | 8.5 |
| 1.5 | Kate Smith Speaks | 8.5 |
| 3.5 | Stella Dallas | 8.1 |
| 3.5 | Life Can Be Beautiful | 8.1 |
| 6.5 | Big Sister | 8.0 |
| 6.5 | Our Gal Sunday | 8.0 |
| 7. | When A Girl Marries | 7.5 |
| 8. | Right To Happiness | 7.4 |
| 9. | Young Widder Brown | 7.3 |
| 10.5 | Vic and Sade (CBS) | 7.1 |
| 10.5 | Romance of Helen Trent | 7.1 |
| 12. | Pepper Young's Family (NBC) | 7.0 |
| 13. | Ma Perkins (NBC) | 6.7 |
| 14.5 | Road of Life | 6.6 |
| 14.5 | Ma Perkins (CBS) | 6.6 |

List 3 contains 16 instead of 15 programs because Lorenzo Jones and Life Can Be Beautiful were tied for 15th place. Of these 16 programs, 13 were among the year-

National Assn. of Broadcasters

(Continued from page 37)

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end "Top Fifteen" in 1942 as may be seen in List 4: Back Stage Wife, Breakfast at Sardi's and Lorenzo Jones appear in the 1943 list but were not among the "Top Fifteen" a year ago.

THE WAY TO GREATER



SALES AND BIGGER

PROFITS



IN ONE OF

THE NATION'S RICHEST



MARKETS IS VIA ITS NUMBER

ONE



SALESMAN

KWKH

A SHREVEPORT TIMES STATION
Shreveport, La.

CBS - 50,000 WATTS

THE BRANHAM CO.

RADIO MEN IN THE ARMED FORCES OF THE UNITED STATES

Alphabetical list by states based on information supplied by stations, networks and other groups directly identified with radio.*

Symbols: A, Army; N, Navy; M, Marine Corps; CG, Coast Guard; MS, Maritime Service; ARC, American Red Cross.

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Atkins, Geo. W. P. (WAP) Lt. (ig)-N
 Atkinson, Wm. (WAPI) Lt.-A
 Badgley, David (WHBB) AC-N
 Baker, Jack (WMSL) A
 Bell, Alvin (WALA) Capt.-A
 Beown, Hudie (WMSL) A
 Blizzard, Lewis (WMSL) Cpl.-A
 Borhwick, Edward (WSGN) N
 Bothwick, William (WSGN) RCFA
 Bowers, Jerome (WMSL) A
 Broughton, John (WHBB) RM2/C-N
 Campbell, Danc (WHBB) Pvt.-A
 Cannon, Carl (WSGN) N
 Carter, S. O. (WALA) Lt.-A
 Cody, John (WCOV) Capt.-A
 Coleman, Ward (WHBB) Pvt.-A
 Davis, John (WMSL) A (CDD)
 Dunlap, Wallace (WMOB) PFC.-A
 Durden, H. S. (WSFA) Capt.-A
 Emmerson, Harris (WAPI) Y2/C-N
 Farmer, Jon (WBRC) Sgt.-A
 Farrell, Maury J. (WAPI) Capt.-A
 Gillem, Jennings (WAPI) Lt.-Col.-A
 Hardy, Gene (WALA) Cpl.-A
 Helms, W. S. (WSFA) Lt.-A
 Hill, Billy (WMOB) AC-A
 Holman, Al (WALA) N
 Hooper, Jesse (WHBB) AC-A
 Hopson, B. H. (WHBB) Lt.-N
 Hurstons, S. C. (WMSL) N
 Inge, Zeb (WMOB) ARC
 Joseph, William (WALA) Cpl.-A
 Klmer, William (WSGN) A
 McCabe, Tom (WALA) PFC.-A
 McManus, James (WMOB) M
 McNamara, James (WMOB) Ens.-N
 Melaff, Mitchell (WSGN) A
 Nicholson, Voyie (WMSL) A
 Parson, Cecil E. (WAPI) Lt.-A
 Pearce, Sam (WMSL) Ens.-N
 Persons, Clarence P. (WAPI) Lt.-N
 Petranks, Joe (WSFA) M/Sgt.-A
 Plumstead, Eugene (WSGN) A
 Quick, Cletus (WBHP)
 Rappaport, Irv. (WSFA) Lt.-A
 Reuben, Marvin (WSFA) Lt.-A
 Roberts, Adrian (WMOB) Pvt.-M
 Rodda, Rolly (WBRC) M/Sgt.-A
 Rogers, Melvin (WMSL) A
 Rountree, Tarver (WHBB) Pvt.-A
 Stephens, Frank (WMSL) A
 Tennyson, Scott (WALA) Ens.-N
 Trammell, Lamar (WAGF) Sgt.-A
 Ussery, Paul (WSFA) Lt.-A
 Vickrey, Marion (WMSL) Lt. (ig)-N
 Weathers, James (WAGF) A
 White, Rex (WSGN) A

ARIZONA

Anderson, A. C. (KTAR) Lt.-A
 Bartholomew, Paul (KVOA) T/Sgt.-A
 Boring, George R. (KOY) Lt.-A
 Brown, Mark (KTAR) CPO-N
 Cable, Lowell (KVOA) Pvt.-A
 Dillman, Pete (KGLU) Lt.-A
 Drake, Myron (KTAR) Sgt.-A
 Erickson, Elna (KOY) Lt.-WAC
 Farber, Lester (KVOA) Lt.-A
 Gibbs, John B. (KOY) A
 Giroux, Paul (KTAR) Lt.-A
 Henderson, David (KVOA) RM3/C-N
 Jonney, Edward (KOY) Lt.-A
 Jahnson, Martin (KTAR) Lt.-A
 Karbach, David (KOY) S/Sgt.-M
 Karson, Lee (KTAR) Lt.-A
 Lang, Marvin (KTAR) Ens.-N
 Little, Franklin (KTAR) AC-A
 Matheson, Mac (KOY) Sgt.-A
 Miller, Clifford (KOY) Lt.-A
 Plumlee, Paul (KGLU) M/Sgt.-A
 Raskin, L. J. (KTAR) Lt.-A
 Reilly, John A. (KOY) Capt.-A
 Rass, James (KOY) PFC.-A
 Shumway, Bruce (KVOA) N
 Szallasi, Jack (KYCA) Y2/C-N

ARKANSAS

Adams, Carl (KFPW) Sgt.-A
 Alford, Marion (KLRA) PFC.-A
 Beard, Jay (KBTM) A
 Benedict, Bob (KLRA) A
 Clark, Wilbur (KTHS) Ens.-N
 Cook, Stanley (KTHS) N
 Corbet, Ralfe (KLRA) Cpl.-A
 Crenshaw, Phil (KUOA) Pvt.-A
 Cunningham, Thomas (KELD) Cpl.-A
 Dalaloye, Jack (KFPW) Pvt.-A
 Ellington, P. E. (KFPW) Lt.-A

* Names, service branch and rank based on data from employing companies. BROADCASTING does not guarantee accuracy or completeness of information furnished, notably due to change in rank and status. Network personnel attributed to New York headquarters except where office is otherwise identified.

CALIFORNIA

Barton, Bus
 (WLW) M (killed)
 Brimberg, Isaac
 (WNYC) Moj.-A (died)
 Brunner, Russell
 (WBAA) Lt. Col.-A (missing in action)
 Burch, Joseph
 (RCA) Maj.-A (killed in action)
 Byers, Ben
 (NBC) F/O-A (missing)
 Carleton, Samuel
 (KFAB) Ens.-N (killed in training)
 Carroll, James
 (WCSC) Lt.-A (killed in action)
 Carter, Kenneth
 (WNAC) Lt.-A (killed)
 Chase, Donald
 (WTMJ) Lt.-A (killed in action)
 Clifton, John
 (KVEC) A (killed in action)
 Crocker, Don
 (NBC) N (killed in action)
 Frear, Robert
 (WIBX) Lt.-A (killed in action)
 Freeman, Robert L.
 (KFPW) Sgt.-A (missing in action)
 Fuld, Stephen
 (CBS) Ens.-CG (missing in action)
 Green, Robert
 (NBC) Ens.-N (killed)
 Kearney, Francis
 (WRUF) Lt.-A (missing in action)
 Kops, Stanley
 (KFWB) Pvt.-M (killed in action)
 McClelland, Thomas
 (KLZ) Ens.-N (killed in action)

Ackerman, Ken (KQW) CG
 Alexander, Vincent (KGER) Pvt.-A
 Anderson, Loree (KGER) Cpl.-A
 Anderson, Norman (KNX) Ens.-N
 Anderson, Raymond (KNX) Pvt.-A
 Andriess, R. K. (KPO) AC-A
 Arnold, Joseph (KNX) Pvt.-A
 Ashby, Dick (KFM) Pvt.-A
 Avery, Tol W. (KSFO) 1st Sgt.-A
 Baillie, Ted (KMPC) Sgt.-A
 Baker, Charles (KIEM) M
 Baker, Donald (KNX) Sgt.-A
 Ballantyne, Eugene (KNX) Ens.-N
 Ballinger, Art (KAMTR) Capt.-A
 Barlaw, Robert (KNX) Capt.-A
 Barry, Bert (KFBK) Lt.-A
 Barton, William (KVEC) Capt.-A
 Bauer, Hal (KQW) A
 Bauriedel, John (KIEM) Capt.-A
 Bazuk, W. L. (KERN) Lt.-A
 Beck, Jack (KNX) A
 Bell, Finis (KGER) Pvt.-A
 Benham, E. J. (KMVC) Lt. (ig)-N
 Bennett, Russell (KWG) N
 Bensussen, Sam (KVEC) Sgt.-A
 Berg, Allan (KHUB) Pvt.-A
 Berger, Hal (KMPC) Capt.-A
 Bertrandias, Richard (KPO) Lt. (ig)-N
 Bibeau, Al (KFM) A
 Blindner, Theo. (KROW) Lt.-A
 Birkenhead, Warren (KNX) Lt.-N
 Bisbee, Gail (KTMS) MS
 Bishop, R. J. (KPO) Lt.-N
 Black, Bennett (KNX)
 Bohlinger, Thomas (KNX) Lt.-N
 Boren, John (KYOS) CG
 Boston, Tom (KNX) Pvt.-A
 Botzer, Allen (KNX) A
 Bovard, Bob (KROW) A
 Brannan, W. E. (BLUE) N
 Brewster, Carl (KTFD) Capt.-A
 Briggs, Allan (KMMS)
 Britt, Paul (KNX)
 Brooks, Phil (KRKD) Pvt.-A
 Brosn, Lynn Ruth (KFSO) WAC
 Brown, David (KNX)
 Brown, Harold (KERN) AC-A
 Bull, Winston (KROY) Lt.-A
 Burd, Orville (KVCY) A
 Burson, Ned (KQW) M
 Burns, George (KFXM) Lt.-A
 Buzzini, Bert (KQW) N
 Cady, Frank (KGO) PFC.-A
 Callahan, E. C. (KPO) Lt. Com.-N
 Campbell, Carleton (KNX)
 Capka, Frank (KNX) Y3/C-N
 Carmona, Al (KVEC) AC-A
 Carter, Gaylord (KNX) N
 Carter, George (KNX) Lt.-A
 Carter, Fran (KFBK) AC-A
 Cary, Robert (KNX) A
 Casey, Clark (KNX) Sgt.-A
 Cecil, Charles (KVEC) AC-A
 Christianson, Carl (KYA) Sgt.-A
 Clark, George (KNX) Ens.-N
 Clinton, Jack (KNX) Ens.-N
 Concannon, Charles (KFRC) Lt.-Com.-N
 Conklin, Gordon (KFAC) Cpl.-A
 Conrad, William (KMPC) Capt.-A
 Cook, J. (KPHC) RM1/C-N
 Cook, Milton (KARM) M
 Cooley, Syd (KDB) MS
 Carmock, Alan (KNX) N
 Corner, Masan (KARM) A
 Correll, Robert (KNX) Ens.-N
 Cowan, Robert (KNX) CG
 Craig, Wesley (KERN) S1/C-N
 Crowshaw, Fred (KFRC) Lt.-Com.-N
 Crosatto, Dave (KSAN) Cpl.-A
 Curren, Donald (KGO) Ens.-N
 Dahlstead, Drexler (BLUE) Pvt.-A
 Daniel, James (KNX) A
 Daniel, Thomas (KXO) AC-A
 Davidson, Robert (KGER) Ens.-N
 Davis, Lucian (KNX)
 Dawson, Edward (KROY) N
 Day, Malcolm (KNX)
 Dentan, Jack (KNX) S2/C-CG
 Des Autels, Van (KFAC) CPO-N
 DeVilbiss, Robert (KAMTR) Pvt.-A
 DeYoung, Gene (KARM) A
 Dilatush, Lucian (BLUE) Pvt.-A
 Dobyns, John (KGER) Capt.-A
 Donahue, Jack (KNX) Pvt.-A
 Dorais, S. P. (BLUE) Cpl.-A
 Dorais, William (KNX) Pvt.-A
 Douglass, Charles (KNX) Lt.-N
 Doyle, Chester (KNX) Lt.-N
 Dressen, Walter (KTMAS) CPO-N
 Drilling, Joe (KARM) N
 Dumm, Robert (KSFO) Ens.-N
 Duse, James (KNX)
 Earle, Wilber (KNX) A
 Eddy, Roger (KVEC) AC-A
 Ehrhardt, Jack (KROY) A
 Ellison, James (KNX) Lt.-CG
 Emerick, Bob (KNX) AC-A
 England, Paul (KNX) N
 English, Gene (KNX) OWI
 Erlenborn, Ray (KNX) Pvt.-A
 Faithorn, Nathaniel (KSFO) Lt.-A

PRISONERS OF WAR

Carey, William
 (WRUF) Lt.-A
 Chandler, Barron
 (NBC) Lt.-N
 Hart, George
 (Radio Engineer) Maj.-A
 Gutensohn, Walter (KFPW) Pvt.-A
 Harlow, Lester (KLRA) Lt.-N
 Hawley, George L. (KELD) AS.-N
 Henderson, Joe (KFPW) Lt.-A
 Hendricks, Jim (KFPW) A
 Johnson, Wendell (KOTN) N
 Knouse, Kay (KOTN) A
 Marsh, Harvey (KFPW) Ens.-N
 Mayeaux, Jules (KOTN) Cpl.-A
 McKinney, Wilfred (KELD) Lt.-A
 Miller, J. L. (KUOA) Lt.-N
 Richardson, Jesse (KLRA) Pvt.-M
 Richeson, O. E. (KFPW) Sgt.-A
 Rountree, George (KUOA) N
 Schlieff, Walter (KFPW) S.-N

McDonald, George
 (WCOP) S/Sgt.-A (died in service)
 Meininger, Walter
 (KMBC) Lt.-A (killed in action)
 Miller, Sam
 (KLRA) RM1/C-N (killed in action)
 Mills, Alma 'Buddy'
 (KVR5) A (missing in action)
 Millsap, John
 (WMGA) Lt.-A (killed in action)
 Morris, Tom
 (KMBC) Lt.-A (killed in action)
 Nash, Herbert
 (WSTV) Pvt.-A (died in service)
 Osborn, Wendell
 (WVJ) Lt. Com.-N (missing in action)
 Poor, J. E.
 (WHBQ) A (killed in action)
 Reeves, Don
 (KFM) N (died in service)
 Seale, E. E.
 (KSAM) Ens.-N (killed in action)
 Smith, B. A.
 (KGKB) N (died in service)
 Smith, Robert
 (KRBM) ARM2/C-N (killed in action)
 Sproul, Derby
 (KLZ) Capt.-A (killed in action)
 Trocha, Dick
 (WALL) N (killed in action)
 Utley, Louis
 (NBC) Lt.-A (killed in action)
 Young, Douglas
 (KMTR) (killed in action)
 Seay, H. Preston (KELD) F1/C-N
 Sengel, W. A. (KFPW) N
 Shirey, Alfred (KLRA) M
 Slattery, Red (KLRA) A
 Smith, Cecil (KUOA) Ens.-N
 Taylor, Orville (KFPW) S.-N
 Terrell, Jimmy (KLRA) Pvt.-A
 Thompson, John (KOTN) N
 Walker, H. E. (KUOA) Lt.-A
 Wall, Mark (KFPW) Cpl.-A
 Watkins, Loren (KUOA) AC-A
 Weaver, Billie (KFPW) S.-N
 Winter, W. E. (KUOA) FO-A
 Woodard, Jimmy (KLRA) Ens.-N

Seay, H. Preston (KELD) F1/C-N
 Sengel, W. A. (KFPW) N
 Shirey, Alfred (KLRA) M
 Slattery, Red (KLRA) A
 Smith, Cecil (KUOA) Ens.-N
 Taylor, Orville (KFPW) S.-N
 Terrell, Jimmy (KLRA) Pvt.-A
 Thompson, John (KOTN) N
 Walker, H. E. (KUOA) Lt.-A
 Wall, Mark (KFPW) Cpl.-A
 Watkins, Loren (KUOA) AC-A
 Weaver, Billie (KFPW) S.-N
 Winter, W. E. (KUOA) FO-A
 Woodard, Jimmy (KLRA) Ens.-N
 (Continued on page 47)

GE

**HAS MADE MORE BASIC
ELECTRONIC TUBE DEVELOPMENTS
THAN ANY OTHER
MANUFACTURER**

EVER since General Electric's Dr. Langmuir, in 1913, developed the first high-vacuum tube — a discovery that has made possible most of the radio apparatus in use today — G-E electronic research and engineering have been rolling along with development after development.

Among the electronic-tube "firsts" contributed by G.E. are:

- *thoriated tungsten filaments*
- *high-powered water-cooled transmitter tubes**
- *hot-cathode, mercury-vapor rectifiers*
- *the screen-grid tube*
- *the steel-clad ignitron*
- *the thyatron*
- *the metal receiver tube*
- *photoelectric tubes for commercial talking moving pictures*

And there are many others — including important recent developments (some not yet released from war secrecy) — representing new strides in dependable and economical broadcast operation.

The G-E transmitter tubes available to you today and tomorrow are being made in the world's finest tube factory. They carry the assurance of greater economy, greater efficiency, and longer service than any you have ever used before. For further information about transmitter tubes — for FM, AM or television — address *Electronics Department, General Electric, Schenectady, N. Y.*

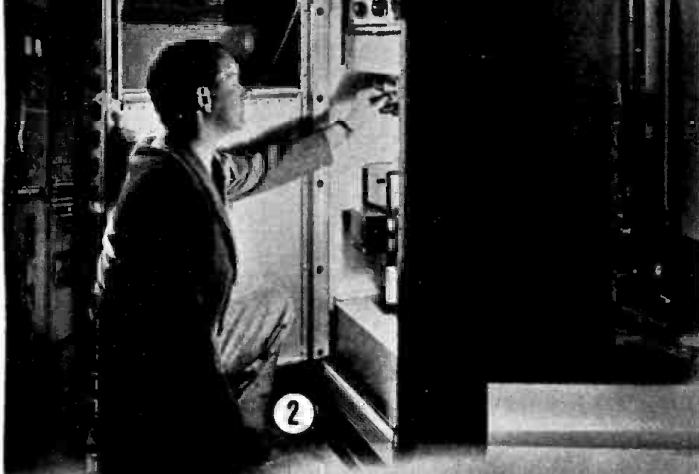
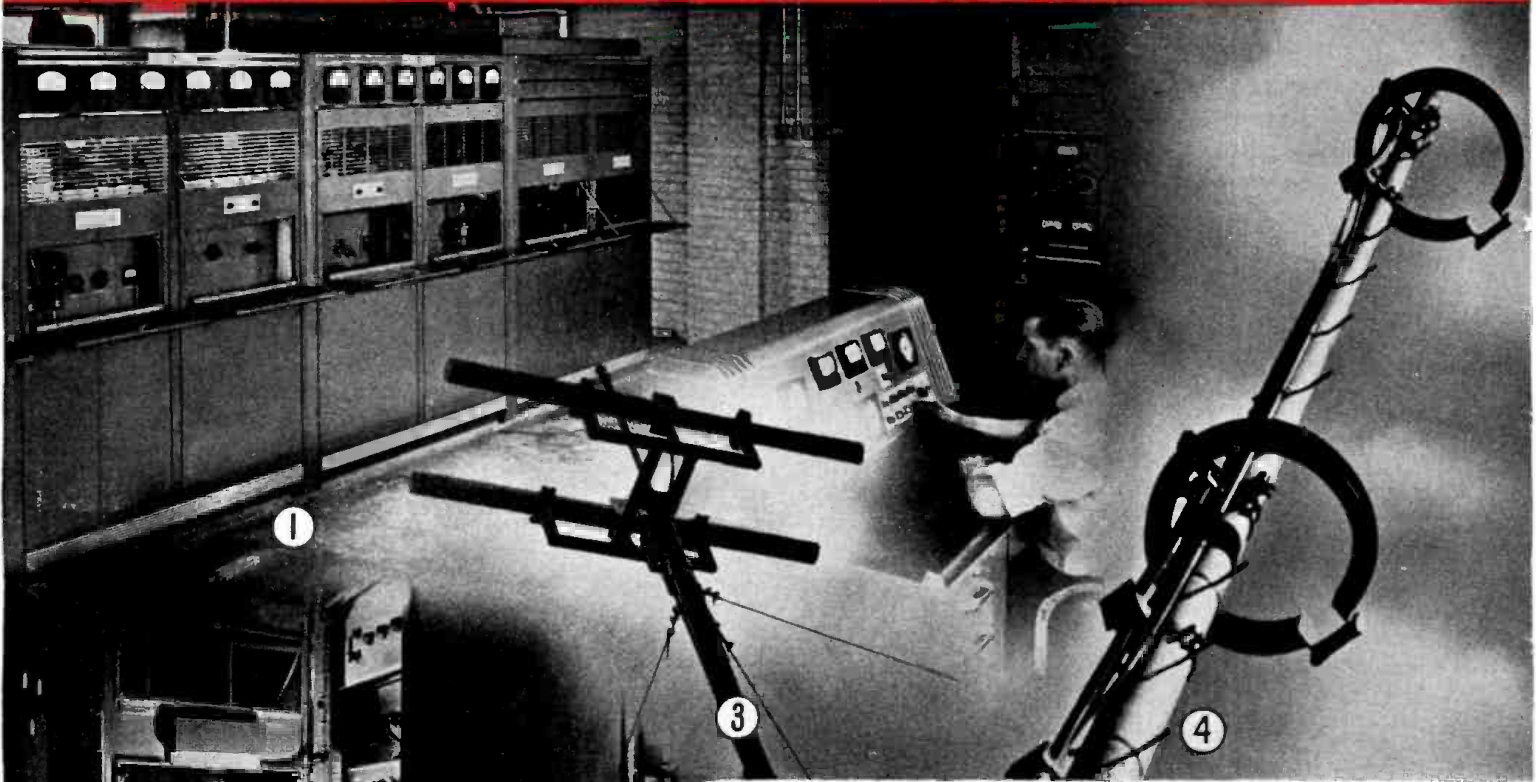
*Today G.E. is the largest manufacturer of water-cooled transmitter tubes, and a leading manufacturer of all others.



GENERAL  ELECTRIC

THERE IS A G-E ELECTRONIC TUBE FOR EVERY PURPOSE

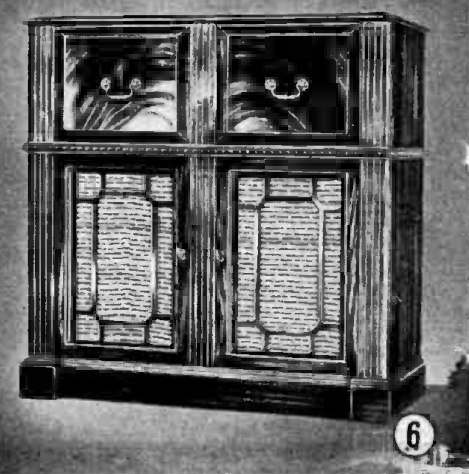
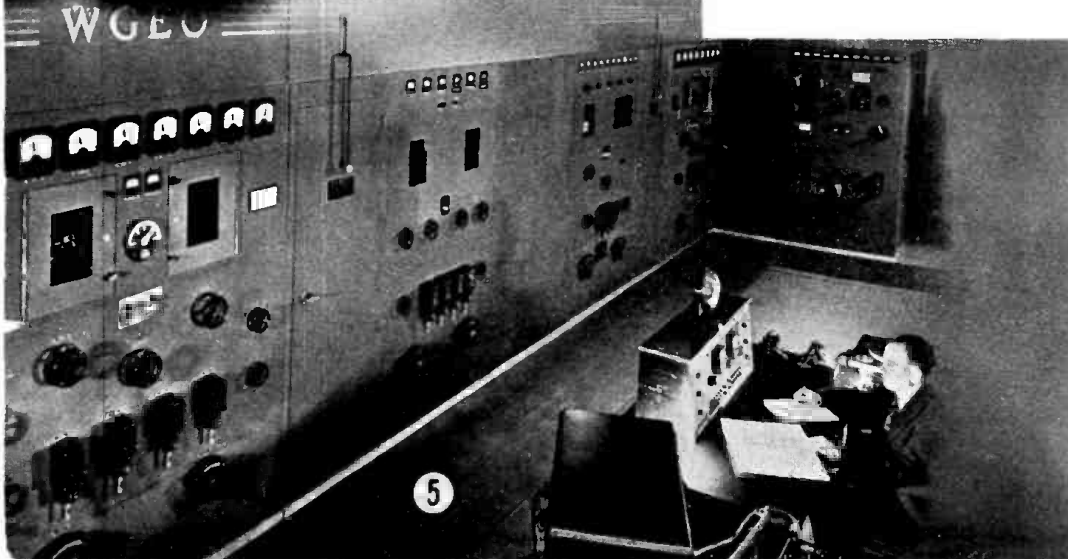
Look to G.E. for complete FM, AM



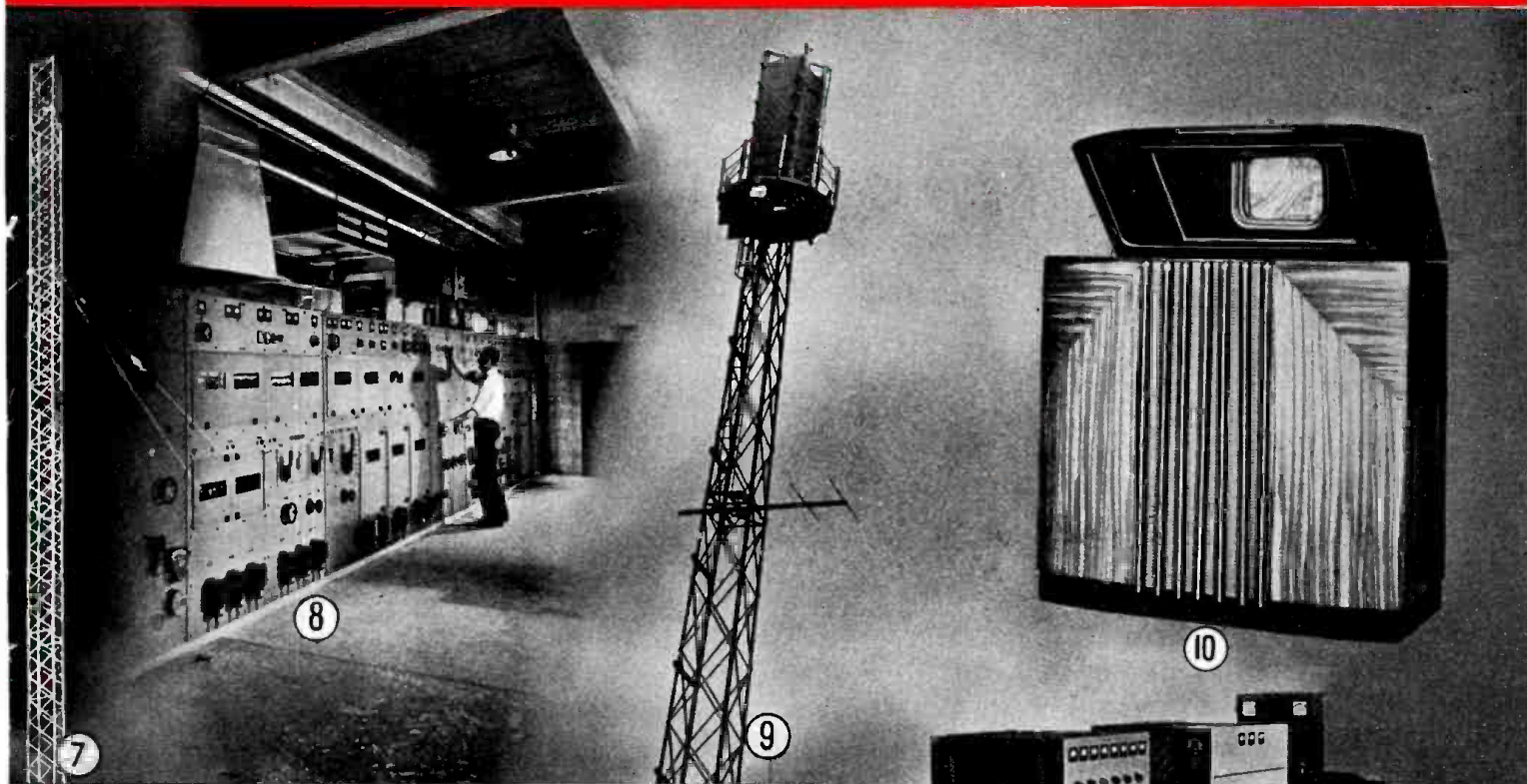
THE trend to FM is already established. Many AM stations will modernize. Television will grow into a great new broadcasting enterprise.

Come to General Electric for station-planning suggestions that will help you in making preliminary surveys of your service area, power requirements, and your transmitter site. Come to G.E. for *complete* station equipment in all three broadcasting fields.

Post-war G-E transmitters will incorporate many improvements in circuits, components, and over-all design. Other G-E equipment, such as the circular antenna and the S-T relay, will contribute to the quality and economy of your broadcasting system.



and Television Broadcasting Systems



The following described G-E broadcasting equipment is pictured on these two pages:

1. G-E 50-kw developmental transmitter and control console at G.E.'s station WGFM.
2. G-E relay transmitter (station-to-transmitter) at G.E.'s FM station WGFM. 3. G-E S-T relay antenna for FM.
4. G-E circular antenna for FM broadcasting (far outmodes the conventional turnstile type).
5. G-E AM transmitter and control console at G.E.'s station WGEO.
6. G-E home receiver for FM and AM.
7. G-E vertical radiator antenna (625 ft.) for AM at G.E.'s station WGY.
8. 40-kw television transmitter of G.E.'s station WRGB.
9. Television relay antenna at G.E.'s station WRGB.
10. G-E home television receiver. 11. Rectifiers and monitors in transmitter room of G.E.'s station WGEO and WGEA.



THE GENERAL ELECTRIC EQUIPMENT-RESERVATION PLAN will help you secure your place in radio broadcasting post-war

GENERAL ELECTRIC offers you this plan to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter — FM, AM, or television—and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate and assure your place in radio broadcasting post-war.

* If you have not received your copies of "The G-E Equipment-Reservation Plan" and "Radio Broadcasting Post-war," write to Electronics Department, General Electric, Schenectady, N. Y.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC FM television AM

See G.E. for all three!



GENERAL ELECTRIC SETS THE PATTERN FOR TELEVISION*

*AWARD: In recognition of the year's outstanding contributions to the art of Television Programming, General Electric's station WRGB was presented with the American Television Society award for 1942-1943.

At Schenectady, WRGB, the world's largest and best equipped television station, is broadcasting regularly scheduled afternoon and evening programs several times a week.

At this General Electric proving-ground station, program techniques are being developed, commercial possibilities explored, transmitting and studio equipment constantly undergoing improvements. All these things represent progress that promises a great future for television as a separate and expanding broadcasting enterprise.

To this center of television development are

coming many broadcasters, prospective advertisers, and advertising agencies—to gain television knowledge and experience, to co-operate in program experimentation, and to discuss the post-war field.

Plan your visit to WRGB now

Regardless of your interest in television—management, engineering, or programming—WRGB's vast fund of experience is yours for the asking. Write to us today and tell us when you would like to visit us. Address *Electronics Department, General Electric, Schenectady, New York.*

GENERAL ELECTRIC
FOR TELEVISION SEE GENERAL ELECTRIC

Feldmann, John (KNX) AC-A
Figari, Marshall (KGO) A
Finch, Leonard (KNX) Ens.-N
Flaher, William (KHSL) Sgt.-A
Fisk, Robert (KNX) Lt.-A
Flynn, Henry (KNX) Lt.-A
Foll, Charles (KTKC) Sgt.-A
Fortine, Frank (KVEC) AC-A
Fox, James (KTMS) N
Fox, Jimmy (KWKW) N
Foxworthy, Thomas (KYOS) A
Frady, Eric (KNX) Lt.-A
Franklin, Tommy (KLS) A
Fullaway, F. (KPO) Lt. Com.-N
Fuller, D. J. (KPO) PFC.-A
Galbraith, John (KGO) Cpl.-A
Gardner, B. M. (KPO) Ens.-N
Garred, Bob (KNX) Lt.-N
Gearhart, Val (KFXX) Pvt.-A
George, Park (KNX)
Gordon, Sidney (KNX) AC-A
Goss, Frank (KNX) Lt.-A
Grant, Walter (KLS) A
Gray, R. A. (KPO)
Green, Clarence (KNX) AC-A
Gregg, Paul (KLS) A
Gregson, Jack (KNX) CPT
Gross, L. B. (KPO) PFC.-A
Guggenheim, Robert (KNX) Lt.-N
Haklik, H. Z. (KPO) Cpl.-A
Hall, Robert (KNX)
Hanford, John (KHSL) A
Hankin, Harold (KNX)
Hansen, John (KARM) A
Hanson, George (KNX) AS-N
Harber, Eugene (KFXX) A
Harper, Calvin (KNX) Pvt.-A
Harris, King (KPO) Lt. (ig)-N
Hatter, Walli (KGB) Pvt.-A
Hutton, Cyril (KATR) Lt.-A
Haultotte, Gene (KNX)
Haydel, George (KNX) Capt.-A
Heater, Gordon (KIOS) PFC.-M
Heinzman, Lew (KFB) Lt.-N
Hinsdell, Oliver (KNX) T/Sgt.-A
Hogan, Robert (KNX) Lt.-A
Holce, Gene (KIEV) N
Holt, Eskil (KGB) A
Holter, Arthur (KPO) Lt.-A
Holtz, Raymond (KSFQ) M
Hopper, C. (KNX)
House, Ed. (KROW) CPO-CG
Houston, Lon (KMPC) Cpl.-A
Howell, Cliff (KNX)
Howerton, William (KGO) A
Hughes, Evelyn (KNX)
Hughes, Thomas V. (KNX)
Hume, Jack (KQW) M
Humphrey, George (KNX)
Hunter, Charles (KFXX) Lt.-A
Hunter, Garden (KVCV) A
Ingrum, Ward (KFR) Lt.-A
Jacobson, Henry (KFBK) Capt.-A
Jacobson, Les (KIOS) PFC.-N
Jarvis, Ernest (KNX) Lt.-A
Jarvis, L. P. (KPMC) Lt.-N
Jay, George (KMR) Pvt.-A
Jense, Russell (KPRO) PFC.-A
Jezler, Karl (KHSL) PFC.-A
Johnson, Leonard (KVCV) N
Johnson, Walfrid (KTKC) PFC.-M
Johnstone, Frederick (KGO) Pvt.-A
Jones, Jean (KFBK) Lt.-A
Jones, Jess (KTMS) Cpl.-A
Jones, Paul (KQW) Lt.-A
Joy, Richard (KNX)
Kasala, Frank (KNX) Sgt.-A
Kayle, Jerry (KFVD) A
Kelly, Patrick (KNX) AC-A
Kennedy, Herbert (KSFQ) Pvt.-A
Kennedy, William (KNX) N
Kerby, Keith (KROW) Cpl.-A
Kilbe, Mildred (KTKC) Cpl.-A
King, Edly (KPO) Sgt.-A
King, Gilbert (KPO) Y3/C-CG
King, Lon (KPO) AC-A
Kinsley, C. H. (KYOS) Lt.-A
Kizziah, Marshall (KNX)
Knight, John (KQW) Lt.-A
Knowland, J. R. (KLX) Capt.-A
Knowland, W. F. (KLX) Lt.-A
Kohler, Richard (KNX)
Konsky, Henry (KNX) AC-A
Krisik, A. J. (KVCV) A
Kushins, Ed (KNX) PFC.-A
Lambert, Vincent (KVCV) A
Lanning, Robert (KNX) Y3/C-CG
Lansing, Larry (KVEC) Lt.-A
Larkin, Edward (KNX) Lt.-N
Lasley, David (BLUE) Lt.-A
Lee, E. W. (KFXX) Lt.-A
Leighton, Joe (KNX) Lt.-CG
Lemond, Bob (KNX) Cpl.-A
Lewis, James (KNX) Lt.-A
Lindblade, Vernon (KFAC) Sgt.-A
Lithgow, Raymond (KNX)
Love, Charles (KPRO) Sgt.-M
Love, Roger (BLUE) Lt.-A
Love, Thomas (KNX) Pvt.-A
Lynde, Paul (KFXX) AC-A
Macdonald, Ed (KLX) CPO-N
MacDonnell, Norman (KNX) Lt.-A
Manning, Knox (KNX) Maj.-A
Manuel, John (KHSL) Lt.-N
Masse, William (KVEC) Pvt.-A
Masteron, P. K. (BLUE) S/Sgt.-A
Mathieson, George (KSFQ) N
Maxwell, Allan (KNX) Pvt.-A
McAulay, W. H. (KPO) Lt. (ig)-N
McConnell, Carl (KNX)
McDaniel, William (KMPC) Lt.-N
McDonnell, Norman (KNX)
McFarland, J. (KPMC) Ens.-N
McGaha, Dorothy (KPO) Lt.-A
McLain, Wallace (KNX) Pvt.-M
McMurrin, Wm. (KNX) Ens.-N
McNamara, James (KMR) Capt.-A
McQuary, Lloyd (KMYC) P.-A
McLean, Roger (KNX) ARC

Mellinger, Maxon (KFVD) S1/C-N
Melton, William (KNX) Pvt.-A
Merrill, Don (KPPC) Pvt.-A
Merrill, Frank (KROW) A
Merritt, W. (KMPC) Lt.-A
Merritt, Rodney (KVEC) Capt.-A
Middleton, Glenn (KNX) Lt.-A
Mills, Lee (KDB) Cpl.-A
Minikin, Sid (KIEV) N
Modine, Elton (KARM) A
Moon, Robert (KNX) N
Moore, Fayette (KNX)
Moore, James (KSFQ) A
Moore, Tom (KNX) Pvt.-A
Morgan, Carolyn (KEM) AC-N
Mudd, William (KHSL) Lt.-A
Murphy, James (KNX) AC-A
Musladin, William (KYOS) Lt.-A
Myers, Farlan (KNX) Lt.-A
Nelson, Robert (KGO) MS
NeSmith, Frank (KQW) N
Neville, Bert (KROY) Capt.-A
Nickel, John (KFR) PFC.-A
Noble, Hollister (KNX) Lt.-M
Noe, Milford (KGO) Lt.-A
O'Brien, John (KHUB) Lt. (ig)-N
Olsburg, Tor (KXO) Pvt.-A
O'Reilly, William (KVEC) Lt.-A
Otte, George (KERN) Lt.-A
Overstreet, Bill (KYA) Lt.-A
Pabst, William (KFR) Lt.-N
Packard, Alden (KNX) Lt. Com.-N
Paine, Edward (KNX) Lt.-A
Palmer, Byron (KNX) Pvt.-A
Parks, Richard (KGO) Capt.-A
Patrick, Clara (KPO) Lt.-A
Patrick, E. (KIEV) N
Peck, Curtis (KPO) Lt. Com.-N
Peery, Harold (KNX) Lt.-N
Perry, Robert (KVEC) N
Peters, Roy E. (KNX)
Phelps, Stuart (KFVD) Pvt.-A
Phipps, John E. (KIEV) CG
Piersall, Bruce (KNX) Lt.-N
Pool, James (KMR) Sgt.-A
Pottler, Peter (KMR) Sgt.-A
Preston, Gilbert (KNX) Lt.-A
Quinn, Reiland (KQW) A
Rankin, Gilman (KSFQ) M
Razovich, Tom (KFR) Lt.-A
Reed, Lou (KNX) Pvt.-A
Reel, George (KNX) Sgt.-A
Reese, Jack (KROY) PFC.-A
Reibian, Aram (KVEC) Lt.-M
Ricca, Anthony (KXO) Pvt.-A
Ricks, Roy (KNX) AS-N
Ripley, Boyd (KFR) Pvt.-A
Ritter, Leeland (KXO) AC-N
Robbins, Don (KARM) CG
Robbins, Martha (KARM) WAVES
Roberts, Arnold (KFAC) CG
Roddy, W. C. (KPO) MS
Roebuck, Peter (KNX) Lt.-A
Rogers, Charles (KIEV) Pvt.-A
Roland, Carl (KATR) AC-A
Roman, Larry (KNX) Pvt.-A
Rorke, Hal (KNX) Maj.-A
Roscrans, Ray (KNX) Lt.-A
Rounsville, Hal (KNX) AS-N
Rude, Norma (KGO) N
Rule, Elton (KROY) Capt.-A
Rumsey, Leo (KPO) Pvt.-A
Rungrin, Ralph (KIMS) Sgt.-A
Ryan, George (KLX) PFC.-A
Ryan, Robert (KGO) MS
Ryder, Phillip (KPO) Pvt.-A
Santford, Bert (KQW) N
Sanford, Donald (KNX) S2/C-N
Saureggi, Stan (KQW) N
Sawyer, Hal (KNX) Ens.-N
Schwarz, Carlton (KYA) Lt.-A
Schofield, David (KFR) Cpl.-A
Scott, Bob (KROY) Lt.-A
Scott, Will (KARM) N
Serapion, Milton (KPO) MS
Shannon, Val (KDB) Lt.-N
Shaw, William (KHSL) Lt.-A
Shea, Dan (KNX)
Shepard, Leo (KNX) W/O-N
Shepherd, Rod (KARM) A
Sigmam, Loyd (KMPC) Capt.-A
Silliphant, Leigh (KNX) Ens.-N
Skarstedt, Vance (KLX) AC-A
Smith, H. N. (KLX) Lt.-N
Smith, Wendell (KNX) Pvt.-A
Smyle, Evelyn (KNX) S3/C-N
Snyder, Ross (KHSL) AC-N
Sorenson, Udall (KYOS) N
Spillman, Sanford (KSFQ) Ens.-N
Stafford, Graham (KNX) Sgt.-A
Stafford, Jack (KMPC) Lt.-A
Staley, D. C. (KPO) Ens.-N
Stearns, Phillip (KQW) A
Steel, William (KGB) Lt.-A
Stewart, Deane (KQW) A
Stewart, Harry (KNX) N
Stokay, Michael (BLUE) Lt.-A
Street, John (KPPC) Pvt.-A
Stuthman, Fred (KQW) A
Stwalley, Peggy (KNX) WAVES
Sugg, P. A. (KPO) Lt. Com.-N
Sundquist, Victor (KSEO) AC-A
Swartz, Ray (KPPC) Lt.-A
Taschmer, Verne (KNX) Lt.-N
Telford, Don (KIEV) Lt. (ig)-N
Temple, Jack (KQW) A
Tessman, Herman (BLUE) Sgt.-A
Theis, Henry (KNX) Y2/C-N
Thomason, Richard (KNX) AC-A
Thompson, C. T. (BLUE) Pvt.-A
Thompson, Robert (KNX) A
Thompson, Will (KROY) Ens.-N
Thorness, Cliff (KNX) Pvt.-A
Tiffany, Willard (KQW) Lt.-A
Tisot, Paul (KVCV) N
Tilley, John (KNX) Pvt.-A
Torian, Ray (KGER) Lt. (ig)-N
Tracy, Steing (KXO) Pvt.-A
Trasvina, Juan (KPO) Sgt.-A

Tuti, Bob (KROY) N
Tuti, John (KIEV) A
Tuti, John (KMR) Lt.-A
Tuti, Robert (KSFQ) RM2/C-N
Twombly, Gene (KNX) Pvt.-A
Ullmer, Rock (KATR) Pvt.-A
Underwood, Ernest (KFR) Lt. Com.-N
Vanda, Charles (KNX) Maj.-A
Viau, Slosson (KNX) Sgt.-A
Wagner, John (BLUE) Pvt.-A
Weaver, Henry (BLUE) PFC.-A
Webster, Maurice (KNX) N
Wennergren, Earl (KNX) Pvt.-A
Westcott, Rousen (KNX) Pvt.-A
Weston, Lawrence (KNX) W/O-N
Whitman, Lowell (KNX) N
Whitmore, Ralph (KNX) A
Wicker, B. J. (KFXX) MS
Wiggins, Guy (KNX) A
Wilbur, Frank (KQW) Lt.-A
Wilhelm, Robert (KNX) Pvt.-A
Williams, Nestor (KEM) CPO-N
Willis, Van (KNX) Ens.-N
Wilson, Vern (KYA) Pvt.-A
Wolter, Al (KPO) Lt.-A
Wolf, Hal (KPO) Lt.-M
Wollin, Harry (KMS) Lt.-M
Wood, Henry (KVEC) Lt.-A
Wood, Robert (KPO) Pvt.-A
Wood, William (KGO) Lt.-N
Woodyatt, Kenneth (KARM) N
Woolpert, Kelly (KGER) CG
Workman, Lindsey (KPPC) Pvt.-A
Wynne, Richard (KFR) PFC.-M
Yoer, Erwin (KNX) N
Yrribarran, Bernie (KARM) CG

ADDIS, George (KFEL) Lt.-A
Aikin, Jack (KQW) Lt.-A
Ailre, D. L. (KQW) Lt.-A
Anderson, C. M. (KOA) Lt.-A
Anderson, Wm. (KOA) 1st Sgt.-A
Angel, Jack (KMYR) Sgt.-A
Ball, Malcolm (KQW)
Ballance, Bill (KMYR) Lt.-A
Ballance, W. B. (KOA) Lt.-M
Brannett, G. M. (KGEK) PFC.-A
Bennett, James (KOA) RTZ/C-N
Brace, Clayton (KLZ) Pvt.-A
Brady, Charles (KOA) Lt.-A
Brown, Stan (KOA) Lt.-A
Bruce, William (KGF) AC-A
Budganowitz, Bob (KHFL) Sgt.-A
Burke, James (KVOR) PFC.-A
Byrn, Harry (KQW)
Byrne, Harry (KVOR) AC-A
Carlson, Pete (KMYR) A
Carter, Jeanne (KOA) WAC
Cass, Walter (KOA) Lt.-A
Cox, Roy (KQW)
Davis, Robert (KVOR) N
Day, Bill (KOA) Pvt.-A
Dillon, Michael (KVOR) A
Downer, Jerry (KQW)
Droesch, Dwight (KQW)
Dvorak, George (KOKO) S/Sgt.-A
Ening, Charles (KVOR) Ens.-N
Everett, Ted (KQW)
Fisher, Clifford (KQW) Cpl.-A
Flint, Robert (KLZ) Sgt.-A
Foulis, W. S. (KFL) Sgt.-A
Fuller, George (KQW)
Gainey, Andrew (KOA) OC-A
Gandine, Virginia (KOA) SPARS
Gertz, Jack (KMYR) Sgt.-M
Glasscock, Glen (KOA) Lt. Com.-N
Graves, Jay (KMYR) S/Sgt.-A
Gunning, A. T. (KOA) PHM3/C-N
Hahn, Robert (KQW)
Harr, Bob (KLZ) N
Harrison, W. M. (KLZ) Capt.-A
Heinemann, Stuart (KFEL) Sgt.-M
Hill, Ben (KOA) MS
Shepard, George (KFEL) Lt.-A
Holbert, George (KOKO) S/Sgt.-A
Hoover, Donald (KLUP) Pvt.-M
Johns, Mack (KLZ) Pvt.-A
Jolsyn, Henry (KQW)
Kantorn, Jack (KVOR) Lt.-A
Kullman, Wally (KFEL) RTZ/C-N
Lantz, James (KVOR) Capt.-A
Levin, Larry (KFEL) Cpl.-A
Lewis, Robert (KMYR) Lt. Com.-N
Lew, Berry (KOA) CPO-N
Mathews, George (KOA) WO-A
McClellan, A. C. (KOA) CPO-N
McDonald, Herb (GHF) Lt.-A
McEldowney, James (KLZ) Capt.-A
Medling, Tom (KOA) Pvt.-A
Michelsen, Bill (KOA) MS
Milne, Charles (KVOR) PFC.-A
Paul, Ralph (KQW)
Pearson, E. R. (KOA) Maj.-A
Peregrine, Bill (KOA) Pvt.-A
Reames, Virg (KLZ) Maj.-A
Roberts, H. G. (KOA) Pvt.-A
St. John, William (KOA) N
Schroll, Charles (KQW) PFC.-A
Schultz, Steve (KQW)
Shae, Percy (KGEK) Sgt.-A
Shodin, Dan (KFEL) Cpl.-A
Slusser, J. A. (KOA) Lt. Com.-N
Smith, Grosse (KQW)
Smith, Randolph (KOA) Pvt.-A
Sorenson, Norman (KOA) Sgt.-A
Spraul, E. A. (KOA) N
Stortzer, Reva (KLZ) Capt.-WAC
Switzer, Lowell (KMYR) Cpl.-A
Tichenor, Dudley (KVOR) Pvt.-A
Trickman, Herk (KFEL) S/Sgt.-A
Vance, LeDene (KOA) N
Wilkinson, Lloyd (KOA) Pvt.-A
Wilson, Ray (KQW)

Wright, Charles (KGEK) RM1/C-N
Yelland, Starr (KOA) Lt. (ig)-N
Yoer, Lloyd (KOA) Lt. Com.-N
Young, Robert (KOA) Capt.-A

CONNECTICUT

Alexis, Norbert (WBRY) A
Anderson, Bernard (WSSR) Sgt.-A
Anderson, C. E. (WTIC) Cpl.-A
Andrews, George (WTIC) M/Sgt.-A
Austin, Joseph (WELI) Lt.-A
Avery, Robert (WTHI) PFC.-A
Barrett, Ray (WDR) Lt.-A
Bartholemew, Healy (WELI) AC-A
Becker, Philip (WTIC) Lt.-A
Blair, Frank (WBRY) N
Bonvouloir, Felix (WNBC) Lt.-A
Brophy, Joseph (WNBC) PFC.-A
Bunis, Lester (WTIC) RM3/C-CG
Callahan, Vincent (WBRY) A (CDD)
Carlson, Richard (WELI) MS
Cohen, Alexander (WTHI) Sgt.-A
Cronan, Carey (WELI) PFC.-A
Dahlby, E. G. (WNAB) Lt.-A
Dissel, Roger (WTIC) AS-N
Diugos, George (WICC) A
duFour, R. B. (WTIC) Ens.-N
Dukeshire, William (WELI) Pvt.-A
Edmondson, Richard (WELI) N
Finch, Merritt (WELI) Sgt.-A
Fleming, Robert (WELI) Lt.-A
Friedberg, I. (WNAB) Lt.-A
Gold, Boacher (WDR) Pvt.-M
Goodstine, Herman (WNBC) Lt.-A
Gruza, Lawrence (WICC) Lt.-A
Harris, Charles (WSSR) S1/C-CG
Hillman, John (WNLC) A
Hine, George (WELI) Cpl.-A
Hitchcock, Theodore (WTHI) Sgt.-M
Houghton, Alfred (WSSR) Pvt.-A
Jackson, Albert (WTHI) Lt.-A
Jay, Thom (WBRY) A
Jones, Floyd (WTIC) Lt.-A
Jopson, J. L. (WTIC) Pvt.-A
Keegan, Leo (WNBC) Pvt.-A
Kelly, John (WICC) Sgt.-A
Kenski, William (WNLC) A
Kern, Robert (WTIC) M/Sgt.-A
Klein, Ralph (WNBC) PFC.-A
Kobal, Theodore (WNBC) Sgt.-A
Koffler, Morris (WNLC) A
Lacy, Jack (WNBC) Sgt.-A
LaHays, Judson (WICC) N
LaHays, Louis (WICC) Sgt.-A
Leland, Stuart (WSSR) Pvt.-A
Lloyd, John (WTHI) AC-A
Lockwood, Robert (WELI) Cpl.-A
Lotas, J. (WNAB) PFC.-A
Lucas, John (WELI) Cpl.-A
Luckingham, Russ (WTIC) Lt.-A
Mann, Leo (WELI) Sgt.-A
Martin, Luther (WTIC) Cpl.-A
McGovern, James (WTIC) Pvt.-A
Migliaro, Alphonse (WELI) Sgt.-A
Miller, Elliott (WDR) Ens.-N
Mitchell, Cameron (WSSR) Pvt.-A
Monaghan, George (WTHI) Cpl.-A
Morey, Edwin (WNLC) A
Naughton, Russell (WDR) PFC.-A
Nilson, W. E. (WTHI) Lt.-A
O'Connor, Edwin (WDR) CG
O'Neil, Thomas (WTIC) Maj.-A
Osborne, H. (WNAB) Lt.-A
Patterson, Creon (WNBC) PFC.-A
Peer, Stanley (WDR) S1/C-CG
Peterson, Ernest (WTIC) AC-A
Piven, Jerry (WDR) Pvt.-A
Potter, Phil (WNLC) A
Provan, Robert (WDR) Lt.-A
Rankin, W. (WNAB) Pvt.-A
Ray, Carlo (WNAB) Cpl.-A
Reite, Frederick (WSSR) Pvt.-A
Rubinstein, Sascha (WTIC) Pvt.-A
Rustici, Donald (WSSR) Sgt.-A
Schipper, F. B. (WELI) SK1/C-N
Simmons, Norman (WELI) RT2/C-N
Small, Irving (WELI) RT2/C-N
Stephens, Francis (WNLC) MS
Stephens, Len (WNLC) A
Stewart, S. P. (WDR) Pvt.-A
Stuart, Robert (WDR) Cpl.-A
Stuhlman, Frank (WTIC) Lt.-N
Sullivan, Howard (WICC) Pvt.-A
Teague, Ernest (WSSR) Pvt.-A
Templeton, Virginia (WTIC) WAVES
Thueson, Dean (WELI) Cpl.-A
Tyrol, Robert (WTIC) Ens.-CG
Welch, J. C. (WTIC) N
Wessenberg, Howard (WTHI)

Wright, Charles (KGEK) RM1/C-N
Yelland, Starr (KOA) Lt. (ig)-N
Yoer, Lloyd (KOA) Lt. Com.-N
Young, Robert (KOA) Capt.-A

FLORIDA

Allen, Walter (WMBR) Lt.-A
Anderson, E. F. (WLOF) Lt.-A
Ansley, Brad (WIOD) Ens.-N
Batschelder, C. F. (WDBO) RM3/C-N
Beery, J. A. (WLOF) N
Beighley, Sidney (WJAX) Lt.-A
Bentley, Donald (WQAM) M/Sgt.-A
Berry, Bert (WSPB) Lt.-A
Berry, William (WSPB) Sgt.-A
Beute, Robert (WTLT) Lt.-A
Boone, George (WDLF) Lt.-A
Bracewell, John (WQAM) Lt.-A
Brownling, Hugh (WMEF) RM1/C-N
Butler, Willis (WLOF) N
Cambron, C. R. (WLOF) Ens.-N
Campbell, S. H. (WSPB) Lt.-N
Carlton, Richard (WKAT) A
Carroll, Thomas (WDAE) Capt.-A
Cartledge, E. R. (WSPB) A
Chapman, Judson (WTLT) Sgt.-A
Cummings, John (WFOY) Ens.-N
Dahl, George (WCOA) Lt.-A
Dallos, Charles (WLOF) N
Danforth, Harold (WDBO) Lt. Com.-N
Daniels, Dodd (WLOF) Lt.-N
Daniels, Dan (WMBR) AC-A
Dudley, Charles (WIOD) Ens.-N
Dugger, Edward (WJAX) Cpl.-M
Edmiston, C. J. (WCOA) PFC.-A
Ellenwood, W. K. (WAFB) Lt.-N
Enwright, W. J. (WDBO) A
Eck, W. Wright (WMEF) Lt. Com.-N
Farnum, B. (WFLA) Lt.-A
Faulk, Cecil (WJAX) Lt.-A
Fisk, John (WLAK) A
Fleischman, Sol (WDAE) Lt. (ig)-CG
Flint, Charles (WIOD) Lt.-A
Gettings, Matt (WJNO) Sgt.-A
Grange, Gifford (WJAX) Lt. Com.-N
Groves, Ivor (WTPS) Y2/C-MS
Gum, Cabour (WDAE) Lt.-A
Hammon, Marion (WPQC) Sgt.-M
Hammond, Gratton (WDBO) Lt.-A
Hawley, Donald (WDBO) Lt.-A
Heminway, John (WJNO) Lt.-A
Heminway, Marshall (WJNO) Lt.-N
Henry, W. P. (WLOF) M
Hirsch, Russell (WCOA) Y1/C-N
Hosford, Joe (WTAL) Cpl.-A
Hunter, Powell (WLAK) A
Hutchinson, Billy (WIOD) A
Jaffe, Frank (WIOD) Lt.-A

(Continued on page 50)



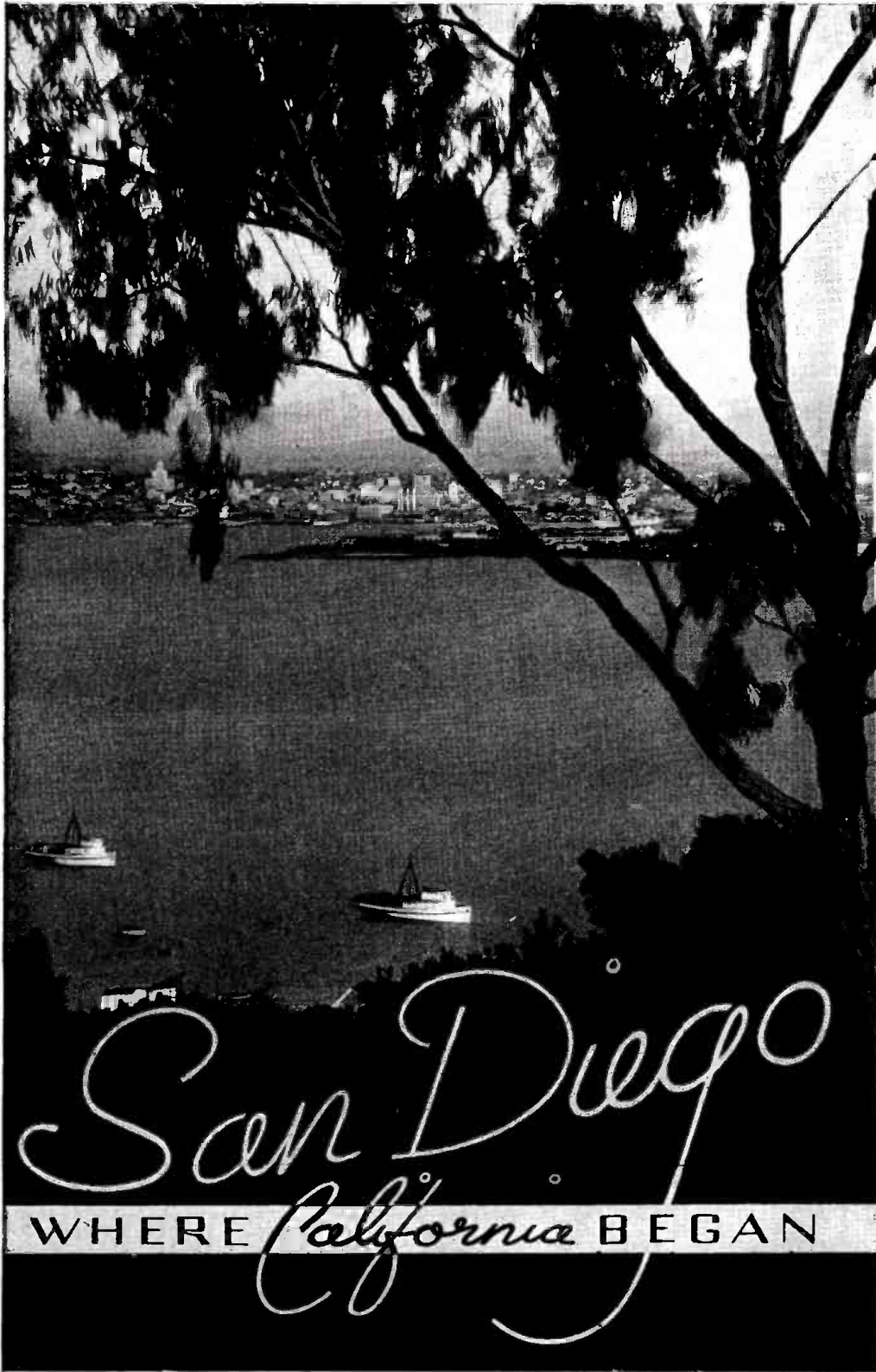
And again
in 1944
Radio's Spotlight
will be on

The Blue Network

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

1944

PRETTY—ISN'T IT ?



Yes Indeed
SAN DIEGO
is Really a
PRETTY !
PICTURE !



IN THIS picture you can see the hub of a rich . . . highly concentrated market . . . America's first and leading market in per capita buying power . . . where the 550,000 busy . . . working . . . buying civilian population spends the amazing sum of \$416,000,000 a year!! That's buying at the rate of \$8,000,-000.00 every six days!!



KFMB is the spark plug for this market and is all that is needed to do the job because 90% of the population makes up metropolitan San Diego and they all reside within 15 miles of our antenna!!



WITH a full schedule of Blue network shows . . . plus local programs and features . . . KFMB is San Diego's busy . . . aggressive station!!

BUY
KFMB

JACK O. GROSS

President & General Manager

S A N D I E G O ' S B L U E N E T W O R K S T A T I O N

REPRESENTED BY RAMBEAU

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 51



WBAI
means
it!

Business Baltimore*

- * **Fastest Growing Big City in the East**
- * **Great Industrial Center**
- * **Diversification Insures Progress**
- * **Plane and Shipbuilding Center**
- * **A Great Port with a Great Future**
- * **Intelligent Post War Planning**

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

**A BLANKET OF
BLUE ON 560 KC.**



KWTO

SPRINGFIELD, MO.

*The Midwest's Leading Mail Pull Station**

NOW FULL TIME

BLUE NETWORK

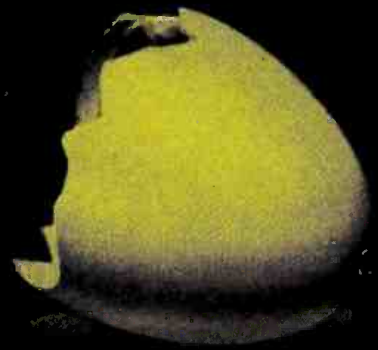
Keep Watching the Ozarks

*Success stories from leading national spot advertisers furnished on request.

Natl. Reps.: JOHN E. PEARSON CO.

PA

laid an egg... A **GOLDEN EGG**...



and hatched it too!

But news innovations for radio are a habit with us.

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

Then we produced our golden egg.

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

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

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

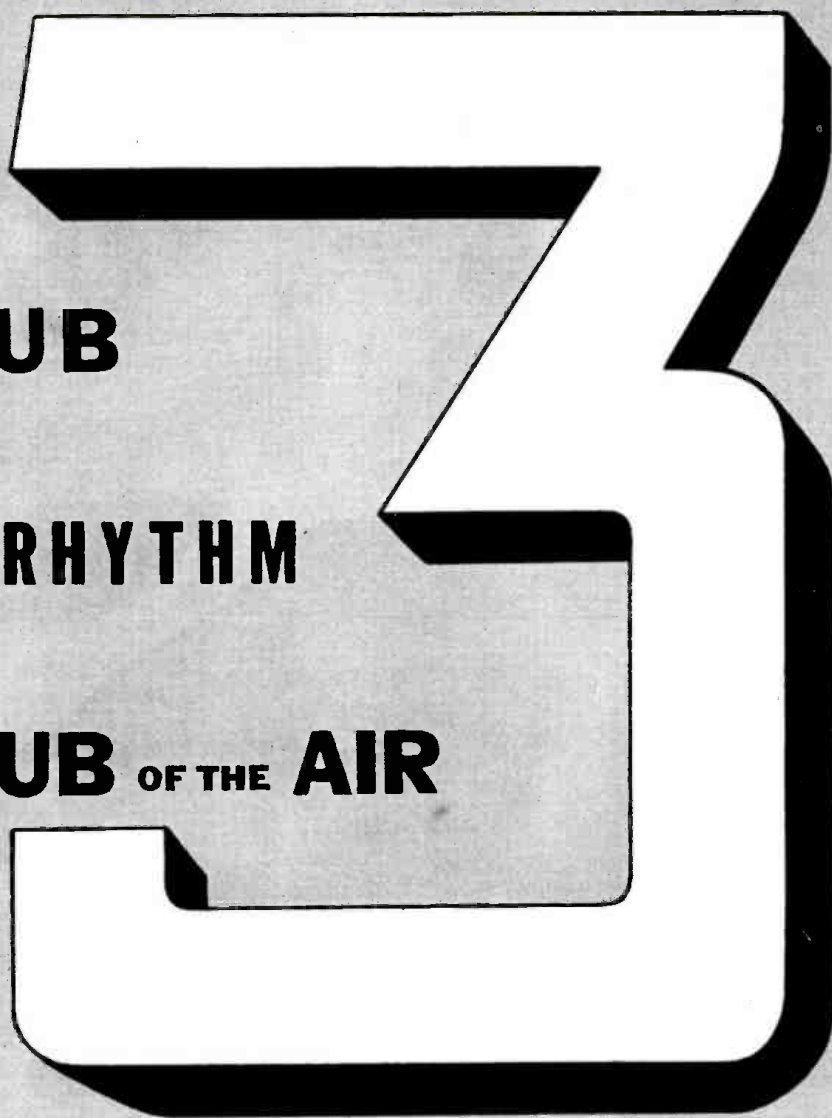


and that's our golden egg... Hatched!

PA **THE PACEMAKER**

Press Association, Inc.
Radio Subsidiary of the Associated Press
50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE BIG



950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS
950 ON THE DIAL



THERE IS ONLY ONE MYCALEX

This building houses MYCALEX which, in the opinion of reputable engineers, is ". . . the most nearly perfect electrical insulator known today". Developed and perfected more than twenty-five years ago, MYCALEX has been improved to such an extent that it now possesses advantages which make it superior to other types of glass bound mica insulation.

In any number of military and industrial applications . . . in any weather and climate . . . the unique properties of Leadless MYCALEX have been tried and tested, and found more than satisfactory. A few desirable properties are high dielectric strength combined with mechanical strength, heat and arc resistance, low moisture absorption, low power factor and low loss. Furthermore, MYCALEX meets all standards for close tolerances. Leadless MYCALEX is adaptable, too . . . it can be cut, tapped, machined, drilled, ground, polished . . . *or moulded.** And in any of these assignments it will prove to be extremely dependable. *Sheets and rods are immediately available for fabrication by us or in your own plant.*

Remember . . . MYCALEX is not the name of a class of materials, but the registered trade-name for low-loss insulation manufactured in the WESTERN HEMISPHERE by Mycalex Corporation of America.

* If you have a special job where moulded parts are needed, we invite your specifications

MYCALEX
THE INSULATOR

Trade Mark Reg. U. S. Pat. Off.

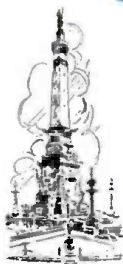
**Keep Buying
More and More
War Bonds**

MYCALEX CORPORATION OF AMERICA

Exclusive Licensee under all patents of MYCALEX (PARENT) CO., Ltd.

60 CLIFTON BOULEVARD

CLIFTON, NEW JERSEY



NO. 48 MONUMENT CIRCLE
HOME ADDRESS OF INDIANA'S
MOST POPULAR RADIO PROGRAMS

THERE WILL COME A DAY . . . maybe in 1944 . . .
Victory . . . Peace . . . Conversion . . . Conversion
to peacetime, civilian production . . . Following
the battle of nations will come the battle of
brands . . . Selling will return to a competitive
basis again . . . Sales campaigns will take the
place of military campaigns . . . There will be
new developments to exploit . . . "two-fisted"
selling campaigns will replace the wartime, in-
stitutional copy we've become so accustomed to
these past months . . . Potential possibilities in
the postwar era will be enormous.

WFBM — Indiana's first radio station — stands
ready to serve you in the Indianapolis — and
surrounding market.

WFBM

INDIANAPOLIS



REPRESENTED NATIONALLY BY THE KATZ AGENCY

Boston's

NEWEST
SENSATIONAL

LUCKY
DOLLAR
CLUB.....

WCOP

TEXAS

AND THE GREAT SOUTHWEST



WFAA

50,000 WATTS
820 KC, N.B.C. AND TEXAS QUALITY NETWORK

WBAP

50,000 WATTS
820 KC, N.B.C. AND TEXAS QUALITY NETWORK

KGKO

DALLAS

FORT WORTH

5,000 WATTS
DAY and NIGHT
570 KC, BLUE NETWORK—LONE STAR CHAIN



Looking for an effective, low cost way to reach that BIG, rich Texas and Southwest market? Well, here are the key stations you positively don't want to overlook—WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will respond—if you use these stations!

NATIONAL REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

RADIO MEN IN THE ARMED FORCES OF CANADA

Alphabetical list by provinces based on information supplied by radio stations and other groups directly identified with radio.*
 Symbols: A, Army; N, Navy; MS, Maritime Service; RCAF, Royal Canadian Air Forces

ALBERTA

Balfour, Arthur (CJOC) RCAF
 Bawley, Harry (CJCA) Lt.-A
 Bawn, E. A. G. (CFCN) Capt.-A
 Bracken, W. (CFRN) RCAF
 Brown, George (CJOC) Cpl.-A
 Brown, W. H. (CFCN) Lt.-A
 Bryant, Ted (CJCA) Capt.-A
 Chown, Ed (CJCA) Lt.-N
 Colborne, Fred (CJJC) RCAF
 Dalhgren, Gene (CJCA) N
 Duggan, V. (CFRN) RCAF
 Ewart, Doug (CJCA) RCAF
 Fee, Ed (CJCA) Sgt.-A
 Fisher, Norman (CJOC) N
 Freeman, A. F. P. (CFAC) A
 Fritz, Bob (CJCA) RCAF
 Gilbert, S. C. (CFAC) RCAF
 Gordon, J. K. (CFAC) RCAF
 Gaw, Gordon (CJOC) RCAF
 Greig, Doug (CJCA) RCAF
 Groom, A. S. (CFCN) Pvt.-A
 Heavens, Ted (CFCN) Sgt.-A
 Hiscocks, Dorothy (CJOC) CWAC
 Hobson, Frank (CFCN) N
 Horton, James (CJJC) Sgt.-A
 Ibsy, James (CJOC) Pvt.-A
 Keith, Bob (CJCA) RCAF
 Kyle, Donald (CJOC) RCAF
 Love, W. N. (CFCN) Lt.-A
 Magoon, Alta (CJCA) RCAF
 May, J. T. (CFCN) RCAF
 McCaffery, P. B. (CFCN) Capt.-A
 Moore, A. M. (CFCN) RCAF
 Nicholl, Arthur (CJOC) RCAF
 O'Sullivan, Bill (CJCA) N
 Peat, George (CJOC) Lt.-A
 Rae, George (CJCA) N
 Roskin, Jack (CFRN) RCAF
 Readwin, Desmond (CJJC) RCAF
 Reagh, Robert (CJOC) Capt.-A
 Roskin, Lewis (CJOC) Lt.-A
 Rutter, Eleanor (CJCA) WREN
 Schofield, T. (CFRN) Lt.-A
 Strum, B. (CFRN) RCAF
 Thompson, Victor (CJJC) Capt.-A
 Trainor, Leo (CFCN) Pvt.-A
 Usher, W. (CFRN) N (discharged)
 Vinay, Henry (CJOC) Capt.-A
 Williamson, Gordon (CFRN) RCAF
 York, Neville (CJJC) RCAF

BRITISH COLUMBIA

Aitkinson, R. (CKWX) RCAF
 Baird, Darwin (CJOR) Lt.-A
 Baldwin, P. (CKMO) A
 Bews, Jack (CKOV) RCAF
 Card, Doug (CJAT) RCAF
 Carruthers, W. F. (CKOV) Pvt.-A
 Chown, Aileen (CJOR) RCAF
 Coomes, James (CJJC) A
 Derbyshire, T. (CJAT) RCAF
 Diespecker, R. A. (CJOR) Maj.-A
 Ford, R. (CJAT) Cpl.-A
 Geluch, F. (CKWX) A
 Grant, W. (CKMO) RCAF
 Gray, R. (CJOR) A
 Griffiths, W. (CKMO) RCAF
 Hartmann, R. (CJAT) Pvt.-A
 Hartman, Rudy (CJVI) Pvt.-A
 Hepburn, Jack (CJAT) RCAF
 Hodson, Gordon (CJOR) Lt.-N
 Jorgenson, Gil (CJAT) Pvt.-A
 Kendall, Dick (CJAT) RCAF
 Klamman, A. (CKWX) RCAF
 Lunn, George (CJAT) Pvt.-A
 Mathie, Roy (CKOV) A
 McCance, Larry (CJOR) RCAF
 Midmore, A. (CKWX) RCAF
 Misener, R. E. (CKOV) Cpl.-A
 Moore, F. (CJAT) Pvt.-A
 Murray, R. (CKMO) RCAF
 Nichol, A. H. (CJAT) RCAF
 Payne, T. (CJOR) RCAF
 Peters, Wally (CJOR) RCAF
 Reid, Dennis (CKOV) S/Sgt.-A
 Ringwood, J. (CJAT) RCAF
 Robertson, S. (CKMO) N
 Robitaille, G. (CKWX) RCAF
 Sharp, David (CFJC) RCAF
 Smith, C. (CJAT) RCAF
 Smith, Charles (CJVI) RCAF
 Trousdale, H. (CJOR) RCAF
 Wallace, H. H. (CKMO) A
 Waters, V. (CJOR) Sgt.-A
 Willert, Bob (CJVI) RCAF
 Worsfold, Hugh (CKLN) RCAF

MANITOBA

Ballantyne, G. S. (CKX) RCAF
 Benson, T. (CKY) Lt.-N
 Broadbent, G. (CKY) N
 Brown, Bartley (CKRC) RCAF
 Burchell, M. (CKY) Lt.-N
 Burgess, P. (CKY) RCAF
 Cameron, K. C. (CKRC) RCAF
 Charbonneau, E. H. (CKRC) Cpl.-A
 Churcher, W. R. (CKX) N
 Coats, D. R. P. (CKY) RCAF
 Caine, Howard (CKOC) Lt.-N
 Davidson, T. W. (CKY) A

*Names, service branch and rank based on data from employing companies. BROADCASTING does not guarantee accuracy or completeness of information furnished, notably due to change in rank and status.



CANADA

Allen, Norman
 (CFCO) RCAF (missing in action)
 Burton, Gordon
 (CFRN) RCAF (killed in action)
 Cole, Ed
 (CKNB) RCAF (missing in action)
 Frankeson, N.
 (CKRM) A (died in service)
 Godbehere, J.
 (CFCC) (killed in action)
 Jarvis, Sturdee
 (CJIC) A (killed)
 Thomas, Roger
 (CHRC) A (prisoner of war)
 McLaughlin, J.
 (CFCF) N (died in service)
 Sedgwick, Roland
 (CFRB) (RCAF (killed in action)
 Traynor, Kelvin
 (CFCN) MS (lost at sea)
 Wheeler, Pearson
 (CFRN) RCAF (killed in action)
 Young, H. J.
 (CKRC) Lt.-A (killed in action)
 Hammond, Allan
 (CFCC) (RCAF (prisoner of war)

Deacon, R. J. (CKX) Lt.-A
 Dutton, E. F. (CKRC) RCAF
 Farley, E. C. (CKRC) RCAF
 Fawcett, R. C. (CKRC) RCAF
 Gardiner, D. N. (CKY) Lt.-A
 Harrod, H. R. (CKRC) Capt.-A
 Hodgkinson, B. G. (CKY) RCAF
 Holmes, J. L. (CKX) Lt.-A
 Johns, D. A. (CKX) RCAF
 Lee, Gordon (CKRC) RCAF
 McConnell, A. K. (CKRC) Capt.-A
 Olson, C. C. (CKRC) Capt.-A
 Peppler, C. (CKY) RCAF
 Peters, R. (CKRC) RCAF
 Ritchie, G. K. (CKY) RCAF
 Roake, E. (CKY) N
 Robertson, G. H. (CKY) RCAF
 Sanders, H. (CKY) A
 Snider, C. E. (CKX) Maj.-A
 Thompson, G. W. (CKY) RCAF
 Thompson, J. C. (CKRC) Capt.-A
 Thomson, D. R. (CKRC) RCAF
 Valentine, W. (CKRC) Pvt.-A
 Woods, C. M. (CKY) A
 Woodward, G. (CKRC) N

NEW BRUNSWICK

Allingham, Bud (CKNB) RCAF
 Anderson, William (CHSJ) Lt.-A
 Burrill, D. R. (CHSJ) Lt.-A
 Callier, Fred (CKNB) RCAF
 Cooke, A. B. (CKCW) Lt.-A
 Dickenson, Dick (CKNB) Pvt.-A
 LeBlanc, Ed (CKNB) Lt.-A
 Mabey, E. L. (CHSJ) A
 McMullen, N. (CKCW) Pvt.-A
 McRae, Hud (CKNB) N
 Ross, Bob (CKNB) RCAF
 Rowlands, Ross (CKCW) RCAF
 Smith, Lloyd (CKNB) RCAF
 Tabor, Robert (CKCW) Sgt.-A

NOVA SCOTIA

Arthur, Gordon (CHNS) RCAF
 Bauld, Tom (CHNS) Sgt.-A
 Clare, John (CHNS) Capt.-A
 Creed, Gavin (CHNS) RCAF
 Glazebrook, Vernon (CHNS) RCAF
 Hirtle, John (CHNS) Cpl.-A
 Langlois, John (CJFX) RCAF
 MacDonald, Finlay (CJFX) Lt.-A
 MacKeigan, James (CHNS) RCAF
 Murray, David (CHNS) Sgt.-A
 Parker, Richard (CHNS) Cpl.-A
 Robb, Stuart (CHNS) Lt.-A
 Sheppard, Walter (CHNS) N

ONTARIO

Adams, Ralph (CKTB) Cpl.-A
 Agar, Cecil (CJCS) A
 Armstrong, J. W. (CKCL) RCAF
 Bedford, Howard (CKNX) Lt.-A
 Boulden, F. A. (CKCL) RCAF
 Brammer, Stuart (CKCL) A
 Bremner, Hugh (CKPC) RCAF
 Burley, Harold (CKWS) RCAF
 Burrill, Scott (CKOC) RCAF
 Burrows, Bernard (CHEX) RCAF
 Camden, James (CJCS) RCAF

Root, Ted (CJIC) Lt.-A
 Russell, Fred (CKNX) RCAF
 Russell, Jack (CKGB) RCAF
 Rutledge, Colin (CHML) N
 St. George, Bruce (CKTB) RCAF
 Sarsfield, Tom (CHOV) RCAF
 Shellen, Brian (CKL) Capt.-A
 Smith, G. E. (CHPS) RCAF
 Snelgrove, Ralph (CFOS) Lt.-N
 Soars, Jack (CKL) RCAF
 Squires, F. M. (CJCS) Capt.-A
 Staskow, Walter (CJCS) Lt.-A
 Stauffer, Jack (CJCS) Cpl.-A
 Tombling, Bob (CFOS) RCAF
 Terry, Iona (CKNX) WRCNS
 Todd, Arthur (CKOC) N
 Tomlinson, Ted (CJCS) RCAF
 Turner, Bert (CHOV) N
 Westmoreland, Lloyd (CKOC) RCAF
 Wheeler, William (CKTB) Cpl.-A
 White, Bill (CFRB) RCAF
 Wilson, J. E. (CKL) RCAF
 Woolner, Robert (CFCO) Pvt.-A
 Wright, Ross (CFCO) RCAF

PRINCE EDWARD ISLAND

Balcom, A. (CFCY) A
 Brown, W. J. (CFCY) Capt.-A
 Cannon, W. R. (CHGS) Lt.-N
 Corkum, M. F. (CFCY) Lt.-N
 Hart, George (CFCY) Lt.-N
 MacLennan, E. G. (CFCY) A
 Morrow, A. K. (CFCY) Lt.-N
 Rogers, W. K. (CFCY) RCAF
 Stewart, Ira (CFEB) N

QUEBEC

Alarie, Bernard (CKAC) Lt.-A
 Angers, Robert (CKCY) Sgt.-A
 Bois, Emilian (CKAC) A
 Butham, Tom (CHRC) RCAF
 Coffe, Lucien (CKCY) L/Cpl.-A
 Daniel, Flavius (CKCY) Capt.-A
 Demers, Jacques (CKAC) Lt.-A
 Doucet, Maurice (CKAC) RCAF
 Duhamel, Gilles (CKCY) RCAF
 Ellis, Alfred (CFCC) RCAF
 Falardeau, Cyrille (CKCY) Capt.-A
 Filion, Ernest (CKCH) Cpl.-A
 Filion, Fernand (CKCH) Lt.-A
 Francis, Ivor (CKCH) RCAF
 Harris, Romeo (CHRC) RCAF
 Hemming, J. (CFCC) Cpl.-A
 Jobin, Victor (CKCH) Lt.-A
 Lauzon, Philias (CKAC) Lt.-A
 Lepage, George (CHRC) Lt.-A
 MacWilliams, R. (CFCC) RAF
 Martin, L. (CFCC) Sgt.-A
 McGrail, John (CFCC) RAF
 Ouellet, Auguste (CHGB)
 Perron, Maurice (CKCY) Cpl.-A
 Richard, Paul (CHRC) Lt.-A
 Robidou, Fernand (CKAC) A
 Robillard, Phillippe (CKCH) Lt.-A
 Stevin, Paul (CFCC) RCAF
 Stuparick, Andy (CHAD) RCAF
 Thivierge, Jacques (CHAD) RCAF
 Thivierge, Marc (CHRC) Capt.-A
 Turgeon, Paul (CHRC) Cpl.-A
 Whitley, Eric (CFCC) RCAF
 Young, Gordon (CKCY) Capt.-A

SASKATCHEWAN

Beggs, T. H. (CKRM) RCAF
 Bourgeois, L. A. (CHAB) Capt.-A
 Braatch, G. K. (CHAB) N
 Brophy, J. (CBK) Capt.-A
 Corson, R. G. (CKRM) L/Cpl.-A
 Cannon, Jack (CFCC) Pvt.-A
 Davey, K. (CKBI) RCAF
 Davies, George (CKCK) RCAF
 Dawson, D. (CKK) RCAF
 Desville, B. (CBK) RCAF
 Dektors, Harry (CFCC) RCAF
 Dentry, A. (CBK) RCAF
 Faulds, R. (CJGX) N
 Ferguson, E. (CKBI) RCAF
 Fraser, G. (CBK) RCAF
 Gunning, C. (CBK) RCAF
 Hayden, J. (CJGX) Cpl.-A
 Hill, B. R. (CKRM) RCAF
 Hill, J. M. (CKRM) RCAF
 Holmes, W. (CKBI) Pvt.-A
 Hoskins, Ian (CFCC) RCAF
 Jackson, L. (CBK) RCAF
 Kent, George (CJGX) RCAF
 Kergan, A. G. (CKRM) Pvt.-A
 Luce, F. W. (CKRM) Capt.-A
 MacMillan, D. (CKCK) RCAF
 Mang, L. H. (CKRM) Lt.-A
 McBain, N. C. (CHAB) Pvt.-A
 McKinnon, J. (CKRM) RCAF
 McLean, R. D. (CHAB) RCAF
 Moffat, J. (CKBI) RCAF
 Moffat, L. (CKBI) RCAF
 Parsons, W. (CHAB) RCAF
 Reynolds, M. (CKCK) RCAF
 Rous, F. (CBK) N
 Skingle, N. S. (CHAB) RCAF
 Swift, Miss A. J. (CHAB) WREN
 Tully, Fred (CJGX) RCAF
 Turner, G. D. (CHAB) Capt.-A
 Walker, G. E. (CHAB) Lt.-A
 Walker, W. L. (CKRM) RCAF
 Wells, W. V. (CHAB) A
 Whitney, C. H. (CHAB) RCAF
 Young, Alan (CFCC) RCAF



KEYSTONE

brings you

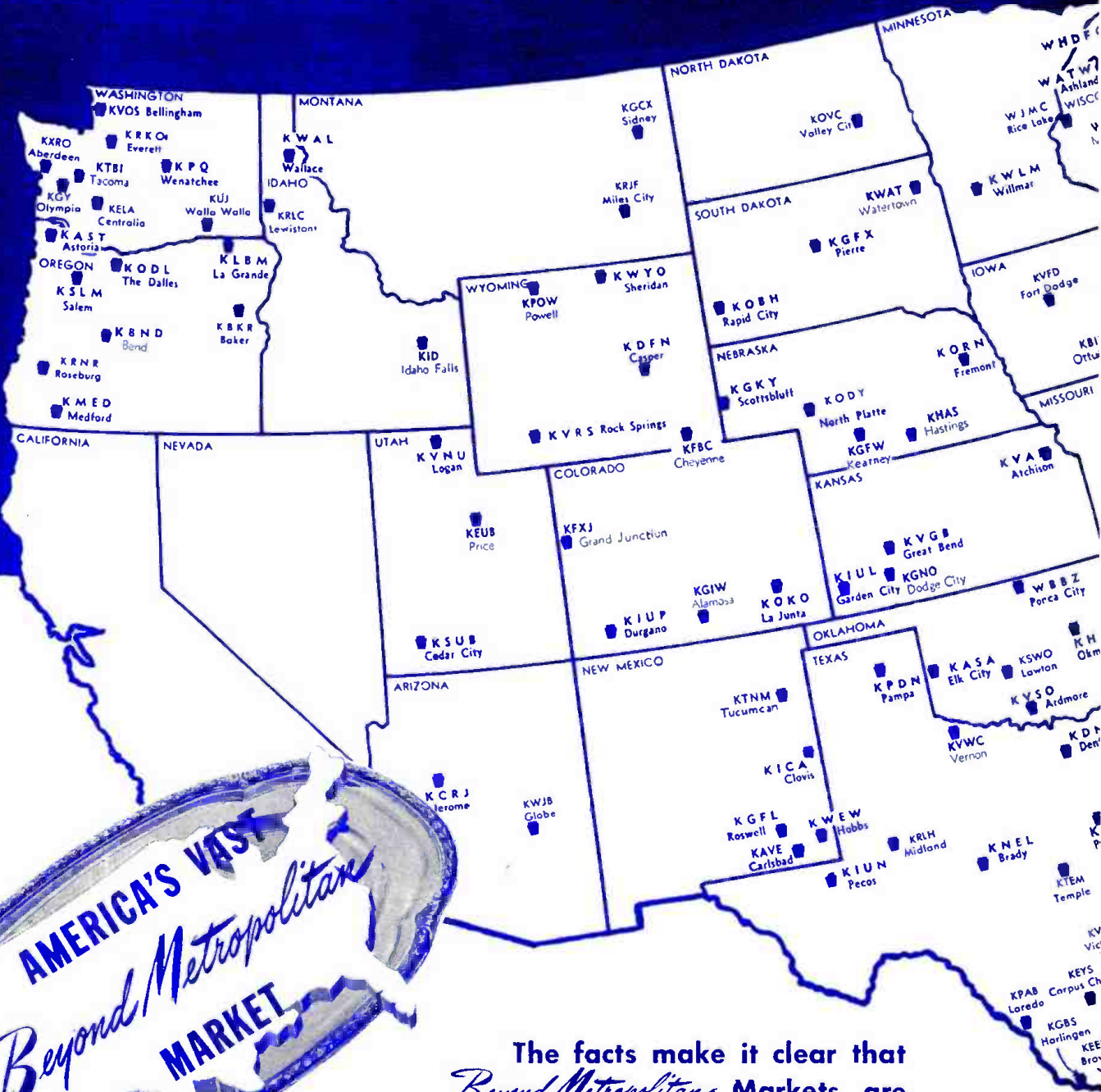


SILVER PLATTER BY CARTIER

on a Silver Platter

THIS IS

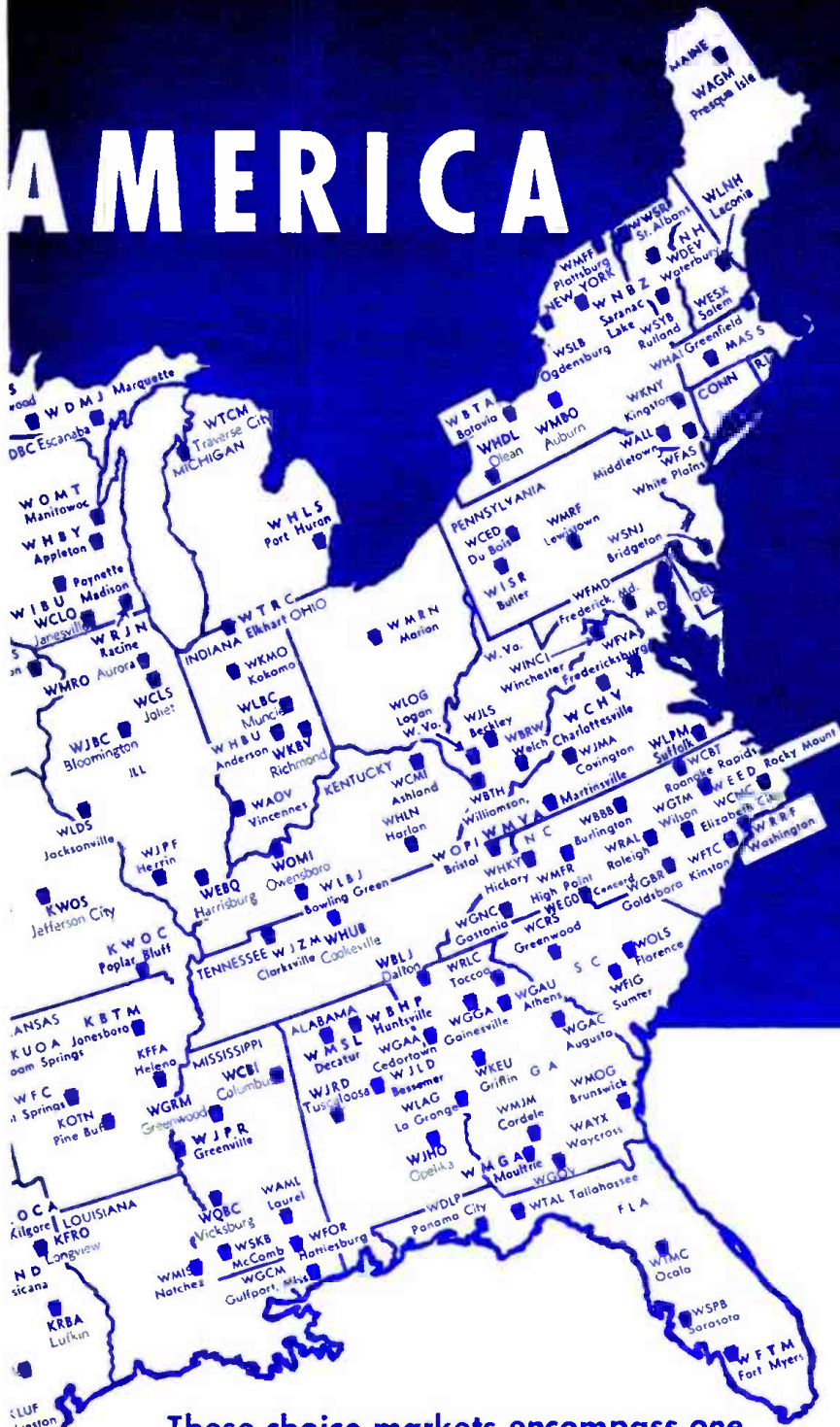
*Beyond Metropolitan**



The facts make it clear that *Beyond Metropolitan* Markets are essential for thorough national coverage.

THIS IS THE KEYSTONE

AMERICA



* The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

These choice markets encompass one third of the nation. They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

- 49% of total U. S. Retail Sales
- 53% of total U. S. Food Sales
- 47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from permanent developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

BROADCASTING SYSTEM

Help Yourself to



... at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

STREAMLINED...

200 stations handled in one transaction!

ONE time order

ONE time clearance

ONE schedule

ONE mechanics operation

ONE source for affidavits

ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture

Beyond Metropolitan America through Keystone.

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580 Fifth Avenue
New York 19, New York
Tel: LOnacre 3-2221

6331 Hollywood Boulevard
Hollywood 28, California
Tel: HEmpstead 0460

DIRECTORY of BROADCASTING STATIONS of the UNITED STATES

Listed alphabetically by States. Showing cities, call letters, frequency in kilocycles,
 power, licensee, station executive personnel, national advertising representatives and
 transcription library and news services.

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Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|---------------------|---|-------------|---|--|--|
| ANNISTON | WHMA | 1450 | 250 | Harry M. Ayers 14th & Noble Sts. 2380 | Blue | Harry M. Ayers J. W. Buttram Gerry Hunt | Dr. Frank McLean Ruby Meigs Gerry Hunt | Sears & Ayer UP |
| BESSEMER | WJLD | 1400 | 250 | J. Leslie Doss Hotel Gary 2300 | | J. Leslie Doss Hal Falter Hal Falter | Beryl C. Cooley C. M. Calciott | World AP |
| BIRMINGHAM 3 | WAPI | 1070 | 5,000 | Voice of Alabama Inc. 2029 First Ave. 3-8116 | CBS | (Thad Holt Ed Norton Thad Holt) | Jimmie Willson Norman S. Hurley | Radio Sales UP |
| BIRMINGHAM 1 | WBRC | 960 | 5,000 | Birmingham Bcstg. Co. Inc. 2nd Ave. & 18th St. 4-7741 | NBC | J. C. Bell J. C. Bell J. C. Bell | John Connally J. C. Bell | Raymer Associated Standard INS |
| BIRMINGHAM 1 | WSGN | 610 | 5,000-LS 1,000-N | The Birmingham News Co. Dixie Carlton Hotel 4-3434 | Blue MBS | V. H. Hanson Henry P. Johnston Henry P. Johnston | Bill Terry Edgar Hinkle Gordon Bishop | Headley-Reed Biddick Thesaurus Associated AP |
| DECATUR | WMSL | 1400 | 250 | Tennessee Valley Bcstg. Co. 511 Bank St. 802 | MBS | Melvin Hutson Curtis Gover Curtis Gover | Genevra Hough Bell Genevra Hough Bell Garlan Grant Sandlin | UP |
| DOTHAN | WAGF | 1400 | 250-D | Dothan Broadcasting Co. 204 1/2 E. Main St. 1430 | | Dothan Broadcasting Co. Julian C. Smith Fred C. Moseley | Carl Snellgrove John T. Hubbard | Headley-Reed Standard AP |
| GADSDEN | WJBY | 1240 | 250 | Gadsden Broadcasting Co. Inc. 108 Broad St. 88 | MBS | B. H. Hopson Beatrice Tate Benton Sam Benton | Beatrice Tate Benton Lawrence O. Bruner | Sears & Ayer Associated TP |
| HUNTSVILLE | WBHP | 1230 | 250 | Wilton Harvey Pollard 318 W. Clinton St. 313 | MBS | W. H. Pollard W. H. Pollard W. H. Pollard | Margaret Speake Hugh McDonald John Garrison | UP |
| MOBILE 9 | WALA | 1410 | 5,000 | Pape Broadcasting Co. 106 St. Joseph St. 3-3787 | NBC | W. O. Pape H. K. Martin Albert Treadway | R. B. Hurley | Headley-Reed Standard AP |
| MOBILE 2 | WMOB | 1230 | 250 | S. B. Quigley 600 St. Louis St. 2-4566 | Blue MBS | S. B. Quigley S. B. Quigley F. E. Busby | T. L. Greenwood | Sears & Ayer Associated Thesaurus UP |
| MONTGOMERY 2 | WCOV | 1240 | 250 | Capital Broadcasting Co. Inc. 2 Montgomery St. 5781 | CBS | G. W. Covington Jr. G. W. Covington Jr. John C. Hughes | M. E. Richards John C. Hughes W. D. Weatherly | Wilson MacGregor Standard INS |
| MONTGOMERY 2 | WSFA | 1440 | 1,000-LS 500-N | Montgomery Bcstg. Co. Inc. Jefferson Davis Hotel 8361 | NBC | Howard E. Pill Howard E. Pill John B. DeMotte | E. Caldwell Stewart John B. DeMotte C. I. Shelkofsky | Headley-Reed Thesaurus AP |
| MUSCLE SHOALS | WLAY | 1450 | 250 | Muscle Shoals Broadcasting Corp. Muscle Shoals Sheffield 1450 | MBS | J. Carl Russell E. J. Sperry E. J. Sperry | Sarah Smith R. Davenport John W. Smith | Sears & Ayer Associated Standard UP |
| OPELIKA | WJHO | 1400 | 250-LS 100-N | Opelika Auburn Broadcasting Co. 1400 Auburn Road 856 | MBS | Partnership F. Marion Hyatt James T. Ownby | Hugh Webb Hugh Webb F. Marion Hyatt | UP |
| SELMA | WHBB | 1490 | 100 | Selma Broadcasting Co. Inc. 209 Washington St. 1233 | MBS | B. H. Hopson Julien Smith Jr. Julien Smith Jr. | Erin Reynolds T. F. Kelley Jr. | Sears & Ayer Associated |
| TUSCALOOSA | WJRD | 1230 | 250 | James R. Doss Jr. First National Bank Bldg. | | | | World INS |

ARIZONA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------|--------------|-------------------------|----------------|---|----------------|---|---|---|
| GLOBE | KWJB | 1240 | 250 | Gila Broadcasting Co. Globe 41 | ABC | Louis F. Long Paul Merrill E. S. Shoecraft | Willard Shoecraft Willard Shoecraft Herbert Hartman | UP |
| JEROME | KCRJ | 1340 | 250 | Central Arizona Bcstg. Co. Drawer D 88 | ABC | W. P. Stuart Erma K. Scholey | Wayne Fernyhough | MacGregor |
| LOWELL | KSUN | 1230 | 250 | Copper Electric Co. Inc. Naco Rd. Bisbee 9 | Arizona | Carleton W. Morris Carleton W. Morris Carleton W. Morris | Marion C. McKinney Marion C. McKinney Hugh Keys | AP |
| PHOENIX | KOY | 550 | 1,000 | Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144 | CBS Arizona | Burridge D. Butler Harold A. Safford John L. Hogg | John R. Williams Frances C. Myers Francis A. Higgins | Blair World MacGregor Associated John L. Hogg AP, TP |

WSGN'S 4 POWERS

Assuring Results

- 1.** *WSGN, 610 kc., covers more counties, according to the N.A.B. Mail and Signal Strength Map, than any other Birmingham station.*
- 2.** *WSGN, 610 kc., covers more counties, according to the One-tenth Mv/m Contour Line Comparison, than any other Birmingham station.*
- 3.** *WSGN, 610 kc., covers more counties, according to the original N.B.C. All-county Survey Method, than any other Birmingham station.*
- 4.** *WSGN, 610 kc., covers more counties, according to a survey made among the farm and labor families, than any other Birmingham station.*

*Details to substantiate these claims
may be obtained by contacting WSGN*

WSGN

Affiliated with The News-Age Herald

Birmingham, Alabama

35th Largest City in the Nation

Represented Nationally by Headley-Reed Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

ARIZONA—(Continued)

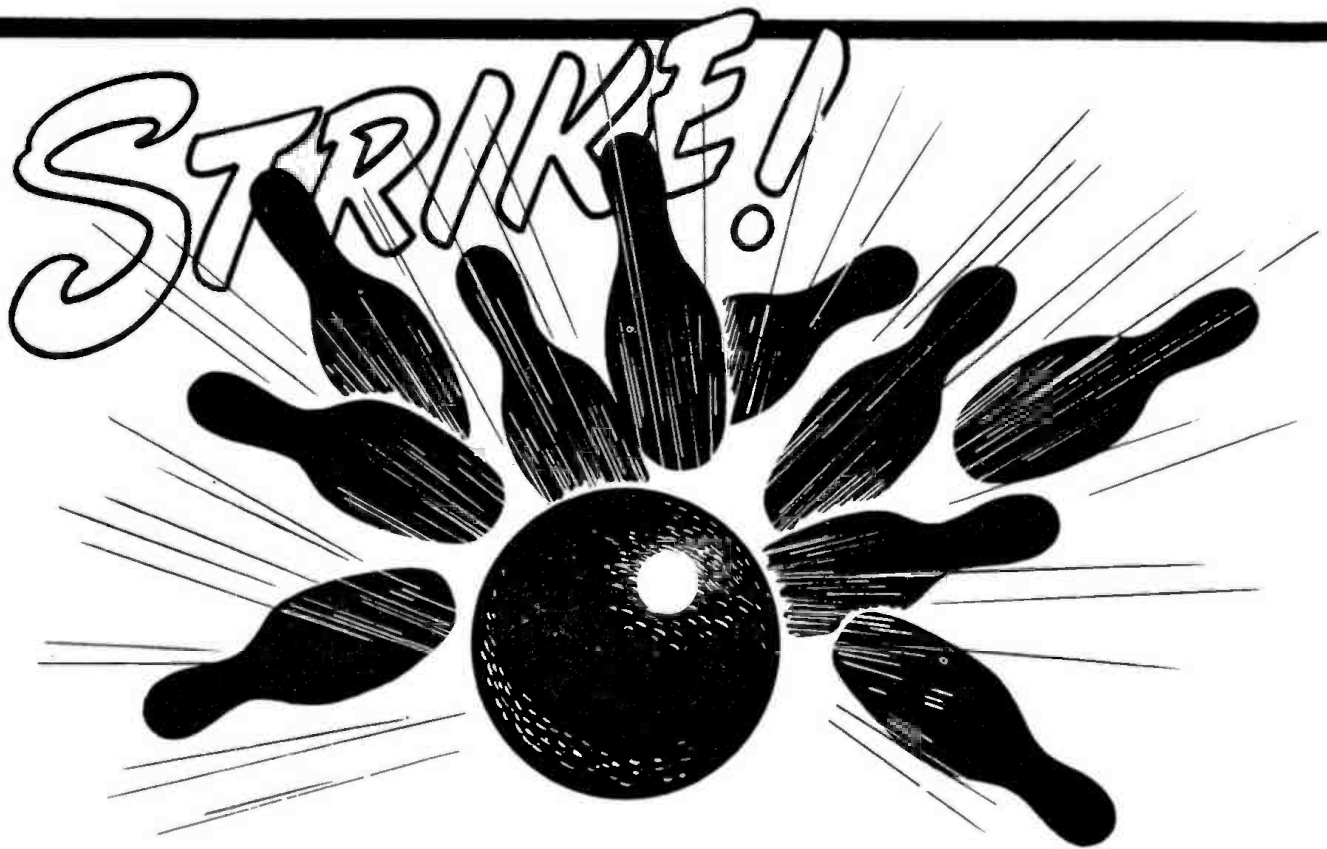
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|--|--------------------|---|--|--|
| PHOENIX..... | KPHO | 1230 | 250 | M. C. Reese Phoenix 3-3197 | Blue | M. C. Reese W. T. Hix W. T. Hix | J. P. Mason J. P. Mason | Pearson Associated INS |
| PHOENIX..... | KTAR | 620 | 5,000 | KTAR Broadcasting Co. Heard Bldg. 4-4161 | NBC Blue ABC | Arizona Republic Dick Lewis J. R. Heath | J. Howard Pyle T. M. Pennington Harold Haughwout | Raymer Standard Thesaurus AP, UP |
| PRESCOTT..... | KYCA | 1490 | 250 | Southwest Broadcasting Co. East Gurley St. 244 | ABC | Albert Stetson Harold Ritter Harold Ritter | Roberta M. Pfister Byron Lee McCall Frederick R. Blackburn | Thesaurus |
| SAFFORD..... | KGLU | 1450 | 250 | Gila Broadcasting Co. Safford 15 | NBC ABC | Louis F. Long Paul Merrill Paul Merrill | Norman B. Harrington David R. Worley Herbert Hartman | Standard AP, UP |
| TUCSON..... | KTUC | 1400 | 250 | Tucson Broadcasting Co. 900 E. Broadway 5800 | CBS Arizona | Tucson Broadcasting Co. Lee Little Lee Little | Wayne Sanders Gerald O'Brien Clifford Livingston | Associated AP |
| TUCSON..... | KVOA | 1290 | 1,000 | Arizona Broadcasting Co. 48 E. Broadway 3703 | NBC ABC | R. B. Williams R. B. Williams R. B. Williams | Andrew White W. R. DuBois R. H. Holclaw | Raymer Thesaurus AP, UP |
| YUMA..... | KYUM | 1240 | 250 | Yuma Broadcasting Co. First St. & 19th Ave. 88 | NBC ABC | R. N. Campbell Harper M. Phillips Harper M. Phillips | Leavenworth Wheeler | Thesaurus AP |

ARKANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---|--|--------------------------------|---|---|--|
| BLYTEVILLE..... | KLCN | 900 | 1,000-D | Fred O. Grimwood Blytheville 2093 | | Fred O. Grimwood Harold L. Sudbury Harold L. Sudbury | J. T. Sudbury John Hamilton Bob Conner | Pearson Thesaurus UP |
| EL DORADO..... | KELD | 1400 | 250 | Radio Enterprises Inc. Country Club Colony 1813 | Blue Arkansas | T. H. Barton Leon Sipes Leon Sipes | Rodney Smith J. R. Duerson Alton W. Hearln | Cox & Tanz Standard INS |
| FORT SMITH..... | KFPW | 1400 | 250 | Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106 | Arkansas | John A. England J. E. Garner Bill Slates | Dorothy Gibson Bill Slates John M. Van Horn | Thesaurus World AP, UP |
| HELENA..... | KFFA | 1490 | 250 | Helena Broadcasting Co. 215 York St. Main 59 | MBS Arkansas | Sam W. Anderson Sam W. Anderson Nita Anderson | Doris Trainer Jewel C. Warren | Cox & Tanz UP |
| HOT SPRINGS..... | KTHS | 1090 | 10,000-LS 5,000-N SA-10,000-LS 1,000-N | Radio Broadcasting Inc. 135 Benton St. 1160 | Blue Arizona | John C. McCormack Kenneth K. Kellam Kenneth K. Kellam | Frank A. Browne Cecil Sutt | Branham Thesaurus Standard UP |
| HOT SPRINGS..... | KWFC | 1340 | 250 | Clyde E. Wilson 819½ Central Ave. 412 | MBS | Clyde E. Wilson Bob Choate | Julia Lee Crum Melvin P. Spann | Standard AP |
| JONESBORO..... | KBTM | 1230 | 250 | Regional Broadcasting Co. KBTM Bldg. 597 | MBS Arkansas | Jay P. Beard Mrs. Jay P. Beard William H. Cate | Beauton Wood | |
| LITTLE ROCK..... | KARK | 920 | 5,000 | Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224 | NBC Arkansas So. Central | T. H. Barton G. E. Zimmermerman C. K. Beaver | Julian F. Haas Dan L. Winn | Petry Standard AP, INS |
| LITTLE ROCK..... | KGHI | 1230 | 250 | Arkansas Broadcasting Co. Gazette Bldg. 9166 | Blue MBS | A. L. Chilton S. C. Vinsonhaler Bob Rives | Frances Monk Claude Miller K. F. Tracy | Spot Sales Standard |
| LITTLE ROCK..... | KLRA | 1010 | 10,000-LS 5,000-N | Arkansas Broadcasting Co. Gazette Bldg. 5427 | CBS | A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler | Mina Madden Claude Miller K. F. Tracy | Katz Associated UP |
| PINE BLUFF..... | KOTN | 1490 | 250 | Universal Broadcasting Corp. 505½ Main St. 721 | MBS Arkansas | B. J. Parrish B. J. Parrish R. W. Etter | Ayleene Gregory | AP |
| SILOAM SPRINGS... | KUOA | 1290 | 5,000-D | KUOA Inc. Siloam Springs 77 | Arkansas | Richard Hodges Storm Whaley Storm Whaley | Gilberta Walton Kenneth Maxwell | Walker World UP |
| TEXARKANA..... | KCMC | 1450 CP-1230 | 250 | (See Texarkana, Tex.) | | | | |

CALIFORNIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|----------------|---|---|--|
| BAKERSFIELD..... | KERN | 1410 | 1,000 | McClatchy Broadcasting Co. 17th & Eye Sts. 8-8431 | Blue | Eleanor McClatchy Deane Banta Deane Banta | Marian Gresham Richard Brothers Luverne Shatto | Raymer Associated Standard AP |
| BAKERSFIELD..... | KPMC | 1560 | 1,000 | Pioneer Mercantile Co. Box 1709 8-8581 | MBS Don Lee | Pioneer Mercantile Co. L. A. Schamblin L. A. Schamblin | C. C. Sturm Art Mason L. P. Jarvis | Blair Thesaurus Associated UP |



TEN ON 1010

10,000 WATTS DAYTIME

5,000 WATTS NIGHT

●
For Over Fifteen Years The
ONLY COLUMBIA STATION In ARKANSAS

●
POWER! PRESTIGE! POPULARITY!

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Affiliated with the ARKANSAS GAZETTE

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BROADCASTING • *Broadcast Advertising*

1944 Yearbook Number • Page 77

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|-------------------------|-------------------------|---------------------|---|----------------|--|--|--|
| BERKELEY 2..... | KRE | 1400 | 250 | Central California Broadcasters Inc. 601 Ashby Avenue Ashberry 7715 | | Arthur Westlund Arthur Westlund Don Hambly | Don Hambly Phillip McKernan | Standard INS |
| CHICO..... | KHSL | 1290 | 1,000 | Golden Empire Bestg. Co. Inc. 336 Broadway 237 | MBS Don Lee | Hugh McClung M. F. Woodling Henry Watton Jr. | Laurette C. Field Henry Watton Jr. Emory P. Milburn | Grant MacGregor Associated Standard UP |
| EL CENTRO..... | KXO | 1490 | 100 | Valradio Inc. 793 Main Street 1100 | MBS Don Lee | Thomas E. Sharp Kenneth H. Thornton Belle Hovey | Jean Jordan Kenneth Thornton James R. Coin (LeRoy Bellwood | Raymer Associated Standard |
| EUREKA..... | KIEM | 1480 | 1,000 | Redwood Broadcasting Co. Inc. Box 43 93 | MBS Don Lee | William B. Smullin William B. Smullin Betty Lundeen | Charles Paul Corbin Violet Susan Alvor E. Olson | Blair World MacGregor Associated UP |
| FRESNO 1..... | KARM | 1430 | 5,000 | KARM, The George Harm Station 1333 Van Ness Ave. 4-2966 | CBS | Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown | Ralph B. Bunje Eldora Roth John F. Scates | Petry Associated Standard AP, INS. |
| FRESNO 1..... | KFRE | 1340 | 250 | J. E. Rodman T. W. Patterson Bldg. 4-5001 | MBS Don Lee | J. E. Rodman Paul R. Bartlett Paul R. Bartlett | Gene Chenault Frances Quinn Sheldon Anderson | World Associated UP |
| FRESNO 22..... | KMJ | 580 | 5,000 | McClatchy Broadcasting Co. 1559 Van Ness 3-6277 | NBC | Eleanor McClatchy Keith B. Collins Robert A. Street | Andrew Patterson Connie Marill William N. Wallace | Raymer Thesaurus MacGregor Associated UP |
| GLENDALE 6..... | KIEV | 870 | 250-D | Cannon System Ltd. 102 N. Glendale Ave. Chapman 5-2888 | | J. D. Cannon R. Callister L. W. Peters L. W. Peters | Clyde Cadwell Leland Gustafson | UP |
| LONG BEACH..... | KFOX | 1280 | 1,000 | Nichols and Warriner Inc. 220 E. Anaheim St. 672-81 | | Hal G. Nichols Hal G. Nichols Lawrence W. McDowell | Hal G. Nichols Lawrence W. McDowell | Biddick Lang-Worth Standard UP |
| LONG BEACH 2..... | KGER | 1390 | 5,000 | Consolidated Broadcasting Corp. 435 Pine Ave. 660-41 | | C. Merwin Dobyms C. Merwin Dobyms Lee Wynne | Thomas Hunter Ronald Oakley | Spot Sales World MacGregor Lang-Worth Standard AP |
| LOS ANGELES 4..... | KECA | 790 | 5,000 | Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121 | Blue | Earle C. Anthony William B. Ryan Clyde Scott | John I. Edwards J. G. Paltridge C. W. Mason (H. L. Blatterman | Free & Peters Associated Lang-Worth Standard AP, UP |
| LOS ANGELES 5..... | KFAC | 1330 | 1,000 | Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231 | | J. E. L. Cord Calvin J. Smith Calvin J. Smith Calvin J. Smith | Don C. Otis Calvin J. Smith Owen J. Ford | Associated AP |
| LOS ANGELES 4..... | KFI | 640 | 50,000 | Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121 | NBC | Earle C. Anthony William B. Ryan Clyde Scott | John I. Edwards J. G. Paltridge C. W. Mason (H. L. Blatterman | Petry MacGregor Associated Lang-Worth Standard UP |
| LOS ANGELES 26.... | *KFSG | 1150 ST-KRKD | 2,500-LS 1,000-N | Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141 | | Aimee Semple McPherson Dr. Giles N. Knight | Rev. Jack Carmaine Myron E. Kluge | UP |
| LOS ANGELES 5..... | KFVD | 1020 L-KDKA | 1,000 | Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391 | | Frank Burke Frank Burke F. J. Smalley, Jr. | Howard Gray William Gass | Lang-Worth UP |
| LOS ANGELES..... | KFWB (Hollywood 23) | 980 | 5,000 | Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151 | | Louis J. Halper Harry Maizlish | William V. Ray Harry Myers | Rambeau AP, INS, TP, UP, Reuters |
| LOS ANGELES 15.... | KGFJ | 1230 | 100 | Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434 | | Ben S. McGlashan Thelma Kirchner Thelma Kirchner | Carolyn Caro Thelma Kirchner Homer Obuchon | Associated Standard INS |
| LOS ANGELES..... | KHJ (Hollywood 38) | 930 | 5,000 | Don Lee Broadcasting System 5515 Melrose Ave. 8111 | MBS Don Lee | Thomas S. Lee Lewis Allen Weiss Sydney B. Gaynor | Van C. Newkirk Fair Taylor Frank M. Kennedy | Blair World Associated AP, INS |
| LOS ANGELES..... | KMPC (Beverly Hills) | 710 | 10,000 | KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Bradshaw 2-4411 | | G. A. Richards Robert O. Reynolds Herbert H. Wixson | Howard M. Rhines Willard W. Hanes James Lashaum, acting | Raymer Thesaurus Associated AP, UP |
| LOS ANGELES..... | KMTR (Hollywood 38) | 570 | 1,000 | KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161 | | Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham | Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson | Burn-Smith Lang-Worth Standard INS |
| LOS ANGELES 28.... | KNX | 1070 | 50,000 | Columbia Broadcasting System Inc. 5121 Sunset Blvd. Hollywood 1212 | CBS | CBS-Donald W. Thornburgh Donald W. Thornburgh J. A. Morton | Hal Hudson Jack O'Mara Ralph Taylor Lester H. Bowman | Radio Sales Associated Lang-Worth AP, UP |

"TOPS"

AT TOP OF THE DIAL

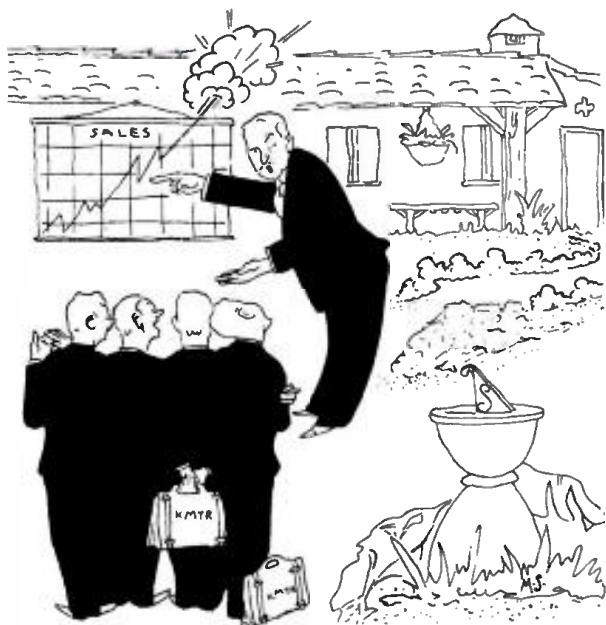
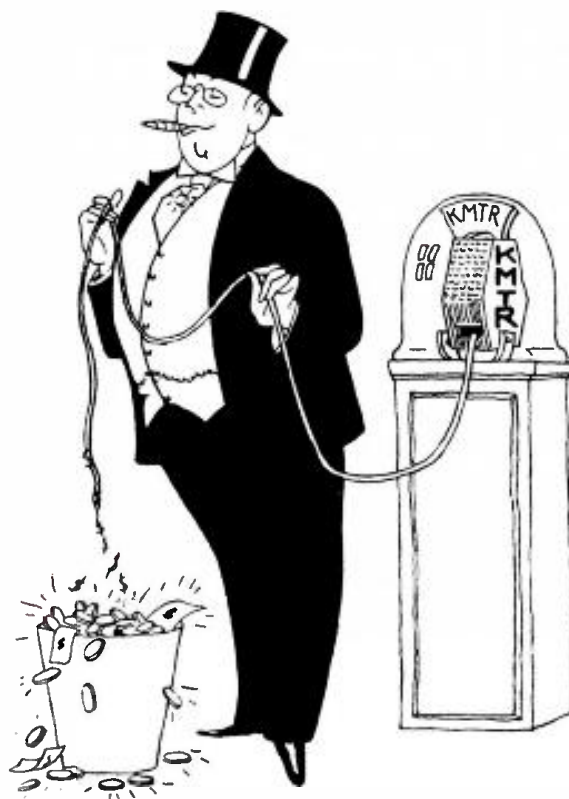
THE AFFLUENT SPONSOR on the right is cashing in on a wise investment. His KMTR spots brought back a tidal wave of a tidy sum. Convenient, too. Twenty-four hours a day operation at the "top of the dial" earns money for him even while he sleeps. And he sleeps well, knowing that KMTR completely blankets the Southern California Market both night and day. And don't under-rate that So. Cal. Market. There are three and a half million money-making spenders looking for something to buy. And they buy the things that KMTR offers for sale.

What would you like to sell?

KMTR

HOLLYWOOD

570 K.C. — TOP OF DIAL



KEN TINKHAM, the general manager, has been raising the roof about an unsold 3%. That native California sales crew he's talking to, has grown "rich" on an unbelievable sales record. There's really no trick to it. They're simply selling a station with the lowest possible "per-listener" cost. Why not drop Tinkham a note and ask for the new rate card? That 3% is still available and those three and one half million money-making spenders are still looking for something to buy.

...Radio's Best Buy "per Listener" In Southern California...

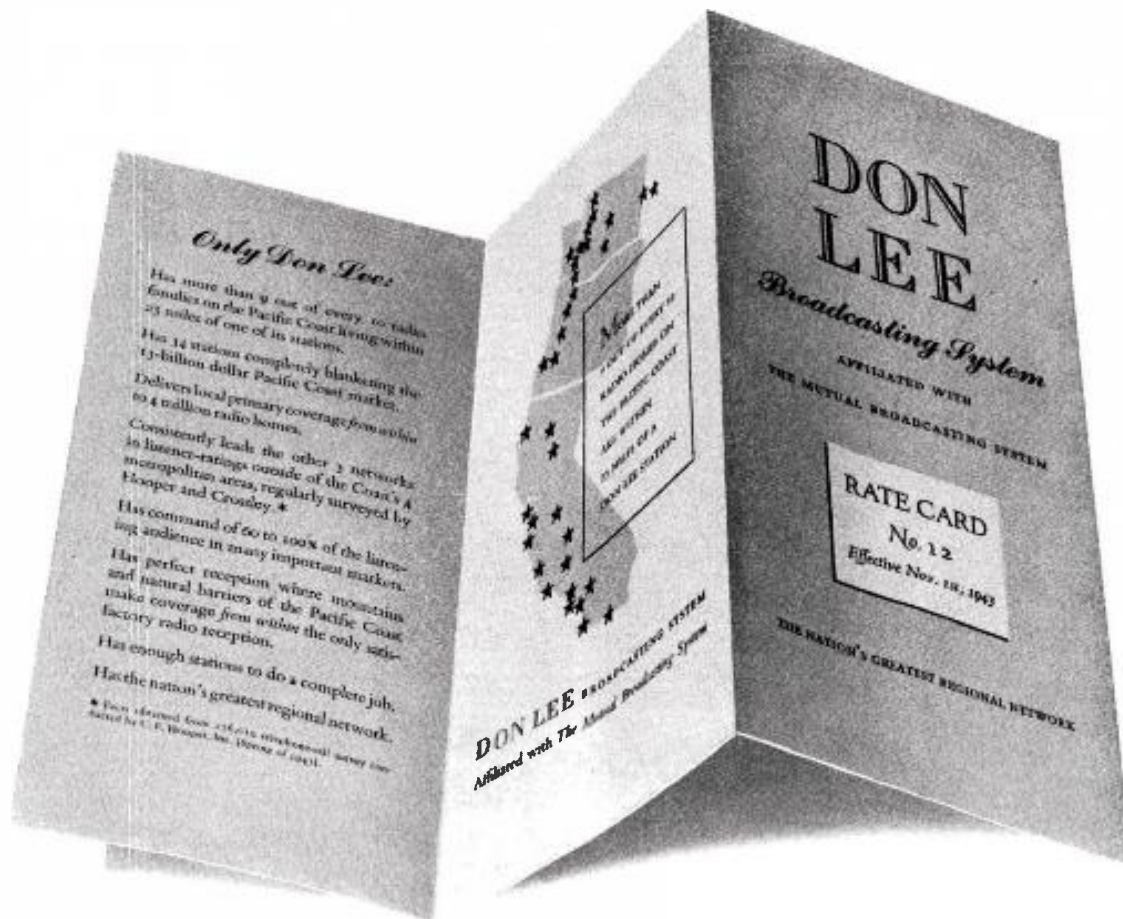
NATIONAL REPRESENTATIVES — BURN-SMITH CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|--|----------------|---|---|---|
| LOS ANGELES 13... | KRKD | 1150 ST-KFSG | 2,500-LS 1,000-N | Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111 | | Frank P. Doherty Ned Connor Ned Connor | Venna Taylor Ned Connor Willis O. Freltag | INS, TP |
| MARYSVILLE..... | KMYC | 1450 | 250 | Marysville-Yuba City Bcstrs. Inc. Box 631 2080 | MBS Don Lee | H. E. Thomas Joe D. Carroll Joe D. Carroll | Ruth Parmeter Tommie Johnson Bud Ballard | Grant Associated Standard UP |
| MERCED..... | KYOS | 1490 | 250 | Merced Broadcasting Co. Box 717 1430 | MBS Don Lee | Hugh McClung Mel Marshall Karl Kreuger | Jack Church George Spelvin Malcolm R. Beavers | Grant Associated Standard MacGregor UP |
| MODESTO..... | KTRB | 860 | 1,000 | KTRB Broadcasting Co. Inc. Norwegian Ave. 774 | | William H. Bates Jr. William H. Bates Jr. Doug McCreary | Cecil Lynch Doug McCreary William H. Bates Jr. | Biddick Grant Griffith INS |
| MONTEREY..... | KDON | 1240 | 250 | Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501 | MBS Don Lee | Paul H. Caswell Howard V. Walters Bernard E. Cooney | Howard V. Walters Don Ferguson Edward C. Duty Jr. | Grant Associated Standard UP |
| OAKLAND 12..... | KLS | 1310 | 1,000 | Warner Brothers 327 21st St. Higate 1212 | | S. W. Warner F. Wellington Morse | Catherine de Costa Howard Falknor | Biddick INS |
| OAKLAND 4..... | KLX | 910 | 1,000 | Tribune Building Co. Tribune Tower Templebar 6000 | | Joseph R. Knowland Jr. Adriel Fried Adriel Fried | Ed Calder Howard Wilson Robert Kimball Ros Smith | McGillvra World AP |
| OAKLAND 12..... | KROW | 960 | 1,000 | Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774 | | W. I. Dumm Philip G. Lasky Philip G. Lasky | Bert Winn Wallace Elliott C. E. Downey | Free & Peters Lang-Worth Standard |
| PASADENA..... | KPAS | 1110 | 10,000 | Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991 | | J. Frank Burke Sr. Loyal K. King J. Frank Burke Jr. | Loyal K. King Jack Reader | McGillvra Associated Lang-Worth INS |
| PASADENA 1..... | *KPPC | 1240-SH | 100 | Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193 | | Rev. George E. Petrie | Leon Hall N. Vincent Parson | |
| PASADENA 1..... | KWKW | 1430 | 1,000-D | Southern California Bcstg. Co. 425 E. Green Ryan 1-6744 | | Marshall S. Neal Howard L. Tullis Bob Atkinson | Paul Allison Paul W. Spargo | Standard UP |
| REDDING..... | KVCV | 1230 | 250 | Golden Empire Broadcasting Co. Box 659 1646 | MBS Don Lee | Hugh McClung Ralph R. Bryan Fred M. Stuelpnagel | Charles Castor Janice Bryan Roy D. Will | Grant MacGregor Associated Standard UP |
| RIVERSIDE..... | KPRO | 1440 | 1,000 | Broadcasting Corp. of America 3401 Russell St. 6290 | | W. L. Gleeson H. W. Wilson | Fred Hammond H. W. Wilson Ray Birch | Biddick McGillvra Associated World AP, INS |
| SACRAMENTO 4.... | KFBK | 1530 | 10,000 | McClatchy Broadcasting Co. 708 Eye St. 2-5011 | Blue | Eleanor McClatchy Leo O. Ricketts Jack Schacht | Howard L. Bailey Stam Sronce | Raymer Thesaurus Associated AP, UP |
| SACRAMENTO 14... | KROY | 1240 | 100 | Royal Miller Radio Hotel Sacramento Bldg. 3-2525 | CBS | Royal Miller Radio Mrs. Royal Miller | H. Shelton Earp Jr. Marjorie Kohl Howard Martineau | McGillvra Biddick Associated Standard INS |
| SAN BERNARDINO.. | KFXM | 1240 | 250 | Lee Bros. Broadcasting Co. 512 Fifth St. 4761 | MBS Don Lee | J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman | Howard Baichly M. Austin King Richard T. Sampson | Blair Associated Standard INS |
| SAN DIEGO 1..... | KFMB | 1450 | 250 | Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114 | Blue | Jack O. Gross O. L. Taylor Jack O. Gross Jack O. Gross | Charles Granville John Eves Charles A. Cooper | Rambeau Standard AP |
| SAN DIEGO..... | KFSD | 600 | 1,000 | Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353 | NBC | Thomas E. Sharp Thomas E. Sharp John Babcock | Leah McMahon John Babcock | Raymer Thesaurus UP |
| SAN DIEGO 1..... | KGB | 1360 | 1,000 | Don Lee Broadcasting System 1017 First Avenue Franklin 6151 | MBS Don Lee | Thomas S. Lee F. D. Ide William A. Evans | James Dillon William G. Collins | Blair World Associated AP |
| SAN FRANCISCO 9.. | KFRC | 610 | 5,000 | Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100 | MBS Don Lee | Thomas S. Lee Dan J. Donnelly Dan J. Donnelly | Edward Patrick Kelly Bunty F. Keyser James J. McArdle | Blair World Associated AP, INS |
| SAN FRANCISCO 2.. | KGO | 810 | 7,500 | Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565 | Blue | Blue Network Don Searle L. Ray Rhodes | Robert E. Dwan Robert H. Wesson T. B. Palmer | Blue Spot Thesaurus Associated Standard AP, INS, UP |
| SAN FRANCISCO 5.. | KJBS | 1100 L-WTAM | 500 | Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148 | | Ralph R. Brunton E. P. Franklin | Jack Irving E. J. Doid | Rambeau Griffith Associated Standard INS, UP |



Passport to the Pacific Coast

The term "passport" is not used loosely here. This is Don Lee's new rate card and it's your passport to the radio homes on the Pacific Coast... in fact you can't get in all the Pacific Coast radio homes without Don Lee. A recent Hooper radio survey (the largest ever made on the Pacific Coast) proves it conclusively. The mountains (5,000 to 15,000 feet high) form a natural barrier to all long range broadcasting. Only Don Lee provides local primary coverage because more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. More than half of the retail sales, on the Pacific Coast, are made outside of the counties in which the regularly Hooper rated cities are located.* In many of these markets Don Lee commands from 60 to 100% of the total tune-in.

*Sales Management Survey of Buying Power, May 10, 1943



THOMAS S. LEE, President
 LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
 5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
 Represented Nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

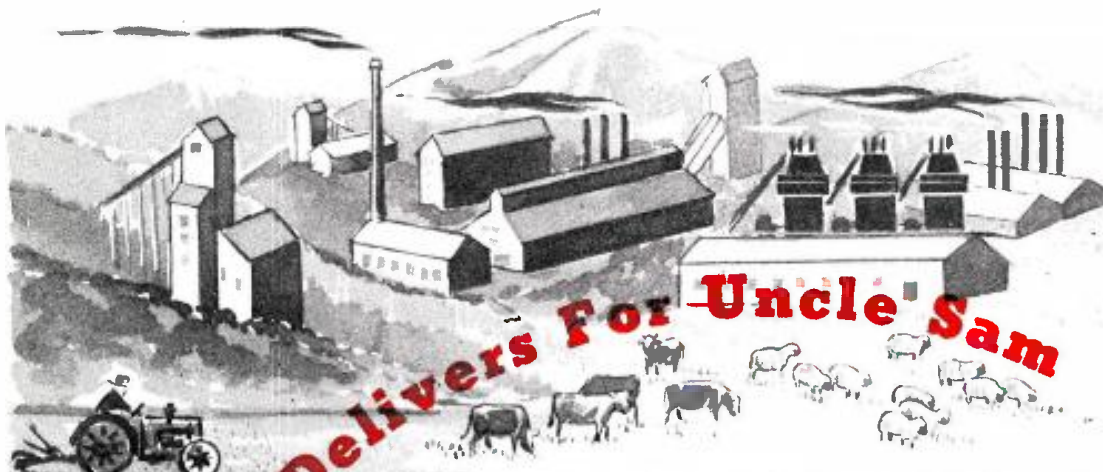
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 (Data corrected to January 1, 1944)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|---|----------------|--|---|--|
| SAN FRANCISCO 2.. | KPO | 680 | 50,000 | National Broadcasting Co. Inc. 420 Taylor St. Graystone 8700 | NBC | NBC-John W. Elwood John W. Elwood Alfred W. Crapeey | Ray Buffum Helen Murray George Greaves | NBC Spot Thesaurus MacGregor Associated Standard AP, INS, TP, UP |
| SAN FRANCISCO 3.. | KSAN | 1450 | 250 | Golden Gate Broadcasting Corp. 1355 Market St. Market 8171 | | S. H. Patterson Jerry Akers Jerry Akers | Don Edward Austin N. J. Patterson | Lang-Worth AP, UP |
| SAN FRANCISCO 6.. | KSFO | 560 | 5,000-LS 1,000-N | Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567 | | W. I. Dumm (Lincoln Dellar Edward J. Jansen Morton Sidley | Harlan J. Dunning Morton Sidley Royal V. Howard | Weed MacGregor Associated Standard INS, UP |
| SAN FRANCISCO 3.. | KYA | 1260 | 5,000-LS 1,000-N | Palo Alto Radio Station Inc. 8rd & Market Sts. Douglas 2536 | | Don J. Feddersen Don J. Feddersen David Lundy | Jack Williams M. Hood Paul C. Schulz | Spot Sales Associated Standard AP, INS Petry Thesaurus Associated INS, UP |
| SAN JOSE..... | KQW | 740 | 5,000 | Pacific Agricultural Foundation Ltd. Palace Hotel, San Francisco Exbrook 8233 | CBS | Ralph R. Brunton C. L. McCarthy C. L. McCarthy | Ken Craig Anne Director Ken Owen | Thesaurus Associated Standard INS, UP |
| SAN LUIS OBISPO.. | KVEC | 1230 | 250 | The Valley Electric Co. 851 Higuera St. 1100 | MBS Don Lee | Christina M. Jacobson Les Hacker Joe Shuttleworth | Clarence Merker Joe Shuttleworth Earle Travis | Griffith Associated Standard AP |
| SANTA ANA..... | KVOE | 1490 | 250 | Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R | MBS Don Lee | Ernest L. Spencer Ernest L. Spencer Ernest L. Spender | Wallace S. Wiggins Marjory Marsh Wallace S. Wiggins | Blair MacGregor Associated |
| SANTA BARBARA... | KDB | 1490 | 250 | Don Lee Broadcasting System 1309 State St. 4131 | MBS Don Lee | Thomas Lee Fin Hollinger Fin Hollinger | Russell Ireland James S. Blomfield William C. Buckley | Blair World Associated AP |
| SANTA BARBARA... | KTMS | 1250 | 1,000 | News Press Publishing Co. De la Guerra Plaza 6111 | Blue | Thomas M. Storke Louis F. Kroeck Louis F. Kroeck | Frank Weltmer Bill McHardie | Raymer AP |
| SANTA ROSA..... | KSRO | 1350 | 1,000 | E. L. Finley Estate Press Democrat Bldg. 110 | | Ruth Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer | Karl Barron Eddie Handley Howard McCauley | Biddick Griffith World Standard AP, UP |
| STOCKTON 7..... | KGDM | 1140 | 5,000 | E. F. Peffer California & Market Sts. 4-4551 | CBS | E. F. Peffer E. F. Peffer Edith Smith | Don Ralph Lloyd Amoo | Blair World INS, TP |
| STOCKTON 7..... | KWG | 1230 | 100 | McClatchy Broadcasting Co. Hotel Wolf 2-2727 | Blue | Eleanor McClatchy George Ross George Ross | Bill Straub Lee Berryhill | Raymer Associated Standard UP |
| VISALIA..... | KTKC | 940 | 5,000 | Tulare-Kings Counties Radio Assoc. Box 511 575 | Blue | Charles P. Scott Charles Neite | Gerry Erwin Charles P. Scott Bert Williamson | Rambeau Grant Biddick Griffith World Associated Standard AP |
| WATSONVILLE..... | KHUB | 1340 | 250 | Luther E. Gibson Watsonville 1700 | | Luther E. Gibson Roger R. Hunt Faye Silver | Rex Bowen Don De Wald Harvey Degering | Forjoe Griffith Biddick World AP |

COLORADO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| ALAMOCOSA..... | KGIW | 1450-SH | 250 | E. L. Allen Alamosa 26 | | E. L. Allen E. L. Allen | Kay Allen John Gann | TP |
| COLORADO SPRINGS | KVOR | 1300 | 1,000 | Out West Broadcasting Co. Antlers Hotel Main 278 | CBS | E. K. Gaylord Everett Shupe Everett Shupe | Zelda Zinn H. C. Strang | Katz Thesaurus AP |
| DENVER 2..... | KFEL | 950 | 5,000 | Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178 | MBS | Gene O'Fallon Frank Bishop Mark Crandall | Cecil Seavey Louise Alterman Howard Johnson | Blair Associated Standard AP, TP |
| DENVER 2..... | KLZ | 560 | 5,000 | KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271 | CBS | E. K. Gaylord Hugh B. Terry Fred C. Mueller Jr. | Peter D. Smythe Roger Rambeaux Harvey Wehrman | Katz MacGregor Associated INS |
| DENVER 2..... | KMYR | 1340 | 250 | F. W. Meyer 1626 Stout St. Main 4161 | | F. W. Meyer A. G. Meyer Mark Schreiber | Dolores Plested A. G. Meyer Glen James | Rambeau World AP, UP |



Denver Delivers For Uncle Sam

IT'S all work and no play today in the Denver area, once the nation's vacationland. Bombs, bullets, shells, rubber rafts, chemicals, and even ships are some of the products which Denver is delivering to Uncle Sam. The rich mineral veins of Colorado are pouring the lifeblood of vital metals into the fighting heart of America. And Colorado's farms are delivering record quantities of the most basic of all weapons. . . . Food.

THE Denver market, twentieth in retail dollar volume among the 187 markets of the U. S. in 1942, is a market of first importance today. Stimulated by the needs of war, its factories, mines, and farms are employing more and producing more than ever before in Colorado history.

This is the market which KLZ serves and sells to today . . . the kind of a market and the kind of a station that makes advertising pay.



Denver Delivers For Advertisers

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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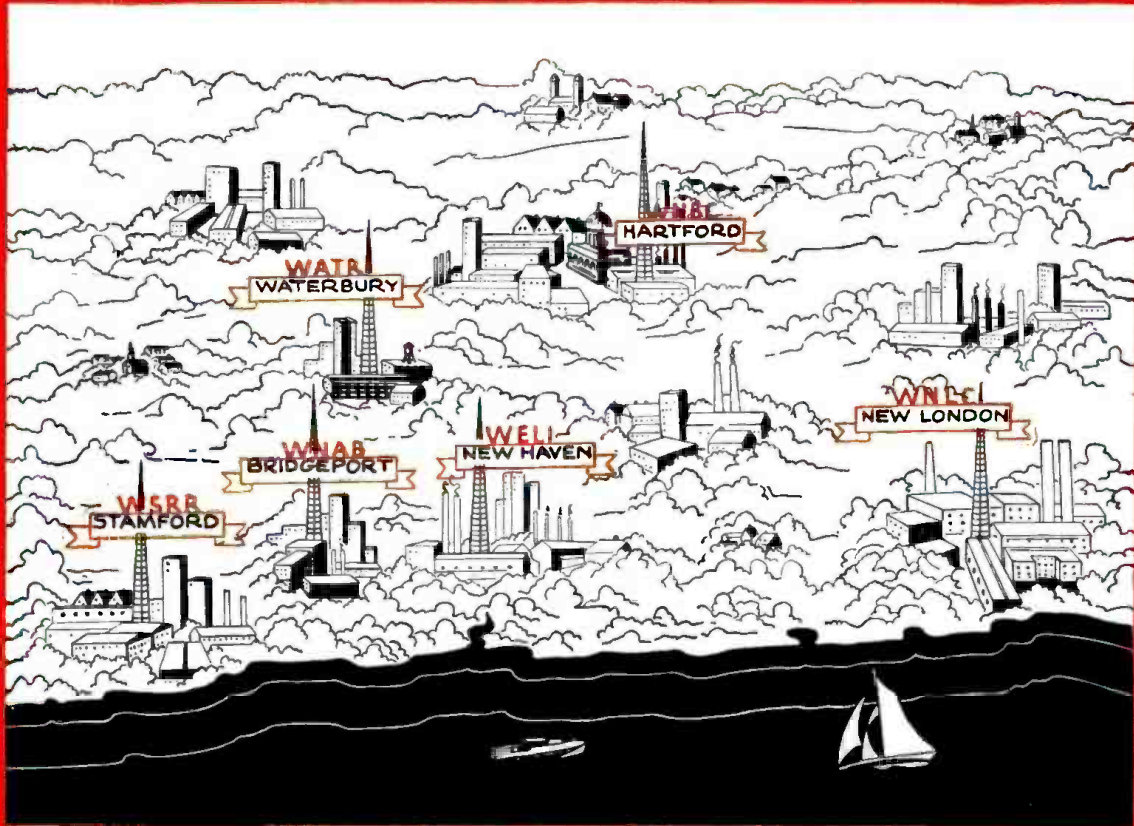
COLORADO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|-------------------|--|---------|--|---|---|
| DENVER 2..... | KOA | 850 | 50.000 | National Broadcasting Co. Inc. 1625 California St. Main 6211 | NBC | NBC-James R. MacPherson James R. MacPherson James MacPherson | Clarence C. Moore Charles Phillips Robert H. Owen | NBC Spot Thesaurus MacGregor Associated Standard AP, INS, UP |
| DENVER 2..... | *KPOF | 910 ST-KFKA | 1.000 | Pillar of Fire 1845 Champa St. Tabor 3733 | | Bishop Alma White Arthur K. White | Mrs. Kathleen M. White Paul H. Schissler | |
| DENVER 2..... | KVOD | 630 | 5.000 | Colorado Radio Corp. Midland Savings Bldg. Tabor 2291 | Blue | William D. Pyle T. C. Ekrem T. C. Ekrem | V. W. Corbett Ben H. Stanton William D. Pyle T. C. Ekrem | McGillvra Associated MacGregor UP |
| DURANGO..... | KIUP | 1400 | 250 | San Juan Broadcasting Co. Inc. 2800 Main Ave. 117 | | John W. Turner Raymond M. Beckner Raymond M. Beckner | Ray Beckner George O. Cory John L. Antic | TP, UP |
| GRAND JUNCTION.. | KFXJ | 920 | 1.000-LS 500-N | Western Slope Broadcasting Co. Grand Junction 126 | MBS | Rex Howell Chas. Howell | Mildred Fuller Eph Towne | Walker World Associated UP |
| GREELEY..... | KFKA | 910 ST-KPOF | 1.000 | Mid-Western Radio Corp. 620 8th Ave. 450 | MBS | H. E. Green Francis A. Price | Thelma Jordan Kenneth Cooper | Walker UP |
| LA JUNTA..... | KOKO | 1400 | 250 | Southwest Broadcasting Co. La Junta 42 | | Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson | Margaret E. Hiltabidel | Standard TP |
| PUEBLO..... | KGHF | 1350 | 500 | Curtis P. Ritchie Pueblo Savings & Trust Co. Bldg. 3877 | Blue | Curtis P. Ritchie J. H. McGill Maxson I. Bevans | Fred Amos Phil Gundy | Wilson McGillvra (Mar 1) World AP |
| STERLING..... | KGEK | 1230-SH | 100 | Elmer G. Beehler Sterling 679 | | Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler | Mary Beehler Elmer G. Beehler | CP |

CONNECTICUT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|--|--------------------------------------|--|---|--|
| BRIDGEPORT 1..... | WICC | 600 | 1.000-LS 500-N | Yankee Network Inc. Hotel Stratfield 6-1121 | MBS Yankee | {William F. O'Neil John Shepard, 3d Joseph Lopez Norman Whittaker | Florence Ballou Robinson James Powers (Boston) George Keich | Petry Associated Standard AP |
| BRIDGEPORT 7..... | WNAB | 1450 | 250 | Harold Thomas 991 Broad St. 3-3112 | Blue Connecticut | Harold Thomas Levon Thomas Terry McGough | Jean O'Shea Terry McGough Vincent DeLaurentis | Rambeau Kane Lang-Worth AP |
| HARTFORD 4..... | WDRC | 1360 | 5.000 | WDRC Inc. 750 Main St. 7-1188 | CBS | Franklin M. Doolittle Franklin M. Doolittle William F. Malo | Walter B. Haase William F. Malo Italo A. Martino | Raymer Foster Thesaurus Associated UP |
| HARTFORD 4..... | WNBC | 1410 | 5.000 | State Broadcasting Corp. 54 Pratt St. 7-9131 | Blue Connecticut | Patrick J. Goode Richard W. Davis Laurence C. Edwardson | Ralph D. Kanna Ralph D. Kanna Rogers B. Holt | Headley-Reed Bannan Kane Associated Standard UP |
| HARTFORD 4..... | WTHT | 1230 | 250 | Hartford Times Inc. 983 Main St. 2-0287 | MBS Yankee | Hartford Times-Frank E. Gannett Glover De Laney Fred Beiber | Bob Gillespie Chas. S. Masini, acting | McKinney Associated Standard AP |
| HARTFORD..... | WTIC | 1080 | 50.000 | Travelers Bcastg. Service Corp. 26 Grove St. 2-3181 | NBC New England | Travelers Bcastg. Serv. Corp. Paul W. Morency Walter Johnson | Leonard J. Patricelli J. F. Clancy | Weed World Associated Lang-Worth AP, INS, TP |
| NEW HAVEN..... | WELI | 960 | 1.000-LS 500-N | City Broadcasting Corp. 221 Orange St. 8-1133 | Blue Connecticut | {Patrick J. Goode Arde Bulova Dewey H. Long Dewey H. Long | Marion Reynolds Frederick T. King | Rambeau Foster Kane World Associated UP |
| NEW LONDON..... | WNLC | 1490 | 250 | Thames Broadcasting Corp. 281 State St. 4900 | MBS Yankee Connecticut | Roderick L. Morey Gerald J. Morey Ivon B. Newman | Gerald J. Morey Ivon B. Newman Gerald J. Morey | Headley-Reed Foster Kane Associated |
| STAMFORD..... | WSRR | 1400 | 250 | Stephen R. Rintoul 270 Atlantic St. 4-7575 | Blue Connecticut | Stephen R. Rintoul Harold H. Meyer Harold H. Meyer | Robert Carlyle D. Hay Edward Markman | Wood World UP |
| WATERBURY..... | WATR | 1320 | 1.000 | Harold Thomas 71 Grand St. 3-5161 | Blue MBS Yankee Connecticut | Harold Thomas Harold Thomas Samuel Eiman | Helen Morris Joseph Katz Harold Thomas | Rambeau Associated TP |
| WATERBURY 89..... | WBRY | 1590 | 1.000 | American-Republican Inc. 136 Grand St. 3-1125 | CBS | William J. Pape Erwin J. Frey H. A. DeVorken | Walter Howard Erwin J. Frey Frank Hales | McGillvra Bannan Associated Thesaurus AP |

THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

THE NATION'S 11TH LARGEST IN RETAIL SALES (\$717,000,000)

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MAGLETT COMPANY
SOUTHERN NEW ENGLAND
TELEPHONE COMPANY
ELECTRIC BOAT COMPANY

CINAGRAPH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING
COMPANY

HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRASS & COPPER
COMPANY
BOTWINIK BROS., INC.
MARSALES COMPANY
UNITED STATES RUBBER CO.

NEW YORK Helen Wood

BOSTON Betty Bannah

H. MEYER, President

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| WILMINGTON..... | WDEL | 1150 | 5,000 | WDEL Inc. 10th & King Sts. 7268 | NBC | Clair R. McCollough J. Gorman Walsh J. Gorman Walsh | Harvey Smith Herman Reitzes J. E. Mathiot | Raymer UP |
| WILMINGTON..... | WILM | 1450 | 250 | Delaware Broadcasting Co. 920 King St. 7268 | MBS | Clair R. McCollough J. Gorman Walsh J. Gorman Walsh | William Drury A. B. Wright J. E. Mathiot | Raymer Thesaurus UP |

DISTRICT OF COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|--|--|
| WASHINGTON 1.... | WINX | 1340 | 250 | WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 6000 | | Lawrence J. Heller Lawrence J. Heller Norman Weill | Richard Barr (acting) Paul L. Heller Ralph E. Cannon Jr. | Forjoe Lang-Worth Standard MacGregor AP, INS |
| WASHINGTON 5.... | WMAL | 630 | 5,000 | Evening Star Broadcasting Co. 724 14th St. N. W. National 5400 | Blue | Washington Star K. H. Berkeley Ben B. Baylor Jr. | Jack Edmunds Daniel O. Hunter | Blue Spot Thesaurus Standard Associated AP, UP |
| WASHINGTON 6.... | WOL | 1260 | 1,000 | American Broadcasting Co. 1627 K St. N. W. Metropolitan 0010 | MBS | Mrs. Helen S. Mark William B. Dolph Henry V. Seay | Madeline Ensign Charles Zurhorst Harry H. Lyon | Spot Sales Associated Standard Lang-Worth TP, UP |
| WASHINGTON 5.... | WRC | 980 | 5,000 | National Broadcasting Co. Inc. 724 14th St. N. W. Republic 4000 | NBC | NBC-Frank M. Russell Carleton D. Smith Mahlon A. Glascock | Fred Shawn Neal Hathaway Donald Cooper | NBC Spot Thesaurus Associated Standard AP, INS, UP |
| WASHINGTON 4.... | WTOP | 1500 | 50,000 | Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200 | CBS | CBS-Earl H. Gammons Carl J. Burkland William D. Murdock | Martin D. Wickett Howard Stanley Clyde M. Hunt | Radio Sales World Associated AP, UP |
| WASHINGTON 6.... | WWDC | 1450 | 250 | Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203 | | Joseph Katz G. Bennett Larson G. Bennett Larson | Norman Reed G. Bennett Larson Ross Beville | Weed Thesaurus AP |

FLORIDA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|---------------|-------------------------|---|--|---------|---|--|--|
| DAYTONA BEACH... | WMFJ | 1450 | 250 | W. Wright Esch 126 1/2 Magnolia Ave. 91 | Blue | W. Wright Esch (Mrs. Billee B. Esch Ray Clancy John S. Pitts | Jack Winfree William C. Shelton | Cox & Tanz Thesaurus AP |
| FT. LAUDERDALE... | WFTL | 710 | 10,000 | Ralph A. Horton 2700 S. Andrews Ave. 1300 | MBS | Ralph A. Horton Stephen A. Vetter Stephen A. Vetter | Don M. Butler Jack Rice Fred R. Clark | Headley-Reed Thesaurus Associated AP |
| FORT MYERS..... | WAAC | 1240 | 250 | Fort Myers Broadcasting Co. WAAC Building 818 | CBS | Ronald B. Woodyard J. P. Turner Hugh C. Ernst | June Warner June Warner Harold E. Ritchey | UP |
| GAINESVILLE 2.... | WRUF L-KOA | 850 100-N | 5,000 SA-5,000-LS 100-N after sunset at Denver | University of Florida Gainesville 1000 | MBS | State of Florida Maj. Garland Powell S. Lehr Miller | Marion B. Morris Rom James Dr. Palmer H. Craig | Burn-Smith Lang-Worth World UP |
| JACKSONVILLE.... | WJAX | 980 | 5,000-LS 1,000-N | City of Jacksonville 1 Broadcast Pl. 5-5821 | NBC | City of Jacksonville John T. Hopkins III John T. Hopkins III | Evelyn Boote Harry A. Cole John T. Hopkins III | Blair Cummings Associated AP |
| JACKSONVILLE 2... | WJHP | 1320 | 250 | Metropolis Company 500 Laura St. 5-7610 | Blue | John H. Perry Wallace A. Walker Ira McK. Koger | Beecher Hayford | Perry Lang-Worth UP |
| JACKSONVILLE 1... | WMBR | 1400 | 250 | Florida Broadcasting Co. 118 West Adams St. 5-4387 | CBS | Frank King Frank King Glenn Marshall Jr. | Charles M. Stone Glenn Marshall Jr. E. B. Vordermark | Raymer Weed World Lang-Worth UP |
| JACKSONVILLE 1... | WPDQ | 1270 | 5,000 | Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781 | MBS | James R. Stockton Robert R. Feagin Frank Taylor Jr. | H. B. Adams Frank Taylor Jr. J. R. Donovan | Hollingbery Standard AP |
| LAKELAND..... | WLAK | 1340 | 250 | Lake Region Broadcasting Co. 1412 E. Lime St. 2127 | NBC | S. O. Ward S. O. Ward Powell Adams | Nancy Hill Powell Adams William P. Lee | Pearson UP |
| MIAMI 30..... | WIOD | 610 | 5,000 | Ile of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444 | NBC | D. J. Mahoney James M. LeGate Tom O. McCullough | Robert Fidar Frank Mallants Wilton Chiles | Hollingbery Cummings Associated Standard AP, INS, UP |
| MIAMI 31..... | WQAM | 560 | 5,000-LS 1,000-N | Miami Broadcasting Co. 327 N.E. First Ave. 2-6121 | CBS | F. W. Borton Fred Mizer Norman MacKay | Hazel McGuire Norman MacKay James Burke Jr. | Blair World UP |

WDEL

WILMINGTON DELAWARE

1150

5000 Watts
Day & Night

Listener Loyalty

pays extra dividends to WDEL ADVERTISERS

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WDEL

NBC BASIC NETWORK

REPRESENTED BY
RAYMER

NEW YORK

CHICAGO

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BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 87

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

FLORIDA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|---------------------|---|-------------|---|---|---|
| MIAMI BEACH..... | WKAT | 1360 | 1,000 | A. Frank Katzentine 1759 N. Bay Rd. 5-7471 | Blue | A. Frank Katzentine John C. McCloy Alex Campbell Jr. | John C. McCloy Alex Campbell Jr. Arthur P. Smith Thomas T. Magee | Spot Sales Associated INS, UP, Reuters |
| OCALA..... | WTMC | 1490 | 250 | Ocala Broadcasting Co. Inc. 1 Broadcast Place 128 | Blue | John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr. | Wilma Drum Beecher Hayford | Perry Standard UP |
| ORLANDO..... | WDBO | 580 | 5,000 | Orlando Broadcasting Co. Inc. 559 N. Orange Ave. 6181 | CBS | Col. George C. Johnston Col. George C. Johnston W. G. McBride | W. G. McBride W. G. McBride J. E. Yarbrough | Blair Cummings World Associated UP |
| ORLANDO..... | WLOF | 1230 | 250 | Hazlewood Inc. Box 1991 8163 | Blue | Wm. Joe Sears Jr. Victor Buisset | | Burn-Smith Thesaurus INS |
| PALM BEACH..... | WWPG | 1840 | 250 | Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515 | Blue MBS | Charles E. Davis Mary J. McDaniel | Paul L. McGinty | AP |
| PANAMA CITY..... | WDLP | 1230 | 250 | Panama City Broadcasting Co. First & Mercer St. 777 | | John H. Perry Virgil G. Evans Virgil G. Evans | Dorothy Story Virgil G. Evans Alberta McKenzie | Perry Standard UP |
| PENSACOLA..... | WCOA | 1370 | 1,000-LS 500-N | Pensacola Broadcasting Co. San Carlos Hotel 4111 | NBC | John H. Perry Jack Rathbun Jack Rathbun | Gene Kirby G. E. Mead | Perry Associated UP |
| ST. AUGUSTINE..... | WFOY | 1240 | 250 | Fountain of Youth Beag. Co. Fountain of Youth Park 1400 | CBS | Glenn Marshall Jr. J. Allen Brown J. Allen Brown | Miss Frankie Collyer J. Allen Brown Pat Bernhard | UP |
| ST. PETERSBURG... | WSUN | 620 | 5,000 | City of St. Petersburg, Fla. Box 240 4747 | Blue | City of St. Petersburg Norman E. Brown Vera M. New | Louis J. Link Norman E. Brown Louis J. Link | Weed Associated UP |
| ST. PETERSBURG... | WTSP | 1380 | 1,000-LS 500-N | Pinellas Broadcasting Co. 470 First Ave. S. 8108 | MBS | Nelson Poynter Lex L. D. Herron Mildred LaGrange | Harnold Falconnier Mildred LaGrange William Mangold | McGillvra Associated UP |
| SARASOTA..... | WSPB | 1450 | 250 | WSPB Inc. Box 1110 2541 | CBS | R. C. Jones Jr. John B. Browning John B. Browning | Gertrude W. Browning William A. Sheets | World UP |
| TALLAHASSEE..... | WTAL | 1340 | 250 | Capital City Broadcasting Corp. Thomasville Road 2160 | | Mrs John H. Phipps Teresa M. Myers Clarice M. Parker | Millie W. Johansen William A. Snowden Jr. William A. Snowden Jr. | AP, UP |
| TAMPA 2..... | WDAE | 1250 | 5,000 | Tampa Times Co. Tampa Terrace Hotel M-1818 | CBS | David E. Smiley L. S. Mitchell L. S. Mitchell | Kenneth W. Skelton Carl P. Oswald William Pharr Moore | Katz World AP |
| TAMPA 1..... | WFLA | 970 | 5,000-LS 1,000-N | The Tribune Co. Seminole Bldg. H-1828 | NBC | E. Thomason W. Walter Tison W. Walter Tison | Paul M. Jones Joe M. Mitchell | Blair Cummings Thesaurus Lang-Worth MacGregor UP |
| WEST PALM BEACH | WJNO | 1230 | 250 | WJNO Inc. 1415 Okeechobee Rd. 3638 | CBS | Marshall Heminway Stephen P. Willis Stephen P. Willis | Larry Roller Stephen P. Willis E. Whitt MacDowell | Radio Adv. Thesaurus UP |

GEORGIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|---------------------|--|-------------|--|--|---|
| ALBANY..... | WALB | 1590 | 1,000 | Herald Publishing Co. 138 Pine Ave. 1590 | MBS | H. T. McIntosh Roger O. Van Duzer J. D. Porter | Roger Van Duzer J. D. Porter DeForest T. Layton | Burn-Smith Cook Associated AP |
| ALBANY..... | WGPC | 1450 | 250 | Albany Broadcasting Co. 125½ N. Jackson St. 1371 | CBS | J. W. Woodruff Jr. Abner M. Israel Abner M. Israel | Margaret U. Kinnett Edward Gibson Charles Monroe Kinnett | Lang-Worth UP |
| ATHENS..... | WGAU | 1340 | 250 | J. K. Patrick & Co. Bobbin Mill Rd. 1741 | CBS | J. K. Patrick & Co. Melvin C. Gorman Melvin C. Gorman | Marguerite Williams Melvin C. Gorman Melvin C. Gorman | Standard UP |
| ATLANTA 3..... | WAGA | 590 | 5,000 | Liberty Broadcasting Corp. 56 Marietta St. N. W. Main 5101 | Blue | Lt. Com. George B. Storer Charles Smithgall Robert G. Venn | Ewald Kockritz Albert L. Jones | Headley-Reed Thesaurus Associated AP |
| ATLANTA..... | WATL | 1400 | 250 | Atlanta Broadcasting Co. 26 Cain St., N. W. Walnut 4377 | MBS | J. W. Woodruff James A. Davenport C. B. Hicks | Dan Hornsby C. B. Hicks Bob Minton | Spot Sales Lang-Worth Associated UP |
| ATLANTA..... | WGST | 920 | 5,000-LS 1,000-N | Georgia School of Technology Forsyth Bldg. Walnut 8441 | CBS | State of Ga.-Frank Spratlin Frank Galthier Frank Galthier | John Fulton Don Naylor Ben Akerman | Katz World AP, UP |
| ATLANTA..... | WSB | 750 | 50,000 | Atlanta Journal Co. Biltmore Hotel Hemlock 1045 | NBC | James M. Cox J. Leonard Reinsch John M. Outier Jr. | Roy A. McMillan Mary Caldwell C. F. Daugherty | Petry Standard AP, INS, UP |
| AUGUSTA..... | WGAC | 1240 | 250 | Twin States Broadcasting Co. Augusta 2-2692 | Blue MBS | F. Frederick Kennedy J. B. Fuqua J. B. Fuqua | Steve Manderson J. B. Fuqua John Lyon | Headley-Reed Thesaurus AP |

TABLE 2.—REVISED ESTIMATES OF POPULATION IN METROPOLITAN COUNTIES, APRIL 1, 1940, AND MARCH 1, 1943, BASED ON ACTUAL REGISTRATIONS FOR RATION BOOK TWO.

Albany + 6.7%
Atlanta + 9.6%
Columbus + 25.6%

| County | April 1, 1940 | March 1, 1943 | Change | Per cent |
|----------|---------------|---------------|---------|----------|
| Albany | 100,000 | 106,700 | +6,700 | +6.7% |
| Atlanta | 100,000 | 109,600 | +9,600 | +9.6% |
| Columbus | 100,000 | 125,600 | +25,600 | +25.6% |

U. S. BUREAU OF CENSUS
Report on
SHIFT IN POPULATIONS
Metropolitan Counties

To Marching Through Georgia!

Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-roll dollars are.

WATL
ATLANTA
1400 KC MBS

WRBL
COLUMBUS
1230 KC CBS

WGPC
ALBANY
1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

GEORGIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|-----------------|--|-------------|---|---|--|
| AUGUSTA | WRDW | 1480 | 5,000 | Augusta Broadcasting Co. 10th & Broad Sta. 2-8805 | CBS | William K. Jenkins W. R. Ringson Thurston Bennett | W. Charles Roe W. Charles Roe Harvey Aderhold | Burn-Smith Hollingbery World UP |
| BRUNSWICK | WMOG | 1490 | 250-LS 100-N | Coastal Broadcasting Co. St. Simons Island Causeway 1500 | ... | Mrs. Alma W. King Kenneth E. White Kenneth E. White | Alfred Job Kenneth E. White | Cox & Tanz Thesaurus UP |
| CEDARTOWN | WGAA | 1340 | 250 | Northwest Georgia Bstg. Co. West Ave. 777 | ... | O. C. Lam R. W. Rounsaville Mrs. R. W. Rounsaville | Dorothy Holt Mrs. R. W. Rounsaville Clarence Landress | Cox & Tanz AP |
| COLUMBUS | WDAK | 1340 | 250 | Valley Broadcasting Co. 1028 Broadway 3-2771 | MBS Blue | L. J. Duncan Allen M. Woodall | Dora Anna Gay Dige Bishop | INS |
| COLUMBUS | WRBL | 1230 | 250 | Columbus Broadcasting Co. Inc. 1420 Second Ave. 2-0601 | CBS | J. W. Woodruff J. W. Woodruff Jr. W. S. Masie | W. Weldon Herrin Jack O'Connor W. T. Siddle | Spot Sales Lang-Worth UP |
| CORDELE | WMJM | 1490 | 250-LS 100-N | Cordele Dispatch Publishing Co. Inc. 20th Ave. & B St. 666 | ... | John W. Greer James S. Rivers Grady Cooper | Elweda Powers Clayton Lee | UP |
| DALTON | WBLJ | 1230 | 250 | Dalton Broadcasting Corp. 111 Pentz St. 684 | MBS | H. C. Kenemer W. V. Williams Bill Armond | Bill Armond W. C. Roberts | Cox & Tanz |
| GAINESVILLE | WGGA | 1240 | 250 | Blue Ridge Broadcasting Co. Athens Rd. 1600 | ... | Austin F. Dean L. H. Christian L. H. Christian | E. F. MacLeod F. K. Brown | Thesaurus AP |
| GRIFFIN | WKEU | 1450 | 100 | Radio Station WKEU Griffin Hotel | ... | | | Sears & Ayer UP |
| LAGRANGE | WLAG | 1240 | 250 | LaGrange Broadcasting Co. 303 Broome Street 1700 | MBS | Roy C. Swank Edwin Mullinax Edwin Mullinax | Edwin Mullinax J. M. McKay | UP |
| MACON | WBML | 1240 | 250 | Middle Georgia Broadcasting Co. First National Bank Bldg. 2728 | Blue MBS | E. D. Black Chas. W. Pittman Alfred Lowe | Mary Hester Richardson Carl Williams H. S. Goodrich | McGillvra Associated Standard UP |
| MACON | WMAZ | 940 | 5,000 | Southeastern Broadcasting Co. Inc. Bankers Insurance Building 3131 | CBS | George P. Rankin Jr. Wilton E. Cobb Frank Crowther | Lew Kent Frank Crowther George P. Rankin Jr. | Katz World Associated Lang-Worth INS |
| MOULTRIE | WMGA | 1400 | 250 | Frank R. Pidcock Sr. Box 310 999 | ... | Frank R. Pidcock Sr. John F. Pidcock James M. Wilder | Mrs. D. E. Stringfellow James M. Wilder | Thesaurus MacGregor UP |
| ROME | WRGA | 1490 | 250 | Rome Broadcasting Corp. National City Bank Bldg. 6589 | ... | John W. Quarles Happy Quarles Pinkie Talley | George Eubanks Thomas Carr Doe Williams | UP |
| SAVANNAH | WSAV | 1340 | 250 | WSAV Inc. Liberty National Bank Bldg. 5600 | NBC | Arthur Lucas Estate Harben Daniel N. W. Brandon (leave) | Electa Robertson Thomas Carr Meredith E. Thompson | Hollingbery Associated AP |
| SAVANNAH | WTOC | 1290 | 5,000 | Savannah Broadcasting Co. 516 Abercorn St. 2-0127 | CBS | W. T. Knight Jr. Dwight J. Bruce Ben Williams | Dolores Bussey Bill Smart Claude M. Gray | Katz Standard Lang-Worth UP |
| THOMASVILLE | WPAX | 1240 | 250 | H. Wimpy 117 Remington Ave. 909 | ... | H. Wimpy Charles Lawton Charles Lawton | James W. Poole | UP |
| TOCCOA | WRLC | 1450 | 250 | R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751 | ... | R. G. LeTourneau Virgie E. Craig Virgie E. Craig | Frankie Scott William S. Kilgore | Thesaurus AP |
| VALDOSTA | WGOV | 1450 | 250 | E. D. Rivers Lakeland Road 1420 | MBS | E. D. Rivers Mrs. E. D. Rivers | | Holman UP |
| WAYCROSS | WAYX | 1230 | 250 | Jack Williams 620 Plant Ave. 965 | ... | Jack Williams John J. Tobola John J. Tobola | John G. Humble Frank Mitchell John J. Tobola | Holman World UP |

IDAHO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---------------------|--|---------|---|---|--|
| BOISE | KIDO | 1380 | 2,500-LS 1,000-N | Boise Broadcast Station Boise 660 | NBC | Georgia Phillips Georgia Phillips Boyd Braithwaite | Billy Phillips Boyd Braithwaite James Johnzt Jr. | Blair Keating World UP |
| IDAHO FALLS | KID | 1350 | 5,000-LS 500-N | KID Broadcasting Co. KID Bldg. | ... | | | |

Our Pledge

WSB was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, **WSB** renews its pledge to continue that type of service which gained for it a national reputation as

"The Voice of The South"

50,000 WATTS

WSB

750 KILOCYCLES

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Affiliated with the National Broadcasting Co.

Edward Petry & Co. Inc., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

IDAHO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|-------------------|--|---------------------------|---|---|--|
| LEWISTON..... | KRLC | 1400 | 250 | H. E. Studebaker Lewis-Clark Hotel Bldg. 1950 | | H. E. Studebaker Donald A. Wike Donald A. Thomas | | Keating Wilson World UP |
| NAMPA..... | KFXD | 1230 | 250 | Frank E. Hurt 1024 12th Ave. S. 1200 | | Frank E. Hurt Frank E. Hurt Doyle Cain | Floyd Bryant Doyle Cain Edward Hurt | Biddick Theasurus Lang-Worth UP |
| POCATELO..... | KSEI | 930 | 1,000-LS 250-N | Radio Service Corp. Yellowstone Highway 960 | NBC | O. P. Soule Henry H. Fletcher Henry H. Fletcher | Ruthe A. Fletcher Olive M. Leoney Henry H. Fletcher | Walker Griffith Standard UP |
| TWIN FALLS..... | KTFI | 1270 | 1,000 | Radio Broadcasting Corp. Community Center Bldg. 2400 | NBC | O. P. Soule F. M. Gardner F. M. Gardner | Charles S. Crabtree F. M. Gardner Franklyn Ver Cox | Walker Griffith Keating Standard UP |
| WALLACE..... | KWAL | 1450 | 250 | Silver Broadcasting Co. Tabor Bldg. 330 | MBS Don Lee Pacific | Dr. J. R. Binyon Robert G. Binyon T. R. Kelly | W. Mondel Spencer R. G. Binyon Charles Crane | MacGregor Associated UP |

ILLINOIS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|---|-------------------------|----------------|--|---------|---|---|---|
| AURORA..... | WMRO | 1280 | 250-D | Martin R. O'Brien 34 S. River St. 4215 | | Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien | Mary Louise Brown Jeanna M. Doran Vincent G. Cooley | Standard AP |
| BLOOMINGTON..... | WJBC | 1230 | 250 | A. M. & D. C. McGregor & H. L. Gately Bloomington 2635-0 | | Partnership A. M. McGregor Hugh L. Gately | Stanley Lantz Jim Hamm | Sears & Ayer World UP |
| CAIRO..... | WKRO | 1490 | 250 | Oscar C. Hirsch Cairo 1490 | | Oscar C. Hirsch Merrill C. Currier | | Pearson UP |
| CARTHAGE..... | WCAZ | 1080 | 250-D | Superior Bestg. Service Inc. Marine Trust Co. Bldg. 520 | | Bob Compton John Palmer John Palmer | Antoinette Palmer | Pearson UP |
| CHAMPAIGN..... | WDWS | 1400 | 250 | Champaign News-Gazette Inc. 48 Main St. 6-1855 | CBS | Helen M. Stevick Marajen Stevick Dyeas | Jack R. Baum | Texas DPL UP |
| CHICAGO..... | WAAF | 950 | 1,000-D | Drover's Journal Publishing Co. Inc. Palmer House Randolph 1932 | | Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann | Robert Bryar Helen Himebaugh Carl Ulrich | Hollingbery Standard UP |
| CHICAGO 1..... | WAIT | 820 L-LS, Dallas | 5,000 | Radio Station WAIT 360 No. Michigan Ave. Franklin 0660 | | Gene T. Dyer Joe Rudolph Craig Maudsley | Linn Burton Jack Payne E. W. Jacker | Linton Associated UP, TP, Reuters |
| CHICAGO..... | WBBM (Synchronizes at night with KFAB, Lincoln, Neb.) | 780 | 50,000 | Columbia Broadcasting System Inc. 410 No. Michigan Ave. Whitehall 6000 | CBS | CBS-H. Leslie Atlas H. Leslie Atlas J. Kelly Smith | Walter Preston King Park James J. Beloungy | Radio Sales World Associated AP, INS, UP |
| CHICAGO 11..... | WCFL | 1000 | 10,000 | Chicago Federation of Labor 666 Lakeshore Drive Superior 5-300 | | John Fitzpatrick Maynard Marquardt Melvin B. Wolens | Howard Keegan Melvin B. Wolens Maynard Marquardt | Katz World UP |
| CHICAGO 14..... | WCRW | 1240 SH-WEDC, WSBC | 100 | Clinton R. White 2756 Pine Grove Ave. Diversey 4440 | | Clinton R. White Clinton R. White J. A. White | J. A. White Clinton R. White | |
| CHICAGO 23..... | WEDC | 1240 SH-WCRW, WSBC | 250 | Emil Denemark 3860 Ogden Ave. Crawford 4100 | | Emil Denemark Frank J. Kotnour Frank J. Kotnour | William P. Brady Grace Marshall Chester Lewicki | UP |
| CHICAGO 54..... | WENR | 890 ST-WLS | 50,000 | Blue Network Co. Inc. Merchandise Mart Delaware 1900 | Blue | Blue-E. R. Borroff E. R. Borroff G. I. Berry | J. L. Stirtion E. J. Huber E. C. Horstman | Blue Spot Standard Associated AP, INS, UP |
| CHICAGO 12..... | WGES | 1390 | 5,000 | Oak Leaves Bestg. Station Inc. 14 North Western Seeley 8066 | | Gene T. Dyer John A. Dyer M. E. Clemens | Robert Miller A. C. Perkins Edward N. Jacker | Forjes Associated UP, TP |
| CHICAGO 11..... | WGN | 720 | 50,000 | WGN Inc. 441 No. Michigan Ave. Superior 0100 | MBS | Robert R. McCormick Frank F. Schreiber William A. McGuiness | Buckingham Gunn Ben Berentson George W. Lang | WGN Raymer (Pacific Coast) Standard World Associated AP, UP |
| CHICAGO 1..... | WIND (Gary, Ind.) | 560 | 5,000 | Johnson-Kennedy Radio Corp. 230 No. Michigan Ave., Chicago 1 504 Broadway, Gary Chicago: State 4176 Gary: 9191 | | Ralph L. Atlas Dee O. Coe John T. Carey | Fred Willson Don Ioset Victor H. Voss | Pearson Biddick Associated AP, INS |
| CHICAGO 1..... | WJJD | 1160 L-KSL | 20,000 | WJJD Inc. 230 No. Michigan Ave. State 5466 | | Ralph L. Atlas Ralph L. Atlas Arthur Harre | Don Ioset Walter Meyers | Pearson Biddick AP |
| CHICAGO..... | WLS | 890 ST-WENR | 50,000 | Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700 | Blue | Burridge D. Butler Glenn Snyder C. M. Freeman | Don Kelley Tom Rowe | Blair AP, TP, UP |

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There's Only*

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Saturday Evening Post
Super Suds
True Story

Union Life Insurance
Vimms
Walton Motors
Western Elec. Co.
Wheatena

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** Best By Advertisers Tests*

** Best By Recognized
Surveys*

** Best By Comparative
Rate - Check This
Against Your Hooper
Listings and Rates In
Standard Rate and Data*

Write For Full Details!

- ✓ 10,000 Pieces of Mail Weekly
- ✓ A Host Of Current Advertisers Successes
- ✓ Check Your Hooper

WAIT - Best by Test

WAIT - 820, Best "SPOT" on The Chicago Radio Dial

| | | | | |
|-------------|------------|-------------|-------------|-----------------|
| 670 WMAQ | 720 WGN | 780 WBBM | 820 WAIT | 890 WENR-WLS |
|-------------|------------|-------------|-------------|-----------------|

WAIT - In The Heart Of Chicago's "Intensive Listening Band"

Gene T. Dyer
Management

W A I T
360 North Michigan Avenue
CHICAGO

Represented by
Ray Linton & Co.
New York Chicago

WCFL—CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100 % Reception

*You Get Your
Money's Worth*

at

WCFL CHICAGO

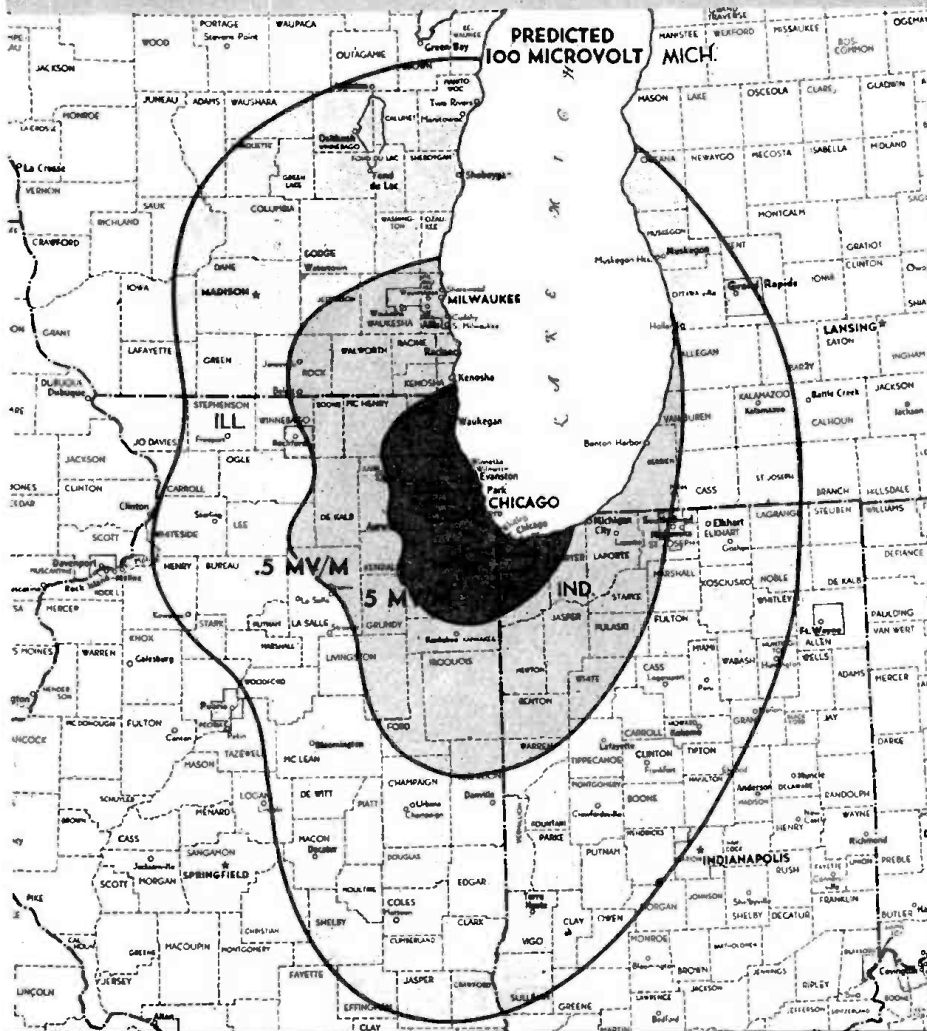
THE VOICE OF LABOR

*Accepted Interpretation of the
News by . . .*

Baukhage
Leon Henderson
Martin Agronsky
James McDonald
Carey Longmire
Robert McCormick
Edward Tomlinson

Currently Featured

Breakfast Club
Ladies Be Seated
My True Story
The Green Hornet
Lone Ranger
Boston Symphony Orchestra
Radio Hall of Fame
Coast to Coast on a Bus
Southernaires



Programs expertly styled for listening pleasure and Sales Appeal

MORE PEOPLE IN SPRINGFIELD, ILL. LISTEN TO WCBS THAN TO ANY OTHER STATION!*

DOES WCBS PAY OUT? READ THIS!

Here are the hard, cold facts about WCBS and the Springfield market.

WCBS is the dominant station in Springfield as proved by an exhaustive, coincidental telephone survey.*

WCBS is the only BLUE outlet in Central Illinois. Chicago is 175 miles away!

WCBS list of national accounts includes 65 outstanding national advertisers who are utilizing the station on a spot or network basis.

WCBS is the perfect test station in the perfect test market—the Capital City of Illinois with its huge, stable state payroll.

CHECK THESE FACTS:

- AUDIENCE Dominant station in Springfield area.
- PROGRAMMING . . . BLUE network programs, live-wire local shows.
- MERCHANDISING . . Dealer letters, billboards, window displays, store promotions, movie trailers, route lists.
- PROMOTION Regular display space in local papers. Daily press releases and pictures to newspapers in area.

*Sears & Ayer, Inc. will be glad to show you the latest survey and market figures. No obligation, of course.

WCBS

ASSOCIATED WITH ILLINOIS STATE JOURNAL-REGISTER

Write, Phone, or Wire: **SEARS and AYER, INC., Representatives** New York Chicago Kansas City



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

ILLINOIS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------|--------------|-------------------------|---------------------|--|---------|---|--|---|
| CHICAGO 54 | WMAQ | 670 | 50,000 | National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300 | NBC | NBC-Harry C. Kopf Harry C. Kopf Oliver Morton | Jules Herbvaux Emmons C. Carlson H. C. Luttgens | NBC Spot Thesaurus Standard Associated MacGregor UP, INS |
| CHICAGO 10 | *WBMI | 1110 L-WBT, KFAB | 5,000 | The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570 | | Moody Bible Institute Henry C. Crowell | Wendell P. Loveless Russell T. Hitt A. P. Frye | Thesaurus UP |
| CHICAGO 12 | WSBC | 1240 SH-WCRW, WEDC | 250 | Radio Station WSBC 2400 W. Madison St. Seeley 8066 | | Gene T. Dyer John A. Dyer M. V. Baker | Dean Remick Herbert Rudolph William Shunk | Forjoe Associated TP |
| CICERO 50 | WHFC | 1450 | 250 | WHFC Inc. 6138 W. Cermak Road Lawndale 8228 | | Richard W. Hoffman Marie E. Clifford | Marie E. Clifford George M. Ives Jr. | UP |
| DANVILLE | WDAN | 1490 | 250 | Northwestern Publishing Co. Hotel Wolford 1700 | CBS | Northwestern Pub. Co. E. C. Hewes Carl M. Noble | Cody Noble Robert Pace Ted Magin | McKinney Standard UP |
| DECATUR 21 | WSOY | 1340 | 250 | Commodore Broadcasting Inc. 351 N. Main St. 5371 | CBS | Edward E. Lindsay Edward E. Lindsay Charles F. Bruce | Easter Straker P. A. Wnorowski | Weed World Standard AP |
| E. ST. LOUIS | WTMV | 1490 | 250 | Mississippi Valley Bcstg. Co. Inc. Broadview Hotel Bridge 3424 | | Carl S. French Carl S. French Tom Riggs | Agnes Mites Michael Henry Thomas R. McLean | Sears & Ayer INS |
| GALESBURG | WGIL | 1400 | 250 | Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626 | | Sidney Nirdlinger Rollin B. Laughner Jr. | Nan Harris Jerome Kraehling Dale I. King | Sears & Ayer Standard UP |
| HARRISBURG | WEBQ | 1240 | 250 | Harrisburg Broadcasting Co. 100 E. Poplar St. 28 | | Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor | Virginia Crane Harold Cook Joseph R. Tate | UP |
| HERRIN | WJPF | 1340 | 250 | Orville W. Lyerla Herrin 382 | | Orville W. Lyerla Charles R. Cook Charles R. Cook | Doug Hadley | Standard UP |
| JACKSONVILLE | WLDS | 1180 | 250-D | Stephenson, Edge & Korsmeyer Fox Illinois Theater Bldg. 1180 | | Partnership E. J. Korsmeyer (acting) Pat O'Halloran | Pat O'Halloran Gerald C. Cassens | Standard UP |
| JOLIET | WCLS | 1340 | 250 | WCLS Inc. 601 Walnut St. 4761 | | Walter Aahe Robert M. Holt Raymond Fay | Jack Swart Raymond Fay Lester De Costa | Associated UP |
| PEORIA 2 | WMBD | 1470 | 5,000-LS 1,000-N | Peoria Broadcasting Co. Alliance Life Bldg. 7133 | CBS | Edgar L. Bill Edgar L. Bill Hugh Boice | Vernon Nolte Jim Kyler Theodore Giles | Free & Peters World UP |
| QUINCY | WTAD | 930 | 1,000 | Illinois Broadcasting Corp. 510 Maine St. 6200 | CBS | W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild | Gerard Driscoll C. Arthur Fifer Francis Wentura | Katz Associated Lang-Worth AP, UP |
| ROCKFORD | WROK | 1440 | 1,000-LS 500-N | Rockford Broadcasters Inc. News Tower Main 5632 | Blue | Ruth Hanna Simms William R. Koessler John J. Dixon | Maurice P. Owens William R. Traum T. C. Cameron | Headley-Reed Standard UP |
| ROCK ISLAND | WHBF | 1270 | 5,000 | Rock Island Broadcasting Co. 1800 Third Ave. 918 | MBS | John W. Potter Leslie C. Johnson Maurice J. Corken | Forest Cooke Ted Arnold R. J. Sinnett | Wilson Standard Lang-Worth Associated AP, UP |
| SPRINGFIELD | WCBS | 1450 | 250 | WCBS Inc. 523 E. Capitol Ave. 9855 | Blue | Harold L. Dewing C. W. Neeld C. W. Neeld | C. W. Neeld Harold L. Dewing | Sears & Ayer Associated AP |
| SPRINGFIELD | WTAX | 1240 | 100 | WTAX Inc. Reisch Bldg. 2-4441 | CBS | Jay A. Johnson Jay A. Johnson Jay A. Johnson | Gladys M. McGrew Eli Swearingen | Weed Associated UP |
| TUSCOLA | WDZ | 1050 | 1,000-D | WDZ Broadcasting Co. Star Bldg. 98 | | Edgar L. Bill Walter C. Schafer Walter C. Schafer | Fran Borton Ray Livesay Gerald P. Foster | Wilson Lang-Worth UP |
| URBANA | *WILL | 580 | 5,000-D | University of Illinois 1010 S. Wright St. 7-2616 | | A. C. Willard Joseph F. Wright | Frank E. Schooley A. James Ebel | AP |

INDIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------|--------------|-------------------------|----------------|--|---------|---|--|---|
| ANDERSON | WHBU | 1240 | 250 | Anderson Broadcasting Corp. Citizens Bank Bldg. 7791 | | L. M. Kennett L. M. Kennett John R. Atkinson | Loyal F. Podhaski | Holman Standard UP |
| ELKHART | WTRC | 1340 | 250 | Truth Publishing Co., Inc. Hotel Elkhart 945 | Blue | C. D. Greenleaf R. R. Baker Paul Upson | Margaret Ward Lester Zellmer | Burn-Smith Standard World Associated UP |

How would YOU like to

Buy the State of Indiana?

*Not just Indianapolis — Not just Marion County
— but ALL of Hoosierland*



• We've got it all wrapped up. We'll deliver it with all of its wealth of resources—and throw in some of Eastern Illinois and Western Ohio as a bonus. We'll guarantee that you'll find it filled with plenty of responsive customers—folks who live well, buy what they want—and particularly go for products or services recommended over WIBC, their favorite radio station.

You can't ignore the intimate feeling that actually exists between this friendly station and its millions of Hoosier listeners. You can't overlook complete domination of a territory so rich in sales possibilities as Hoosierland. You can't afford to pass up a station way out in front of its field like WIBC. You better investigate

Here are the REASONS why you should investigate:

COVERAGE—In Indiana, Eastern Illinois and Western Ohio

WIBC has 36% MORE coverage than the SECOND Indianapolis Station.
WIBC has 48% MORE coverage than the THIRD Indianapolis Station.
WIBC has 96% MORE coverage than the FOURTH Indianapolis Station.

SALES RESPONSE—A 3 months' check shows

WIBC received mail—WITH PROOF OF PURCHASE—from every 7th Radio Home in Indiana—all but 6 counties in the state were primary mail counties.

NEW BUSINESS—In the past 12 months

WIBC national "spot" business INCREASED 90%.
WIBC local sales INCREASED 67%.

Business is GOOD—in Hoosierland. 1943 showed substantial increases in every classification. General business—retail sales—payrolls up from 36¢ to 100¢ over 1942. It's the heart of the arsenal of democracy.

MBS Affiliate • JOHN BLAIR & COMPANY, National Representatives

BROADCASTING • Broadcast Advertising

WIBC

5000 Watts Full Time 1070 K.C.

Indiana's Friendly Station

INDIANAPOLIS, INDIANA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

INDIANA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|-----------------------------------|--|---------|---|---|--|
| EVANSVILLE 8..... | WEOA | 1400 | 250 | Evansville on the Air Inc. 519 Vine St. 2-1171 | CBS | Evansville on the Air Inc. Clarence Leich Clarence Leich | Pat Roper Charles Leich E. P. Schoeny | Weed Associated World UP |
| EVANSVILLE 8..... | WGBF | 1280 | 5,000-LS 1,000-N | Evansville on the Air Inc. 519 Vine St. 2-1171 | NBC | Evansville on the Air Inc. Clarence Leich Clarence Leich | Pat Roper Charles Leich F. A. Gehres | Weed World Associated UP |
| FORT WAYNE 2..... | WGL | 1450 | 250 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 | NBC | Westinghouse E & M Co. John B. Conley Paul E. Mills | Eldon Campbell Earl W. Malone Bruce Ratts | NBC Spot World Standard UP |
| FORT WAYNE 2..... | WOWO | 1190 | 10,000 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 (See Chicago, Ill.) | Blue | Westinghouse E & M Co. John B. Conley Paul E. Mills | Eldon Campbell Earl W. Malone Bruce Ratts | NBC Spot World Standard UP |
| GARY..... | WIND | 560 | 5,000 | | | | | |
| HAMMOND..... | WJOB | 1230 | 250 | Adair, Richardson & Adair 449 State St. 9800 | | O. E. Richardson O. E. Richardson R. C. Adair | Stanley G. Davis Charles Sharpless Stanley Strausberg | Cox & Tanz UP |
| INDIANAPOLIS 4 ... | WFBM | 1260 | 5,000 | WFBM Inc. 48 Monument Circle Lincoln 8506 | CBS | H. M. Bitner Frank O. Sharp Frank O. Sharp | Jeanne E. Bitner Don Menke Harold Holland | Katz Associated MacGregor AP, INS |
| INDIANAPOLIS 6 ... | WIBC | 1070 | 5,000-LS 1,000-N CP-5,000-U | Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305 | MBS | H. G. Wall O. J. Kelchner O. J. Kelchner | Bert Julian H. E. Adams | Blair Thesaurus Associated Lang-Worth UP, AP |
| INDIANAPOLIS 6 ... | WIRE | 1430 | 5,000 | Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541 | NBC | Eugene C. Pulliam Eugene C. Pulliam Rex Schepp | Bill Dean Eugene E. Alden | Pearson Griffith World Lang-Worth AP, UP |
| INDIANAPOLIS 4 ... | WISH | 1310 | 5,000-LS 1,000-N | Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345 | Blue | C. Bruce McConnell C. Bruce McConnell Robert E. Bauman | Felix D. Adams Jr. William A. Yess Stokes Gresham Jr. | Free & Peters Standard AP |
| KOKOMO..... | WKMO | 1400 | 250 | Kokomo Broadcasting Corp. College Bldg. 5171 | | Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey | Chester Behrman George Palmer | Cox & Tanz UP |
| LAFAYETTE..... | WASK | 1450 | 250 | WFAM Inc. Wallace Bldg. 4300 | | O. E. Richardson Joe Spring Joe Spring | William Warren Sr. Harry C. Garba | Cox & Tanz AP |
| MUNCIE..... | WLBC | 1340 | 250 | Donald A. Burton Radio Center 4403 | CBS | Donald A. Burton Donald A. Burton William F. Craig | Walker Maurice Crain | Forjoe Holman Standard UP, INS |
| RICHMOND..... | WKBV | 1490 | 100 | Knox Radio Corp. Box 303 | | | | World UP, INS |
| SOUTH BEND 26 ... | WSBT | 960 | 1,000 | South Bend Tribune 225 W. Colfax Ave. 3-6161 | CBS | F. A. Miller F. D. Schurz R. H. Swintz | Mark Boyden Neal B. Welch H. G. Cole | Raymer Associated Lang-Worth UP |
| TERRE HAUTE..... | WBOW | 1230 | 250 | Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394 | NBC | Alvin Eades George M. Jackson George M. Jackson | Leo Baxter Gill Girrard Donald Aldrich | Weed Associated World UP |
| VINCENNES..... | WAOV | 1450 | 250 | Vincennes Newspapers Inc. 320 Busseron St. 787 | | Eugene C. Pulliam Victor H. Lund Richard D. Harris | Emmett M. Jackson Victor H. Lund Alvin Wessel | Pearson World Lang-Worth UP |
| WEST LAFAYETTE.. | *WBAA | 920 | 5,000-LS 1,000-N | Purdue University Hall of Music 6076 | | Purdue University Gilbert D. Williams | Gilbert D. Williams (Bill McCown Chas. Lester) | Standard AP |

IOWA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| AMES..... | *WOI | 640 | 5,000-D | Iowa State College of A. & M. Ames 2500 | | C. E. Friley W. I. Griffith | Edward Wegener L. L. Lewis | Standard AP |
| BOONE..... | *KFGQ | 1260 | 250-D | Boone Biblical College 924 W. Second St. | | Boone Biblical College | | |
| BURLINGTON..... | KBUR | 1490 | 250 | Burlington Broadcasting Co. National Bank Bldg. 680 | Blue | Dan T. Riley G. B. McDermott Gordon Downey | Mary Mangold G. B. McDermott Robert Busch | Rambeau Standard UP |

The FAVORITE In INDIANAPOLIS

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated tops—in *any* survey. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

WIRE

B A S I C N B C N E T W O R K

J O H N E . P E A R S O N C O . *Representatives*

Chicago • 360 N. Michigan Ave. • FRanklin 2359

New York • 250 Park Avenue • PLaza 8-2255

BROADCASTING • *Broadcast Advertising*

1944 Yearbook Number • Page 99

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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IOWA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|--|--------------------|--|---|--|
| CEDAR RAPIDS..... | WMT | 600 | 5,000 | Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 8127 Waterloo 3618 | CBS MBS | Gardner Cowles Jr. William B. Quarton, Cedar Rapids William B. Quarton, Cedar Rapids Don E. Inman, Waterloo | { Douglas B. Grant, Cedar Rapids Ralph J. Rowe, Waterloo Leo F. Cole, Cedar Rapids Charles F. Quentin, Cedar Rapids | Katz World Associated Lang-Worth AP, UP |
| CLINTON..... | KROS | 1840 | 250 | Clinton Broadcasting Corp. Jacobson Bldg. 448 | | W. S. Jacobsen Morgan Sexton Morgan Sexton | Lucile De Leers Morgan Sexton Gilbert Andrew | Holman Standard UP |
| DAVENPORT..... | WOC | 1420 | 5,000 | Tri-City Broadcasting Co. 1002 Brady St. 3-3661 | Blue Corn Belt | Col. B. J. Palmer Buryl Lottridge L. O. Fitzgibbons | Phillip Patton Bill Johnson Charley Rayburn | Free & Peters Thesaurus Associated UP |
| DECORAH..... | *KWLC | 1240 | 250-D | Luther College Decorah 690 | | Dr. O. J. H. Preus Kenneth L. Berger | Kenneth L. Berger Oliver Eitrem | |
| DES MOINES 4..... | KRNT | 1350 | 5,000 | Iowa Broadcasting Co. 715 Locust St. 3-2111 | CBS | Gardner Cowles Jr. Craig Lawrence Craig Lawrence | Edmund Linehan John Drake Paul Huntsinger | Katz Lang-Worth Standard Associated AP, UP |
| DES MOINES 4..... | KSO | 1460 | 5,000 | Iowa Broadcasting Co. 715 Locust St. 3-2111 | Blue MBS | Gardner Cowles Jr. Craig Lawrence Craig Lawrence | Edmund Linehan John Drake Paul Huntsinger | Katz Associated Lang-Worth Standard AP, UP |
| DES MOINES 7..... | WHO | 1040 | 50,000 | Central Broadcasting Co. 914 Walnut St. 3-7147 | NBC Cornbelt | B. J. Palmer J. O. Maland E. H. Bondurant | Harold Fair Harold Fuiton P. A. Loyet | Free & Peters Thesaurus MacGregor Lang-Worth Associated UP, INS |
| DUBUQUE..... | KDTH | 1370 | 1,000 | Dubuque Telegraph-Herald 346 W. Eighth Ave. 1603 | MBS | F. W. Woodward K. S. Gordon W. J. Binkley | Arnold Stierman Stanley A. Beck | Pearson Standard Associated AP |
| DUBUQUE..... | WKBB | 1490 | 250 | Dubuque Broadcasting Co. Hotel Julien 572 | Blue | James D. Carpenter James D. Carpenter James D. Carpenter | Jeanne Wiedner Harry Hatzenbuehler Leonard T. Carlson | Burn-Smith Associated INS |
| FORT DODGE..... | KVFD | 1400 | 250 | Northwest Broadcasting Co. Warden Bldg. Walnut 3761 | MBS No. Central | Edward Breen Edward Breen | David G. Sinclair | Burn-Smith UP |
| IOWA CITY..... | *WSUI | 910 | 5,000 | State University of Iowa Iowa City 2111 | | State Univ. of Iowa Carl H. Menzer | Pearl Bennett Broxam S. J. Ebert | AP |
| MARSHALLTOWN .. | KFJB | 1230 | 250 | Marshall Electric Co. 1603 W. Main St. 3361 | | Earl N. Peak Earl N. Peak | O. L. Russell Eugene Peak | Walker UP |
| MASON CITY..... | KGLO | 1300 | 5,000 | Mason City Globe Gazette Co. 200 N. Federal Ave. 2800 | CBS | Lee P. Loomis Herbert R. Ohrt | H. Merritt Milligan Nancy M. Halsor Roger E. Sawyer | Weed Standard AP, UP |
| OTTUMWA..... | KBIZ | 1240 | 250 | J. D. Falvey 117 E. Main St. 5600 | | J. D. Falvey J. D. Falvey Em Owen | Em Owen J. D. Falvey Alvin Johnson | Lang-Worth UP |
| SHENANDOAH..... | KFNF | 920 ST-KUSD | 1,000-LS 500-N | KFNF Inc. 407 N. Sycamore St. 1 | | Henry Field T. Frank Stubbs T. Frank Stubbs | T. Frank Stubbs Earl Blakesley | Griffith Standard Associated AP |
| SHENANDOAH..... | KMA | 960 | 5,000 | May Broadcasting Co. Lowell & Elm Sts. 192 | Blue Corn Belt | Earl E. May J. C. Rapp J. C. Rapp | Terry Moss Barney Corson Ray Schroeder | Free & Peters Associated UP |
| SIOUX CITY 1..... | KSCJ | 1860 | 5,000 | Perkins Bros. Co. 413 Douglas St. 5-7993 | Blue | W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty | Eugene T. Flaherty Jean Harraday Alvin H. Smith | Hollingbery MacGregor AP |
| SIOUX CITY 9..... | KTRI | 1450 | 250 | Sioux City Broadcasting Co. Commerce Bldg. 8-0165 | MBS | The Tribune Co. Dietrich Dirks Dietrich Dirks B. M. Grotkop | Al Triggs Maxine Dierking Earl Huss | Burn-Smith Associated UP |
| SPENCER..... | KICD | 1240 | 100 | Iowa Great Lakes Bestg. Co. Box 631 45 | MBS No. Central | L. W. Andrews L. W. Andrews L. W. Andrews | Zelda J. Anderson L. W. Andrews L. W. Nolan | Holman Lang-Worth AP |
| WATERLOO..... | KXEL | 1540 | 50,000 | Josh Higgins Broadcasting Co. Insurance Bldg. 3371 | Blue | Joe DuMond Joe DuMond A. J. DuMond | Deane S. Long E. M. Gahre Don Kassner | Blair Standard AP |
| WATERLOO..... | WMT | 600 | 5,000 | (See Cedar Rapids, Ia.) | | | | |

WHY BUY WHO?

1. LARGEST PRIMARY COVERAGE

Iowa is a big state—330 miles wide, 216 miles from northern to southern border.

WHO is the only 1A clear channel station in Iowa—50,000 watts. Has greatest daytime primary coverage area—greatest nighttime primary—in Iowa (based upon field strength surveys using FCC engineering standards)

—is located near center of State—is the only station in Iowa whose 0.5 millivolt contour line includes or touches every county in State—fits the Iowa sales territory. Also covers Southern Minnesota, Northern Missouri and Western Illinois.

2. GREATEST SECONDARY COVERAGE

Winter mail comes from 35 to 45 states regularly—summer mail from 30 to 37 states. Regional stations are hemmed in to cover only limited areas at night, because five or more other stations are usually on the same wave length. No other American, Mexican, Canadian or Cuban station operates day or night on WHO's frequency.

3. BEST NEWS AND PROGRAM SERVICE

WHO is the only NBC station in Iowa—has nearly all the best network shows and features. Also excellent local live talent shows, many of which have higher Hooper ratings in Des Moines than competing network shows. As to news—47.4% of Iowa families "listen regularly" to WHO news broadcasts vs. 6.3% to Station B.

4. GREATEST POPULARITY

WHO goes into more Iowa homes than can be secured by any combination of other stations in the State. "Listened to most" (daytime) by 54.3% of Iowa radio families vs. 22.4% to all other Iowa

commercial stations; after 6 p.m. 57% to WHO vs. 13.6% to all other Iowa commercial radio stations, according to 1943 Iowa Radio Audience Survey. (1941, '42 and '43 surveys prove that "listened-to-most" station has six hours of listener's attention to every one hour for No. 2 stations in this State.)

5. GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

—by 68.3% of grocers vs. 30.5% for newspapers
—by 87.4% of druggists vs. 7.8% for newspapers

Of all radio stations heard by Iowa families, WHO is considered most effective

—by 54.7% of grocers vs. 10.1% for Station B
—by 61.9% of druggists vs. 1.5% for Station B

(According to returns from polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

If you want more detailed information, please write us or phone any Free & Peters office. Write for the 1943 Iowa Radio Audience Survey—"the bible on radio in Iowa."

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

KANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|---------------------|---|-----------------------|---|---|---|
| ATCHISON | KVAK | 1450 | 250 | S. H. Patterson 622 Commercial St. 1420 | | S. H. Patterson Ted Lenz Bob Davies | Dotty Taylor Bill Felser Emile Honnicut | AP |
| COFFEYVILLE | KGGF | 690 | 1,000-LS 500-N | Hugh J. Powell Journal Bldg. 147 | Blue | Hugh J. Powell Melvin Drake Melvin Drake | Dick Campbell Ed Spoonamore J. Sarto Jaminet | Pearson Thesaurus Associated AP |
| DODGE CITY | KGNO | 1370 | 1,000-LS 250-N | Dodge City Broadcasting Co. Dodge City 1100 | | J. C. Denious N. C. Petersen | Herschel Holland Ralph Hickman | Standard AP |
| EMPORIA | KTSW | 1400 | 250 | Emporia Broadcasting Co. Inc. 613 Merchant St. 153 | MBS Kansas | Selleck B. Warren J. Nelson Rupard Niles Moffat | Miriam Porter George Goldsmith Harold E. Davis | Sears & Ayer UP |
| GARDEN CITY | KIUL | 1240 | 100 | Garden City Broadcasting Co. 404 N. Main St. 666 | | Frank D. Conard Al Pyatt Al Pyatt | Frances Ewing Robert Wheeler Snyder | MacGregor UP |
| GREAT BEND | KVGB | 1400 | 250 | KVGB, Inc. 2103 Forest Ave. 1080 | MBS Kansas | R. C. Russell Clem Morgan Clem Morgan | Ray Beals | Lang-Worth UP |
| HUTCHINSON | KWBW | 1450 | 250 | Nation's Center Broadcasting Co. 101 E. Ave. A 5202 | NBC | William Wyse Stanley Marsh William Wyse Vernon Minor | Geraldine Brack Vernon Minor Millard Clary | Radio Adv. Lang-Worth UP |
| KANSAS CITY 14 | KCKN | 1340 | 250 | KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300 | | Ben Ludy Ellis Atteberry Joe Story | Bernard Maltby | Capper Biddick Standard Associated Lang-Worth UP |
| LAWRENCE | *KFKU | 1250 ST-WREN | 5,000-LS 1,000-N | University of Kansas Lawrence KU 190 | | University of Kansas Harold G. Ingham | Mildred I. Seaman R. P. Stringham | |
| LAWRENCE | WREN | 1250 ST-KFKU | 5,000-LS 1,000-N | WREN Broadcasting Co. Inc. WREN Bldg. 110 | Blue | R. C. Jackman Verl Bratton Verl Bratton | Robert Slater Elizabeth Peyton Carl Blesner | Hollingbery Thesaurus UP |
| MANHATTAN | *KSAC | 580 ST-WIBW | 1,000-LS 500-N | Kansas State College Manhattan 2236 | | M. S. Eisenhower H. Umberger | L. L. Longsdorf V. Bernard P. Holbert | |
| PITTSBURG | KOAM | 810 | 1,000-D | Pittsburg Broadcasting Co., Inc. Box 603 2165 | NBC | E. V. Baxter R. E. Wade M. E. Stewart | R. E. Wade Leo S. Stafford | World INS |
| SALINA | KSAL | 1150 | 1,000 | KSAL Inc. 201 W. Iron 100 | MBS Kansas | R. J. Laubengayer Owen H. Balch Owen H. Balch | R. C. Atherton N. E. Vance Jr. | Pearson Thesaurus AP |
| TOPEKA | WIBW | 580 ST-KSAC | 5,000 | Topeka Broadcasting Assn. Inc. 1085 Topeka Blvd. 3-2377 | CBS | Marco Morrow Ben Ludy Ben Ludy | Maude Shreffler K. G. Marquardt | Capper Biddick Standard Associated AP, UP |
| WICHITA 2 | KANS | 1240 | 250 | KANS Broadcasting Co. Hotel Lassen 4-2387 | NBC | Herb Hollister Jack Todd Jack Todd | Grenville Darling Jack Todd Charles Lucy | Headley-Reed Standard Thesaurus UP |
| WICHITA 1 | KFBI | 1070 | 5,000-LS 1,000-N | Farmers & Bankers Bcstg. Corp. 200 E. First St. 2-1447 | Blue MBS Kansas | H. K. Lindsley Robert K. Lindsley | C. Theodore Johnson Ralph Varnum K. W. Pyle | Wilson World Standard INS |
| WICHITA 2 | KFH | 1330 | 5,000 | Radio Station KFH Co. York Rite Bldg. 2-4491 | CBS | John Rigby M. M. Murdock Plex S. Clark Clark A. Luther | Vernon E. Reed Clark A. Luther Amos C. Dadisman | Petry Lang-Worth MacGregor AP |

KENTUCKY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|---|-----------------|---|---|--|
| ASHLAND | WCMI | 1340 | 250 | Ashland Broadcasting Co. Inc. 20th & Front Sta. 3010 | MBS | Gilmore N. Nunn L. D. Newman J. M. Smedley | Lota Segraves Lota Segraves Clarence Weaver | Perry Standard Associated Thesaurus UP |
| BOWLING GREEN | WLBJ | 1340 | 250 | Bowling Green Bcstg. Co. Inc. Lehman & Fairview Ave. 1340 | MBS Southern | Ken Given Ken Given Ann Hamilton | Harriet Stout Helen Given Jimmy Hight | Burn-Smith Standard Associated UP |
| HARLAN | WHLN | 1450 | 250 | Blanfox Radio Co. Inc. Harlan 625 | | J. R. Helms J. Francke Fox R. B. Helms C. E. Whitehart | R. B. Helms C. E. Whitehart J. Francke Fox | Burn-Smith World UP |
| HENDERSON | WSO | 860 | 250-D | Paducah Broadcasting Co. Inc. Zion Road 3923 | | Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey | Stanley Mayer | Sears & Ayer Thesaurus Associated UP |

HOOPER SHOWS

What Kansas City Knows

KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities...today.

The May-thru-September, 1943 Hooper survey is the *fourth* consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943
(Per cent of Listeners)

| PERIOD | STATION A | STATION B | KCKN | STATION D | STATION E | STATION F |
|---------------------|-----------|-----------|-------|-----------|-----------|-----------|
| 8:00 to 8:30 a.m. | 29.0% | 19.4% | 17.7% | 6.5% | 12.9% | 9.7% |
| 8:30 to 9:00 a.m. | 22.7% | 25.3% | 14.7% | 14.7% | 13.3% | 6.6% |
| 9:00 to 9:30 a.m. | 36.7% | 19.0% | 13.9% | 8.9% | 15.2% | 5.1% |
| 9:30 to 10:00 a.m. | 23.9% | 29.9% | 13.4% | 11.9% | 14.9% | 6.0% |
| 10:00 to 10:30 a.m. | 27.2% | 30.1% | 10.7% | 16.5% | 5.8% | 8.7% |
| 10:30 to 11:00 a.m. | 43.7% | 21.9% | 12.5% | 8.3% | 7.3% | 4.2% |
| 11:00 to 11:30 a.m. | 50.9% | 14.5% | 14.6% | 6.4% | 7.3% | 3.6% |
| 11:30 to 12:00 a.m. | 61.1% | 11.1% | 15.0% | 5.6% | 5.6% | 0.8% |
| 12:00 to 12:30 p.m. | 37.7% | 21.2% | 17.8% | 6.8% | 11.7% | 4.1% |
| 12:30 to 1:00 p.m. | 25.0% | 23.5% | 21.2% | 12.1% | 12.1% | 4.6% |
| 1:00 to 1:30 p.m. | 35.5% | 25.0% | 16.1% | 8.1% | 12.1% | 1.6% |
| 1:30 to 2:00 p.m. | 27.5% | 33.3% | 12.5% | 9.2% | 13.4% | 3.3% |
| 2:00 to 2:30 p.m. | 13.8% | 53.2% | 13.8% | 3.6% | 10.1% | 4.6% |
| 2:30 to 3:00 p.m. | 16.8% | 52.2% | 14.2% | 8.8% | 5.3% | 0 |
| 3:00 to 3:30 p.m. | 22.1% | 47.4% | 14.7% | 6.3% | 8.4% | 0 |
| 3:30 to 4:00 p.m. | 13.6% | 49.1% | 17.3% | 5.5% | 13.6% | 0.9% |
| 4:00 to 4:30 p.m. | 23.0% | 51.6% | 8.7% | 7.2% | 8.7% | 0 |
| 4:30 to 5:00 p.m. | 18.9% | 35.2% | 13.5% | 12.6% | 14.4% | 3.6% |
| 5:00 to 5:15 p.m. | 15.1% | 27.2% | 19.6% | 20.7% | 9.8% | 6.5% |
| 5:15 to 5:30 p.m. | 18.4% | 20.4% | 27.2% | 19.4% | 11.7% | 2.9% |
| 5:30 to 5:45 p.m. | 14.8% | 21.3% | 24.1% | 23.2% | 12.0% | 4.6% |
| 5:45 to 6:00 p.m. | 37.9% | 16.2% | 18.9% | 8.1% | 15.3% | 1.8% |
| 6:00 to 6:15 p.m. | 37.9% | 28.8% | 13.6% | 6.8% | 12.9% | 0 |
| 6:15 to 6:30 p.m. | 30.8% | 37.1% | 17.5% | 5.6% | 4.9% | 2.8% |
| 6:30 to 6:45 p.m. | 36.5% | 21.4% | 23.8% | 11.9% | 4.0% | 2.4% |
| 6:45 to 7:00 p.m. | 34.8% | 28.4% | 17.0% | 12.8% | 5.7% | 1.3% |



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, Kansas City • WIBW, Topeka
ELLIS ATTEBERRY, MANAGER - KCKN, Kansas City

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420 LEXINGTON

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180 N. MICHIGAN

SAN FRANCISCO
1207 RUSS BUILDING

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

KENTUCKY—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|---------|---|---|---|
| HOPKINSVILLE..... | WHOP | 1230 | 250 | Paducah Broadcasting Co. Inc. Cadiz Rd. 1025 | CBS | Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey | Bonnie Bessire Lynton R. Lemon | Sears & Ayer World Associated MacGregor UP |
| LEXINGTON..... | WLAP | 1450 | 250 | American Broadcasting Corp. Radio Building 1721 | MBS | Gilmore N. Nunn Ted Grizzard Ed Willis | Lowry Kohler Lowry Kohler Sanford Helt | Perry Thesaurus Standard Associated UP |
| LOUISVILLE 2..... | WAVE | 970 | 5,000 | WAVE Inc. 334 E. Broadway Wabash 6543 | NBC | Maj. George W. Norton Jr. Nathan Lord James F. Cox | George Patterson Elizabeth Sanders Wilbur E. Hudson | Free & Peters Associated Thesaurus Lang-Worth INS |
| LOUISVILLE 2..... | WGRC | 1400 | 250 | Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871 | MBS | J. Porter Smith Charles Lee Harris J. Porter Smith | David Wilburn Harry Hunter Perry W. Esten | Burn-Smith Biddick Standard Associated AP |
| LOUISVILLE 2..... | WHAS | 840 | 50,000 | Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211 | CBS | Mark Ethridge W. Lee Coulson Joseph S. Eaton | A. W. Marlin John H. Hoagland Orrin W. Towner (leave) | Petry Standard Associated AP, UP |
| LOUISVILLE 1..... | WINN | 1240 | 250 | Kentucky Broadcasting Corp. Tyler Hotel Wabash 4126 | Blue | D. E. Kendrick D. E. Kendrick G. F. Bauer | M. K. McCarten Vernon Nunn, acting | MacGregor AP |
| OWENSBORO..... | WOMI | 1490 | 250 | Owensboro Broadcasting Co. Inc. Byars Ave. & Livermore Rd. 420 | | Lawrence W. Hager Hugh O. Potter Malcolm Greep | Cliffordean Potter Hugh O. Potter Leslie R. Goodaker | Burn-Smith Standard AP |
| PADUCAH..... | WPAD | 1450 | 250 | Paducah Broadcasting Co. Inc. Taylor Building 4100 | CBS | Pierce E. Lackey Pierce E. Lackey Gene Peak | Gene Peak Gene Peak U. C. Morris | Sears & Ayer Associated World MacGregor UP |

LOUISIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------------|--------------|-------------------------|----------------|--|--------------------|---|---|--|
| ALEXANDRIA 4..... | KALB | 1240 | 250 | Alexandria Broadcasting Co. Inc. Box 783 3335 | Blue | Walter H. Allen Edgar R. Cappellini Edgar R. Cappellini | Dorothy Aden Edgar R. Cappellini Jesse R. Sexton | Standard INS |
| BATON ROUGE 8... .. | WJBO | 1150 | 5,000 | Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271 | Blue | Charles P. Manship Jr. J. R. Dabadie T. E. Gibbens | W. J. Keown Jr. T. E. Gibbens W. T. Golsen | Hollingsbery World UP |
| LAFAYETTE..... | KVOL | 1340 | 250 | Evangeline Broadcasting Co. Evangeline Hotel 336 | | Morgan Murphy George H. Thomas Robert A. Escudier | Allison Theriot Raymond E. Wheeler | Standard UP |
| LAKE CHARLES | KPLC | 1490 | 250 | Calcasieu Broadcasting Co. Box 1521 2713 | | T. B. Lanford David Wilson | Margaret C. Mercer B. Hillman Bailey Jr. | Thesaurus Standard UP |
| MONROE..... | KMLB | 1230 | 250 | Liner's Bestg. Station Inc. Monroe 4321 | Blue | J. C. Liner J. C. Liner Jr. J. C. Liner Jr. | Margie Watson Beverly Buckner O. L. Morgan | Standard AP, UP |
| NEW ORLEANS..... | WDSU | 1280 | 5,000 | WDSU Inc. Hotel Monteleone Raymond 7135 | Blue | E. A. Stephens | Stanley Holiday Ruth Sullivan Charles L. Whitney | Weed Lang-Worth UP |
| NEW ORLEANS..... | WJBW | 1230 | 250 | C. C. Carlson Audubon Bldg. Raymond 5060 | | C. C. Carlson C. C. Carlson | James Landry C. C. Carlson | Cox & Tanz |
| NEW ORLEANS 12.. | WNOE | 1450 | 250 | WNOE Inc. St. Charles Hotel Raymond 0423 | MBS | James A. Noe James E. Gordon James E. Gordon | Beverly Brown Ellis Trepagnier | McGillvra Standard Associated AP |
| NEW ORLEANS 16.. | WSMB | 1850 | 5,000 | WSMB Inc. 901 Canal St. Magnolia 5921 | NBC So. Central | E. V. Richards Harold M. Wheelahan T. J. Fontelieu | Harry Arthur T. J. Fontelieu Harold G. Nebe | Petry Thesaurus AP |
| NEW ORLEANS 12.. | WWL | 870 | 50,000 | Loyola University Roosevelt Hotel Raymond 2194 | CBS | Loyola University W. H. Summerville Larry Baird | Ed Hoerner Alice Robert J. D. Bloom | Katz World Standard UP |
| SHREVEPORT "R" . | KRMD | 1340 | 250 | Radio Station KRMD Inc. Box 1712 6171 | Blue | R. M. Dean Glenn V. Wilson Spencer S. Lanford | J. C. Irby | INS |
| SHREVEPORT 92 ... | KTBS | 1480 | 1,000 | Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711 | NBC So. Central | John D. Ewing John C. McCormack J. A. Oswald | B. G. Robertson C. W. Doebler C. H. Maddox | Branham Thesaurus Lang-Worth AP, UP |
| SHREVEPORT 92 ... | KWKH | 1130 | 50,000 | International Broadcasting Corp. Commercial Bldg. 2-8711 | CBS So. Central | John D. Ewing John C. McCormack J. A. Oswald | Fred Ohl C. W. Doebler W. E. Antony | Branham Standard Lang-Worth AP, UP |



**NO, SIR—
NELL (Ky.)
AIN'T
“GOOD!”**

In this case, believe it or not, “our Nell” is an actual town in Kentucky—but so help us, she ain’t really *ours*. She belongs to the big, cosmic stations that cover everything—even poor Nell! WAVE covers, primarily, the Louisville Trading Area. But that, as it happens, is the area that *does more business* than all other counties, cities, towns, hamlets, whistle stops and lonely cabins in the State. Why don’t you quit bothering ole Nell?

**LOUISVILLE’S
WAVE**

5000 Watts

970 K. C.

N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 105

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

MAINE

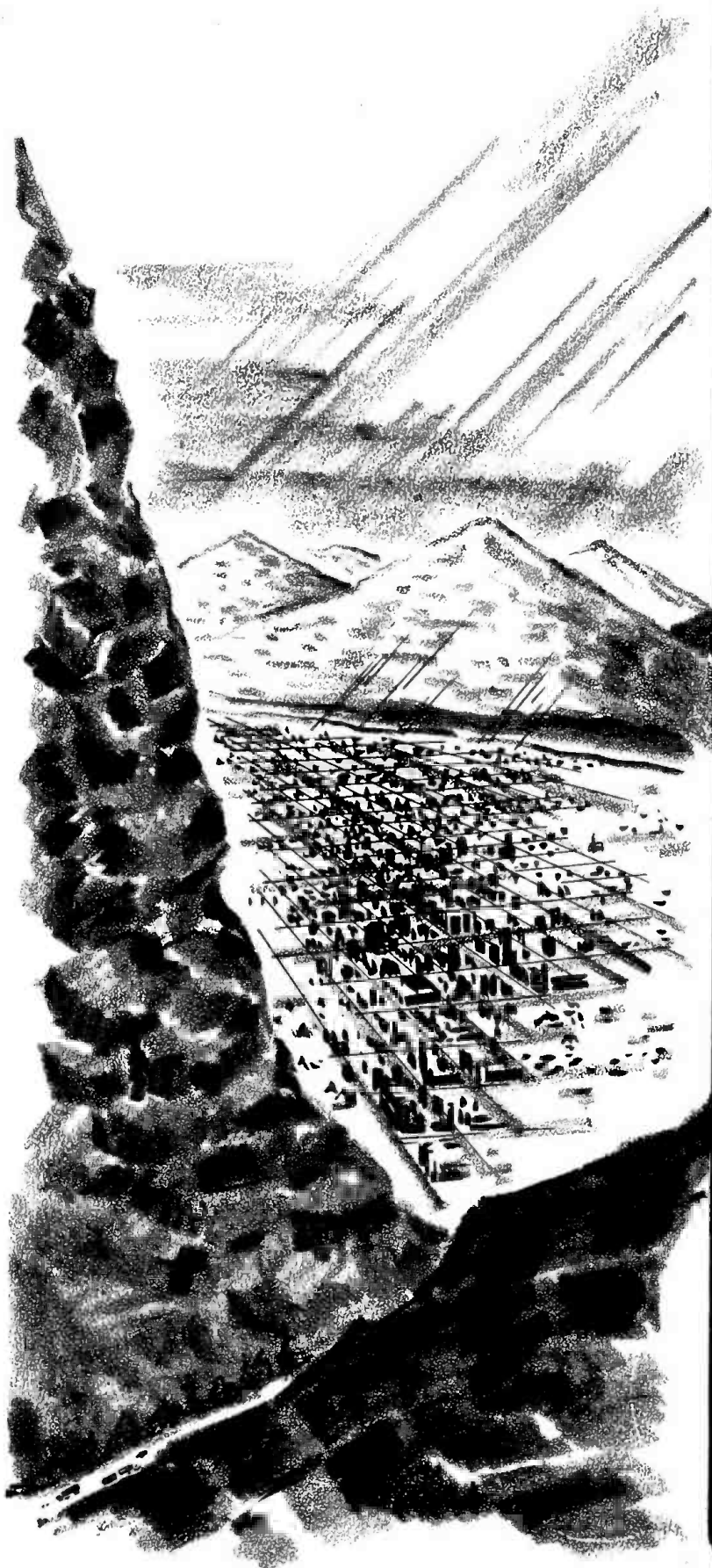
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-----------------|--|------------------------------|--|--|---|
| AUGUSTA..... | WRDO | 1400 | 250 | WRDO Inc. 175 Water St. 2285 | NBC Yankee New England | Adeline B. Rines Arthur Owens Walter Weightman | Harold Dinsmore | Weed Bannan Associated UP |
| BANGOR..... | WABI | 910 | 250 CP-5,000 | Community Bcast. Service Inc. 57 State St. 6446 | CBS | F. B. Simpson F. B. Simpson Guy E. Corey | Harold Dorr Walter Dickson | Spot Sales Walker Foster Associated |
| BANGOR..... | WLBZ | 620 | 5,000 | Maine Broadcasting Co. Inc. 100 Main St. 6023 | NBC Yankee New England | Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey | Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey | Weed Bannan Associated Thesaurus UP |
| LEWISTON..... | WCOU | 1240 | 250 | Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140 | MBS Yankee | Faust Couture John C. Libby John C. Libby | Harold Dyer Lavern Colton John T. Duty | For Joe Kane Associated Standard UP |
| PORTLAND 3..... | WCSH | 970 | 5,000 | Congress Square Hotel Co. 157 High St. 3-9667 | NBC Yankee New England | Adeline B. Rines William H. Rines Albert W. Smith | Caleb Paine Linwood T. Pitman G. Fred Crandon | Weed Bannan Thesaurus Associated UP |
| PORTLAND 3..... | WGAN | 560 | 5,000 | Portland Broadcasting System Inc. Columbia Hotel 2-7489 | CBS | Guy P. Gannett C. E. Gatchell Arthur K. Atherton | R. E. Bates C. E. Gatchell R. W. Hodgkins | Raymer Foster Standard UP |
| PRESQUE ISLE..... | WAGM | 1450-SH | 100 | Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821 | | Hugh J. McQuire Harold D. Glidden Harold D. Glidden | Harold D. Glidden Harold D. Glidden Lester E. Hughes | Kane World |

MARYLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|-----------------|--|---|--|
| BALTIMORE 3..... | WBAL | 1090 | 50,000 | Hearst Radio Inc. Lexington Bldg. Lexington 4900 | NBC | Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr. | James M. Kennedy Gerald W. Cooke | Petry World Standard UP, INS |
| BALTIMORE 17..... | WCAO | 600 | 5,000 | Monumental Radio Co. 811 W. Lanvale St. Madison 7220 | CBS | Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne | Gordon A. Scheihing (George L. Filling L. Waters Milbourne Martin L. Jones | Raymer Lang-Worth MacGregor INS |
| BALTIMORE 18..... | WCBM | 1400 | 250 | Baltimore Broadcasting Corp. North & Harford Ave. University 8400 | Blue | John Elmer George H. Roeder John Elmer | Charles A. Roeder E. Frank Thomas A. E. Eckels | Free & Peters Associated Lang-Worth UP, INS |
| BALTIMORE..... | WFBR | 1300 | 5,000 | Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300 | MBS Maryland | Robert S. Maslin Hope H. Barroll Jr. Andrew H. Hilgartner | Bert Hansuer Robert S. Maslin Jr. William Q. Ranft | Blair World MacGregor Associated AP, INS |
| BALTIMORE 2..... | WITH | 1230 | 250 | Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808 | | Thomas G. Tinsley Jr. Thomas G. Tinsley R. C. Embry | R. W. Baker Buff Elias James S. Duff | Headley-Reed Standard Lang-Worth AP |
| CUMBERLAND..... | WTBO | 1450 | 250 | Associated Broadcasting Corp. Commercial Bank Bldg. 298 | NBC | Aurelia S. Becker Aurelia S. Becker Dale Robertson | Dale Robertson | Spot Sales World AP, UP |
| FREDERICK..... | WFMD | 930 | 500 | Monocacy Broadcasting Co. Winchester Hall 1626 | CBS | Laurence Leonard A. V. Tidmore J. F. Eisenhauer | Eve Chamberlain A. V. Tidmore | Wilson World TP |
| HAGERSTOWN..... | WJEJ | 1240 | 250 | Hagerstown Broadcasting Co. Franklin Court 2323 | MBS Maryland | Dr. A. L. Blessing Grover C. Crilley Hal Seville | Bernice Crilley Grover C. Crilley George McIntyre | Associated TP |
| SALISBURY..... | WBOC | 1230 | 250 | Peninsula Broadcasting Co. Radio Park 2480 | MBS Maryland | John W. Downing Charles J. Truitt Charles J. Truitt | Jane Allen Charles J. Truitt Peter A. Alfonsi | World UP |

MASSACHUSETTS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|---|--------------------|---|--|---|
| BOSTON..... | WBZ | 1030 | 50,000 | Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261 | NBC New England | Westinghouse-Walter C. Evans C. S. Young C. H. Masse | W. Gordon Swan Harry D. Goodwin W. H. Hauser | NBC Spot Associated Thesaurus AP, UP |
| BOSTON 16..... | WCOP | 1150 | 500 | Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717 | | Harold A. Lafount George Lasker A. N. Armstrong Jr. | Hal Tunia Roland Hale | Standard Associated AP, INS |



NBC NOW

**COVERS MARYLAND'S
SECOND LARGEST CITY**

WITH *WTBO*

National Advertisers can now cover the rich Tri-State Cumberland trading area with their programs on NBC or with National Spot by contacting Spot Sales.

WTBO was a good buy as a non-network station, because it covered the Cumberland trading area. NOW, with NBC and full time, it is still a better buy.



WTBO

Cumberland

MARYLAND

1450 KC

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

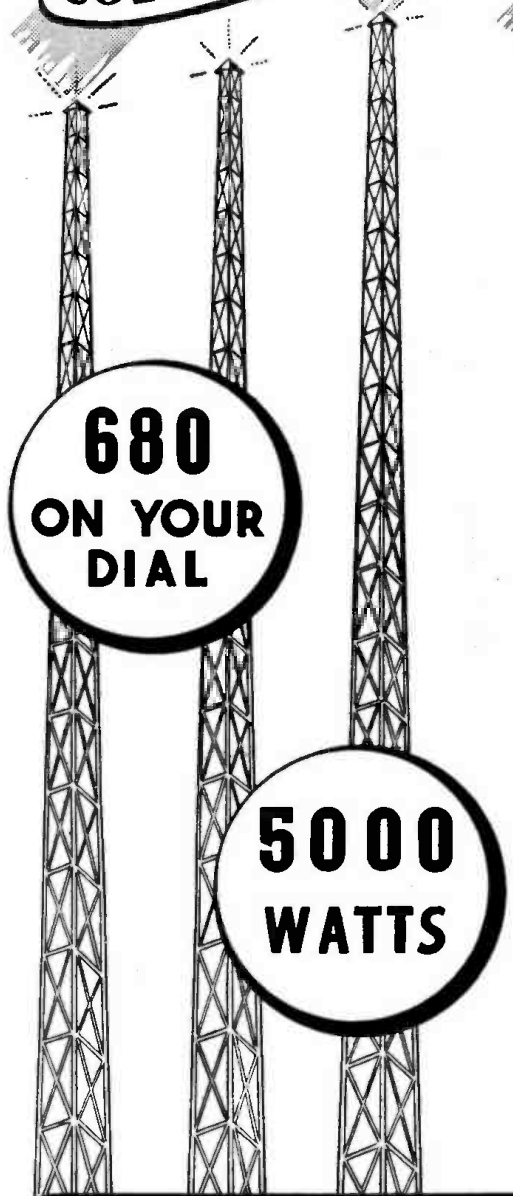
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MASSACHUSETTS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------------|--------------|-------------------------|----------------|---|--------------------|---|---|--|
| EOSTON 12..... | WEEI | 590 | 5,000 | Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323 | CBS | CBS-H. E. Fellows H. E. Fellows K. F. Horton | K. F. Horton G. H. Cunningham W. J. Stiles | Radio Sales World Associated AP, UP |
| EOSTON 16..... | WHDH | 850 | 5,000 | Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900 | Blue | Ralph G. Matheson Ralph G. Matheson Ralph G. Matheson | George M. Watson Jr. George M. Watson Jr. Ralph G. Matheson | Spot Sales World Associated Thesaurus AP |
| BOSTON 15..... | WMEX | 1510 | 5,000 | Northern Corp. 70 Brookline Ave. Commonwealth 3900 | | Lt. John E. Reilly, USN William S. Fote William S. Fote | John Kiley, acting Robert Sanford Alfred J. Fote | McGillvra MacGregor INS |
| BOSTON 15..... | WNAC | 1280 | 5,000 | Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800 | MBS Yankee | William F. O'Neill John Shepard 3d Linus Traversa Linus Traversa | Herbert Rice James Powers Irving B. Robinson | Petry Standard Associated AP |
| BOSTON 16..... | WORL | 950 | 1,000-D | Boatg. Service Organization Inc. 216 Tremont St. Liberty 4540 | | Harold A. Lafount George Lasker A. N. Armstrong Jr. | Robert N. Perry Robert Sanford John Parker | Associated AP, UP |
| FALL RIVER..... | WSAR | 1480 | 1,000 | Doughty & Welch Electric Co. Inc. 102 S. Main St. 7-9477 | MBS Yankee | William T. Welch William T. Welch Leonard C. Cox | Josephine Y. Welch Angus Bailey John C. Pavao | Walker Foster Kane Standard Associated INS |
| FITCHBURG..... | WEIM | 1340 | 250 | Radio Station WEIM 717 Main St. 1600 | MBS Yankee | Ruben E. Aronheim Earle G. Clement Mort Silverman | Robert Reynolds Theodore Kalin | Lang-Worth AP |
| GREENFIELD..... | WHAI | 1240 | 250 | John W. Haigis 354 Main St. 4301 | MBS Yankee | John W. Haigis Horace W. Nichols Horace W. Nichols | Ann M. Erickson Leland F. Wheeler | Bannan Foster Kane World Associated |
| HOLYOKE..... | WHYN | 1400 | 250 | Hampden-Hampshire Corp. 180 High St. 8238 | MBS Yankee | William G. Dwight Patrick J. Montague Patrick J. Montague | Thomas R. Humphrey Patrick J. Montague Thomas R. Humphrey | Bannan Kane Associated UP |
| LAWRENCE..... | WLAW | 680 | 5,000 | Hildreth & Rogers Co. 278 Essex St. 4107 | CBS | Irving E. Rogers George H. Jaspert David M. Kimel | Joseph P. Oakes George A. Hinckley | Katz Foster Thesaurus Standard UP |
| LOWELL..... | WLLH | 1400 | 250 | Merrimac Broadcasting Co. Inc. 89 Kearney Square 8715 | MBS Yankee | A. S. Moffat Robert F. Donahue Haskell Bloomberg | Thomas Clayton Robert Donahue Ralph Newton | Petry Associated INS |
| NEW BEDFORD | WNBH | 1340 | 250 | E. Anthony & Sons Inc. 588 Pleasant St. 8-5228 | Blue | Basil Brewer Hugh R. Norman | Donald L. Sellers Irving Vermilya | Burn-Smith Foster Kane Thesaurus Associated AP |
| PITTSFIELD..... | WBRK | 1840 | 250 | Monroe B. England 8 Bank Row 2-1553 | MBS Yankee | Monroe B. England Monroe B. England John Parsons | Richard Mills John Parsons Leonard Lavendol | Burn-Smith Foster Kane Standard Associated UP |
| SALEM. MARBLEHEAD.. | WESX | 1230 | 250 | North Shore Broadcasting Co. 126 Washington St., Salem Salem 5670 | | Charles W. Phelan A. M. Morgan A. M. Morgan | Marion Holt A. M. Morgan Alwyn Stacey | Foster Thesaurus Associated World AP, INS |
| SPRINGFIELD..... | WBZA | 1030 | 1,000 | Westinghouse Radio Stations Inc. Chestnut St. 6-8836 | NBC New England | Westinghouse-Walter C. Evans C. S. Young C. H. Masse | W. Gordon Swan Harry D. Goodwin W. H. Hauser | NBC Spot Associated Thesaurus UP |
| SPRINGFIELD 3 | WMAS | 1450 | 250 | WMAS Inc. Hotel Charles 7-1414 | CBS | Albert S. Moffat Warren M. Greenwood Warren M. Greenwood | Warren M. Greenwood Warren M. Greenwood Earl G. Hewinson | Petry Associated INS |
| SPRINGFIELD 5 | WSPR | 1270 | 500 | WSPR Inc. 63 Chestnut St. 6-2757 | Blue | Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton | Wayne Henry Latham Milton W. Stoughton Lawrence A. Rellly | Hollingbery Bannan Kane Associated Lang-Worth INS |
| WORCESTER 8 | WAAB | 1440 | 5,000 | Yankee Network Inc. State Mutual Bldg. 6-1411 | MBS Yankee | William F. O'Neill John Shepard 3d Dorothy Robinson Dorothy Robinson | Albert Hiorns James Powers, Boston Joseph E. Grahn | Petry Standard Associated AP |
| WORCESTER 2 | WORC | 1310 | 1,000 | Alfred Frank Kleindienst 65 Elm St. 5-3101 | Blue | Alfred Frank Kleindienst Mildred P. Stanton | | Weed Lang-Worth INS |
| WORCESTER 1 | WTAG | 580 | 5,000 | Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321 | CBS | George F. Booth Edward E. Hill Herbert L. Krueger | David H. Harris Mital Kornetz Elliot A. Browning | Raymer Bannan World Associated AP |



WLAW Coverage Areas



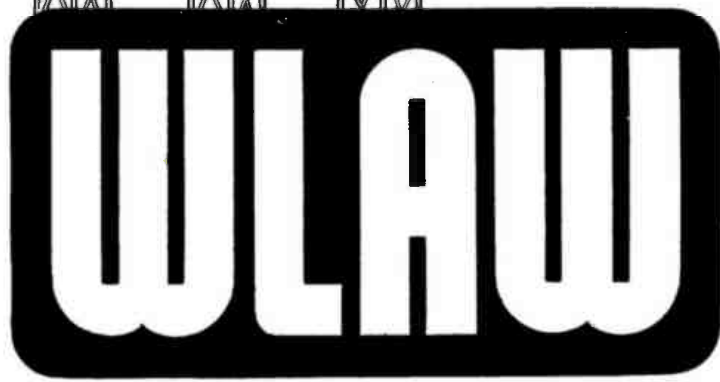
| | Two Millivolt Area | Half Millivolt Area |
|---|--------------------|---------------------|
| Population, 1940 (U. S. Census) | 2,834,430 | 4,033,282 |
| Radio Homes, 1940 (Calculated by N.A.B.) - | 704,261 | 1,002,348 |

WLAW IS LOCATED in the capital of the woolen and worsted textile industry in America.

WLAW COMPLETELY BLANKETS the rich industrial Merrimack Valley and the agricultural region to the north.

WLAW INFLUENCES the spending of many millions of dollars in one of the outstanding markets east of the Mississippi.

*Owned and operated by Hildreth & Rogers Company
LAWRENCE, MASSACHUSETTS*



National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

MICHIGAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------------|-------------------------|-------------------------|-------------------|--|-----------------------------------|---|--|--|
| BATTLE CREEK | WELI | 1400 | 250 | Federated Publications, Inc. Michigan National Bank Bldg. 5655 | Blue Michigan | A. L. Miller D. E. Jayne E. P. Mills Jr. | Frank Jayne Earl J. Stone | Burn-Smith Associated |
| BAY CITY | WBCM | 1440 | 1,000-LS 500-N | Bay Broadcasting Co. Inc. Wenonah Hotel 7551 | Blue Michigan | Harley D. Peet H. A. Giesel H. A. Giesel | Frank E. Catto Ralph H. Carpenter | Hollingbery Thesaurus Associated UP |
| CALUMET | WHDF | 1400 | 250 | Upper Michigan Broadcasting Co. Community Bldg., Houghton Houghton 1 | Blue Michigan Northern | A. L. Burgan John W. Rice Albert W. Payne | Albert W. Payne John W. Rice George L. Burgan | Sears & Ayer World Standard AP |
| DETROIT 2 | WJBK | 1490 | 250 | James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000 | .. | James F. Hopkins James F. Hopkins Arthur Croghan | Sybil Krieghoff N. W. Hopkins E. T. McKenzie | Forjoe Holman Associated World AP |
| DETROIT 26 | WJLB | 1400 | 250 | John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600 | .. | John Lord Booth Hugh M. Gray, acting Paul Y. Clark | Douglas Wright Mitchell Jachimaki Edward H. Clark | Burn-Smith World Standard Thesaurus Associated AP |
| DETROIT 2 | WJR | 760 | 50,000 | WJR The Goodwill Station Fisher Bldg. Madison 4440 | CBS | G. A. Richards Leo Fitzpatrick Owen F. Uridge Charles G. Burke | Franklin Mitchell Mark Haas Merrill Mitchell A. Friedenthal | Petry Standard Lang-Worth World AP, INS |
| DETROIT 31 | WWJ | 950 | 5,000 | Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000 | NBC | W. E. Scripps Harry Bannister Harry Betteridge | Don DeGroot Jake Albert Herbert F. Tank | Hollingbery Standard Associated Lang-Worth UP |
| DETROIT 26 | WXYZ | 1270 | 5,000 | King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321 | Blue Michigan | George W. Trendle H. Allen Campbell H. Allen Campbell | Harold S. Christian Lambert B. Beeuwkes Verne Alston | Raymer Standard Associated Lang-Worth UP |
| DETROIT | CKLW (Windsor, Ont.) | 800 | 5,000 | Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200 | MBS | Malcolm G. Campbell J. E. Campeau R. E. Jones | John Gordon Lois M. Michels W. J. Carter | McGillvra Stovin & Wright World Thesaurus BUP |
| EAST LANSING | *WKAR | 870 | 5,000-D | Michigan State College East Lansing 8-1511 | .. | Michigan State College Robert J. Coleman .. | Robert J. Coleman Norris E. Grover | .. Standard AP |
| ESCANABA | WDBC | 1490 | 250 | Delta Broadcasting Co. First & Ludington Sts. 787 | Blue Michigan Northern | Gordon H. Brozek Gordon H. Brozek .. | Martin J. Flanigan Jr. Gordon H. Brozek | .. Standard UP |
| FLINT 3 | WFDF | 910 | 1,000 | Flint Broadcasting Co. Union Industrial Bldg. 2-7158 | Blue Michigan | Howard M. Loeb Howard M. Loeb F. S. Loeb | Adrian R. Cooper J. R. McKinley Frank D. Fallain | Burn-Smith Lang-Worth MacGregor AP |
| GRAND RAPIDS 2 | WLAV | 1340 | 250 | Leonard A. Versluis 6 Fountain St., N. E. 6-5461 | Blue MBS Michigan Wolverine | Leonard A. Versluis Hy M. Steed Hy M. Steed | .. Raymond Plank | McGillvra Associated Standard INS |
| GRAND RAPIDS 2 | WOOD | 1300 | 5,000 | King-Trendle Bestg. Corp. Grand Rapids National Bank Bldg. 9-4211 | NBC Michigan | George W. Trendle Stanley W. Barnett Stanley W. Barnett | Sandy Meek Paul F. Eichhorn Fred W. Russell | Raymer Associated UP |
| IRONWOOD | WJMS | 1450 | 250 | Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20 | MBS No. Central | Wm. L. Johnson J. W. Huss J. W. Huss | Harold Ladin J. W. Huss Arne J. Dahlbacka | Sears & Ayer Lang-Worth UP |
| JACKSON | WIBM | 1450 | 250 | WIBM Inc. Hotel Hayes 6121 | Blue Michigan | Herman Radner Wm. A. Cizek .. | .. Charles Wirtanen | Forjoe AP |
| KALAMAZOO 99 | WKZO | 590 | 5,000 | Fetzer Bestg. Co. Kalamazoo, Burdick Hotel Grand Rapids, Herpolsheimer Bldg. Kalamazoo 3-1223 Grand Rapids, 6-1222 | CBS | John E. Fetzer John E. Fetzer John W. O'Harrow | Paul O. Godt John W. O'Harrow Carl E. Lee | Free & Peters Lang-Worth AP |
| LANSING 16 | WJIM | 1240 | 250 | WJIM Inc. Bank of Lansing Bldg. 2-1333 | Blue Michigan | Lt. Harold F. Gross Bob Innes, acting Fred Wagenvoerd Jr. | O. S. Jones Alice Teel Melvin Wirth | .. Associated UP |
| LAPEER | *WMPC | 1230-SH | 250 | Liberty Street Gospel Church 803 Liberty St. 455-J | .. | Frank S. Hemingway Frank S. Hemingway .. | Nora Eastman Hollis F. Hayes | .. |
| MARQUETTE | WDMJ | 1340 | 250 | Lake Superior Broadcasting Co. 146 W. Washington St. 616 | Blue Michigan Northern | Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek | Eldon Wallace Gordon H. Brozek | .. World TP |
| MUSKEGON 15 | WKBZ | 1490 | 250 | Ashbacker Radio Corp. 482 Apple Ave. 26-051 | Blue Michigan | Grant F. Ashbacker Grant F. Ashbacker William C. Wester | Loran A. Haney Bill Bennett George Krivitzky | Burn-Smith MacGregor World UP |
| PONTIAC | WCAR | 1130 | 1,000-D | Pontiac Broadcasting Co. Riker Bldg. 7141 | .. | H. Y. Levinson H. Y. Levinson .. | Howard Donahoe George M. Stutz Wayne N. Cook | Pearson Lang-Worth Standard Associated AP, INS |

*No other broadcaster
can make this claim!*

Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

MICHIGAN—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-----------------|--|------------------------|---|---|--|
| PORT HURON..... | WHLs | 1450 | 250 | Port Huron Broadcasting Co. 932 Military St. 2-3151 | MBS Wolverine | Hermon L. Stevens Harmon L. Stevens Robert L. Mackin | Hermon L. Stevens V. O. Cram Leslie C. Conant | Griffith Holman Associated UP |
| ROYAL OAK..... | WEXL | 1340 | 250 | Royal Oak Broadcasting Co. 212 W. Sixth St. 0815 | | George B. Hartrick Ellis C. Thompson Ellis C. Thompson | Kirk Knight J. F. Steadley | INS |
| SAGINAW..... | WSAM | 1400 | 250 | Saginaw Broadcasting Co. Eddy Bldg. 2-5109 | NBC | Milton L. Greenebaum Milton L. Greenebaum Rockwell C. Force | Max McPhilliamy Ted Seaman | Headley-Reed Standard INS |
| SAULT STE. MARIE | WSOO | 1230 | 250-LS 100-N | Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000 | Blue Michigan Northern | Stanley R. Pratt Stanley R. Pratt R. Y. Burnett | Vera Hotton R. Y. Burnett Eugene Kaari | McGillvra Standard |
| TRAVERSE CITY.... | WTCM | 1400 | 250 | Midwestern Broadcasting Co. Anderson Bldg. 1150 | MBS Wolverine | Les Biederman Drew McClay, acting | Don Mullen Drew McClay | Holman AP |

MINNESOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------------------|--------------|-------------------------|---------------------|--|--|---|---|---|
| ALBERT LEA | KATE | 1450 | 250 | Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338 | MBS No. Central So. Minn. | Edgar L. Hayek Edgar L. Hayek Warner C. Tidemann | Robert Paulson Warner C. Tidemann Lawrence Lawson | Pearson World Lang-Worth Associated UP, INS |
| DULUTH 2..... | KDAL | 610 | 1,000 | Red River Bcstg. Co. Inc. Bradley Building Melrose 2628 | CBS | Dalton Le Masurier Dalton Le Masurier Odin S. Ramaland | Richard Lawrence Frank Herrick Robert Dettman | Free & Peters Standard Lang-Worth AP |
| DULUTH 2..... | WEBC | 1320 | 5,000 | Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 2873 | NBC Northwest Arrowhead | Morgan Murphy Walter C. Bridges James R. King | William E. Conner H. H. Sonnenburg William Lounsberry | Hollingbery Thesaurus AP, UP |
| FERGUS FALLS.... | KGDE | 1230 | 250-LS 100-N | Charles L. Jaren Lincoln Ave. W. 3986 | MBS No. Central | C. L. Jaren C. L. Jaren C. L. Jaren | | INS |
| HIBBING..... | WMFG | 1240 | 250 | Head of the Lakes Bcstg. Co. Androy Hotel 1150 | NBC Blue Northwest Arrowhead No. Central | Morgan Murphy Harry S. Hyett Harry S. Hyett | Ruth E. Coe Herbert Sonnenburg William Lounsberry | UP |
| MANKATO..... | KYSM | 1230 | 250 | F. B. Clements & Co. 101 N. Second St. 4673 | NBC Northwest So. Minn. | F. Braden Clements John F. Meagher John F. Meagher | J. R. Loughrin John Henkes Jr. Jim Houts | Pearson Thesaurus Associated UP |
| MINNEAPOLIS-ST. PAUL..... | KSTP | 1500 | 50,000 | KSTP Inc. St. Paul Hotel, St. Paul 2 St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222 | NBC Northwest | Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins | Corinne Jordan Sam Levitan Hector R. Skifter | Petry Thesaurus World Standard Associated Lang-Worth AP, UP |
| MINNEAPOLIS-ST. PAUL..... | WCCO | 830 | 50,000 | Columbia Bcstg. System Inc. 625 Second Ave. S., Minneapolis 2 Main 1202 | CBS | CBS-A. E. Joscelyn A. E. Joscelyn Alvin B. Sheehan | Alvin B. Sheehan Sam Kaufman Hugh S. McCartney | Radio Sales Standard MacGregor Lang-Worth Associated AP, UP |
| MINNEAPOLIS-ST. PAUL..... | WDGY | 1130 L-Albuquerque | 5,000-LS 500-N | Dr. George W. Young Nicollet Hotel, Minneapolis 1 Bridgeport 7777 | | Dr. George W. Young Dr. George W. Young Lee L. Whiting | John T. MacKnight Jerry Fischbein George K. Jacobsen | Rambeau Standard Lang-Worth AP |
| MINNEAPOLIS-ST. PAUL..... | *WLB | 770 ST-WCAL | 5,000-D | University of Minnesota Minneapolis 14 Main 8177 | | University of Minnesota Burton Paulu | Betty Thomas Girling Burton Holmberg | UP |
| MINNEAPOLIS-ST. PAUL..... | WLOL | 1830 | 1,000 | Independent Merchants Bcstg. Co. 1730 Hennepin Ave., Minneapolis 3 Atlantic 0406 | MBS No. Central | (Charles J. Winton Jr. Ralph L. Attias E. S. Mittendorf Fred F. Laws | Edna Brautigam Mary Bowers Ogden Prestholdt | Pearson Associated INS |
| MINNEAPOLIS-ST. PAUL..... | WMIN | 1400 | 250 | WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul 4 Nestor 6501 | | Edward Hoffman Edward Hoffman Samuel Nemer | Marilyn Powell Samuel Nemer Warren B. Fritze | Forjoe Holman Standard AP |
| MINNEAPOLIS-ST. PAUL..... | WTCN | 1280 | 5,000-LS 1,000-N | Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis 4 Main 6562 | Blue | (Minneapolis Daily Times St. Paul Dispatch-Pioneer Pr. Clarence T. Hagman Francis Van Konyenburg | Robert DeHaven Clifford J. Rian Myron N. Fleming | Free & Peters Associated Lang-Worth AP |
| MOORHEAD..... | KVOX | 1340 | 250 | KVOX Broadcasting Co. Inc. Comstock Hotel 3-1523 | MBS No. Central | John W. Boler M. M. Marget Arv Johnson | Ellen Boltz Arv Johnson Richard Hanson | UP, INS |
| NORTHFIELD..... | *WCAL | 770 ST-WLB | 5,000-D | St. Olaf College Northfield 770 | | Dr. C. M. Granskou David Johnson | David Johnson Otto W. Haldorsen | |



Grand Rapids

Michigan's Largest Market Outside Detroit

WOOD in Grand Rapids is the only station in outstate Michigan that delivers to advertisers the unbeatable combination of POPULATION... PROGRAMS... POWER.

GRAND RAPIDS



DETROIT



WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.

PAUL H. RAYMER CO., Sales Representatives

WOOD

*Outstate Michigan's
Greatest Station*
NBC 5000 watts

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

MINNESOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------|-------------------------------------|-------------------------|----------------|--|--|---|---|--|
| ROCHESTER | KROC | 1840 | 250 | Southern Minnesota Bcastg. Co. 100 First Ave. Bldg. 3924 | NBC So. Minn. Michigan Northwest | Agnes Gentling Gerald Wing Gerald Wing | Calvin Smith Pete Milligan Fred C. Clarke | Radio Adv. Thesaurus UP |
| ST. CLOUD | KFAM | 1450 | 250 | Times Publishing Co. 16 Sixth Ave. No. 3330 | NBC Northwest | Fred Schilplin Fred Schilplin | Lucile Miller Lucile Miller Robert Witschen | Thesaurus UP |
| ST. PAUL | (See Minneapolis-St. Paul page 112) | | | | | | | |
| VIRGINIA | WHLB | 1400 | 250 | Head of Lakes Bcastg. Co. 17th St. & 6th Ave. So. 2000 | NBC Arrowhead No. Central Northwest | Morgan Murphy Greg Rouleau Greg Rouleau | William E. Lounsberry | Hollingbery UP |
| WILLMAR | KWLM | 1340 | 250 | Lakeland Broadcasting Co. 307 W. Sixth St. 1340 | MBS No. Central | H. W. Linder H. W. Linder | Willard Linder Vern Baumgartner | UP, INS |
| WINONA | KWNO | 1230 | 250 | Winona Radio Service 216 Center St. 3314 | MBS No. Central | M. H. White L. L. McCurnin L. L. McCurnin | Mary J. Leu Irving Tingley W. A. Haeussinger | Back Standard Associated AP, INS |

MISSISSIPPI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|-------------------------------|-------------------------|---------------------|---|--------------------|--|---|--|
| CLARKSDALE | WARW (Construction permit) | 1450 | 250 | Robin Weaver Sr. | | | | |
| COLUMBUS | WCBI | 1340 | 250 | Birney Imes Jr. Gilmer Hotel 1313 | MBS | Capt. Birney Imes Jr. Robert L. McRaney James E. Eatherton | Bill McHan Bob McRaney Mayell Williams | Sears & Ayer Standard AP |
| GREENVILLE | WJPR | 1340 | 250 | John R. Pepper 107 S. Poplar 1770 | MBS | John R. Pepper Emmet H. McMurry Frank W. Baldwin | Sarah Louise Kellner Helen Cain Lee George W. Wilson | Associated UP |
| GREENWOOD | WGRM | 1240 | 250 | P. K. Ewing Drawer 943 1717 | Blue | P. K. Ewing F. C. Ewing | Lorene Wood Gordon Clark | Standard |
| GULFPORT | WGCM | 1240 | 250 | WGCM Inc. Hewes-Martin Bldg. 1110 | Blue | Hugh O. Jones Hugh O. Jones | C. E. Vann Shirley Davis Donovan Murphy | Sears & Ayer Standard AP |
| HATTIESBURG | WFOR | 1400 | 250 | Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866 | NBC | C. J. Wright C. J. Wright H. L. Patterson | Les Carmichael C. J. Wright James Glore | Sears & Ayer Standard UP |
| JACKSON 116 | WJDX | 1300 | 5,000-LS 1,000-N | Lamar Life Insurance Co. Box 2171 2-1183 | NBC So. Central | Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy | Maurice Thompson Frank Gentry Fery G. Root | Hollingbery Thesaurus MacGregor UP |
| JACKSON 114 | WSLI | 1450 | 250 | Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788 | Blue | G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr. | Ward Coleman Maurice Wray C. A. Perkins | Weed Standard INS |
| LAUREL | WAML | 1340 | 250 | New Laurel Radio Station Inc. 535 Central Ave. 288 | NBC | D. A. Matison Hugh M. Smith W. C. DeHority | Frank Holifield Bruce Dennis | Sears & Ayer Standard UP |
| McCOMB | WSKB | 1230 | 250 | McComb Broadcasting Corp. Box 111 37 | | Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock | Julia D. Blumenstock John Cunningham David Owen Crouch | AP |
| MERIDIAN | WCOC | 910 | 1,000 | Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042 | CBS | D. W. Gavin D. W. Gavin D. W. Gavin | Mrs. D. W. Gavin D. W. Gavin D. W. Gavin | UP |
| NATCHEZ | WMIS | 1490 | 250 | Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 1515 | | P. K. Ewing Sr. P. K. Ewing Jr. Mac Howell | Helen Tyte Thomas Patterson | World UP |
| VICKSBURG | WQBC | 1390 | 1,000-D | Delta Broadcasting Co. Inc. Hotel Vicksburg 312 | Blue | L. P. Cashman O. W. Jones O. W. Jones | Mary Van Cashman C. E. Drake | World AP |

MISSOURI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| CAPE GIRARDEAU | KFVS | 1400 | 250 | Oscar C. Hirsch 324 Broadway 2104 | | Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch | Virginia Bahn Ralph L. Hirsch Oscar C. Hirsch | Pearson Standard Lang-Worth UP |
| COLUMBIA | KFRU | 1400 | 250 | KFRU Inc. 9th & Elm Sts. 4141 | Blue | Elzey Roberts C. L. Thomas F. H. Brown Jr. | Harold Douglas Robert Haigh | Thesaurus UP |
| HANNIBAL | KHMO | 1340 | 250 | Courier-Post Publishing Co. 102½ S. Main St. 3450 | Blue | E. L. Sparks Wayne W. Cribb Wayne W. Cribb | B. J. Huston Ruth Anne Althaus Raymond Schildknecht | Pearson Lang-Worth AP |



JUDGED... and FOUND *Wanted!*

Since our first Planalyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's outstanding merchandising cooperation.

For us, familiar evidence that Planalyzed Promotion has been "judged . . . and found wanted" is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, through-going method of merchandising and promoting your KSTP radio campaign. First

comes the *analysis* of your particular sales problem in the KSTP Market. Then—and *only then*—comes the promotion *plan*. Thus, KSTP's exclusive Planalyzed Promotion—a distinctive, no-cost "plus" which presents one more reason for the effective and economical selling job KSTP does in the rich Twin Cities Market.

50,000 Watts - Clear Channel
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES



Represented Nationally by Edward Petry & Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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 (Data corrected to January 1, 1944)

MISSOURI—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|---------------------|--|---------------|--|---|--|
| JEFFERSON CITY... | KWOS | 1240 | 250 | Tribune Printing Co. 210 Montroie 4000 | MBS | R. C. Goshorn R. L. Rose R. L. Rose | Harold White | Sears & Ayer Lang-Worth AP, UP |
| JOPLIN..... | WMBH | 1450 | 250 | Joplin Broadcasting Co. Friacoe Bldg. 830 | MBS | D. J. Poynor D. J. Poynor W. E. Jarchow | Margaret Houston Richard P. Meek | Sears & Ayer World UP |
| KANSAS CITY 6.... | KCMO | 1480 | 5,000 | KCMO Broadcasting Co. Commerce Building Victor 0900 | Blue | T. L. Evans Jack Stewart Clarence E. Breasael | Dorothy Stewart Elza G. Runkle Jr. | McGillivra Lang-Worth Associated AP, UP |
| KANSAS CITY 6.... | KMBC | 980 | 5,000 | Midland Broadcasting Co. Pickwick Hotel Harrison 2650 | CBS | Arthur B. Church Karl Koerper Sam H. Bennett | Ray Shannon Mark Smith E. P. J. Shurick A. R. Moler Kenneth Krahl | Free & Peters World Associated AP, UP |
| KANSAS CITY 17.... | WDAF | 610 | 5,000 | Kansas City Star Co. 1729 Grand Ave. Harrison 1200 | NBC | Earl McCollum Dean Fitzer Gardner Reames | Harry J. Kaufmann Joseph A. Flaherty | Petry Standard Associated AP |
| KANSAS CITY 6.... | WHB | 880 | 1,000-D | WHB Broadcasting Co. Scarritt Bldg. Harrison 1161 | MBS Kansas | Donald D. Davis John T. Schilling Don Davis | John R. Wahlstedt Henry E. Goldenberg | Don Davis Associated AP |
| POPLAR BLUFF.... | KWOC | 1840 | 250 | Radio Station KWOC 1801 N. Main St. 1810 | | O. A. Tedrick P. H. Cunningham P. H. Cunningham | William R. Tedrick P. H. Cunningham Don L. Lidenton | Pearson World |
| ST. JOSEPH 8..... | KFEQ | 680 | 5,000 | KFEQ Inc. Schneider Bldg. 4-0818 | Blue | Barton Pitts Barton Pitts Glen G. Griswold | Harry H. Packard J. Ted Branson Fred Damm | Headley-Reed Thesaurus UP |
| ST. LOUIS 5..... | *KFUO | 850-SH | 5,000 | Evangelical Lutheran Synod 801 DeMun Ave. Delmar 8080 | | Dr. J. W. Behnken Rev. H. H. Hohenstein | Rev. H. H. Hohenstein Carl H. Meyer | UP |
| ST. LOUIS 2..... | KMOX | 1120 | 50,000 | Columbia Bcastg. System Inc. 401 S. 12th Blvd. Central 8240 | CBS | CBS-Merle S. Jones Merle S. Jones Wendell B. Campbell | Blaine Cornwell David R. Mars Harry Harvey | Radio Sales Associated Lang-Worth AP, UP |
| ST. LOUIS..... | KSD | 550 | 5,000-LS 1,000-N | Pulitzer Publishing Co. 12th & Olive Sts. Main 1111 | NBC | Joseph Pulitzer George M. Burbach Edward W. Hamlin | Robert Coe (on leave) | Free & Peters Thesaurus AP |
| ST. LOUIS..... | KWK | 1380 | 5,000-LS 1,000-N | Thomas Patrick Inc. Hote Chase Rosedale 3210 | MBS | Robert T. Convey Robert T. Convey Ray Dady V. E. Carmichael | John W. Tinnea Nicolas Zehr | Raymer World Associated UP |
| ST. LOUIS 1..... | KXOK | 630 | 5,000 | Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 3700 | Blue | Eisey Roberts John C. Roberts (on leave) C. L. Thomas | M. Medearis Arthur F. Rekart | Blair Standard Associated INS, UP |
| ST. LOUIS 8..... | WEW | 770 | 1,000-D | St. Louis University 3642 Lindell Blvd. Franklin 5665 | | St. Louis University Nicholas Pagliara | Don Lochner George E. Rueppel, S.J. | Pearson World Standard Associated INS |
| ST. LOUIS 8..... | WIL | 1230 | 250 | Missouri Broadcasting Corp. Grand & Lindell Blvd. Jefferson 8408 | | L. A. Benson C. W. Benson Claude C. Rock | David Pasternak C. H. Stoup | Rambeau Standard MacGregor Lang-Worth AP |
| SEDALIA..... | KDRO | 1490 | 250 | Albert & Robert Droblich 2100 W. Broadway 4004 | | Albert Droblich Robert Droblich F. E. Trout Milton J. Hinlein | P. E. Trout Milton J. Hinlein Herbert Young | UP |
| SPRINGFIELD..... | KGBX | 1260 | 5,000 | Springfield Broadcasting Co. 508 St. Louis St. 1360 | NBC | H. S. Jewell Ralph D. Foster Leslie L. Kennon | Ralph A. Nelms W. H. Bailey Fritz Bauer | Pearson Thesaurus UP |
| SPRINGFIELD..... | KTTS | 1400 | 250 | Independent Broadcasting Co. Chamber of Commerce Bldg. 4303 | MBS | J. H. G. Cooper G. Pearson Ward Bob Burke | Frank McAtee Bob Burke Frank Barker | Sears & Ayer World INS |
| SPRINGFIELD..... | KWTO | 560 | 5,000 | Ozarks Broadcasting Co. 508 St. Louis St. 1360 | Blue | Lester E. Cox Ralph D. Foster Leslie L. Kennon | Ralph A. Nelms W. H. Bailey Fritz Bauer | Pearson Lang-Worth AP, UP |

MONTANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|--|--------------|---|---|--|
| BILLINGS..... | KGHL | 790 | 5,000 | Northwestern Auto Supply Co. Fifth & N. Broadway 2222 | NBC | C. O. Campbell Ed Yocum Ed Yocum | M. V. Braunberger D. H. Morris Jeff Kiechli | Katz Thesaurus Standard UP |
| BOZEMAN..... | KRBM | 1450 | 250 | KRBM Broadcasters Inc. Box 345 1420 | NBC Z-net | Ernest A. Neath Ernest A. Neath Ernest A. Neath | Lawrence O. Binder Jr. Win Neely Jack Provis | Walker Lang-Worth UP |

In St. Louis

**RADIO'S
TOP RANKING STARS**

ARE ON

KSD

WITH THE

NBC PROGRAMS

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS
INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

MONTANA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|--------------|---|---|--|
| BUTTE..... | KGIR | 1370 | 5,000 | KGIR Inc. Butte 2-2344 | NBC Z-net | E. B. Craney Charles La Force Charles La Force | Emmett Burke Emmett Burke Jack Provis | Walker MacGregor Lang-Worth UP |
| GREAT FALLS..... | KFBB | 1310 | 5,000 | Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377 | CBS | F. A. Buttrey J. P. Wilkins J. P. Wilkins | LeRoy Stahl J. P. Wilkins Wilbur Myhre | Weed Thesaurus Standard UP |
| HELENA..... | KPFA | 1240 | 250 | Peoples Forum of the Air 1306 11th Ave. 1240 | NBC Z-net | Barclay Craighead K. O. MacPherson K. O. MacPherson | R. D. Martin | Walker Lang-Worth UP |
| KALISPELL..... | KGEZ | 1340 | 100 | Donald C. Treloar 203 First Ave. E. 332 | | Don Treloar Don Treloar Don Treloar | Don Treloar Don Treloar William Patterson | Griffith UP |
| MILES CITY..... | KRJF | 1840 | 250 | Star Printing Co. 15 N. Sixth St. 60 | | W. F. Fliin Don Tannehill Don Tannehill | Robert D. Wilson H. J. Panchot | World MacGregor UP |
| MISSOULA..... | KGVO | 1290 | 5,000-LS 1,000-N | Mosby's Inc. 132 W. Front St. 2155 | CBS | A. J. Mosby A. J. Mosby Socx Vratil | James Alden Barber Lee Stoianoff Fred U. Wamble | Burn-Smith Lang-Worth UP |
| SIDNEY..... | KGCX | 1440 | 1,000 | E. E. Krebsbach Sidney 408 | CBC | E. E. Krebsbach E. E. Krebsbach E. E. Krebsbach | Mei King Frank Toomey | World CP |

NEBRASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|----------------|--|-------------|--|---|---|
| FREMONT..... | KORN | 1400 | 250 | Nebraska Broadcasting Corp. Pathfinder Hotel 1060 | | Arthur Baldwin Lumir Urban Lumir Urban | Marjorie Ritthaler James Wourka | Sears & Ayer AP |
| GRAND ISLAND..... | KMMJ | 750 L-WSB | 1,000 | KMMJ Inc. Cedar & Division 703 | Blue | Don Searle Wick Heath Bill Martin | George Kiater Bill Martin Devere Swanson | Headley-Reed Standard UP |
| HASTINGS..... | KHA3 | 1230 | 250 | Nebraska Broadcasting Co. Tribune Bldg. 1745 | | Fred A. Seaton Duane L. Watts Duane L. Watts | Max Brown | World AP |
| KEARNEY..... | KGFW | 1340 | 250 | Central Nebraska Beatg. Corp. Federal Annex Bldg. 2-3541 | | Lloyd C. Thomas E. Anson Thomas E. Anson Thomas | Maurice Wenzinger Robert Kellogg Jack Lewis | Sears & Ayer AP |
| LINCOLN 1..... | KFAB | 780 | 10,000 | KFAB Broadcasting Co. Hotel Lincoln Bldg. 2-3214 | CBS | Fred S. Sidles H. M. Feltis C. Earl Williams H. M. Feltis | Wm. E. Macdonald Harold E. Roll Mark W. Bullock | Petry Standard Associated AP, INS |
| LINCOLN 2..... | KFOR | 1240 | 250 | Cornbelt Broadcasting Corp. Hotel Lincoln Bldg. 2-3214 | Blue MBS | Fred S. Sidles H. M. Feltis H. M. Feltis | C. Earl Williams Harold E. Roll Mark W. Bullock | Petry Standard Associated AP, INS |
| NORFOLK..... | WJAG | 1090 L-KTHS, WBAL | 1,000 | Norfolk Daily News Hotel Norfolk 432 | | Gene Huse Art Thomas Art Thomas | Art Thomas Art Thomas Frank Weidenbach | Walker Associated AP |
| NORTH PLATTE..... | KODY | 1240 | 250 | Radio Station WOW Inc. 1521 W. 12th St. 295 | NBC | John J. Gillin Jr. John Alexander | Joe DiNatale Buford Eaves | Blair MacGregor Lang-Worth UP |
| OMAHA 2..... | KBON | 1190 | 250 | Inland Broadcasting Co. 2027 Dodge St. Jackson 8282 | MBS | J. K. Morrison Paul R. Fry | Marie C. Maher J. W. Howard Dick Wina | Rambeau Lang-Worth Associated AP |
| OMAHA 2..... | KOIL | 1290 | 5,000 | Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626 | CBS | Fred Sidles Hugh Feltis Hugh Feltis | Harold Hughes Harold Roll Mark W. Bullock | Petry Standard Associated AP, INS |
| OMAHA 2..... | KOWH | 660 | 500-D | World Publishing Co. World-Herald Bldg. Atlantic 2228 | Blue | H. Doorly B. C. Corrigan | Orville E. Weimer | Hollingbery Standard UP |
| OMAHA 2..... | WOW | 590 | 5,000 | Radio Station WOW Inc. Insurance Bldg. Webster 3400 | NBC | John J. Gillin Jr. John J. Gillin Jr. Harry Burke | Lyle DeMoss William O. Wiseman William J. Kotera | Blair Lang-Worth MacGregor Thesaurus UP |
| SCOTT'S BLUFF..... | KGKY | 1490 | 250 | Hilliard Co. 1517½ Broadway 856 | | L. L. Hilliard L. L. Hilliard R. M. Stewart | Bill Walter R. M. Stewart Harland Morrison | Standard Thesaurus UP |

*"The BIG Farmer
of the Central States"*



KFAB

LINCOLN,
780 KC-10,000 WATTS



NEBRASKA
BASIC COLUMBIA

**Represented by
EDWARD PETRY COMPANY**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEVADA

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|----------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| LAS VEGAS..... | KENO | 1400 | 250 | Nevada Broadcasting Co. Box 1310 1-400 | Blue | Maxwell Kelch Maxwell Kelch Paul R. Gang | Don J. Erskine Paul R. Gang Maxwell Kelch | Griffith Thesaurus INS |
| RENO..... | KOH | 630 | 1,000 | McClatchy Bstg. Co. of Nevada 143 Stevenson St. 5106 | Blue | Eleanor McClatchy Robert L. Stoddard Robert L. Stoddard | Mariellen Nenzel Tom Boland | Raymer Thesaurus Associated UP |

NEW HAMPSHIRE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|---------------------|--|------------------------------|---|---|--|
| KEENE..... | WKNE | 1290 | 5,000 | WKNE Corp. 17 Dunbar St. 2080 | CBS | Col. Harry C. Wilder David Carpenter Richard G. Bath | Robert M. Peebles Robert M. Peebles Howard C. Ayer | Headley-Reed Bannan UP |
| LACONIA..... | WLNH | 1340 | 250 | Northern Broadcasting Co. 653 Main St. 501 | MBS Yankee | Charles Jenney Martin B. Avery Martin B. Avery | Sherwin Greenlaw Martin B. Avery Louis C. Steady | Bannan Thesaurus Associated AP |
| MANCHESTER..... | WFEA | 1370 | 5,000 | New Hampshire Bstg. Co. 828 Franklin St. 7970 | NBC Yankee New England | Mrs. Adeline Rines David F. Shurtleff Frank Batten | Frederick W. Cole David F. Shurtleff Reginald A. B. Schow | Weed Bannan Thesaurus Associated MacGregor AP, UP |
| MANCHESTER..... | WMUR | 610 | 5,000-LS 1,000-N | Radio Voice of New Hampshire Inc. 1819 Elm St. 2090 | Blue | Francis P. Murphy Hervey Carter Hervey Carter | Eleanore K. Wolf J. Edwin Gott Vincent H. Chandler | Spot Sales Foster Associated AP |
| PORTSMOUTH..... | WHEB | 750 L-WSB | 1,000 | WHEB Inc. Box 120 2670 | | R. G. Le Tourneau Bert Georges Keith Field | Winslow Bettinson Dai Wyant Paul Lindsay | Rambeau Bannan Thesaurus AP |

NEW JERSEY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|---------------------|---|---------|---|---|--|
| ASBURY PARK..... | WCAP | 1310 ST-WCAM, WTNJ | 500 | Radio Industries Broadcast Co. 4 Convention Hall 1911 | | Thomas F. Burley Jr. V. N. Scholes Harold G. Martin | Madeline Jones Gordon Shaw | Forjoe AP |
| ATLANTIC CITY..... | WBAB | 1490 | 250 | Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111 | CBS | Albert J. Feyl Monroe L. Mendelsohn Monroe L. Mendelsohn | Ralph Shoemaker Earle Godfrey | Headley-Reed Thesaurus AP |
| ATLANTIC CITY..... | WFPG | 1450 | 250 | Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188 | Blue | John McCann Edwin E. Kohn Edwin E. Kohn | Edgar Allan Sweet Blair K. Thron | Associated UP |
| BRIDGETON..... | WSNJ | 1240 | 250 | Eastern States Bstg. Corp. Pearl & Warren Sts. 1600 | Quaker | Rep. Elmer H. Wene Paul K. Alger Burt McKinnie | Lowell C. Ayars Francis C. Fekel | MacGregor UP |
| CAMDEN..... | WCAM | 1310 ST-WCAP, WTNJ | 500 | City of Camden City Hall 0907 | | City of Camden C. E. Onens L. M. Maxwell | Elizabeth Renner William Markward C. E. Onens | Standard AP |
| JERSEY CITY..... | WHOM | 1480 | 1,000-LS 500-N | New Jersey Broadcasting Corp. 29 W. 57th St. Plaza 3-4204 | | Paul F. Harron Joseph Lang J. M. Compter | Charles Baltin J. M. Compter Theodore Gemp | AP |
| NEWARK 1..... | WAAT | 970 | 1,000 | Bremer Broadcasting Corp. 15 Hill St. Mitchell 2-6400 | | Irving R. Rosenhaus Irving R. Rosenhaus A. B. Schillin Victor A. Bennett | Dale Kennedy Jay Stanle Frank V. Bremer | Spot Sales World UP |
| NEWARK..... | WHBI | 1280 ST-WOV | 2,500-LS 1,000-N | May Radio Broadcast Corp. Newark | | James Shearer | | |
| PATERSON 1..... | WPAT | 980 | 1,000-D | North Jersey Bstg. Co. Inc. 7 Church St. Armory 4-3400 | | James V. Cosman Sidney J. Flamm A. Lewis King | Edward T. Webbe Earl F. Lucas | Bannan Associated UP, INS |
| TRENTON 8..... | WTNJ | 1310 ST-WCAM, WCAP | 500 | WOAX, Inc. 416 Bellevue Ave. 8149 | | F. J. Wolf F. J. Wolf | Walter J. Lewis Lewis Jerome Edw. F. Knowles | UP |
| TRENTON 8..... | WTTM | 920 | 1,000 | Trent Broadcast Corp. 85 W. State St. 2-7127 | | Rep. Elmer H. Wene Paul Alger F. A. Wellman | John Thompson William Betz | Spot Sales Associated UP |
| ZAREPHATH..... | *WAWZ | 1380 ST-WBNX | 5,000-LS 1,000-N | Pillar of Fire Zarephath Bound Brook 223 | | Alma White Ray B. White | Helen Smith Nathaniel L. Wilson | |

... and more
COMING!



“ SUBMARINE AWAY! ”

ZESTFULLY, slim and trim, she glides proudly down the way, soon to join her mates already Atlantic-alert . . . patrolling the Pacific . . . marauding the Mediterranean . . . **Undersea Fighters for Freedom!**

Portsmouth maneuvers fighting submarines asea in mass production—thanks to skill and industry of more than 20,000 workers.

Up periscope, please, and get the range on that teeming employment salvo; more than 20,000 men and women!

They earn, help their families explode more than \$1,000,000 weekly—within easy range of WHEB's premium programming, torpedoed with 1,000 penetrating salt-water watts. Course 7-5-0.

BROADCASTING • Broadcast Advertising

Charts prove these families keep a keen critical ear our way. Now, even more so, since we've reported for duty with Yankee-Mutual.

Launching a campaign New England Way?

Load a hefty cargo of your Broadcast Budget aboard WHEB, Portsmouth, New Hampshire. Where the cry, "Submarine Away!" sings through the salty air on staccato schedule, and well-paid Sub-makers flourish dollar-millions by the month!

WHEB

YANKEE-MUTUAL NETWORKS

Portsmouth, New Hampshire

1944 Yearbook Number • Page 121

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

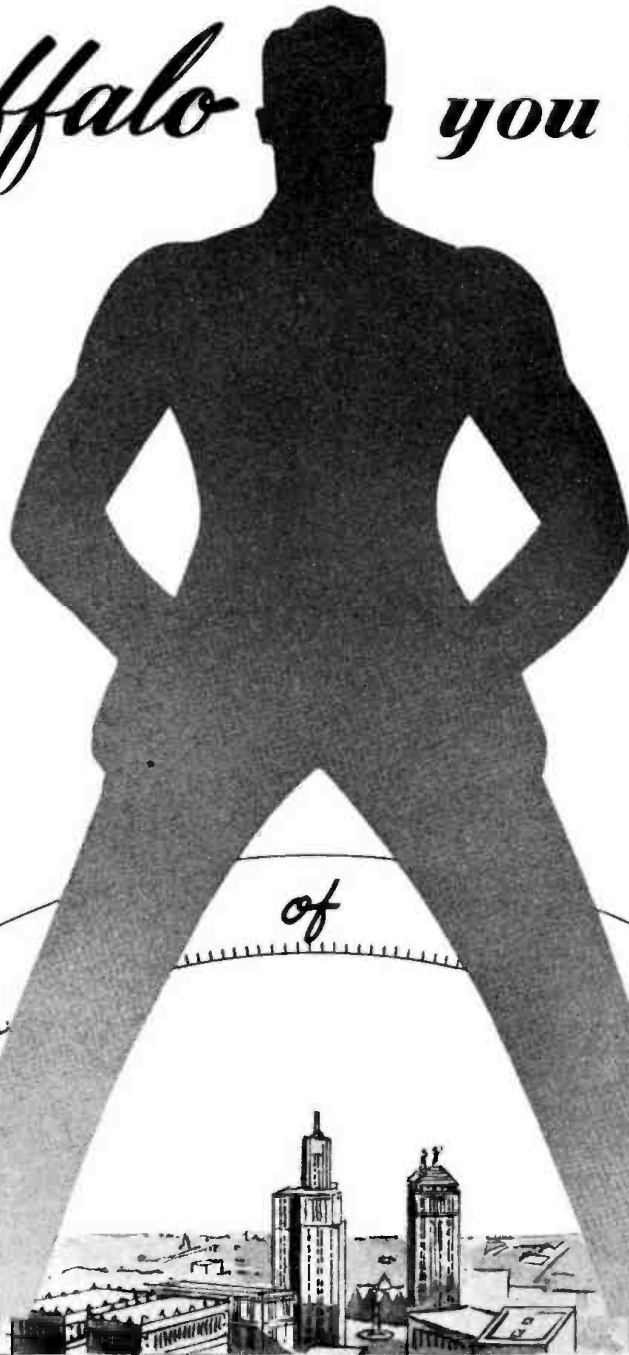
NEW MEXICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---|--|---------|---|---|--|
| ALBUQUERQUE | KGGM | 1260 | 1,000 | New Mexico Beatg. Co. Inc. Kimo Bldg. 4544 | CBS | A. R. Hebenstreit Harry Burdick Harry Burdick | Cyril Lindquist (on leave) Jerry Oppel Leonard F. Dodds | Weed World UP, TP |
| ALBUQUERQUE | KOB | 1030 SA-770 | 10,000 SA-50,000-LS 25,000-N CP-50,000-U | Albuquerque Broadcasting Co. 420 W. Gold 4411 | NBC | T. M. Pepperday Frank Quinn Merle H. Tucker | Martha M. Summers George S. Johnson | Free & Peters Thesaurus AP, INS |
| CARLSBAD | KAVE | 1240 | 250 | Carlsbad Broadcasting Co. 800 S. Canal 244 | | Jack Hawkins Jack Hawkins Jack Hawkins | Lyn Pitcahley Tex Helm Carl C. Cook | UP |
| CLOVIS | KICA | 1240 | 250 | Hugh Dewitt Landis Woolworth Bldg. 3 | | Dewitt Landis R. B. McAlister Grady Maples | Grady Maples Norman Petty Vernon Hughes | Forjoe Associated MacGregor UP |
| HOBBS | KWEB | 1490 | 100 | W. E. Whitmore Hardin Hotel 495 | | W. E. Whitmore Gertrude Dimpel | | UP |
| LAS VEGAS | KFUN | 1230 | 250 | Southwest Broadcasters Inc. Box 710 23 | | E. N. Thwaites E. N. Thwaites | | Standard INS |
| ROSWELL | KGFL | 1400 | 100 | KGFL Inc. 310 N. Richardson St. 288 | | W. E. Whitmore W. E. Whitmore John McBoyle | Jack Whiteman John McBoyle Melvin Unger | MacGregor UP |
| SANTA FE | KVSF | 1340 | 100 | New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020 | CBS | A. R. Hebenstreit Ivan R. Head Ivan R. Head | Philomene Smolen C. F. Hempen R. C. Porter | Weed World INS, TP |
| TUCUMCARI | KTNM | 1400-SH | 250 | Krasin-Krutznor Beatg. Co. Tucumcari 192 | | Lester Q. Krasin Otto A. Krutznor Lester Q. Krasin | Lester Q. Krasin | Cox & Tanz Standard INS |

NEW YORK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---------------------|---|------------|---|---|--|
| ALLEGANY | WHDL | 1450 | 250 | WHDL Inc. Exchange National Bank Bldg. 4149 | Blue | E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown | Virgil C. Booth Thomas J. Gill | McKinney Standard |
| ALBANY 1 | WABY | 1400 | 250 | Adirondack Broadcasting Co. 8 Elk St. 4-4194 | MBS | Harold E. Smith Harold E. Smith H. L. Goldman | J. L. Lee J. H. Corey | McKinney Standard Associated UP, TP |
| ALBANY 1 | WOKO | 1460 | 1,000-LS 500-N | WOKO Inc. 8 Elk St. 4-4193 | CBS | Harold E. Smith Harold E. Smith H. L. Goldman | J. R. Lee Paul G. Dennis O. A. Sardi | McKinney Standard UP, TP |
| AUBURN | WMBO | 1340 | 250 | WMBO Inc. Metcalf Bldg. 433 | | Auburn Publishing Co. Frederick L. Keese Frederick L. Keese | Louis Fuhrmann Herbert House | Standard AP |
| BATAVIA | WBTA | 1490 | 250 | Batavia Broadcasting Corp. 90 Main St. 715 | | Joseph M. Ryan Edmund R. Gamble Frederick R. MacLaughlin | Harriette J. Taylor Howard Cochran | Sears & Ayer UP |
| BINGHAMTON | WNBF | 1290 | 5,000 | Wylie B. Jones Adv. Agency Arlington Hotel 2-3461 | CBS MBS | John C. Clark Cecil D. Mastin Cecil D. Mastin | E. Ray McCloskey Nina Fenson Lester H. Gilbert | Blair World Associated UP |
| BROOKLYN | *WBRR | 1330 ST-WEVD, WHAZ | 1,000 | Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735 | | Watchtower Society M. A. Howlett | | |
| BROOKLYN | WBYN | 1430 | 1,000-LS 500-N | WBYN Brooklyn Inc. Brooklyn, 1 Nevins St. New York, 132 W. 43rd St. Brooklyn, Triangle 5-3300 New York, Bryant 9-3773 | | WBYN Brooklyn Inc. William Norins William Norins | Lorraine Rhodes Peter Testan | Lang-Worth INS, AP, TP |
| BROOKLYN 26 | WLIB | 1190 L-WOWO | 1,000 | WLIB Inc. 846 Flatbush Ave. Buckminster 7-5900 | | Elias I. Godofsky Elias I. Godofsky Robert M. Scholle | Paul Gould Louis W. Berne Arthur Fiske | Associated UP |
| BUFFALO 5 | WBEN | 930 | 5,000 | WBEN Inc. Hotel Statler Cleveland 6400 | NBC | A. H. Kirchofer Edgar H. Twamley C. Robert Thompson | Charles Lewis Ralph J. Kingsley | Petry Thesaurus Lang-Worth AP, UP |
| BUFFALO 3 | WBNY | 1400 | 250 | Roy L. Albertson 486 Main St. Madison 4000 | | Roy L. Albertson Roy L. Albertson Virginia C. Fyda | Howard C. Schellenberg Thomas L. Vines | AP, UP, TP |
| BUFFALO 2 | WEBR | 1340 | 250 | WEBR Inc. 23 North St. Lincoln 7133 | Blue | Paul E. Fitzpatrick Cy King William Doerr Jr. | Edward J. Wegman James Kennedy Raymond H. Lamy | Weed Standard Lang-Worth AP |
| BUFFALO | WGR | 550 | 5,000-LS 1,000-N | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | MBS | H. W. Deyo I. R. Lounsberry John A. Bacon | Karl B. Hoffman Ross MacPherson Karl B. Hoffman | Free & Peters World Associated UP |
| BUFFALO | WKBW | 1520 | 50,000 | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | CBS | H. W. Deyo I. R. Lounsberry John A. Bacon | Karl B. Hoffman Ross MacPherson Karl B. Hoffman | Free & Peters World Associated UP |

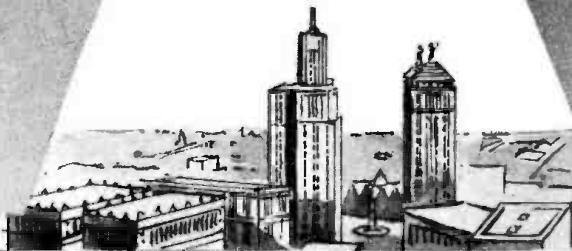
In Buffalo you can have



BOTH ends

of

the **DIAL**



WGR

550 K. C.

5,000 WATTS by DAY
1,000 WATTS by NIGHT

50,000 WATTS
DAY and NIGHT

WKBW

1520 K. C.

MUTUAL NETWORK
through May 31, 1944

BLUE NETWORK
starting June 1, 1944

**BUFFALO'S MOST MODERN AND MOST POWERFUL
TRANSMITTER PLANT** now gives advertisers
radio's biggest circulation bonus . . . now
brings listeners radio's clearest and finest
entertainment.

COLUMBIA
BASIC
NETWORK

BUFFALO'S GREATEST REGIONAL COVERAGE

BUFFALO'S ONLY 50,000 WATT STATION

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

Notional Representatives: FREE & PETERS, INC.

THE STATION OF THE STARS



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post-war-prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

FREE and PETERS ★ Exclusive National Representatives

FIRST FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

THE



ighth

DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every eighth* dollar of your appropriation) that should be at work for you in America's greatest market . . . where $\frac{1}{8}$ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not*

working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILLVRA, NAT'L. REP.

WOV

NEW YORK

FOR VICTORY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

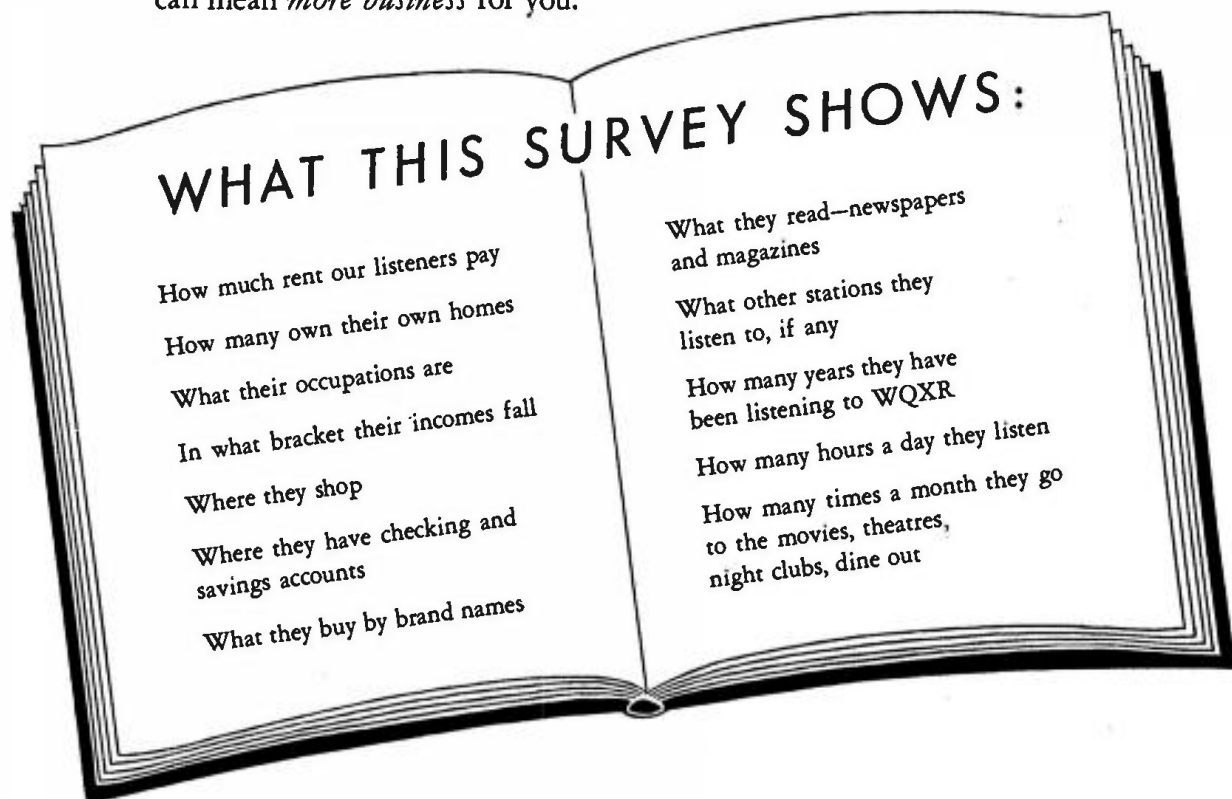
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NEW YORK—(Continued)

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|-------------------|--------------------|--------------------------|---------------------|---|------------|---|--|--|
| ELMIRA..... | WENY | 1230 | 250 | Elmira Star Gazette Inc. Mark Twain Hotel 5181 | NBC MBS | Frank E. Gannett Dale L. Taylor Ernest F. Oliver | Woodrow W. Ott Thurlow A. Greene | McKinney World Associated UP |
| FREEPORT..... | WGBB | 1240-SH | 100 | Harry H. Carman 44 S. Grove St. 2418 | ... | Harry H. Carman Harry H. Carman Neal Seaman | A. Cheesman Harry H. Carman | Thesaurus |
| ITHACA..... | WHCU | 870 L-WWL | 1,000 | Cornell University Savings Bank Bldg. 9438 | CBS | Cornell University Michael R. Hanna Bernard F. Goodrich | Joseph A. Short Theodore T. Howes True McLean | Thesaurus UP |
| JAMESTOWN..... | WJTN | 1240 | 250 | James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151 | Blue | Jay E. Mason Dayton S. Wilkins Dayton S. Wilkins | A. E. Spokes A. E. Spokes Harold J. Kratzert | Rambeau Associated UP |
| KINGSTON..... | WKNY | 1490 | 250 | Kingston Broadcasting Corp. Governor Clinton Hotel 4500 | MBS | Louis J. Furman James T. Milne George M. Hard | Lou Sketekee George M. Hard Wilbur J. Fahey | INS |
| MIDDLETOWN..... | WALL | 1340 | 250 | Community Broadcasting Corp. 14 South St. 6050 | | Elsie & Martin Karig Sr. Martin Karig Jr. Z. Edward Van Fleet | Martin Karig Jr. Z. Edward Van Fleet Ernest Warnock | INS |
| NEWBURGH..... | WGNY | 1220 | 1,000-D | WGNY Broadcasting Co. Inc. 161 Broadway 4600 | | Merritt C. Speidel Harold W. Cassill Joseph W. Rake | Richard F. Crans Marvin Seimes | Standard UP |
| NEW YORK CITY 22 | WABC | 880 | 50,000 | Columbia Bcastg. System Inc. 485 Madison Ave. Wickersham 2-2000 | CBS | CBS-William S. Paley Arthur Hull Hayes John H. Field Jr. | George W. Allen Jules Dundes Henry Grossman | Radio Sales Associated Lang-Worth AP, INS, UP |
| NEW YORK CITY.. | WBNX | 1380 ST-WAWZ | 5,000 | WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0383 | | Amory L. Haskell William C. Alcorn William I. Moore | Edward Ervin Frank Johnson Arthur Solbrig | Forjoe Associated AP |
| NEW YORK CITY 20 | WEAF | 660 | 50,000 | National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300 | NBC | NBC-Niles Trammell D. L. Provost (assistant) J. V. McConnell | Edward deSalisbury F. A. Wankel | NBC Spot Thesaurus Associated Standard AP, INS, UP |
| NEW YORK CITY 19 | WEVD | 1380 ST-WBBR, WHAZ | 5,000 | Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360 | | Adolph Held Harry Greenfield Henry Greenfield | George Field Charles Brown | AP |
| NEW YORK CITY 19 | WHN | 1050 | 50,000 | Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800 | | Herbert L. Pettey Frank Roehrenbeck Bertram Lebharr Jr. | Fred Raphael Hartley Samuels Paul Fuelling | Rambeau Bannan Associated UP |
| NEW YORK CITY 18 | WINS | 1010 | 10,000 CP-50,000 | Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000 | | Hearst Radio Inc. Clarence G. Cosby J. Trevor Adams Jr. | Jerry Law Jerome A. Layton J. P. McNally, acting | Standard World AP, INS |
| NEW YORK CITY 20 | WJZ | 770 | 50,000 | Blue Network Co. Inc. 30 Rockefeller Plaza Circle 7-5700 | Blue | Edward J. Noble Mark Woods John H. McNeil Slocum Chapin, acting | John Hade Robert L. Hutton George O. Milne | Blue Spot Thesaurus MacGregor Standard Associated AP, INS, UP |
| NEW YORK CITY 19 | WMCA | 570 | 5,000 | WMCA Inc. 1657 Broadway Circle 6-2200 | | Nathan Straus Charles Stark Charles Stark | Garrett E. Hollihan Jr. Howard Klarman Frank Marx | Weed World AP |
| NEW YORK CITY 22 | WNEW | 1130 | 10,000 | Greater New York Bcastg. Corp. 501 Madison Ave. Plaza 3-3300 | | Arde Bulova Maj. H. Henschel Bernice Judis W. Duncan H. Bess | Ted Cott Jerome Sill Max J. Weiner | Blair Foster Thesaurus Standard AP |
| NEW YORK CITY 7 | *WNYC | 830 L-WCCO SA-SH-N | 1,000 | City of New York Municipal Bldg. Worth 2-5600 | | City of New York M. S. Novik | Seymour N. Siegel (leave). | AP, INS |
| NEW YORK CITY .. | WOR | 710 | 50,000 | Bamberger Bcastg. Service Inc. 1440 Broadway Pennsylvania 6-8600 | MBS | Alfred J. McCosker Theodore C. Streibert Eugene Thomas Norman Livingston | Julius F. Seebach Jr. Joseph Creamer J. R. Poppele | World Associated AP, TP, UP |
| NEW YORK CITY 19 | WOV | 1280 ST-WHBI | 5,000 | Wodaam Corp. 730 Fifth Ave. Circle 5-7979 | | Arde Bulova Ralph N. Weil Ralph Nardella | Arnold B. Hartley H. W. Holt | McGillvra Associated UP |
| NEW YORK CITY 19 | WQXR | 1560 | 10,000 | Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566 | | John V. L. Hogan Elliott M. Sanger Hugh K. Boice | Eleanor N. Sanger Norman S. McGee Russell D. Valentine | Pearson World Associated AP |
| NEW YORK CITY... | WWRL (Woodside) | 1600 | 250 | Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300 | | W. H. Reuman W. H. Reuman Edith Dick | Lou Cole Joseph Franz Jr. | Associated AP |
| NIAGARA FALLS ... | WHLD | 1290 | 1,000-D | Niagara Falls Gazette Pub. Co. Hotel Niagara 8421 | | A. C. Deuel Earl C. Hull Richard G. Robbins | Robert J. Manning Robert J. Wilson | Headley-Reed Associated MacGregor Lang-Worth Standard UP |

We know something you don't know about the New York Market... *but...we'll be glad to tell you!*

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay \$1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

WQXR

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY



HEAR YE!

HEAR YE!



In old days, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter—the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry—to newspapers and radio with greater coverage, more circulation, and more listeners.

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial. That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

WINS
NEW YORK

10,000 Watts

Exclusive!

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

HOW THEY LISTEN *in*

*Rochester,
N.Y.*

**DAILY OVERALL
RATING AVERAGE**

(8 A.M. to 10 P.M.)

SOURCE:

C. E. Hooper, Inc.
'Measurement of
Radio Listening'
for last five
months period
previous to closing
date of 'Broadcasting
Year Book.' *

* Shortly after this book appears a new report will be available, information contained in which we will gladly supply on request.

ALL OTHERS

5.7

STATION C

13.3

STATION B

39.2

WHEC

41.8

ROCHESTER
N.Y.

WHEC



ROCHESTER

National Representatives: U. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 †Data corrected to January 1, 1944

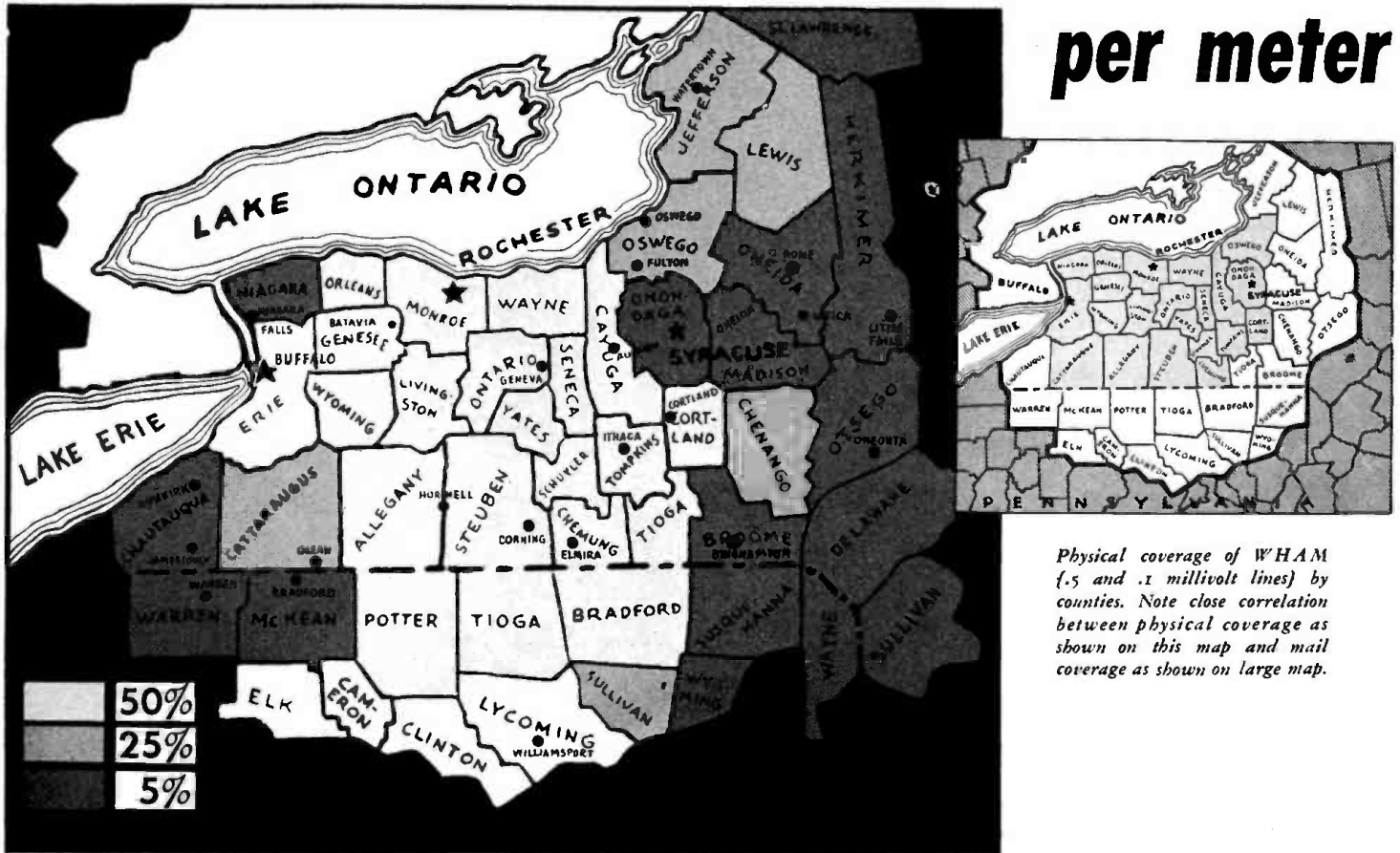
NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|---|---------|---|---|---|
| OGDENSBURG..... | WSLB | 1400 | 250 | St. Lawrence Bcastg. Corp. 2315 Knox St. 500 | | Joseph R. Brandy Harold J. Frauk Joseph R. Brandy | Hal Gilman Harold J. Frank Clifford D. Moore | De Lissier Thesaurus UP |
| PLATTSBURG..... | WMFF | 1840 | 250 | Plattsburg Broadcasting Corp. Radio Center 1600 | Blue | George F. Bissell George F. Bissell Joel H. Scheier | Malcolm Weaver Joel H. Scheier John Nazak | Hollingbery Standard MacGregor UP |
| POUGHKEEPSIE ... | WKIP | 1450 | 250 | Poughkeepsie Broadcasting Corp. The Nelson House 6-800 | Blue | Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr. | Katherine Gilbert Truman Brizee John Burke | Headley-Reed Standard AP |
| ROCHESTER 4..... | WHAM | 1180 | 50,000 | Stromberg-Carlson Co. Sagamore Hotel Stone 1862 | NBC | William Fay John H. Lee John W. Kennedy Jr. | Charles W. Siverson Truman Brizee Kenneth J. Gardner | Hollingbery Thesaurus World Associated Lang-Worth UP |
| ROCHESTER..... | WHEC | 1460 | 1,000-LS 500-N | WHEC Inc. 40 Franklin St. Stone 1320 | CBS | Frank E. Gannett Clarence Wheeler Gunnar O. Wiig | William J. Adams Bernard O'Brien | McKinney Associated Standard AP |
| ROCHESTER..... | WSAY | 1240 CP-1370 | 250 CP-1,000 | Brown Radio Service & Laboratory 328 Main St. E. Stone 702 | MBS | Gordon P. Brown Gordon P. Brown Mortimer A. Nusbaum | Elmer Walz Gordon P. Brown | McGillvra INS |
| SARANAC LAKE | WNBZ | 1320 | 100-D | Upretate Broadcasting Corp. 14 Broadway 1320 | Blue | Carl Woese John F. Grimes Arthur Alvares | Albert Bagdasarian H. Berwind Williams | |
| SCHENECTADY | WGY | 810 | 50,000 | General Electric Co. 1 River Rd. 3-2121 | NBC | General Electric Kolin Hager Kolin Hager | A. O. Coggeshall Kay Kempton W. J. Purcell | NBC-Spot Sales Thesaurus Standard Associated AP, UP |
| SCHENECTADY 7... | WSNY | 1240 | 250 | Western Gateway Bcastg. Corp. Plaza Theatre Building 3-3622 | | Winalow P. Leighton George R. Nelson | Edward F. Flynn Cecil Woodland Irving Beck | Wilson Wood Standard Lang-Worth AP |
| SYRACUSE..... | WAGE | 620 | 1,000 | WAGE, Inc. Loew Bldg. 2-0277 | Blue | Frank G. Revoir William T. Lana Aaron Beckwith | Aaron Beckwith William Harden Charles Brannen | Petry Associated AP |
| SYRACUSE 2..... | WFBL | 1890 | 5,000 | Onondaga Radio Bcastg. Corp. 433 S. Warren St. 2-1147 | CBS | Samuel H. Cook Samuel Woodworth Charles F. Phillips | Raymond C. Gantter Robert G. Soule Alfred R. Marcy | Free & Peters World INS |
| SYRACUSE..... | WOLF | 1490 | 250 | Civic Broadcasting Corp. Chimes Bldg. 2-7211 | MBS | T. S. Marshall T. S. Marshall T. S. Marshall | Hamilton Woodle David F. Foote | Burn-Smith UP |
| SYRACUSE 2..... | WSYR | 570 | 5,000 | Central New York Bcastg. Corp. Syracuse Kemper Bldg. 3-7111 | NBC | Col. Harry C. Wilder Col. Harry C. Wilder | E. R. Vadeboncoeur R. S. Boyd A. G. Belle Isle | Raymer Bannan Associated Standard Lang-Worth UP |
| TROY..... | WHAZ | 1330 ST-WBBR, WEVD | 1,000 | Rensselaer Polytechnic Institute 110 Eighth St. 6810 | | William O. Hotchkiss Wyant J. Williams Warren C. Stoker | A. Olin Niles Anne Duffy Hiram D. Harris | |
| TROY..... | WTRY | 980 | 1,000 | Troy Broadcasting Co. 92 Fourth St. 2100 | Blue | Col. Harry C. Wilder William A. Riple William A. Riple | Woodbury Carter K. Moser Waldo Whitman | Raymer World Standard Lang-Worth UP |
| UTICA 2..... | WIBX | 1230 | 250 | WIBX Inc. First National Bank Bldg. 2-2101 | CBS | Margaret Potter Bowen Margaret Potter Bowen Helen Wood | Elliott Stewart Nathan W. Cook John T. Dowdell | Biddick Reiter Bannan Wood World INS |
| WATERTOWN..... | WATN | 1240 | 250 | Watertown Broadcasting Corp. Woolworth Bldg. 975 | | G. H. Righter G. H. Righter A. Dinsdale | E. James McDonald Jr. | Biddick Standard AP |
| WATERTOWN..... | WWNY | 790 | 1,000 | Brockway Co. Hotel Woodruff 4-120 | CBS | Harold B. Johnson Thomas E. Martin Louis Saiff Jr. | Robert G. Walter Thomas R. McHugh Maynard B. Davis | Weed Standard UP |
| WHITE PLAINS.... | WFAS | 1230 | 250 | Westchester Broadcasting Corp. Roger Smith Hotel 6400 | | Col. J. Noel Macy Frank A. Seitz | Randall Kaler Frank A. Seitz | Headley-Reed World Associated AP |

WHAM

means
selling
power

measured in mail response or millivolts
per meter



Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 radio homes received rated as 100% mail response. On this same basis, counties showing a

mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

| | Total | Primary | Secondary | Supplementary |
|-------------------|-----------|-----------|-----------|---------------|
| Population | 2,952,327 | 1,214,255 | 294,703 | 1,443,369 |
| Total Radio Homes | 741,410 | 309,757 | 71,918 | 359,735 |

BASIC NBC WHAM ROCHESTER, N. Y.
50,000 WATTS CLEAR CHANNEL

Your Western New York Salesman
NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERRY CO.

"The Stromberg-Carlson Station"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

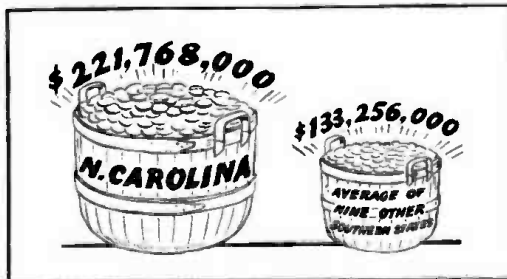
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

NORTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Trans. Library News Service |
|-------------------|--------------|-------------------------|---------------------|---|--|--|---|---|
| ASHEVILLE..... | WISE | 1230 | 250 | Radio Station WISE Inc. 98 College St. 1213 | NBC MBS Daniel Boone Blue Ridge | Harold H. Thoms Harold H. Thoms Harold H. Thoms | Kenneth Beachboard Madeline Hollerith | Burn-Smith Cummings Standard INS |
| ASHEVILLE..... | WWNC | 570 | 1,000 | Asheville Citizen-Times Co. 14 O'Henry Ave. 5500 | CBS | {Charles A. Webb Don S. Elias Don S. Elias James A. Hagen | Lee Chadwick Lee Chadwick Cecil B. Hoskins | Burn-Smith Associated Lang-Worth UP |
| BURLINGTON..... | WBBS | 920 | 1,000-D | Alamance Bcastg. Co. Inc. 310 S. Main St. 2730 | MBS Tobacco | V. Wilton Lane E. Z. Jones Roy Springer | William Sandefur Paul Huddleston James Beatty | Associated Standard AF, UP |
| CHARLOTTE 2..... | WAYS | 610 | 1,000 | Inter-City Advertising Co. 120 E. Third St. 3-7173 | Blue MBS | George W. Dowdy G. O. Shepherd Walter Goan | Walter Goan John C. Price | Weed Lang-Worth Associated INS |
| CHARLOTTE..... | WBT | 1110 | 50,000 | Columbia Bcastg. System Inc. Wilder Bldg. 3-8833 | CBS | CBS-A. D. Willard Jr. A. D. Willard Jr. Royal E. Penny | Charles H. Crutchfield Wm. MacGregor Parker M. J. Minor | Radio Sales Associated Lang-Worth AF, UP |
| CHARLOTTE 2..... | WSOC | 1240 | 250 | Radio Station WSOC Inc. 1925 N. Tryon St. 7133 | NBC | E. J. Gluck E. J. Gluck W. C. Irwin | Charles G. Hicks Jr. Francis M. Fitzgerald L. L. Caudle Jr. | Headley-Reed Thesaurus Associated Standard AP |
| CONCORD..... | WEGO | 1410 | 1,000-D | Wayne M. Nelson Concord 2271 | | Wayne M. Nelson Wayne M. Nelson R. Hoy Whitlow | Earl Gibbs | Standard UP |
| DURHAM..... | WDNC | 1490 | 250 | Durham Radio Corp. 138½ E. Chapel Hill St. R-155 | CBS | C. C. Council J. Frank Jarman J. Frank Jarman | Zery V. Gwynn J. Frank Jarman Walter S. Hill | Wilson MacGregor UP |
| ELIZABETH CITY... | WCNC | 1400 | 250 | Albemarle Broadcasting Co. 104 E. Colonial Ave. 1400 | | T. W. Aydtlett J. E. Aydtlett Martha S. Seymour | Jane Lyman James M. Wall | UP |
| FAYETTEVILLE..... | WFNC | 1450 | 250 | Cape Fear Broadcasting Co. 114 Anderson St. 4848 | MBS Tobacco | {W. C. Ewing T. K. Weyher W. C. Ewing Paul Moyle | Ray Woodward Paul Moyle Howard Harrell | Burn-Smith Lang-Worth UP |
| GASTONIA..... | WGNC | 1450 | 250 | F. C. Todd National Bank of Commerce Bldg. 732 | Blue | F. C. Todd Pat McSwain Frank Abernethy | Earl Holder W. C. Groves Jr. | Cox & Tanz UP |
| GOLDSBORO..... | WGBR | 1400 | 250 | Eastern Carolina Bcastg. Co. Borden Bldg. 1550 | MBS Tobacco | A. T. Hawkins Harry G. Bright L. B. Nelson | John Gay Britt J. Marshall Braxton Daniel B. Trueblood | Burn-Smith ForJoe Standard UP |
| GREENSBORO..... | WBIG | 1470 | 5,000 | North Carolina Bcastg. Co. Inc. O. Henry Hotel 6125 | CBS | Maj. Edney Ridge Maj. Edney Ridge Maj. Edney Ridge | Wally Williams Virginia W. McKinney Earl F. Allison | Burn-Smith Hollingbery Kane Thesaurus World AP |
| GREENSBORO..... | WGBG | 980 | 1,000-D | Greensboro Bcastg. Co. Inc. S. Ashe Street Extension 3-3631 | Blue | Ralph M. Lambeth {Ralph M. Lambeth J. Robert Marlowe L. O. Hutchins | Anderson Brown J. Robert Marlowe Joe Wartick | Lang-Worth UP |
| GREENVILLE..... | WGTC | 1490 | 250 | Greenville Broadcasting Co. Falkland Highway 3182 | MBS Tobacco | Julian J. White Margaret J. Laughinghouse | Margaret J. Laughing- house M. J. Laughinghouse Hank Tribley | Lang-Worth UP |
| HICKORY..... | WHKY | 1290 | 5,000-LS 1,000-N | Catawba Valley Bcastg. Co. Inc. Radio Bldg. 1195 | Blue | Carl V. Cline Carl C. Aley Carl C. Aley | Bing Bennett E. S. Long | Wilson Thesaurus UP |
| HIGH POINT..... | WMFR | 1280 | 250 | Radio Station WMFR Inc. 156½ S. Main St. 4593 | Blue | James E. Lambeth Jr. H. M. Lambeth Pat Taylor | Stan Conrad Pat Taylor R. P. Boyd | Burn-Smith Associated UP |
| KINSTON..... | WFTC | 1280 | 250 | Jonas Weiland 210 E. King St. 4111 | Blue | Jonas Weiland Jonas Weiland Lester Gould | Ruby Grant Dougan Frances Van Houtan David Hardison | Burn-Smith |
| NEW BERN..... | WHIT | 1450 | 250 | Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 1450 | | Louis N. Howard Louis N. Howard Louis N. Howard | Ed W. Burwell Paul Parker W. Glenn Neville | MacGregor Thesaurus Lang-Worth UP |
| RALEIGH..... | WPTF | 680 | 50,000 | WPTF Radio Co. Insurance Bldg. 8311 | NBC | J. R. Weatherspoon Richard H. Mason Ollie L. Carpenter | Virginia Tatum Henry Hulick Jr. | Free & Peters Thesaurus Associated AF, UP |
| RALEIGH..... | WRAL | 1240 | 250 | Capitol Broadcasting Co. Inc. Box 1150 6411 | MBS Tobacco | A. J. Fletcher Fred Fletcher Durham Moore | Ray Reeve Fred Fletcher Stanley Brown | Weed Lang-Worth Associated AF |
| ROANOKE RAPIDS . | WCBT | 1230 | 250 | WCBT Inc. 251 Roanoke Ave. 855-1 | Blue MBS | S. Ellis Crew Nathan Frank Nathan Frank | Mamie Nash Nathan Frank C. W. Mears | Burn-Smith MacGregor UP |
| ROCKY MOUNT.... | WEED | 1450 | 250 | W. A. Wynne Box 391 1420 | Blue | W. A. Wynne W. A. Wynne Ray Bandy | Douglass Hunt W. W. Primm | World UP |

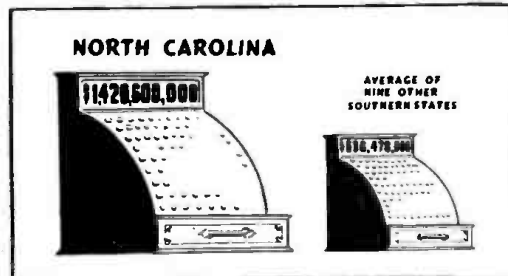
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

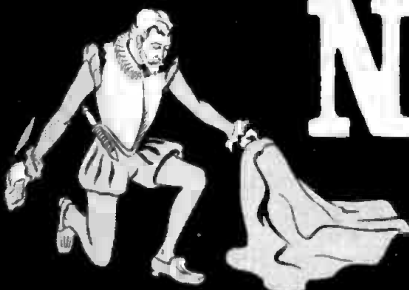
WPTE

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S No. 1 SALESMAN

N B C 6 8 0 K C

FREE & PETERS, INC. National Representatives



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Signal. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

NORTH CAROLINA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|---|----------------|---|---|--|
| SALISBURY..... | WSTP | 1490 | 250 | Piedmont Broadcasting Corp. Yadkin Hotel 2121 | MBS | Bryce P. Beard Russell McIntire Jimmy G. Thomas | Gales Adkins Earl Caton Carl B. Watson | Burn-Smith Associated AP |
| WASHINGTON..... | WRRF | 980 | 1,000-D | Tarheel Broadcasting System Bank of Washington Bldg. 403 | Blue | W. R. Roberson Sr. W. R. Roberson Jr. | N. L. Royster N. L. Royster George Martin | Burn-Smith AP |
| WILMINGTON..... | WMFD | 1400 | 250 | Richard Austin Dunlea Castle Hayne Rd. 4840 | Blue | R. A. Dunlea R. A. Dunlea C. O. Shields | H. W. Lee Norma Rogers E. I. Herring Jr. | Burn-Smith UP |
| WILSON..... | WGTM | 1340 | 250 | Penn Thomas Watson U. S. Highway 301 2188 | MBS Tobacco | Penn T. Watson Allen E. Wannamaker Robert R. Brunson | Clinton Faris Allen E. Wannamaker Warren Wooten | Burn-Smith Associated Lang-Worth UP |
| WINSTON-SALEM 3 | WAIR | 1340 | 250 | C. G. Hill, George D. & S. H. Walker Pepper Bldg. 2-1133 | Blue MBS | Partnership George D. Walker C. G. Hill | Charles Keaton E. D. Hill Lee Kling | Wood World Associated AP |
| WINSTON-SALEM 1 | WSJS | 600 | 5,000 | Piedmont Publishing Co. 419 N. Spruce St. 4141 | NBC | Gordon Gray Harold Essex Harry B. Shaw | Clay B. Danel Harold Essex Philip F. Hedrick | Headley-Reed Associated Lang-Worth UP |

NORTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|-------------------|--|--------------------|---|---|--|
| BISMARCK..... | KFYR | 550 | 5,000 | Meyer Broadcasting Co. 320 Broadway 468 | NBC Northwest | P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds | R. W. MacLeod Cal Culver Ivar Nelson | Blair Thesaurus Associated AP, UP |
| DEVILS LAKE..... | KDLR | 1240 | 250 | KDLR Inc. 1025 Third St. 1090 | MBS No. Central | Bert Wick Bert Wick Bert Wick | Robert Raynor Richard Moritz | Associated World AP, UP, INS |
| FARGO..... | WDAY | 970 | 5,000 | WDAY Inc. Black Bldg. 5357 | NBC Northwest | Earl C. Reineke Barney Lavin Barney Lavin | Ken Kennedy Mildred Gregerson Julius Hetland | Free & Peters Thesaurus AP, UP |
| GRAND FORKS..... | *KFJM | 1440 SH-KILO | 1,000-LS 500-N | University of North Dakota Grand Forks 2800 | | Univ. of North Dakota D. J. Robertson | D. J. Robertson O. H. Halvorson | |
| GRAND FORKS..... | KILO | 1440 SH-KFJM | 1,000-LS 500-N | Dalton Le Masurier First National Bank Bldg. 1200 | CBS No. Central | Dalton Le Masurier Dalton Le Masurier Elmer Hanson | Helen LaVelle Oscar Halverson | Lang-Worth UP |
| JAMESTOWN..... | KSJB | 1400 | 250 | Jamestown Broadcasting Co. Inc. Midland Bldg. 100 | MBS No. Central | Leonard J. McNeil B. Harland Ohde B. Harland Ohde | Florence Putnam Kenneth L. Rich | Associated UP, INS |
| MANDAN..... | KGCU | 1270 | 250 | Mandan Radio Assn. Mandan 631 | MBS No. Central | W. S. Russell M. J. Reichert | Bob Kyllingstad | Associated MacGregor INS |
| MINOT..... | KLPM | 1390 | 1,000 | John B. Cooley Fair Block 1267 | MBS No. Central | John B. Cooley C. W. Baker E. H. Cooley | J. Helling C. W. Baker | Walker World UP, INS |
| VALLEY CITY..... | KOVC | 1490 | 250 | KOVC Inc. 312 Fifth Ave. 408 | | Milton Holiday Robert E. Ingstad Robert E. Ingstad | George L. Brooks George L. Brooks Charles J. Sjoström | |

OHIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|-----------------|--|---------|---|---|--|
| AKRON 9..... | WADC | 1350 | 5,000 | Allen T. Simmons Box 830 Meadowbrook 3211 | CBS | Allen T. Simmons Allen T. Simmons Allen T. Simmons | H. L. Hageman Bob Wilson Larry Hennigan | Hollingbery Standard UP |
| AKRON 8..... | WAKR | 1590 | 5,000 | Summit Radio Corp. First Central Tower Hemlock 6151 | Blue | S. Bernard Berk S. Bernard Berk Kenneth M. Keegan | Stanley Schultz V. G. Berk William W. Robertson | Weed Thesaurus MacGregor AP |
| ASHTABULA..... | WICA | 970 | 1,000-D | WICA Inc. 221 Center St. 1211 | | C. A. Rowley Robert C. Rowley Donald Fassett | Walter Walrath Alfred B. Newkirk George G. Gautney | Walker Thesaurus UP |
| CANTON 2..... | WHBC | 1230 CP-1480 | 250 CP-1,000 | Ohio Broadcasting Co. 560 Market Ave., S. 7166 | MBS | Louis Brush Felix Hinkle Robert Fehlman | Len Taylor Robert Fehlman Kenneth Sliker | Burn-Smith Thesaurus Associated AP, UP |

WAKR

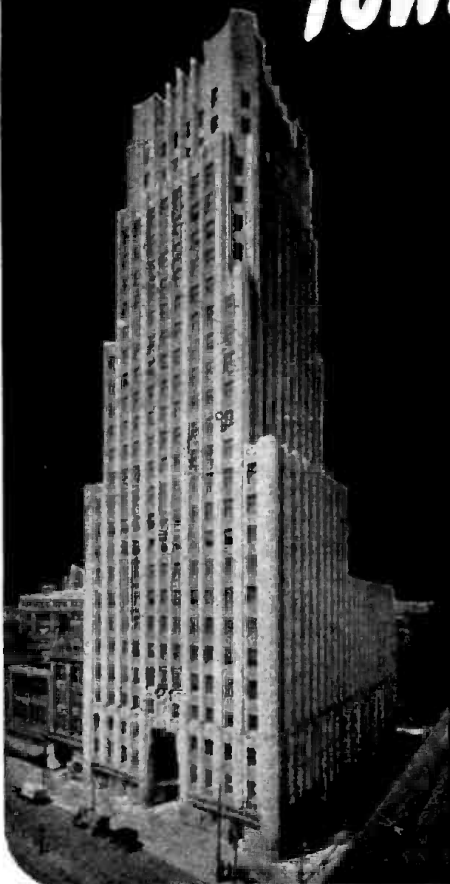
TOWERS OVER AKRON

Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives



W F M J
~~The Youngtown Market~~

More Listeners Per Dollar

in the

28th *U. S. Metropolitan
District**

* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,
MORE Public Service Features than any other station serving
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

W F M J
Youngstown, Ohio

Headley-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

Ever hear of a magnetic mike?



Well, we have one right here at WHK in Cleveland. Looks like any other mike. You know—talk in here and it comes out . . . everywhere. But something *magnetic* happens to those words in transit.



First we knew about it was the day we totaled up and discovered that Cleveland merchants (who *know* what sells what in this money-laden belt) were buying more time over WHK than over any other leading station!



Why? Simply because this magical mike of ours was just about *magnetizing* listeners. Announcer would say, "Run down to your nearest store tonight for a bottle of our dual-purpose potato chips"—and Clevelanders in their shirt sleeves would dash madly to the corner through snow up to here.



We'd love it, only we're scared half to death that someone will hear about our microphonic magnetism . . . and next thing you know, we'll be called on the carpet for such Svengali goings-on. Meanwhile, though, come on along. You've never *seen* such selling!

NO WONDER

W H K

is

Retailers' Choice in Cleveland

Represented by Paul H. Raymer Co.

United Broadcasting Co.
Operators of WHK - WCLE, Cleveland,
and WHKC, Columbus

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

OHIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|-----------------------|-------------------------|-----------------------------------|--|-------------|---|---|---|
| CINCINNATI 1..... | WCKY | 1530 | 50,000 | L. B. Wilson Inc. Hotel Gibson Cherry 6565 | CBS | L. B. Wilson Fred A. Palmer Fred A. Palmer | Robert M. Fleming Margaret Dotson Arthur Gillette Harvey Glatstein | Free & Peters Standard Lang-Worth AP, UP |
| CINCINNATI 2..... | WCPO | 1230 | 250 | Scripps-Howard Radio Inc. Keith Bldg. Main 3314 | | Jack R. Howard Mortimer C. Watters John Patrick Smith | John Patrick Smith Evelyn Eppinger Roger Wetz, acting | Branham Standard Associated Lang-Worth UP |
| CINCINNATI 6..... | WKRC | 550 | 5,000-LS 1,000-N | Cincinnati Times-Star Co. Hotel Alma Woodburn 0550 | MBS | Hulbert Taft Kenneth W. Church H. E. Fast | James M. Patt James M. Patt George Wilson | Katz Standard Associated Lang-Worth AP, UP |
| CINCINNATI 2..... | WLW | 700 | 50,000 | The Crosley Corp. Crosley Square Cherry 1822 | NBC | Powel Crosley Jr. James D. Shouse R. E. Dunville | Howard R. Chamberlin A. R. Griffes M. F. Allison R. J. Rockwell | Spot Sales Associated AP, INS, UP Reuters |
| CINCINNATI 2..... | WSAI | 1860 | 5,000 | Crosley Corp. Crosley Square Cherry 1822 | Blue NBC | Powel Crosley Walter Callahan Willard R. Christian | James Leonard Miss Brett Howard R. J. Rockwell | Spot Sales Associated World Thesaurus AP, UP, Reuters |
| CLEVELAND 13..... | WCLE | 610 | 500-D | United Broadcasting Co Terminal Tower Prospect 5800 | | Sterling Graham H. K. Carpenter K. K. Hackathorn | C. M. Hunter Robert Greenberg Ralph DeLany | Radio Adv. Associated Lang-Worth AP |
| CLEVELAND 1..... | WGAR | 1480 CP-1220 | 5,000-LS 1,000-N CP-5,000-U | WGAR Broadcasting Co Hotel Statler Prospect 0200 | CBS | G. A. Richards John F. Patt Harry Camp | David Baylor Clyde Vortman R. Morris Pierce (leave) | Petry World UP |
| CLEVELAND 13..... | WHK | 1420 | 5,000 | United Broadcasting Co Terminal Tower Prospect 5800 | MBS | Sterling Graham H. K. Carpenter K. K. Hackathorn | C. M. Hunter Robert Greenberg Ralph DeLany | Raymer Associated Lang-Worth AP |
| CLEVELAND 15..... | WJW | 850 | 5,000 | WJW Inc. WJW Bldg. Superior 0101 | Blue | William M. O'Neil William M. O'Neil Harold W. Waddell | Edward N. Palen A. B. Stiller Gerold G. Roberts | Headley-Read Lang-Worth Standard UP, INS |
| CLEVELAND 14..... | WTAM | 1100 | 50,000 | National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942 | NBC | NBC-Vernon H. Fribble Vernon H. Fribble Howard Barton | Hal Metzger Howard Barton S. E. Leonard | NBC Spot Thesaurus Associated Standard AP, UP |
| COLUMBUS 15..... | WBNS | 1460 | 5,000-LS 1,000-N | WBNS Inc. 33 N. High St. Adams 9265 | CBS | Robert H. Wolfe Edgar T. Wolfe W. I. Orr | Jack Price Don Burrows Lester H. Nafzger | Blair Standard Associated AP |
| COLUMBUS 15..... | WCOL | 1230 | 250 | WCOL Inc. 38 N. High St. Main 4581 | Blue | Kenneth B. Johnston Neal A. Smith Neal A. Smith | W. W. Beavers Janice Hagerty J. E. Lowe | Weed Thesaurus Associated Lang-Worth INS |
| COLUMBUS 15..... | WHKC L-KFI | 640 | 500 | United Broadcasting Co. 22 E. Gay St. Adams 1101 | MBS | H. K. Carpenter Sterling Graham Carl M. Everson Harry H. Hoessly | John B. Moses Harry H. Hoessly J. E. Anderson | Radio Adv. Associated Lang-Worth UP |
| COLUMBUS 10..... | *WOSU L-LS, Dallas | 820 | 5,000 | Ohio State University University Campus University 3148 | | Howard L. Bevis Robert C. Higgy | C. W. Pettegrew Charles H. Boehnker | UP |
| DAYTON 1..... | WHIO | 1290 | 5,000 | Miami Valley Bestg. Corp. 45 S. Ludlow St. Adams 2261 | CBS | James M. Cox Jr. Robert H. Moody Lester G. Spencer | William H. Hamilton Garland Baldwin Ernest L. Adams | Hollingsbery Cumings Standard INS, UP, BUP Reuters |
| DAYTON 2..... | WING | 1410 | 5,000 | Great Trails Bestg. Corp. 121 N. Main St. Adams 3288 | Blue | Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard | V. Linza Mason Virginia North Paul Braden | Weed Thesaurus AP |
| FINDLAY..... | WFIN | 1830 | 1,000-D | Findlay Radio Co. 500 1/2 S. Main St. Main 1830 | | Fred R. Hover | Edgar C. Smith | Standard Lang-Worth INS, TP |
| LIMA..... | WLOK | 1240 | 250 | Fort Industry Co. National Bank Bldg. 9-3161 | NBC | Lt. Comdr. George B. Storer Ralph G. Elvin C. B. Heller | Frank D. Heibeck Randolph Elvin Jack E. Bannon | Headley-Read Standard Lang-Worth AP |
| MANSFIELD..... | WMAN | 1400 | 250 | Richland Inc. 144 1/2 Park Ave. W. 4285 | | Monroe F. Rubin Orville E. Fields Orville E. Fields | Richard Oram Orville E. Fields Perry Wilson | Standard UP |
| MARION..... | WMRN | 1490 | 250 | Marion Broadcasting Co. WMRN Bldg. 3226 | Blue | Robert T. Mason Robert T. Mason | Louis T. Marsh Walter Klozar S. Robert Morrison | Thesaurus UP |

The only Youngstown station that gives

COMPLETE COVERAGE

of this Half-Billion Dollar Retail Market.

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc



represented by:
Paul H. Rayner Company

OHIO'S 3RD MARKET

One of the Nation's Great Steel Centres.

PRODUCES

a great audience

RESPONSE

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—States Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

OHIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|---------------|--|--|--|
| PORTSMOUTH..... | WPAY | 1400 | 250 | Scioto Broadcasting Co. 1009 Gallia St. 1010 | MBS | Chester A. Thompson Paul Wagner Paul Wagner | Pat Hooley, acting Paul Wagner M. L. Myers | Cox & Tanz Associated Lang-Worth UP |
| SPRINGFIELD..... | WIZF | 1340 | 250 | Radio Voice of Springfield Inc. 115 W. High St. 4955 | Blue | Charles Sawyer Ronald B. Woodyard Reggie Martin Reggie Martin | William Erin Ernestine Beebe Arthur Martin | Weed Thesaurus Lang-Worth UP |
| STUEBENVILLE..... | WSTV | 1340 | 250 | Valley Broadcasting Co. Exchange Realty Bldg. 2-6265 | MBS Tri-State | John J. Laux John J. Laux | John L. Merdian John J. Laux Joseph M. Troesch | Standard UP |
| TOLEDO 4..... | WSPD | 1370 | 5,000 | Fort Industry Co. 136 Huron St. Adams 3175 | NBC | Lt. Comdr. George B. Storer E. Y. Flanigan | Glenn Jackson W. F. Shannon William Stringfellow | Katz Thesaurus Lang-Worth AP |
| TOLEDO 2..... | WTOL | 1230 | 250 | Community Broadcasting Co. Bell Bldg. Adams 3291 | Blue | Community Bestg. Co. Arch Shawd Gard Wallace | Charles L. Halteman Marie Huffman John Sheehan | Radio Adv. Associated Standard UP |
| WARREN..... | WRRN | 1400 | 250 | Perry H. Stevens & Frank T. Nied Second National Bldg. 4490 | MBS | Perry H. Stevens Frank T. Nied J. Marion O'Hara Emerson J. Pryor | David C. Hale J. Marion O'Hara Charles J. Hurton | Burn-Smith Lang-Worth UP |
| YOUNGSTOWN 3.... | WFMJ | 1450 | 250 | WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121 | Blue | William F. Maag Jr. William F. Maag Jr. Len E. Nasman | Robert B. Mackall Len E. Nasman Frank A. Dieringer | Headley-Reed Standard Lang-Worth MacGregor Associated AP, UP |
| YOUNGSTOWN..... | WKBN | 570 | 5,000 | WKBN Broadcasting Corp. 17 N. Champion St. 4-2122 | CBS | W. P. Williamson Jr. J. L. Bowden J. L. Bowden | Gene Trace Gilbert Simon B. T. Wilkens | Raymer World Lang-Worth UP |
| ZANESVILLE..... | WHIZ | 1240 | 250 | Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 6000 | NBC | Lt. Comdr. George Storer Allen L. Haid Robert Kerns | Ivan Harnew Bob Christopher William Hunt | Blair Standard AP |

OKLAHOMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|---------------|---|--|--|
| ADA..... | KADA | 1230 | 250 | Dr. C. C. Morris North Broadway 1212 | Blue Oklahoma | Dr. C. C. Morris Weldon Stamps Leroy Moses | Grace Cowell Leroy Moses Harold Walker | Radio Adv. UP |
| ARDMORE..... | KVSO | 1240 | 250-LS 100-N | Ardmorette Pub. Co. Inc. Hotel Ardmore 3030 | Blue Oklahoma | John F. Easley Albert Riesen Hillis Bell | Dolly Dutton H. Bell C. M. Millner | Radio Adv. UP |
| BARTLESVILLE..... | KWON | 1400 | 250 | Bartlesville Broadcasting Co. Union National Bank Bldg. 1400 | MBS | J. Fred Case J. Fred Case John Collins | Jim Case John Collins E. Dallas Degraffenreid | Lang-Worth AP |
| ELK CITY..... | KASA | 1240 | 100 | E. M. Woody Casa Grande Hote' 730 | | E. M. Woody F. E. Mayhew F. E. Mayhew | Joe Fenter F. E. Mayhew G. W. Patterson | |
| ENID..... | KCRC | 1390 | 1,000 | Enid Radiophone Co. 318 E. Willow St. 447 | Blue Oklahoma | Milton B. Garber Milton B. Garber H. P. Hale | Marjorie Christopher Marjorie Hromas Paul E. Snell | Standard AP |
| LAWTON..... | KSWO | 1150 | 250-D | Carver & Ross Box 984 2370 | | Dr. Willard Carver Byrne Ross Byrne Ross | Winifred Ross Hoke Ross W. E. Billington | Thesaurus UP |
| MUSKOGEE..... | KBIX | 1490 | 250 | Oklahoma Press Publishing Co. Barnes Bldg. 303 | Blue Oklahoma | Tams Bixby Jr. Jimmie Barry Jimmie Barry | Sally Miller D. W. Hoisington | Radio Adv. AP |
| NORMAN..... | *WNAD | 640 | 1,000-D | University of Oklahoma Norman 900, Extension 124 | | Univ. of Oklahoma Virginia Hawk | Clyde Farrar | UP |
| OKLAHOMA CITY 3 | KOCY | 1340 | 250 | Plaza Court Broadcasting Co. Plaza Court 3-4333 | MBS | John D. Thomas Matthew H. Bonebrake George L. Tarter | Paul W. Duncan Harold D. Durham | Burn-Smith Associated Standard Thesaurus AP |
| OKLAHOMA CITY .. | KOMA | 1520 | 5,000 | KOMA Inc. Biltmore Hotel 2-3291 | CBS | J. T. Griffin F. Kenyon Brown C. A. Minor Jr. | Paul Buening David Wolfe M. W. Thomas | Free & Peters Associated Thesaurus UP |

OKLAHOMA CITY

SUMMER, 1942

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



HOOPER STATION LISTENING INDEX

MONTHS: NOVEMBER, DECEMBER

OKLAHOMA CITY

FALL-WINTER, 1942-1943

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



HOOPER STATION LISTENING INDEX

CITY: OKLAHOMA CITY

OKLAHOMA CITY

WINTER-SPRING, 1942-1943

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



HOOPER STATION LISTENING INDEX

CITY: OKLAHOMA CITY

OKLAHOMA CITY

SUMMER, 1943

Continuing Measurement of Radio Listening



HOOPER STATION LISTENING INDEX

MONTHS: OCTOBER

CITY: OKLAHOMA CITY

Total coincidental calls - this period 14,870

| | "A" | "B" | "C" | WKY |
|--|------|------|------|------|
| MORNING INDEX MON. THRU FRI. 6:00 - 12:00 A.M. | 11.7 | 13.5 | 31.4 | 42.7 |
| AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M. | 12.1 | 9.6 | 15.1 | 63.1 |
| EVENING INDEX SUN. THRU SAT. 6:00 - 10:00 P.M. | 7.6 | 24.6 | 14.9 | 52.1 |

NOTE: No interviewing conducted during the World Series broadcasts in this report.

The HOOPER "STATION LISTENING INDEX" is computed from the total station mentions secured from the confidential question: "To what station were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("A" Age," those who are "Not LI" have reported listening to the to which they are listening.

The Code of Practice governing the use of "COINCIDENTAL MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX" as well.

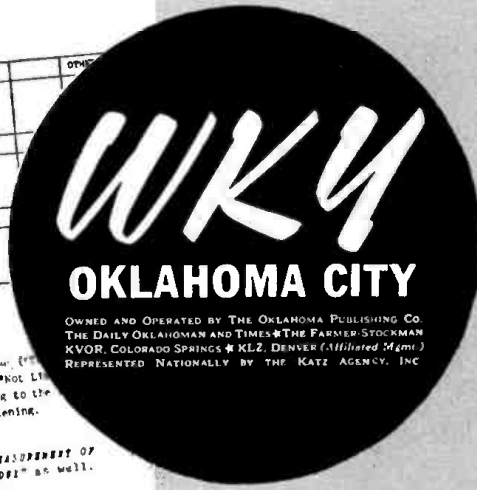
WINTER
SPRING
SUMMER
FALL—

YEAR
AFTER
YEAR—

MONTH
AFTER
MONTH—

MORNING
AFTERNOON
EVENING—

MORE PEOPLE
IN OKLAHOMA CITY
ARE LISTENING
TO WKY
THAN TO
ANY OTHER
STATION.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES • THE FARMER STOCKMAN
KVOR, COLORADO SPRINGS • KEZ, DANVER (Affiliated Mem.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

OKLAHOMA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|-----------------------------------|--|-------------------------|--|---|--|
| OKLAHOMA CITY .. | KTOK | 1400 | 250 | Oklahoma Broadcasting Co. Inc. Apo Tower 3-8352 | Blue Oklahoma | Harold V. Hough Robert D. Enoch Frank J. Lynch | Russell V. Miller Lucien D. Lindsey Clifford Easum | Radio Adv. Lang-Worth World AP |
| OKLAHOMA CITY 1 | WKY | 980 | 5,000-LS 1,000-N CP-5,000-U | WKY Radiophone Co. Skirvin Tower Hotel 3-4306 | NBC | J. E. K. Gaylord (Edgar T. Bell Gayle V. Grubb Ralph Miller | John I. Prosser H. J. Lovell | Katz Standard AP |
| OKMULGEE..... | KHBG | 1240 | 250 | Okmulgee Broadcasting Corp. McCulloch Bldg. 3846 | | Paschal Buford Pat Buford Lucille Buford | Nova Clarke Lucille Buford Chester Ludwick | UP |
| PONCA CITY..... | WBBZ | 1230 | 250 | Adelaide L. Carrell 615 West Grand 2949 | | Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell | L. C. McKenney L. C. McKenney Lewis E. Brown | |
| SHAWNEE..... | KGFF | 1450 | 250 | KGFF Broadcasting Co. Inc. Aldridge Hotel 4390 | Blue Oklahoma | Oscar S. Stauffer Joseph W. Lee Maxine Eddy | Jean Quillin Mary Alyce Moore Salvatore Rieciotti | Radio Adv. AP |
| TULSA 3..... | KOME | 1840 | 250 | Oil Capital Sales Corp. 910 S. Boston St. 3-4121 | Blue MBS Oklahoma | Harry Schwartz H. E. Grimes Lee Abbott | George Lanham Margie Lea Hawkins Robert E. Dryden | McGillvra Associated Standard AP |
| TULSA 3..... | KTUL | 1480 | 5,000 | Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191 | CBS | J. T. Griffin John Esau R. P. Akin | Eddy McKean Billie Chandler R. E. Snider | Free & Peters Lang-Worth Associated World UP |
| TULSA..... | KVOO | 1170 | 50,000 | Southwestern Sales Corp. Philtower Bldg. 2-2254 | NBC | W. G. Skelly William B. Way Gustav K. Brandborg | Allan Page Manton L. Marrs L. W. Stinson | Petry Associated Lang-Worth Standard INS |

OREGON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|---------------------------|--|---|---|
| ALBANY..... | KWIL | 1240 | 250 | Central Willamette Bcastg. Co. 16th & Elm Sts. 870 | MBS Don Lee Pacific | W. L. Jackson Chet Wheeler Hal Byer | Betty Lou Wilbanks Walt Nelbohr Herb Davidson | Griffith Keating Associated Standard UP |
| ASTORIA..... | KAST | 1280 | 250 | Astoria Broadcasting Co. Box 445 95 | MBS Don Lee Pacific | Merle R. Chessman L. E. Parsons R. D. Holmes | Mary I. Juhlin R. D. Holmes James M. Titus | Cox & Tans Keating Biddick Standard UP |
| BAKER..... | KBKR | 1490 | 250 | Baker Broadcasting Co. First & Court Sts. 140 | | Glenn McCormick Glenn McCormick K. Lockwood | Sidney Williams | Griffith Keating UP |
| BEND..... | KBND | 1340 | 250 | The Bend Bulletin 736 Wall St. 848 | | The Bend Bulletin Frank H. Loggan Kessler Cannon | Kessler Cannon Betty Brandon Wallace Guthrie | Biddick Keating Lang-Worth UP |
| CORVALLIS..... | *KOAC | 650 | 5,000-LS 1,000-N | Oregon State Agricultural College Corvallis 526 | | State of Oregon Allen Miller | Allen Miller Grant S. Feikert | Thesaurus UP |
| THE DALLES..... | KODL | 1280 | 250-LS 100-N | Western Radio Corp. Scenic Drive 2300 | | V. Barney Kenworthy V. Barney Kenworthy Glenn Howell | Fay Anderson Vernard Cimmyotti | Keating Biddick Griffith MacGregor UP |
| EUGENE..... | KORE | 1450 | 250 | Eugene Broadcast Station Route 3 8 | MBS Don Lee Pacific | (Frank L. Hill Violet G. Hill L. W. Trommlitz L. W. Trommlitz | Marjorie Jackson Harold Gander | Keating Associated MacGregor UP |
| GRANTS PASS..... | KUIN | 1840 | 250 | Southern Oregon Bcastg. Co. Box 148 192 | MBS Don Lee Pacific | A. E. Voorhies William B. Smullin Ralph Hanson | Lawrence L. King Edward A. Malone | Keating World |
| KLAMATH FALLS... | KFJI | 1240 | 100 | KFJI Broadcasters Inc. 215 Main St. 5155 | MBS Don Lee Pacific | George Kincaid George Kincaid George Kincaid | Jack Keating Lon Hunt | Biddick Grant Keating World Associated Thesaurus UP |
| LA GRANDE..... | KLBM | 1450 | 250 | Ben E. Stone La Grande 220 | | Ben E. Stone Walter H. Garvin Walter H. Garvin | Walter H. Garvin Walter H. Garvin Murray Durham | Biddick Keating Standard UP |
| MARSHFIELD..... | KOOS | 1280 | 250 | KOOS Inc. Hall Bldg. 482 | MBS Don Lee Pacific | Sheldon F. Sackett Ben E. Stone Hal K. Shade | Margaret Anderson P. P. Gray Jr. | Biddick Keating UP |

K O I N

CBS Affiliate In
PORTLAND, OREGON



prestige

This station not only accepts the responsibility of public service . . . it seeks community problems and devotes its facilities to assisting in their solution. . . . Currently running in this magazine is a series of full pages telling in detail of activities that contribute to its leadership. Special wartime programs . . . full coverage of public events . . . educational and agricultural service . . . continuous public relations work . . . keep KOIN on top in the public mind at all times.



audience

KOIN augments its superb schedule of CBS programs with top-rank attractions of its own . . . created by the largest and best program staff in the Pacific Northwest. Its local 10 p.m. newscast, "Five Star Final", with Jim Wyatt, has by far the largest audience of any news broadcast (local or network) in the area. Its No. 1 position in public preference is continually attested by survey figures.



advertisers

Audience plus prestige make any station attractive to time buyers. . . . To these KOIN adds policies of operation that exclude medical, dental, alcoholic beverage and other types of advertising not considered in the best interests of its listeners . . . and special merchandising and publicity service that includes a ten-year-old monthly publication for retailers.

... and what a market!

The Portland market has always been reliable and productive with high per capita spending power backed by tremendous lumber and agricultural incomes. Today phenomenal population and spending conditions due to Kaiser's shipbuilding and other war industries make it a real bonanza for advertisers. For tomorrow—post-war planning is already active to keep it high on time-buyers' market lists.

K O I N

PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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OREGON—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|---------------------|---|---|--|
| MEDFORD..... | KMED | 1440 | 1,000 | Mrs. W. J. Virgin Ross Lane 4000 | NBC | Mrs. W. J. Virgin Lee Bishop | Gladys LaMarr Art Adler Dave Rees | Griffith Keating Thesaurus UP |
| PENDLETON..... | KWRC | 1240 | 250 | Western Radio Corp. Box 178 1425 | | V. B. Kenworthy V. B. Kenworthy Henry M. Hogue | Paul E. Walden Paul E. Walden | Keating Lang-Worth UP |
| PORTLAND 7..... | KALE | 1330 | 5,000 | KALE Inc. Box 1031 Atwater 7209 | MBS Don Lee Pacific | C. W. Myers C. W. Myers Ted Kooreman | H. M. Swartwood Jr. Harry H. Buckendahl Louis S. Bookwalter | Free & Peters Associated INS, UP |
| PORTLAND..... | *KBPS | 1450-SH | 100 | Benson Polytechnic School 546 N. E. 12th St. | | Benson Polytechnic School | | |
| PORTLAND 5..... | KEX | 1190 | 5,000 | Oregonian Publishing Co. Oregonian Bldg. Atwater 2121 | Blue | Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg | Homer Welch C. J. Eichenberger Harold Singleton | Raymer Thesaurus Lang-Worth AP, INS, UP |
| PORTLAND 5..... | KGW | 620 | 5,000 | Oregonian Publishing Co. Oregonian Bldg. Atwater 2121 | NBC | Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg | Homer Welch C. J. Eichenberger Harold Singleton | Petry Thesaurus MacGregor Lang-Worth AP, INS, UP |
| PORTLAND 7..... | KOIN | 970 | 5,000 | KOIN Inc. Box 1031 Atwater 3333 | CBS | C. W. Myers C. W. Myers Harry H. Buckendahl | H. M. Swartwood Jr. Harry H. Buckendahl Louis S. Bookwalter | Free & Peters Associated World INS, UP |
| PORTLAND 4..... | KWJJ | 1080 | 1,000 | KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393 | | Wilbur Jerman John Egan John Egan | Art Morey Les Marcus Wilbur Jerman | Burn-Smith Griffith Standard UP, INS, TP |
| PORTLAND 7..... | KXL | 750 L-WSB | 10,000 | KXL Broadcasters Orpheum Bldg. Broadway 6451 | | Frances R. Symons H. S. Jacobson H. S. Jacobson | Frederick J. Eichhorn 3d L. K. Ballinger | McGillyra Lang-Worth MacGregor Standard UP |
| ROSEBURG..... | KRNI | 1490 | 250 | News Review Co. Umpqua Hotel Bldg. 4 | MBS Don Lee Pacific | Rep. Harris Ellsworth Marshall H. Pengra Marshall H. Pengra | Gilbert E. Walters Iris Helliwell Henry J. Chandler | Keating Associated Standard AP |
| SALEM..... | KSLM | 1390 | 1,000 | Oregon Radio Inc. 633 N. Front St. 6131 | | H. B. Read William Talbot Jr. William Talbot Jr. | Otto Miller William Talbot Jr. Clyde Carlton | Keating Associated Lang-Worth MacGregor AP, UP |

PENNSYLVANIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|-------------|---|---|--|
| ALLENTOWN..... | WCBA | 1470 ST-WSAN | 500 | Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511 | NBC | J. C. Shumberger Sr. B. Bryan Musselman | George Y. Snyder Reuel H. Musselman | World AP, UP |
| ALLENTOWN..... | WSAN | 1470 ST-WCBA | 500 | Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511 | NBC Quaker | J. C. Shumberger Sr. B. Bryan Musselman | George Y. Snyder Reuel H. Musselman | Headley-Reed World AP, UP |
| ALTOONA..... | WFBG | 1340 | 250 | Gable Broadcasting Co. 1320 11th Ave. 6467 | NBC Quaker | Gable Broadcasting Co. Roy F. Thompson Roy F. Thompson | Dorothy M. Jones George R. Burgoon | Headley-Reed World Lang-Worth AP |
| BUTLER..... | WISR | 680 | 250-D | Butler Broadcasting Co. 357 N. Main St. 4701 | | David H. Rosenblum David H. Rosenblum Leon Bernard | Miss Ephe Parker Leon Bernard Paul Rex | MacGregor World UP |
| DUBOIS..... | WCED | 1230 | 250 | Tri-County Broadcasting Co. 80 N. Park Pl. 1700 | CBS | Harold Gray Jason S. Gray Les Ryder | Les Ryder Les Ryder Vernon L. Stahl | Spot Sales Lang-Worth UP |
| EASTON..... | WEST | 1400 | 250 | Associated Broadcasters Inc. 516 Northampton St. 8001 | MBS | Clair R. McCollough Elwood C. Anderson Elwood C. Anderson | Eugene Bethman John Smith J. E. Mathiot | Radio Adv. Thesaurus MacGregor UP |
| ERIE..... | WERC | 1490 | 250 | Presque Isle Broadcasting Co. 121 W. 10th St. 47-490 | CBS | Jacob A. Young Charles E. Denny Edward Pearson | J. J. Young J. J. Young Charles Jenks | Spot Sales Associated Lang-Worth UP |
| ERIE..... | WLEU | 1450 | 250 | WLEU Broadcasting Corp. Commerce Bldg. 23-327 | Blue Quaker | Leo J. Omelian V. Hamilton Weir V. Hamilton Weir | Edward Shyroek Clarence Baker | Thesaurus TP |
| GREENSBURG..... | WHJB | 620 | 250-D | Pittsburgh Radio Supply House Penn Albert Hotel 3740 | | H. J. Brennen George J. Podyen Robert Thompson | Howard Hoffman Walter McCoy | Spot Sales Lang-Worth TP, UP |
| GROVE CITY..... | *WSAJ | 1340-SH | 100 | Grove City College | | Grove City College | | |



TRI-PENN MARKET

THE PLUS BUY
IN THE HEART
OF PENNSYLVANIA



These three stations effectively reach the very heart of Pennsylvania's rich, sales-producing market. Advertisers find them an outstanding buy, with their 835,000 Population, 213,000 Radio Families and more than \$408,000,000 Retail Sales—all in their Primary Area—an area not covered by any other station.

For full information on rates and coverage, write direct to main office: 8 West King Street, Lancaster, Penna., or to

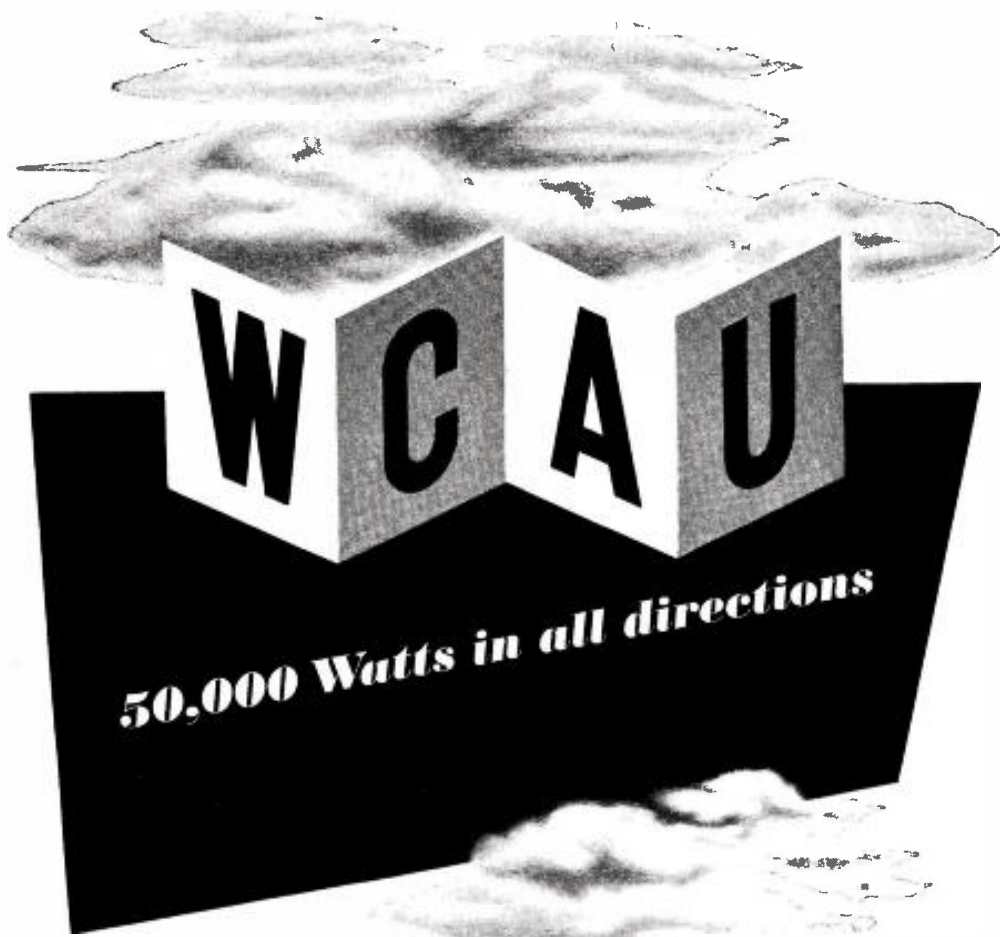
Sales Representative: PAUL H. RAYMER CO.
NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
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PENNSYLVANIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mtdg. or Promotion Mgr. Chief Engineer | Representatives Transac. Library News Service |
|-------------------|--------------|-------------------------|---------------------|---|----------------|--|---|--|
| HARRISBURG..... | WHP | 1460 | 5,000-LS 1,000-N | WHP Inc. 216 Locust St. 4-3211 | CBS | Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond | Jr. Dick Redmond Beatrice Potteiger Richard S. Duncan | Blair Standard UP |
| HARRISBURG..... | WKBO | 1230 | 250 | Keystone Broadcasting Corp. 31 N. Second St. 4-0191 | NBC MBS | Clair R. McCollough C. G. Moss C. G. Moss | Lewis Munnell K. O. Casady J. E. Mathiot | Raymer World UP |
| HAZLETON..... | WAZL | 1460 | 250 | Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg., 1488 | MBS | Clair R. McCollough Victor C. Diehm Victor C. Diehm | Thomas Tito William Beck J. E. Mathiot | Radio Adv. Thesaurus UP |
| JOHNSTOWN..... | WJAC | 1400 | 250 | WJAC Inc. Tribune Annex 24-361 | NBC Quaker | J. C. Tully J. C. Tully J. F. Foster | J. P. Foster N. L. Straub | Headley-Reed Thesaurus Standard Lang-Worth UP |
| LANCASTER..... | WGAL | 1490 | 250 | WGAL Inc. 8 W. King St. 6262 | NBC MBS | Clair R. McCollough Walter O. Miller Walter O. Miller | Ernest Stanzola James R. Appel J. E. Mathiot | Raymer Thesaurus UP |
| LEWISTOWN..... | WMRF | 1490 | 250 | Lewistown Broadcasting Co. Hotel Coleman 757 | NBC | James S. Woods Thomas W. Metzger Thomas W. Metzger | Paul M. Breining Rita McCoy Bernard H. Bopp | Burn-Smith UP |
| NEW CASTLE..... | WKST | 1230 | 1,000 | WKST Inc. Cathedral Bldg. 6050 | | S. W. Townsend Arthur W. Graham Arthur W. Graham | Peggy Boughter Robert Emch | Spot Sales Standard Thesaurus AP |
| NEW KENSINGTON | WKPA | 1160 | 250-D | Allegheny Kiaki Broadcasting Co. 810 Fifth Ave. 3534 | | Allegheny Kiaki Bcastg. Co. Edward J. Kroen Edward J. Kroen | Edward J. Kroen W. W. Neely | Cox & Tanz MacGregor UP |
| PHILADELPHIA..... | KYW | 1060 | 50,000 | Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760 | NBC | Westinghouse-W. C. Evans Leslie Joy John S. deRussy | James P. Begley Ernest Gager | NBC Spot Standard Associated UP, Reuters |
| PHILADELPHIA 3... | WCAU | 1210 | 50,000 | WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700 | CBS | Leon Levy Leon Levy Alex Rosenman | Stan Leo Broza Emma Mae Roberts George Lewis | WCAU Raymer Bannan Reiter Associated World AP, TP |
| PHILADELPHIA 3... | WDAS | 1400 | 250 | WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400 | | A. W. Dannenbaum Sr. F. J. Stanton Charles Stahl | P. J. Stanton Charles Stahl Frank Unterburger | Forjoe Lang-Worth INS |
| PHILADELPHIA 7... | WFIL | 560 | 1,000 | WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900 | Blue Quaker | Lt. Col. S. R. Rosenbaum (leave) Roger W. Clipp John E. Surrick | Edward C. Obrist Theodore I. Oberfelder Louis E. Littlejohn | Katz Associated AP |
| PHILADELPHIA 6... | WHAT | 1840 ST-WTEL | 100 | Independence Broadcasting Co. Ledge Bldg. Lombard 2950 | | J. David Stern Milton Laughlin Milton Laughlin | Joseph A. Grady | AP |
| PHILADELPHIA 2... | WIBG | 990 | 10,000 | Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300 | | Paul F. Harron Edward D. Clery Edward D. Clery | Douglas Arthur Rupe Wering John H. Henninger | Spot Sales Thesaurus AP |
| PHILADELPHIA 7... | WIP | 610 | 5,000 | Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800 | MBS | Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies | Edward Wallis Samuel Serota Clifford C. Harris | Burn-Smith Associated World AP, UP |
| PHILADELPHIA 2... | WPEN | 950 | 5,000 | Wm. Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490 | | Arde Bulova Arthur Simon Alfred Dienert | Lew London Robert H. Bloomfield Charles W. Burtis | Griffith Poster Associated AP, TP |
| PHILADELPHIA..... | WTEL | 1840 ST-WHAT | 100 | Foulkrod Radio Engineering Co. 4810 N. Broad St. Gladstone 1310 | | E. Douglass Hibbs Henry N. Cocker Henry N. Cocker | E. Douglass Hibbs | Forjoe |
| PITTSBURGH 10.... | KDKA | 1020 | 50,000 | Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200 | NBC | Westinghouse-Walter Evans Joseph E. Baudino Frank V. Webb | Robert E. White John F. McMahon T. C. Kenney | NBC Spot Associated Standard AP, UP |
| PITTSBURGH..... | KQV | 1410 | 1,000 | KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860 | Blue | H. J. Brennen George S. Wassser Robert M. Thompson Sr. | Alicia Fuller George S. Wassser Walter W. McCoy | Spot Sales Lang-Worth Standard UP |
| PITTSBURGH 30.... | WCAE | 1250 | 5,000 | WCAE Inc. Hotel William Penn Atlantic 6900 | MBS | Leonard Kapner Leonard Kapner Willard Schroeder | R. Clifton Daniel Marion Annenberg James Schultz | Katz Associated Lang-Worth Standard MacGregor World AP, INS |
| PITTSBURGH..... | WJAS | 1320 | 5,000 | Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860 | CBS | H. J. Brennen H. J. Brennen Robert M. Thompson Sr. | James M. Hughes Robert M. Thompson Sr. Walter W. McCoy | Rambeau Associated Lang-Worth Standard MacGregor World AP, INS |
| PITTSBURGH 30.... | WWSW | 1490 | 250 | WWSW Inc. Hotel Keystone Grant 6200 | Quaker | Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price | Walter E. Sickles John Wilkoff J. R. Harlow | Forjoe Associated Standard AP, INS |



50,000 Watts in all directions

PHILADELPHIA'S PRE-EMINENT RADIO STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

PENNSYLVANIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|-----------------|---|--|---|
| READING | WEEU | 850 | 1,000-D | Berks Broadcasting Co. 533 Penn St. 7335 | NBC | Clifford M. Chafey Clifford M. Chafey Robert G. Magee | J. Calvin Jackson H. O. Landis | Hollingbery Standard Lang-Worth UP |
| READING | WRAW | 1340 | 250 | Reading Broadcasting Co. 533 Penn St. 7335 | NBC Quaker | Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey | J. Calvin Jackson H. O. Landis | Rambeau Thesaurus Lang-Worth UP |
| SCRANTON 3 | WARM | 1400 | 250 | Union Broadcasting Co. Select Bldg. 4-1148 | Blue MBS | Martin F. Memolo | Kenneth Beghold Wm. M. Dawson Jr. Adolph Oeschmann | Hollingbery Associated Thesaurus UP |
| SCRANTON 9 | WGBI | 910 ST-WQAN | 1,000-LS 500-N | Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296 | CBS Quaker | Frank Megargee Robert E. McDowell George D. Coleman | Frank Monaghan George D. Coleman Kenneth R. Cooke | Blair World AP |
| SCRANTON | *WQAN | 910 ST-WGBI | 1,000-LS 500-N | The Scranton Times Scranton | | | | |
| SHARON | WPIC | 790 | 1,000-D | Sharon Herald Broadcasting Co. Box 541 4113 | | John Fahnlne Jr. John Fahnlne Jr. J. T. VanSweringen | W. Paul Gamble A. C. Heck | Wilson Associated UP |
| SUNBURY | WKOK | 1240 | 250 | Sunbury Broadcasting Corp. 1150 N. Front St. 1326 | Quaker | B. A. Beck Melvin Lahr Homer Smith | Ken Hafer John Keller | Cox & Tanz Griffith World Lang-Worth UP |
| UNIONTOWN | WMBS | 590 | 1,000 | Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800 | CBS | Joseph C. Burwell Joseph C. Burwell Harry C. Burwell | J. Sullivan Sages Jean Snyder William Henzly | Radio Adv. Thesaurus UP |
| WASHINGTON | WJPA | 1450 | 250 | Washington Broadcasting Co. George Washington Hotel 4870 | | John J. Laux John M. Croft John M. Croft | Hunter Reams Charles R. DuVall Joseph M. Troesch | Standard UP |
| WILKES-BARRE | WBAX | 1240 | 100 | John H. Stenger Jr. 141 S. Main St. 3-0196 | MBS | John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evans | Richard E. Mawson John H. Stenger Jr. | Burn-Smith Associated UP |
| WILKES-BARRE | WBRE | 1340 | 250 | Louis G. Baltimore 62 S. Franklin St. 3-3101 | NBC Blue Quaker | Louis G. Baltimore A. C. Baltimore A. C. Baltimore | Earle Hamrick Charles Sakoeki | Standard AP |
| WILLIAMSPORT 61 | WRAK | 1400 | 250 | WRAK Inc. 244 W. Fourth St. 2-6116 | NBC Quaker | E. M. Case George E. Joy J. Wright Mackey | Sarah Jane Person Irving A. Berndt Jr. Louis N. Persio | McKinney Standard UP |
| YORK | WORK | 1350 | 1,000 | York Broadcasting Co. Inc. 13 S. Beaver St. 6629 | NBC MBS | Clair R. McCollough Harold E. Miller Harold E. Miller | Arthur Weeks Karl Hammels J. E. Mathiot | Raymer Standard UP |
| YORK | WSBA | 900 | 1,000-D | Susquehanna Broadcasting Co. R. D. No. 5 2676 | Blue | Louis J. Appell Louis Vyner Sydney Robbins | Otis Morse IV Willis Weaver | Spot Sales World Associated AP |

RHODE ISLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------|--------------|-------------------------|----------------|--|-----------------|--|--|---|
| PAWTUCKET | WFCI | 1420 | 1,000 | Pawtucket Bcastg. Co. Inc. 450 Main St. Perry 9540 | Blue | Howard W. Thornley Frank F. Crook Theodore Allen | George Sutherland Robert Engles Gilbert Johnson | Rambeau Kane Standard AP |
| PROVIDENCE 2 | WEAN | 790 | 5,000 | Yankee Network Inc. Crown Hotel Dexter 1500 | MBS Yankee | William F. O'Neil John Shepard 3d Joseph Lopez Joseph Lopez | Rose Powers James Powers (Boston) Harold Tilley | Petry Associated Standard AP |
| PROVIDENCE | WJAR | 920 | 5,000 | Outlet Co. 176 Weybosset St. Gaspee 1071 | NBC New England | Mortimer L. Burbank John J. Boyle John J. Boyle | John J. Boyle Thomas C. J. Prior | Weed Bannan Associated |
| PROVIDENCE 2 | WPRO | 630 | 5,000 | Cherry & Webb Bcastg. Co. 15 Chestnut St. Plantations 9776 | CBS | William S. Cherry Jr. William T. Bush William T. Bush | H. William Koster Howard W. Thornley | Raymer Foster Thesaurus Lang-Worth AP, UP |

A Rhode Island Clambake Isn't Accidental

An Expert Bakemaster Has The Knowhow

FIRST
in New England's #2 Market -

WPRO

PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

BROADCASTING • Broadcast Advertising

A Rhode Island bakemaster doesn't "broadcast" his secret . . . says it's been handed down from generation to generation . . . and anyone who has consumed the product of his art will say it's a secret *worth* guarding! Tiny, succulent clams, encased in shells so fragile you can crush them in one hand, are the heart of a real clambake. WPRO, right in the heart of southern New England (commercial!), has easy access to clambake areas . . . in fact, we're right next to them, here in Providence . . . visiting firemen welcome. To round out the feast, which usually starts with clam chowder, (we pause for "chowder" identification) there is ripe corn-on-the-cob, medium-sized potatoes, fresh-caught lobster, fish fillets, tiny bockwurst, garden vegetables such as cucumbers, onions, sliced tomatoes, along with fresh light and dark bread, and various beverages.

And Another Thing

It has been said of a visiting celebrity who, upon viewing a single heaping serving of seafood, asked, "Are you really going to eat all those clams and lobster *alone*?" "Oh no", the native replied, "I'm going to have corn and potatoes with 'em." A Rhode Island clambake, better eaten than talked about, is typical of the way we live life in these parts. Some sections of these United States offer seashore, others wax eloquent over fresh and salt water fishing, and still others point out the proximity of large cities in which the arts, music, and an infinite range of entertainment is at hand . . . Rhode Island, the biggest small state in the Union, has them all! You *have* to be alert to hold the ear of this second largest New England market (plug!) the way WPRO does.

You're Invited

Sometime when you're over this way, drop in. If you can't spare the time now, earmark a couple of those War Bonds for a post-war vacation you'll never forget . . . here in the fresh sea air, with a gentle ocean breeze ruffling your hair and stirring your appetite . . . and if your hair is just a memory, there are plenty of cool shade trees all around the 'bake. You know, as the one and only Will Rogers once said, "There's a lot of fellers who say 'have eaten', who aint et!" A Rhode Island clambake has audience-acceptance *too*.

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

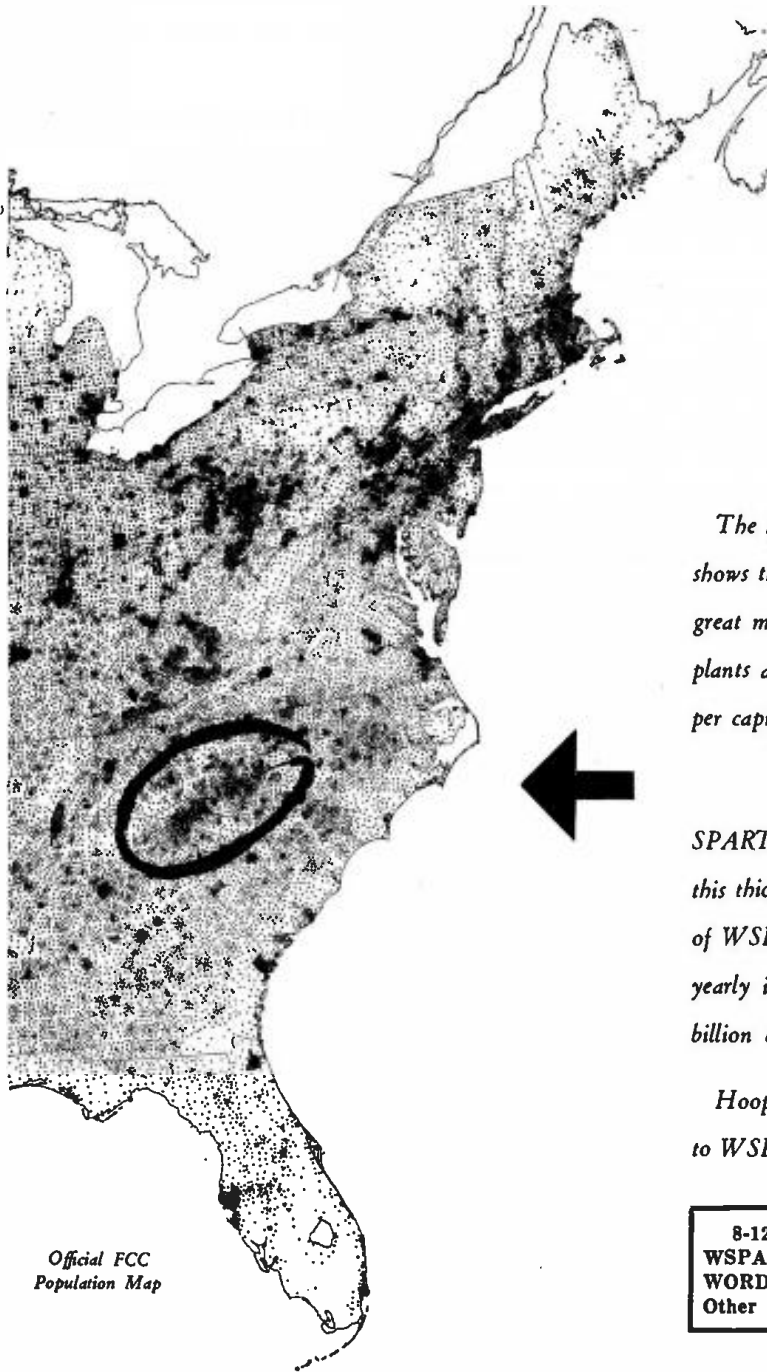
SOUTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|-------------------|---|---|--|
| ANDERSON..... | WAIM | 1230 | 250 | Wilton E. Hall Anderson College 800 | CBS | Wilton E. Hall G. Paul Browne | Randy Davison G. Paul Browne Harold C. Spengler | World Mac Gregor INS |
| CHARLESTON 8.... | WCSC | 1390 | 1,000-LS 500-N | South Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611 | CBS | John M. Rivers John M. Rivers Roland Weeks | Russell Long Ann Finnell Wilbur R. Albee | Free & Peters World UP |
| CHARLESTON..... | WTMA | 1250 | 1,000 | Atlantic Coast Bcstg. Co. 133 Church St. 2-2961 | NBC | R. S. Manigault Robert E. Bradham W. F. Speight Jr. | A. Franz Witte Jr. Douglas M. Bradham | Hollingsbery Thesaurus Standard MacGregor AP |
| COLUMBIA (E).... | WCOS | 1400 | 250 | Carolina Broadcasting Corp. 1202 Main St. 2-5601 | Blue | H. F. Kincey W. C. Bochman W. C. Bochman | H. Moody McElveen Jr. Harry Clippard | Spot Sales Associated Standard AP |
| COLUMBIA..... | WIS | 560 | 5,000 | Surety Life Insurance Co. 1811 Main St. 2-2135 | NBC | Herman N. Hipp G. Richard Shafto J. Dudley Saumenig | Ray A. Furr J. Dudley Saumenig Scott Helt | Free & Peters Lang-Worth UP |
| FLORENCE..... | WOLS | 1230 | 250 | Florence Broadcasting Co. Inc. Sanborn Hotel 48 | Blue | M. F. Schnibbens H. Russ Holt | Raymond Caddell H. Russ Holt Herman L. Hanks | Cox & Tanz UP |
| GREENVILLE..... | WFBC | 1330 | 5,000 | Greenville News-Piedmont Co. Poinsett Hotel 362 | NBC Blue Ridge | Roger C. Peace B. T. Whitmire Robert Q. Glass Jr. | Alcee Wyman B. T. Whitmire W. C. Etheredge | Weed Cook Thesaurus TF, UP |
| GREENVILLE..... | WMRC | 1490 | 250 | Textile Broadcasting Co. Prevost Bldg. 5730 | Blue MBS | R. A. Jolley W. Ennis Bray C. B. Denison | Jimmy Simpson C. B. Denison George D. Tate | Burn-Smith Associated World AP |
| GREENWOOD..... | WCRS | 1450 | 250 | Grecco Inc. Willson St. 4300 | NBC | Douglas Featherstone Dan Crosland Ralph Norman | Newton S. Smyth Eugene C. Niemann | World AP |
| SPARTANBURG.... | WORD | 1400 | 250 | Spartanburg Advertising Co. Radio Center 2900 | Blue | A. B. Taylor Walter J. Brown J. W. Kirkpatrick J. W. Kirkpatrick | Jack Hankins James R. Cook Murray Coleman | Hollingsbery Thesaurus AP |
| SPARTANBURG.... | WSPA | 950 | 5,000-LS 1,000-N | Spartanburg Advertising Co. Radio Center 2900 | CBS | A. B. Taylor Walter J. Brown J. W. Kirkpatrick J. W. Kirkpatrick | Sterling Wright Sterling Wright Harold Beckholt | Hollingsbery Associated UP |
| SUMTER..... | WFIG | 1340 | 250 | Radio Station WFIG Inc. Radio Center Bldg. 1340 | Blue | Julius S. Brody T. Doug Youngblood Jake Brody M. Watson | Bill Wallace Dorothy Boney Edwin Roman | Cox & Tanz UP |

SOUTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|--------------------|--|---|--|
| ABERDEEN..... | KABR | 1420 | 5,000 | Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626 | MBS No. Central | H. C. Jewett Jr. A. A. Fahy A. A. Fahy | Aileen Johnson Delbert T. Hunt | Walker Associated AP, INS |
| PIERRE..... | KGFX | 630-SH | 200-D | Estate of Dana McNeil 203 W. Summit Ave. | | Ida A. McNeil Ida A. McNeil Ida A. McNeil | Ida A. McNeil Ida A. McNeil Robert H. Dye | Cox & Tanz |
| RAPID CITY..... | KOBH | 1400 | 250 | Black Hills Broadcast Co. Alex Johnson Hotel 2000 | | Carl A. Quarnberg Robert J. Dean Leo Peterson | George E. Bruntlett E. A. Griffiths | Walker UP |
| RAPID CITY..... | *WCAT | 1230-SH | 100-D | South Dakota School of Mines E. St. Joe St. | | | | |
| SIoux FALLS..... | KELO | 1230 | 250 | Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757 | NBC | Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn | Verl Thomason S. Fantle Jr. Max F. Staley | Wilson AP |
| SIoux FALLS..... | KSOO | 1140 L-WRVA | 5,000 | Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757 | NBC | Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn | Verl Thomason S. Fantle Jr. Max F. Staley | Wilson Thesaurus AP |
| VERMILLION..... | *KUSD | 920 ST-KPNF | 500 | University of South Dakota Union Bldg. 601 | | Prof. Hale Aarnes Bernice Stier | Bernice Stier George Nordquist | |
| WATERTOWN..... | KWAT | 1240 | 250 | Midland National Life Ins. Co. Midland Bldg. 777 | | Midland Nat. Life Ins. Co. F. L. Bramble Marshall Plowman | Marion Corwin Marshall Plowman Francis Alwin | UP |
| YANKTON..... | WNAX | 570 | 5,000 | WNAX Broadcasting Co. 2nd & Capitol Sts. 443 | CBS | Gardner Cowles Jr. Phil Hoffman Phil Hoffman | Arthur J. Smith Jack Paige Clifton M. Todd | Katz Associated Standard AP, UP |

in advertising— it's reaching people that pays



Official FCC
Population Map

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

| 8-12 noon (M-F) | | 12-6 p.m. (M-F) | | 6-10 p.m. (Sun-Sat) | |
|-----------------|-------|-----------------|-------|---------------------|-------|
| WSPA | 54.8% | WSPA | 49.3% | WSPA | 67.9% |
| WORD | 36.8% | WORD | 38.5% | WORD | 26.9% |
| Other Stations | 8.4% | Other Stations | 12.2% | Other Stations | 5.2% |

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

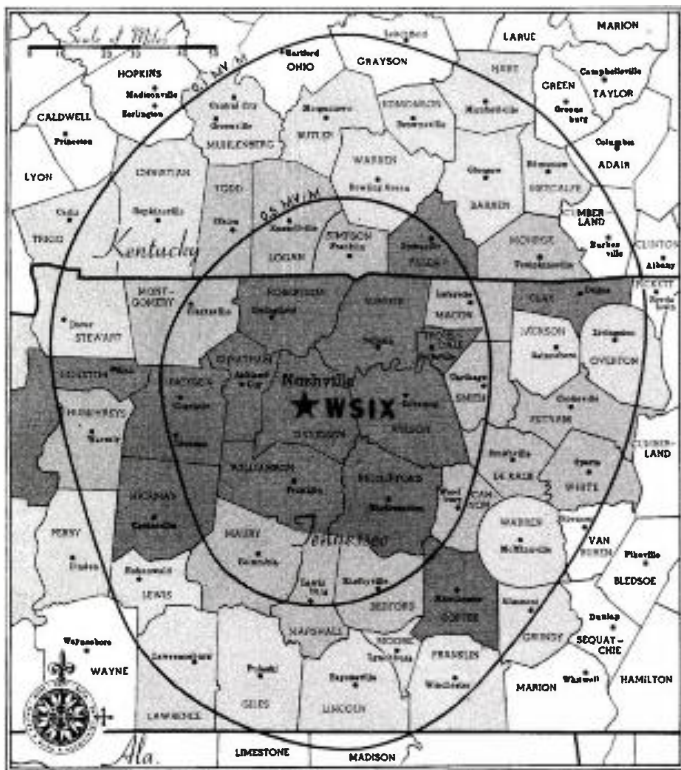
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

TENNESSEE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|--|-----------------------------------|---|---|--|
| BRISTOL..... | WOPI | 1490 | 250 | Radiophone Bcstg. Station WOPI Inc. 410 State St. | NBC Daniel Boone Blue Ridge | W. A. Wilson W. A. Wilson Roy L. Russell | Fey Rogers Robert H. Smith | Burn-Smith Cummings World Associated AP |
| CHATTANOOGA 2... | WAPO | 1150 | 5,000-LS 1,000-N | WAPO Broadcasting Service Read House 6-6141 | NBC | Mrs. Joda H. Patterson R. G. Patterson R. G. Patterson | Helen H. Patterson Helen H. Patterson B. B. Barnes | Headley-Reed Thesaurus AP |
| CHATTANOOGA 2... | WDEF | 1400 | 250 | Joe Engel Volunteer Bldg. 6-5664 | Blue MBS | Joe W. Engel Frank S. Lane Ken Flenniken | Vann Campbell B. C. Baker | Burn-Smith Associated Standard UP |
| CHATTANOOGA 2... | WDOD | 1810 | 5,000 | WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117 | CBS | {Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham | Eugene B. Wilkey Jr. Cliff W. Bowers Julius C. Vessels | Raymer World UP |
| CLARKSVILLE..... | WJZM | 1400 | 250 | William Kleeman Masonic Temple Bldg. 499 | MBS | William Kleeman W. E. Williams Carl Argabrite | C. F. Hammett W. E. Williams John Bailey | Cox & Tanz Associated Standard World AP |
| COOKEVILLE..... | WHUB | 1400 | 250 | WHUB Inc. E. Spring St. 200 | | M. L. Medley M. L. Medley M. L. Medley | Grady Lemons Charles Burch | Cox & Tanz UP |
| JACKSON..... | WTJS | 1390 | 1,000 | Sun Publishing Co. 102 W. Baltimore St. 1106 | Blue MBS | C. E. Pigford A. B. Robinson A. B. Robinson | Ottis Roush A. B. Robinson B. C. Brummell | Branham Standard AP |
| JOHNSON CITY..... | WJHL | 910 | 1,000 | WJHL Inc. 412 S. Roan St. | Blue | W. Hanes Lancaster Ken Marsh Ken Marsh | Henry B. Frick Ken Marsh O. K. Garland | Wilson Standard UP |
| KINGSPORT..... | WKPT | 1400 | 250 | Kingsport Broadcasting Co. Inc. 222 Commerce St. | NBC Daniel Boone Blue Ridge | C. P. Edwards Jess Swicegood Jess Swicegood | Paul Overbay G. W. Upchurch | Burn-Smith Cummings Lang-Worth Standard UP |
| KNOXVILLE 08..... | WBIR | 1240 | 250 | J. W. Birdwell 618 S. Gay St. 4-3321 | Blue MBS | J. W. Birdwell John P. Hart John P. Hart | {Ernest R. Keller Jr. Jess Turner John P. Hart J. Rex Horton | Burn-Smith Associated UP |
| KNOXVILLE 24..... | WNOX | 990 | 10,000 | Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171 | CBS | Jack R. Howard R. B. Westergaard Harry LeBrun | Lowell Blanchard C. B. Davis J. B. Epperson (leave) | Branham Lang-Worth Standard UP |
| KNOXVILLE 02..... | WROL | 620 | 1,000-LS 500-N | Stuart Broadcasting Co. 531 S. Gay St. 2-7111 | NBC | S. E. Adcock S. E. Adcock C. H. Frazier | John Reese Fred Pfahler Owen McReynolds | Blair Cummings MacGregor Thesaurus World AP |
| MEMPHIS..... | WHBQ | 1400 | 250 | Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868 | | E. A. Alburty E. Pournelle | John Orr Francis Foes W. M. Roy | Rambeau Lang-Worth AP, UP |
| MEMPHIS 1..... | WMC | 790 | 5,000 | Memphis Publishing Co. Box 311 8-7464 | NBC So. Central Arkansas | John H. Sorrells Henry W. Slavick J. C. Eggleston | John H. Cleghorn Walter E. Frase E. C. Frase Jr. | Branham Standard Thesaurus Lang-Worth UP |
| MEMPHIS..... | WMPS | 1460 | 1,000-LS 500-N | Memphis Broadcasting Co. 62 N. Main St. 5-2721 | Blue MBS | Jack R. Howard Harold R. Krelstein | Harold R. Krelstein Robert Neal Hobgood Joseph G. Deaderick | Spot Sales Associated Standard UP |
| MEMPHIS 3..... | WREC | 600 | 5,000 | WREC Broadcasting Service Hotel Peabody 5-1313 | CBS | Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten | Roy Wooten S. D. Wooten Jr. | Katz World UP |
| NASHVILLE 3..... | WLAC | 1510 | 50,000 | WLAC Broadcasting Service Third National Bank Bldg. 6-0161 | CBS | J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr. | Paul Oliphant Charles L. Andrews F. D. Binns | Raymer Lang-Worth World UP |
| NASHVILLE 3..... | WSIX | 980 | 5,000 | WSIX Inc. Nashville Trust Bldg. 5-5431 | Blue MBS | Jack M. Draughon Jack M. Draughon Eugene S. Tanner | Jack Wolever Jack Wolever Bascom E. Porter | Spot Sales Associated Lang-Worth Standard AP |
| NASHVILLE 3..... | WSM | 650 | 50,000 | National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181 | NBC | Edwin W. Craig Harry Stone Dean R. Upton | Jack Stapp Lester Barnard George Reynolds | Petry Lang-Worth Associated AP, INS |




Here's the Nashville market as covered by WSIX



covered by WSIX

★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

-  INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
 -  REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%-50% of base county ratio.
 -  SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%-25% of base county ratio.
- 0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

And here's the Market Data:

MAIL SURVEY

| | Intense | Regular | Secondary | Total |
|----------------------------|---------|---------|-----------|-----------|
| Population | 517,522 | 286,459 | 445,981 | 1,249,962 |
| Families | 130,906 | 71,828 | 108,462 | 311,196 |
| Radio Homes | 89,913 | 39,993 | 57,615 | 187,521 |
| Total Retail Stores | 5,640 | 2,855 | 4,288 | 12,783 |
| Sales \$ | 122,814 | 38,889 | 56,694 | 218,397 |
| Food Stores | 1,951 | 967 | 1,432 | 4,350 |
| Sales \$ | 28,810 | 9,233 | 11,857 | 49,900 |
| General Stores | 277 | 408 | 701 | 1,386 |
| Sales \$ | 2,920 | 3,816 | 7,538 | 14,274 |
| General Merchandise Stores | 203 | 156 | 179 | 538 |
| Sales \$ | 14,297 | 4,716 | 6,559 | 25,572 |
| Apparel Stores | 260 | 65 | 122 | 447 |
| Sales \$ | 10,648 | 1,342 | 2,327 | 14,317 |
| Furniture-Household | 155 | 103 | 97 | 355 |
| Sales \$ | 6,145 | 1,484 | 669 | 8,298 |
| Automotive Outlets | 145 | 86 | 123 | 354 |
| Sales \$ | 17,588 | 5,054 | 8,696 | 31,338 |
| Filling Stations | 726 | 365 | 606 | 1,697 |
| Sales \$ | 9,596 | 3,753 | 5,299 | 18,648 |
| Lumber-Bldg.-Hardware | 148 | 97 | 160 | 405 |
| Sales \$ | 7,151 | 2,984 | 5,367 | 15,502 |
| Eating and Drinking Places | 968 | 324 | 432 | 1,724 |
| Sales \$ | 7,025 | 1,501 | 2,210 | 10,736 |
| Drug Stores | 308 | 72 | 117 | 497 |
| Sales \$ | 5,375 | 1,504 | 2,216 | 9,095 |
| Other Stores | 499 | 212 | 319 | 1,030 |
| Sales \$ | 13,259 | 3,502 | 3,956 | 20,717 |

FIELD INTENSITY SURVEY

| | 0.5 MV/M | 0.1 MV/M— | Total |
|--|----------|-----------|-----------|
| | 610,984 | 668,093 | 1,279,077 |
| | 156,908 | 155,914 | 312,822 |
| | 106,771 | 80,580 | 187,351 |
| | 6,761 | 5,977 | 12,738 |
| | 144,078 | 72,040 | 216,118 |
| | 2,299 | 1,979 | 4,278 |
| | 33,282 | 15,627 | 48,909 |
| | 407 | 1,079 | 1,486 |
| | 4,096 | 10,596 | 14,692 |
| | 270 | 264 | 534 |
| | 17,400 | 6,202 | 23,602 |
| | 307 | 140 | 447 |
| | 11,382 | 2,642 | 14,024 |
| | 212 | 146 | 358 |
| | 7,190 | 1,822 | 9,012 |
| | 190 | 165 | 355 |
| | 20,562 | 10,068 | 30,630 |
| | 827 | 833 | 1,660 |
| | 11,542 | 6,987 | 18,529 |
| | 247 | 215 | 462 |
| | 9,703 | 6,224 | 15,927 |
| | 1,159 | 586 | 1,745 |
| | 8,356 | 2,881 | 11,237 |
| | 238 | 144 | 382 |
| | 6,294 | 2,706 | 9,000 |
| | 605 | 426 | 1,031 |
| | 14,271 | 6,285 | 20,556 |

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

WSIX 5,000 W. 980 KC.
NASHVILLE, TENN.



Blue Mutual
SPOT SALES, INC.
National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

TEXAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsng. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------------|--------------|-------------------------|---------------------|--|----------------------------|---|---|--|
| ABILENE..... | KRBC | 1450 | 250 | Reporter Broadcasting Co. Hilton Hotel 6255 | MBS Texas State | M. B. Hanks Howard Barrett A. C. Etter | J. B. Casey | Pearson Associated AP |
| AMARILLO..... | KFDA | 1230 | 250 | Amarillo Broadcasting Corp. 109 E. Fifth St. 5343 | Blue MBS Texas State | Gilmore N. Nunn H. P. Roberson H. P. Roberson | Bonnie Bennett Howard Biaker | Associated Standard INS |
| AMARILLO..... | KGNC | 1440 | 5,000-LS 1,000-N | Plains Radio Broadcasting Co. Radio Building 4242 | NBC Lone Star | O. L. Taylor John Ballard John Ballard | Raymond Hollingsworth Raymond Hollingsworth William H. Torrey | Wilson Thesaurus UP |
| AUSTIN 16..... | KNOW | 1490 | 250 | Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213 | Blue MBS Texas State | H. M. Fentress Hardy C. Harvey Hardy C. Harvey | Pat Adelman Scotty Garrison James E. Lewis | Associated UP |
| AUSTIN 4..... | KTBC | 590 | 1,000-LS 250-N | State Capital Bcstg. Assn. Inc. Box 717 2-2424 | CBS | Mrs. Claudia T. Johnson Harfield Weedin R. J. Crissey | John Hicks M. W. Jeffus | Branham Standard AP |
| BEAUMONT..... | KFDM | 560 | 1,000 | Beaumont Broadcasting Corp. Edson Hotel 3883 | Blue | C. W. Snider C. B. Locke C. B. Locke | Jack Whitney H. Caldwell L. M. Sanders | Wilson Thesaurus AP |
| BEAUMONT..... | KRIC | 1450 | 250 | KRIC Inc. 130 Wall St. 4200 | | Mrs. J. L. Mapes Jack Neil G. L. Kirk | Lorraine Kelley Ben Hughes | Branham World AP |
| B.G. SPRING..... | KBST | 1490 | 100 | Big Spring Herald Bcstg. Co. Inc. Box 87 1500 | MBS Texas State | R. W. Whippley David Crockett Charles T. White | James H. Stiff Jr. Charles T. White Andrew M. Jones | Pearson Associated AP |
| BRADY..... | KNEL | 1490 | 250-LS 100-N | G. L. Burns 106 N. Blackburn St. 77 | | G. L. Burns G. L. Burns G. L. Burns | Katherine Glover Katherine Glover F. W. Tipton | Cox & Tanz |
| BROWNSVILLE..... | KEEW | 1490 | 250-LS 100-N | Eagle Broadcasting Co. Inc. San Benito Highway | | | | Cox & Tanz INS |
| BROWNWOOD..... | KBWD | 1380 | 1,000-LS 500-N | Brown County Bcstg. Co. 800 Hawkins St. 2401 | MBS Texas State | Wendell Mayes Wendell Mayes A. D. Whisenant | Pat Laurence A. W. Stewart | Thesaurus AP |
| COLLEGE STATION. *WTAW | | 1150 | 1,000-D | A. & M. College of Texas College Station 4-6724 | Blue | A. & M. College of Texas Barbara Peters Ted P. Hills | Evelyn Branigan Barbara Peters H. C. Dillingham | World AP |
| CORPUS CHRISTI... KEYS | | 1490 | 250 | Nueces Broadcasting Co. Inc. Centre Theatre Bldg. 2-7411 | CBS | Partnership Bill Hughes Bill Hughes | Jack Sharpe Jack Sharpe Earle C. Dunn | Forje World UP |
| CORPUS CHRISTI... KRIS | | 1360 | 1,000 | Gulf Coast Broadcasting Co. Robert Driscoll Hotel | NBC MBS Lone Star | T. Frank Smith | Robert S. Bush | Branham Associated Standard AP |
| CORPUS CHRISTI... KWBU | | 1010 | 50,000-D | Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381 | | Carr P. Collins | | Pearson Hogan AP |
| CORSICANA..... | KAND | 1340 | 250 | Navarro Broadcasting Assn. Box 959 141 | MBS | J. C. West Aubrey H. Escoe | Charlie Payne Eugene Hellums | Holman UP |
| DALLAS..... | KGKO | 570 | 5,000 | (See Fort Worth Tex.) | | | | |
| DALLAS 1..... | KRLD | 1080 | 50,000 | KRLD Radio Corp. Hotel Adolphus Central 6811 | CBS | John W. Runyon Clyde W. Rembert William A. Roberts | Ruth Clem James W. Crocker Roy M. Flynn | Branham Standard AP |
| DALLAS 4..... | KSKY | 660 | 1,000-D | Chilton Radio Corp. Hotel Stoneleigh Central 6193 | | A. L. Chilton A. L. Chilton R. G. Terrill | T. E. Perrin R. G. Terrill Morris M. Ming | Associated AP |
| DALLAS..... | WFAA | 820 ST-WBAP | 50,000 | A. H. Belo Corp. 1122 Jackson St. Riverside 9631 | NBC Texas Quality | E. M. Dealey Martin B. Campbell Alex Keese | Ralph W. Nimmons Raymond Collins | Petry Thesaurus Lang-Worth UP |
| DALLAS 1..... | WRR | 1310 | 5,000 | City of Dallas Municipal Radio Bldg. Tension 3-6101 | MBS Texas State | City of Dallas Charles B. Jordan Charles B. Jordan | Pete Teddlie Pete Teddlie Durward J. Tucker | Weed Associated AP |
| DENISON..... | KRRV | 910 | 1,000 | (See Sherman Tex.) | | | | |
| DENTON..... | KDNT | 1450 | 100 | Harwell V. Shepard Kimrough Bldg. 276 | | Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard | Jo Elizabeth Price Harwell V. Shepard Harwell V. Shepard | UP |
| EL PASO..... | KROD | 600 | 1,000-LS 500-N | Dorrance D. Roderick 2201 Wyoming St. Main 2020 | CBS | Dorrance D. Roderick Val Lawrence Cecil L. Trigg | Paul Stevenson Paul Stevenson Edward P. Taibott | Wilson Associated INS |
| EL PASO..... | KTSM | 1380 | 1,000-LS 500-N | Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122 | NBC | Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kline | Virgil C. Hicks Nellie Parsons E. L. Gemoets | Hollingbery MacGregor Thesaurus UP |

the Taylor-Howe-Snowden Group



PRIMARY COVERAGE OF FOUR **MAJOR** TEXAS MARKETS

KGNC

AMARILLO
THE CITY THAT
LEADS TEXAS
IN PERCENT OF RADIO HOMES

Of the 14,479 homes in Amarillo in 1940, 91.9% had radios—which exceeded the next nearest Texas city by 4.8%—and was exactly double the lowest! Now there are many more homes. Within less than one year—May, 1942 to March, 1943—Amarillo added 24.5% to its civilian population, highest percentage of increase in the nation for metropolitan markets in that period.

And in Northwest Texas, where only KGNC, AMARILLO, provides primary coverage, there were 57,486 radio homes in 1940... 81.34% of the total occupied dwellings, which is 14.4% higher than the Texas average. Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!

N. B. C. NETWORK

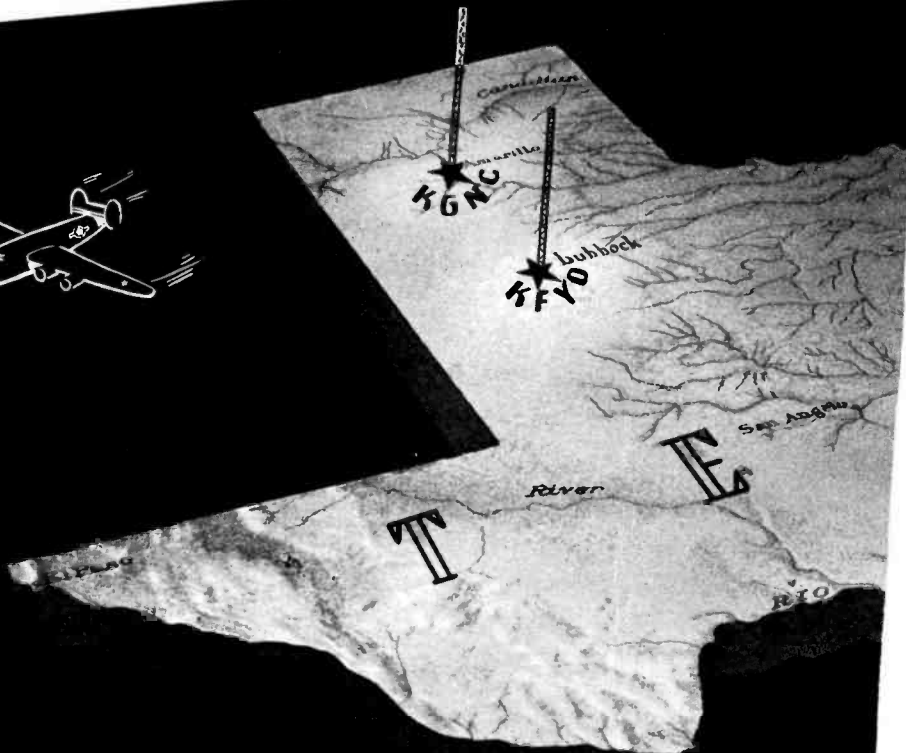
KFYO

LUBBOCK
THE STATION WITH THE
HIGH FENCE
AROUND IT!

A geographical accident gives KFYO a near-exclusive coverage of primary market listeners! Because KFYO is more than 100 miles from any other station; and, for several reasons, no one of them gets into KFYO land appreciably. Of 49,885 dwelling units in KFYO's primary market in 1940, 74.54% had radio units. Now there are a lot more. For in KFYO's primary area the initial registration for Ration Book 4 totaled 214,862—an increase over the 1940 census of 21%!

Cotton and other crop yields in 1943 were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is a very prosperous, fast-growing, radio-listening market you can blanket with its one station—KFYO!

TEXAS STATE NETWORK



the TAYLOR-HOWE-SNOWDEN GROUP

K T S A

SAN ANTONIO

"ASK THE FOLKS AT HOME!"

Local advertisers always know which one of their radio stations produces the best results. Day-by-day sales provide the proof quickly, accurately, and beyond question! Confirmation as to program acceptance and popularity comes from friends and the merchants' own families.

That's the reason we're so proud K TSA receives MORE LOCAL ADVERTISING DOLLARS than any other San Antonio radio station. We know "home folks" know!

Let us send to you the full facts about the results K TSA secures constantly for advertisers . . . about its rich Metropolitan San Antonio market with a \$29,000,000 monthly payroll . . . an increase of over 300% . . . and about the booming South Texas market . . . what's happening in these seventy rich counties K TSA regularly serves. There's real enlightenment awaiting your request!

COLUMBIA NETWORK

K R G V

WESLACO

91% OF THE 23,481
RADIO HOMES!

In the Lower Rio Grande Valley, an irrigated paradise, KRGV is synonymous with radio. And what a market it is! Shipped in 1943, at record prices, were 75,000 cars of fruits and vegetables; 150,000 bales of cotton; and vast quantities of grain sorghums, corn, flaxseed, alfalfa and cereal grasses. It follows that the canning, processing and dehydration plants, with which the eight counties are dotted, were and are exceedingly active—in addition to the extensive, big-payroll army-training establishments. In a word, it is the richest era of a prosperous history with growers alone receiving \$75,000,000 in the current crop year. Yet, KRGV is the ONLY single media—radio or newspaper—which covers this market thoroughly. It is THE source in the valley of outstanding network, news and local-interest programs!

N. B. C. NETWORK



PRIMARY COVERAGE OF FOUR MAJOR TEXAS MARKETS

*the
Taylor-Howe-Snowden
Group*

NATIONAL REPRESENTATIVES

KGNC **AMARILLO**

HOWARD H. WILSON CO.

KFYO **LUBBOCK**

HOWARD H. WILSON CO.

KTSA **SAN ANTONIO**

JOHN BLAIR & CO.

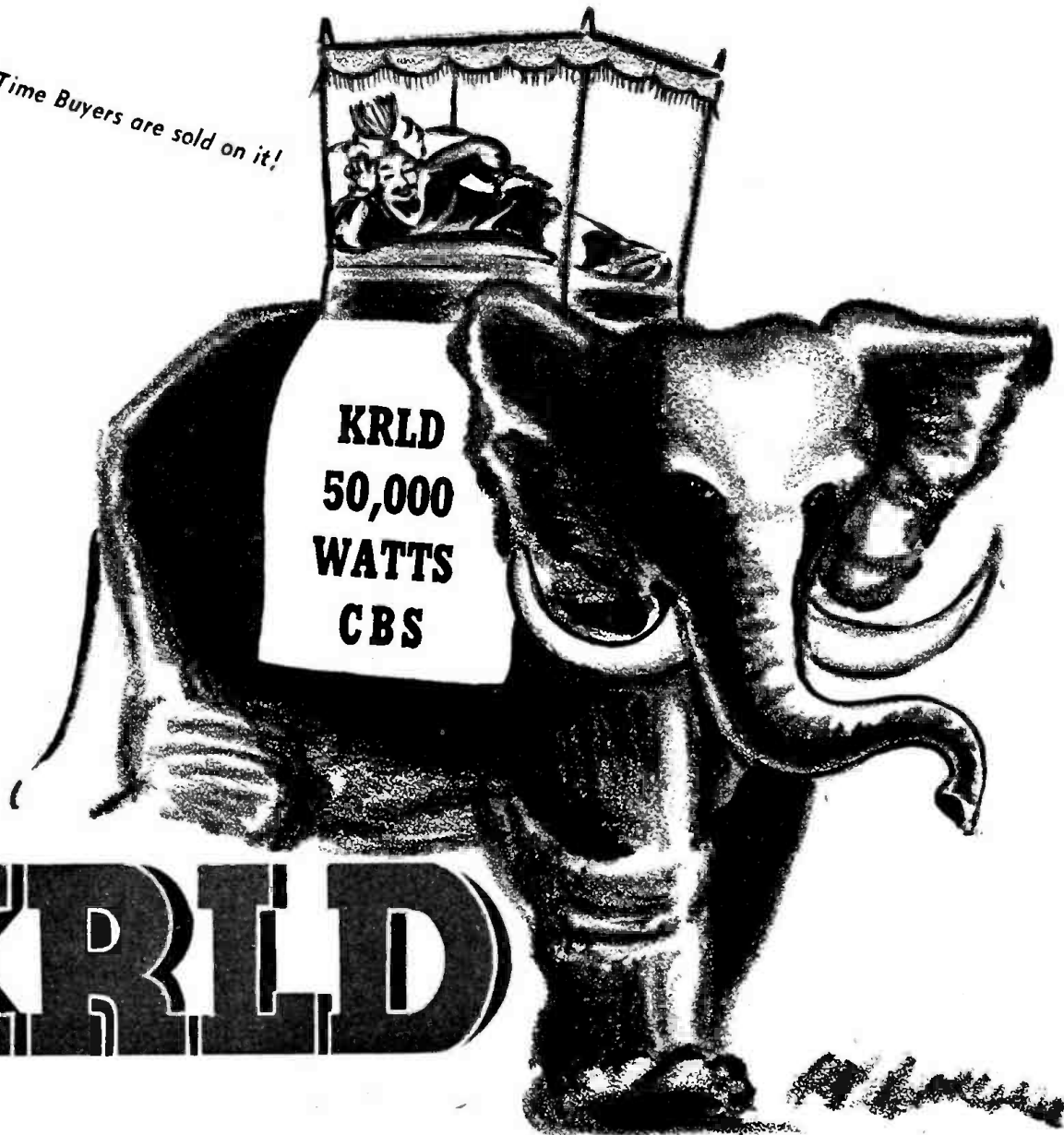
KRGV **WESLACO**

HOWARD H. WILSON CO.

**CENTRAL SALES OFFICE 805-6 TOWER PETROLEUM BUILDING
DALLAS, TEXAS**

TELEPHONE RIVERSIDE 5663 KEN L. SIBSON, GENERAL SALES MANAGER, TWX DI. 297

* Time Buyers are sold on it!



KRLD

does a **BIG JOB** in Texas!

50 KW

KRLD

1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.


DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|-------------------------------|-------------------------|----------------|--|--------------------------|---|--|--|
| FORT WORTH 1.... | KFJZ | 1270 | 5,000 | Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474 | MBS Texas State | Col. Elliott Roosevelt (leave) Gene L. Cagle Clyde Pemberton | Boyd Kelly L. Roy Duffy Truett Kinzey | Weed UP |
| FORT WORTH..... | KGKO | 570 | 5,000 | KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth 1122 Jackson St., Dallas Ft. Worth 3-1234 Dallas, Riverside 9631 | Blue Lone Star | {Amon G. Carter {Harold Hough, Ft. Worth {J. M. Moroney, Dallas {Martin B. Campbell, m. dir. {George Cranston, Ft. Worth {Alex Keese, Dallas | {Ed Lally, Ft. Worth {Ralph Nimmons, Dallas {R. C. Stinson, Ft. Worth {Raymond Collins, Dallas | Petry World AP, UP |
| FORT WORTH 2.... | WBAP | 820 ST-WFAA | 50,000 | Carter Publications Inc. Medical Arts Bldg. 3-1234 | NBC Texas Quality | Amon G. Carter George Cranston Hugh R. Turner | Ed Lally Virginia Wilitten R. C. Stinson | Petry World AP |
| GALVESTON..... | KLUF | 1400 | 250 | KLUF Broadcasting Co. Inc. 6002 Broadway 6676 | | George Roy Clough Lee D. Clough C. B. Bracht | Carl McDaniel C. V. Bracht Lee D. Clough | MacGregor Standard UP |
| HARLINGEN..... | KGBS | 1240 | 250 | Harbenito Bestg. Co. Inc. Box 711 1400 | CBS | McHenry Tichenor Ingham S. Roberts Troy McDaniel | Steel McClanahan Virginia S. Roberts Marvin D. Myers | Forjoe Associated AP |
| HOUSTON 2..... | KPRC | 950 | 5,000 | Houston Printing Corp. Lamar Hotel Fairfax 7101 | NBC Texas Quality | W. P. Hobby Kern Tips | Jack McGrew Ted Horton Harvey Wheeler | Petry Thesaurus AP |
| HOUSTON 2..... | KTRH | 740 | 50,000 | KTRH Broadcasting Co. Rice Hotel Preston 4361 | CBS | Houston Chronicle B. F. Orr Ray Bright | Harry Grier George McCormick {King H. Robinson {Tom Hiner | Blair World UP |
| HOUSTON 2..... | KXYZ | 1320 | 5,000 | Harris County Broadcast Co. Gulf Bldg. Capitol 6151 | Blue MBS Lone Star | T. Frank Smith | Charles Nethery Gerald R. Chinski | Branham Associated Standard AP |
| HUNTSVILLE..... | KSAM | 1490 | 250-D | W. J. Harpole & J. C. Rothwell Walker County Fairgrounds 666 | | Partnership J. C. Rothwell J. B. McShan | Ruth Rothwell Jesse J. Simms | AP |
| KILGORE..... | KOCA | 1240 | 250 | Oil Capitol Broadcasting Assn. Box 1285 616 | | Roy G. Terry Roy G. Terry T. F. Spear Jr. | Dorothy Baker Ruth Cook Albert F. Mason Jr | |
| LAREDO..... | KPAB | 1490 | 250 | Laredo Broadcasting Co. Hamilton Hotel 2124 | | Howard W. Davis Rupert Dougharty Rupert Dougharty | Jack Calvin Hulan Smith | Cox & Tanz Holman AP |
| LONGVIEW..... | KFRO | 1370 | 1,000 | Voice of Longview Glover-Crim Bldg. 411 | MBS Texas State | James R. Curtis James R. Curtis James R. Curtis | James R. Curtis | Burn-Smith |
| LUBBOCK..... | KFYO | 1340 | 250 | Plains Radio Bestg. Co. Inc. 914 Avenue J 5567 | Texas State | O. L. Taylor DeWitt Landis DeWitt Landis | Wesley Youngblood DeWitt Landis W. S. Bledsoe | Wilson World UP |
| LUFKIN..... | KRBA | 1340 | 250 | Red Lands Broadcasting Assn. 108½ S. First St. 272 | | Ben T. Wilson Darrell E. Yates Darrell E. Yates | Richman Lewin Richman Lewin Sam Love | Cox & Tanz Standard AP |
| MIDLAND..... | KRLH | 1230 | 250 | Scharbauer Estate 117 S. Lorraine St. 1070 | MBS Texas State | Scharbauer Estate J. M. McDonald Gladys L. McDonald | Grace Delamater Jack Cecil | Cox & Tanz Associated UP |
| PALESTINE..... | KNET | 1450 | 100-D | Palestine Broadcasting Corp. Municipal Bldg. 411 | | B. A. Laurie Bill A. Laurie Bill A. Laurie | Emo Laurie Bill A. Laurie Bill A. Laurie | Cox & Tanz Holman Standard TP |
| PAMPA..... | KPDN | 1340 | 100 | R. C. Holles Box 1701 1100 | | R. C. Holles Wayne Phelps Wayne Phelps | Lester Aldrich Wayne Phelps Howard Blaker | Forjoe AP |
| PARIS..... | KPLT | 1490 | 250 | North Texas Broadcasting Co. Hotel Gibraltar 1124 | MBS Texas State | A. G. Pat Mayse Patt McDonald Patt McDonald | Harvey R. Boyd Patt McDonald Mitchell C. Secret | Pearson Associated Standard AP |
| PECOS..... | KIUN | 1400 | 100 | Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21 | | Jack Hawkins Jack Hawkins David Martin | David Martin Mrs. Elba Gibson | Cox & Tanz |
| PLAINVIEW..... | KVOP (Construction Permit) | 1400 | 250 | W. J. Harpole and J. C. Rothwell Plainview | | | | |
| PORT ARTHUR..... | KPAC | 1250 | 1,000 | Port Arthur College 1515 Lakeshore Dr. 7458 | MBS | Carl Vaughan Glenn Hewitt Glenn Hewitt | Marjorie Vickers Blewett Smyth Cliff Hamilton | McGillvra Associated Standard INS |
| SAN ANGELO..... | KGKL | 1400 | 250 | KGKL Inc. St. Angelus Hotel 6715 | MBS Texas State | H. C. Ragdale Lewin O. Seibert Myrl Stein | Evelyn Preston Beth Cozart Frank Jones | Pearson Associated AP |

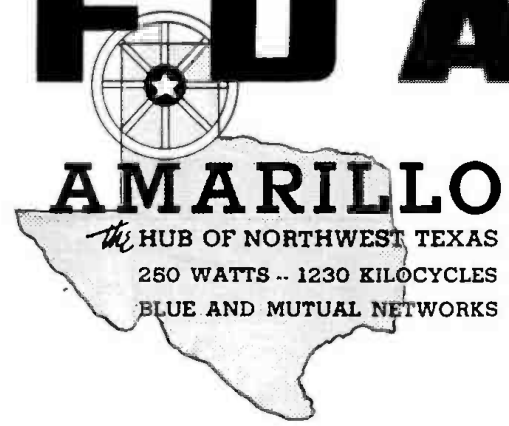
FROM 40% TO 363% LISTENER INCREASE IN ONE YEAR!


HOOPER STATION LISTENING INDEX

CITY AMARILLO, TEXAS

| INDEX | FALL, 1942 | | FALL, 1943 | | PER CENT OF INCREASE |
|------------------------------------|------------|------|------------|------|----------------------|
| | "A" | KFDA | "A" | KFDA | |
| 8:00 AM-10:00 AM Mon. thru Fri. | 74.0 | 21.7 | 43.0 | 55.2 | 154% |
| 10:00 AM-12:00 N Mon. thru Fri. | 84.1 | 12.6 | 39.2 | 58.4 | 363% |
| 8:00 AM-12:00 N Mon. thru Fri. | 78.4 | 17.7 | 41.0 | 56.9 | 221% |
| 12:00 N-3:00 PM Mon. thru Fri. | 73.1 | 22.6 | 62.9 | 35.7 | 58% |
| 3:00 PM-6:00 PM Mon. thru Fri. | 81.8 | 17.4 | 65.3 | 32.7 | 88% |
| 12:00 N-6:00 PM Mon. thru Fri. | 76.5 | 20.5 | 63.9 | 34.4 | 68% |
| 6:00 PM-8:00 PM Sun. thru Sat. | 81.7 | 18.3 | 74.0 | 25.6 | 40% |
| 8:00 PM-10:00 PM Sun. thru Sat. | 80.1 | 11.3 | 82.1 | 16.7 | 48% |
| 6:00 PM-10:00 PM Sun. thru Sat. | 80.8 | 14.3 | 78.0 | 21.2 | 48% |

K F D A



Radio Station "A" in the Hooper Station Listening Index extracts to the left is the second Amarillo station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered. Coincidental calls in the Fall, 1942 survey totaled 6,487; and in the Fall, 1943 survey, totaled 6,248.

KFDA, Amarillo was not established until 1939—and it took a few years of foundation-laying before it could "get in its stride." This basis for a real station was completed about a year ago; and, since then, KFDA has "gone to town," as the comparison of the two Hooper surveys so well shows!

It is obvious that Amarillo is now very much a two-station city . . . and for results-per-dollar of advertising cost, the "buy" is KFDA!

HOWARD ROBERSON, Station Director

WCMI

ASHLAND, KY. - HUNTINGTON, W. VA.
"Where Coal Meets Iron"
250 WATTS — 1340 KILOCYCLES
Mutual Network
L. D. Newman, Station Director

WBIR

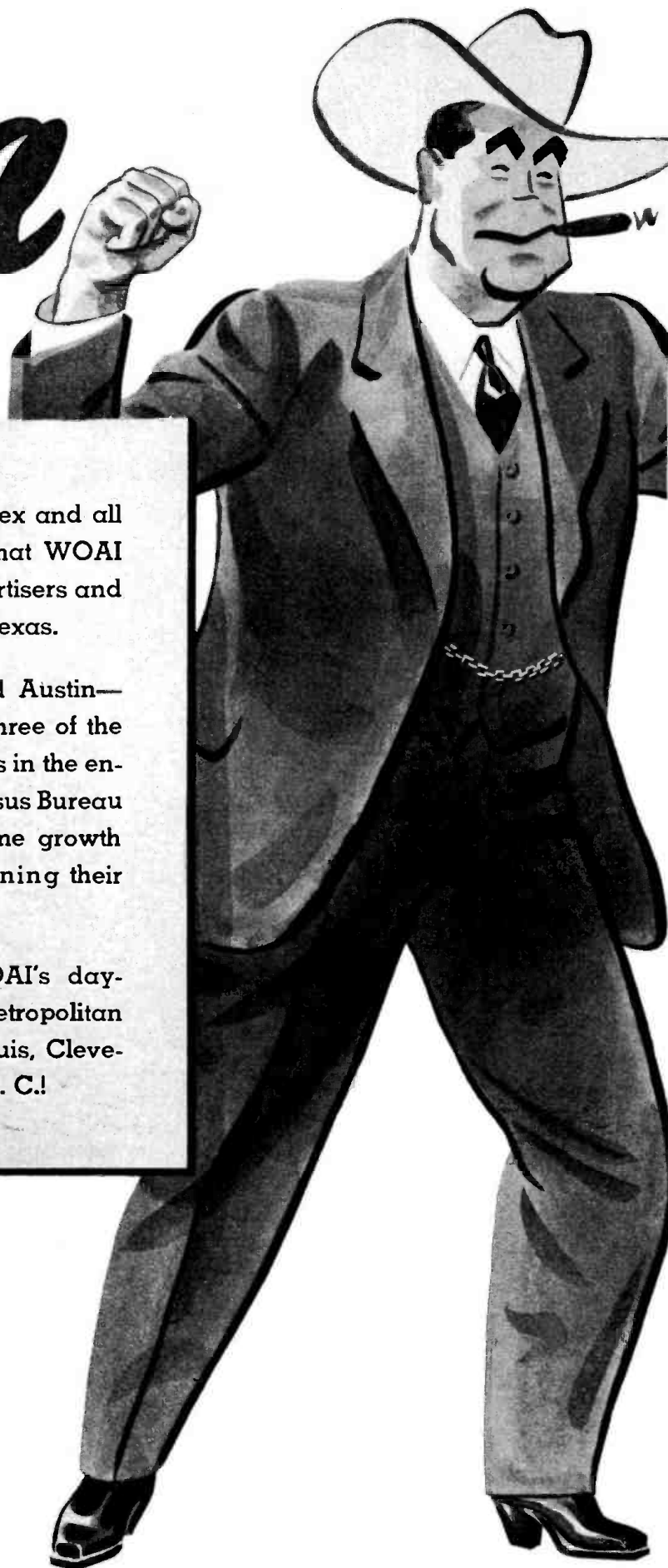
KNOXVILLE, TENNESSEE
"The Voice of Knoxville"
250 WATTS — 1240 KILOCYCLES
Blue and Mutual Networks
John G. Ballard, Station Director

WLAP

LEXINGTON, KENTUCKY
"The Thoroughbred Station of the Nation"
250 WATTS — 1450 KILOCYCLES
Mutual Network
Ted Grizzard, Station Director

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

It's a



Every C. E. Hooper Listening Index and all other accredited surveys prove that WOAI is the only shortcut between advertisers and consumers in Central and South Texas.

San Antonio, Corpus Christi and Austin—key centers in this market—are three of the twenty-eight metropolitan counties in the entire United States listed by the Census Bureau as having the most rapid wartime growth and the best prospects of retaining their growth!

More people now live in WOAI's daytime primary area than in the metropolitan markets of San Francisco, St. Louis, Cleveland, Baltimore or Washington, D. C.!

Big Story!



WOAI sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS—CLEAR CHANNEL
AFFILIATE NBC—MEMBER TQN



WOAI

San Antonio

Represented Nationally by
EDWARD PETRY & COMPANY

The Powerful Advertising Influence in the Southwest

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------------|--------------|-------------------------|---------------------|---|--------------------------------|---|---|--|
| SAN ANTONIO 5... | KABC | 1450 | 250 | Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 8126 | Blue MBS Texas State | R. Early Willson Hardy C. Harvey Bill Joekel | Mrs. Clyde A. Wendt Paul Wolf | UP |
| SAN ANTONIO 5 ... | KMAC | 1240 | 250 | Walmac Co. Nat'l Bank of Commerce Bldg. Cathedral 6211 | | Howard W. Davis Howard W. Davis Howard W. Davis | Tony Bessan Leona Bender Charles F. Harris | Burn-Smith INS |
| SAN ANTONIO 6 ... | KONO | 1400 | 250 | Mission Broadcasting Co. 317 Arden Grove Fannin 5171 | | Eugene J. Roth James M. Brown James M. Brown | Stanley A. Cox George W. Ing | ForJoe Lang-Worth AP |
| SAN ANTONIO 6 ... | KTSA | 650 | 5,000-LS 1,000-N | Sunshine Broadcasting Co. Gunter Hotel Garfield 1251 | CBS Lone Star | O. L. Taylor G. W. Johnson | Douglas J. Romine Charles Lutz W. G. Egerton | Blair Lang-Worth Thesaurus UP |
| SAN ANTONIO | WOAI | 1200 | 50,000 | Southland Industries Inc. 1031 Navarro St. Garfield 4221 | NBC Texas Quality | G. A. C. Half Hugh A. L. Half Ellis Chaney | Walter S. Zahrt Fred Sterling | Petry Associated Standard AP, INS |
| SHERMAN..... | KRRV | 910 | 1,000 | Red River Valley Bcastg. Corp. 421 N. Crockett St., Sherman Fannin & Owing St., Denison Sherman 201 Denison 423 | MBS Texas State | George H. Wilcox L. L. Hendrick, Sherman B. V. Hammond Jr., Denison | Eloise Jouvenat, Shrm. W. W. Shelley, Denison Tom John | UP |
| SWEETWATER..... | KXOX | 1240 | 250 | Sweetwater Radio Inc. Radio Bldg. 2341 | | J. S. McBeath J. Harley Hubbard J. Harley Hubbard | Lee S. Belding J. Harley Hubbard George W. Dotson | Thesaurus UP |
| TEMPLE..... | KTEM | 1400 | 250 | Bell Broadcasting Co., Inc. Box 185 4646 | Blue MBS Texas State | Frank W. Mayborn Burton Bishop C. F. Whitesides Jr. | C. F. Whitesides Jr. Burton Bishop Paul Shaw | Associated UP |
| TEXARKANA..... | KCMC | 1450 CP-1230 | 250 | KCMC Inc. 317 1/2 Pine St. 832 | MBS Texas State Arkansas | C. E. Palmer Frank O. Myers Ernest Hackworth | Kathryn Wiseman Donald Myers Paul McCaslin | Pearson Associated Standard AP |
| TYLER..... | KGKB | 1490 | 250 | East Texas Broadcasting Co. 115 S. College St. 1106 | | James G. Ulmer James G. Ulmer E. P. Duffie | Mrs. James G. Ulmer John B. Sheppard | Standard UP |
| VERNON..... | KVWC | 1490 | 250 | Northwestern Broadcasting Co. 1813 Wilbarger St. 1048 | MBS Texas State | R. H. Nichols W. D. Dixon W. D. Dixon | William F. Parady Herman F. Ridgway | Associated AP |
| VICTORIA..... | KVIC | 1340 | 250 | Radio Enterprises Inc. Victoria Bank & Trust Bldg. 2172 | | Morris Roberts Roland Hobrecht | Margaret True Robert McCown | Standard World UP |
| WACO..... | WACO | 1450 | 250 | Frontier Broadcasting Co. Inc. Amicable Life Bldg. 2700 | MBS Blue Texas State | Lee Glasgow | Leon H. Appleman | Weed Associated UP |
| WESLACO..... | KRGV | 1290 | 1,000 | KRGV Inc. Weslaco 375 | NBC Lone Star | O. L. Taylor Archie J. Taylor Phil Dixon | Dick Watkins Lewis Hartwig | Wilson Standard Thesaurus UP |
| WICHITA FALLS... .. | KWFT | 620 | 5,000-LS 1,000-N | Wichita Broadcasters Kemp Hotel 4182 | CBS | Joe B. Carrigan Charles E. Clough | June Oliver June Oliver John Adams | Raymer Standard UP |

UTAH

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Net work | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|----------------------|---|---|--|
| CEDAR CITY | KSUB | 1340 | 100 | Southern Utah Bcastg. Co. Box 811 398 | Intermountain | Leland M. Perry Hurschell G. Urie Hurschell G. Urie | Elaine Olds Hurschell G. Urie | UP |
| LOGAN..... | KVNU | 1230 | 250 | Cache Valley Broadcasting Co. 1393 N. Main St. 1400 | MBS Intermountain | H. F. Laub Reed Bullen Reed Bullen | Reed Bullen Reed Bullen C. N. Layne | UP |
| OGDEN..... | KLO | 1430 | 5,000 | Interstate Broadcasting Corp. Ben Lomond Hotel 5721 | MBS Intermountain | A. L. Glaumann George C. Hatch Lynn L. Meyer | Merrill J. Bunnell Lynn L. Meyer W. D'Orr Cozzens | McGillvra Standard UP |
| PRICE..... | KEUB | 1450 | 250 | Eastern Utah Broadcasting Co. Price 200 | MBS Intermountain | Jack Richards Jack Richards Jack Richards | Jack Richards Jack Richards | McGillvra Associated UP |
| PROVO..... | KOVO | 1240 | 250 | KOVO Broadcasting Co. 108 West Center St. 1680 | MBS Intermountain | Clifton A. Tolboe Arch L. Madsen S. Garn Carter | W. Shirl Black James Lawrence Gerald Peterson | McGillvra UP |

KXYZ

**THE #1 RADIO BUY
IN THE
SOUTH'S #1 MARKET**

Houston

#1 RADIO BUY

KXYZ's rates are surprisingly low . . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

#1 SOUTHERN MARKET

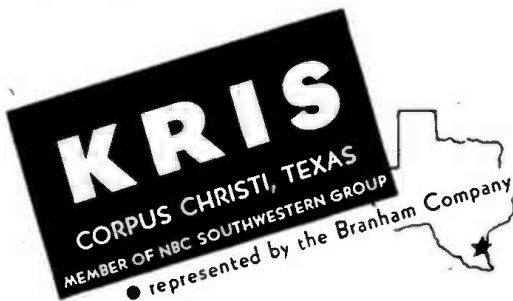
According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.



Special Combination Buy — KRIS and KXYZ, Houston . . . Investigate!

CORPUS CHRISTI'S growth is a "ONE WAY STORY"

Since 1930, Corpus Christi's population has zoomed at a surprising rate . . . so much so that Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the "one way" journey to this port city of over 101,400 population. Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over this rich, ever-expanding market.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

UTAH—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|--|--|
| SALT LAKE CITY 1 | KDYL | 1320 | 5,000 | Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991 | NBC | S. S. Fox S. S. Fox W. E. Wagstaff | George Provol Myron Fox John M. Baldwin | Blair Thesaurus World INS, UP |
| SALT LAKE CITY 1 | KSL | 1160 | 50,000 | Radio Service Corp. of Utah 10 S. Main St. 5-4641 | CBS | J. Reuben Clark Jr. Ivor Sharp E. J. Broman | Ralph W. Hardy H. Perry Driggs E. G. Pack | Petry Associated Lang-Worth Standard MacGregor AP, UP |
| SALT LAKE CITY 1 | KUTA | 570 | 5,000 | Utah Broadcasting Co. 29 S. State St. 3-2737 | Blue | Frank C. Carman Frank C. Carman Jack A. Burnett | King Harmon Mike Cassidy Lyle Wahlquist | Katz Standard UP |

VERMONT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------------|---|--|--|
| BURLINGTON | WCAX | 620 | 1,000 | WCAX Broadcasting Corp. 137 Main St. 2000 | CBS | C. P. Hasbrook C. P. Hasbrook Robert A. Kelley | H. B. Wight John C. Quill | Weed Associated UP |
| RUTLAND..... | WSYB | 1380 | 1,000 | Philip Weiss Music Co. 80 West St. 1247 | MBS Yankee | Philip Weiss J. H. Weiss | Norval J. Ransom Jr. | McGillvra Foster Kane Associated UP |
| ST. ALBANS..... | WWSR | 1420 | 1,000-D | Vermont Radio Corp. 32 N. Main St. 1890 | | Lloyd E. Squier Winston Lewis Blake Lloyd E. Squier | W. L. Blake Winston Lewis Blake Paul Hurd | Wilson World AP |
| WATERBURY..... | WDEV | 550 | 1,000-D | Radio Station WDEV 8 Stowe St. 13-2 | | L. E. Squier W. G. Ricker L. E. Squier L. E. Squier | John Woods Paul A. Hurd | Wilson Bannan World AP |

VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|-------------------------|--|---|--|
| CHARLOTTESVILLE. | WCHV | 1450 | 250 | Barham & Barham 4th & E. Market Sts. 2500 | Blue | Charles Barham Jr. Charles Barham Jr. Randolph Bean | Ed Haas Randolph Bean Walter Gray | Cox & Tanz Associated UP |
| COVINGTON..... | WKEY | 1340 | 250 | Earl M. Key 218 Main St. 840 | Blue | Earl M. Key Earl M. Key Earl M. Key | Catherine Hylton Earl M. Key James Garber | UP |
| DANVILLE..... | WBTM | 1400 | 250 | Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350 | Blue MBS Tri-City | L. N. Dibrell R. Sanford Guyer Edward G. Gardner | William P. Heffernan Harry W. Spencer | Tri-City Lang-Worth TP |
| FREDERICKSBURG . | WFVA | 1290 | 250-D | Fredericksburg Broadcasting Corp. 528 Wolfe St. 1261 | Blue | Richard Field Lewis Jr. Richard Field Lewis Jr. Nan Winkler | Phil Whitney Phil Whitney | UP |
| HARRISONBURG ... | WSVA | 550 | 1,000-D | Shenandoah Valley Bestg. Corp. Newman Bldg. 550 | | Frederick L. Allman Charles F. Blackley Robert B. Harrington | Richard H. Johnson Robert B. Harrington Warren L. Braun | Wilson World UP |
| LYNCHBURG..... | WLVA | 1280 | 250 | Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030 | MBS Blue Tri-City | Edward A. Allen Phillip P. Allen Joseph F. Wright | (Evelyn Hamlet Claude Taylor Joseph F. Wright John T. Orth | Tri-City Lang-Worth Standard TP |
| MARTINSVILLE.... | WMVA | 1450 | 250 | Martinsville Bestg. Co. Inc. Martinsville 2152 | NBC | William C. Barnes John W. Shultz C. Robert Ray | Robert L. Kent Charles H. Slate Dewey W. Muse | Wilson |
| NEWPORT NEWS... | WGH | 1340 | 250 | Hampton Roads Bestg. Corp. Portlock Bldg., Norfolk 10 Norfolk 2-7031 | Blue | Daily Press Inc. Edward E. Bishop Edward E. Edgar | Jack Black Edward E. Edgar William P. Grether | Burn-Smith Associated Standard AP |
| NORFOLK 10..... | WTAR | 790 | 5,000 | WTAR Radio Corp. National Bank of Commerce Bldg 2-5671 | NBC | P. S. Huber Campbell Arnoux John W. New | Henry C. Whitehead Ralph S. Hatcher Julius L. Grether | Petry Associated Standard AP, UP |
| PORTSMOUTH | WSAP | 1490 | 250 | Portsmouth Radio Corp. Professional Bldg. 6383 | MBS | Tom E. Gillman T. W. Aydlott Jack Norfleet | John Butler Bob King E. Densil Pulley | World UP |



Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO **KSL** *Salt Lake City*

1944 Yearbook Number • Page 167

BROADCASTING • Broadcast Advertising

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

VIRGINIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|----------------|--|-------------------------|---|---|--|
| RICHMOND 20 | *WBBL | 1240-SH | 100 | Grace Cov. Presbyterian Church 1627 Monument Ave. 5-7491 | | M. A. Sitton M. A. Sitton | C. H. Liesfeld R. W. Raabe | |
| RICHMOND 20 | WMBG | 1380 | 5,000 | Havens & Martin Inc. 3301 W. Broad St. 5-8611 | NBC | Wilbur M. Havens Wilbur M. Havens R. E. Mitchell | Katherine Hawks R. E. Mitchell Wilfred H. Wood | Blair Lang-Worth Thesaurus TP |
| RICHMOND 13 | WRNL | 910 | 5,000 | Richmond Radio Corp. 323 East Grace St. 3-3436 | Blue MBS | John Stewart Bryan E. S. Whitlock E. S. Whitlock | G. Mallory Freeman R. W. Raabe | Petry Associated Standard AP |
| RICHMOND | WRVA | 1140 | 50,000 | Larus & Brother Co. Inc. Hotel Richmond 3-6633 | CBS | William T. Reed Jr. C. T. Lucy Barron Howard | I. G. Abeloff C. T. Lucy D. C. Woods | Raymer Associated Lang-Worth World UP |
| ROANOKE 2 | WDBJ | 960 | 5,000 | Times-World Corp. 124 W. Kirk Ave. 8131 | CBS | Junius P. Fishburn Ray P. Jordan Frank D. Kesler | Jack Weldon Ray P. Jordan J. W. Robertson | Free & Peters Associated Lang-Worth World UP |
| ROANOKE 7 | WSLS | 1240 | 250 | Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227 | Blue MBS Tri-City | Paul C. Buford James H. Moore Horace Fitzpatrick | Bill Saunders Edward D. Skotch J. P. Briggs | Tri-City Thesaurus Lang-Worth TP |
| SUFFOLK | WLPM | 1450 | 250 | Suffolk Broadcasting Corp. 105 Bank St. 1420 | | Fred L. Hart Fred L. Hart Fred L. Hart | Floyd V. Cozad Fred M. Wagner | Sears & Ayer Thesaurus UP |
| WINCHESTER | WINC | 1400 | 250 | Richard Field Lewis Jr. Kerr Street 4855 | Blue | Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock | Grant Pollock Richard F. Lewis Jr. | |

WASHINGTON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------|--------------|-------------------------|----------------|---|---------------------------|---|---|--|
| ABERDEEN | KXRO | 1340 | 250 | KXRO Inc. 207 E. Market St. 4098 | MBS Don Lee Pacific | Harry R. Spence Fred G. Goddard Ross W. Bates | Edith R. Garratt Ruth Poindexter Kenneth Grinde | Wilson Keating Standard Associated UP |
| BELLINGHAM | KVOS | 790 | 250 | KVOS Inc. KVOS Bldg. 4200 | | Rogan Jones Rogan Jones Frank Adams | Earle R. Aleott | Keating MacGregor Thesaurus UP |
| CENTRALIA | KELA | 1470 | 1,000 | Central Broadcasting Corp. Highway 99 721 | MBS Don Lee Pacific | Maj. J. Elroy McCaw (on leave) Joe Chytil Robert Brister | Mabel Gwinn Schyuler Hill Ellwood Lippencott | Wilson Griffith Keating Associated UP |
| EVERETT | KEVE | 1460 | 500 | Cascade Broadcasting Co. Box 850 Main 337 | | Dr. J. R. Binyon Mrs. M. Fritchie Lionel Lenox | Mrs. M. Fritchie L. S. Lenox Raymond Hilgers | Lang-Worth Standard AP |
| EVERETT | KRKO | 1400 | 250 | Everett Broadcasting Co. Inc. Clark Bldg. Main 526 | MBS Don Lee | William R. Taft William R. Taft William R. Taft | Elaine Towne William R. Taft Roy C. Towne | Associated UP |
| LONGVIEW | KWLK | 1400 | 250 | Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500 | MBS Don Lee Pacific | C. O. Chatterton C. O. Chatterton Kenneth Evans | James Davis R. H. Mietzke | Keating Associated Thesaurus UP |
| OLYMPIA | KGY | 1240 | 250 | KGY Inc. Rockway-Leland Bldg. 6636 | MBS Don Lee Pacific | Tom Olsen Tom Olsen J. Harris Dorr | Eve Knutson J. Harris Dorr Walter McGoffin | Wilson Keating Associated UP |
| PULLMAN | *KWSC | 1250 ST-KTW | 5,000 | State College of Washington Pullman 9021 | | E. O. Holland Gienn Jones (acting) | Eldon C. Barr George M. Freese | UP |
| SEATTLE 4 | KEVR | 1090 | 250 | Evergreen Broadcasting Corp. Smith Tower Seneca 2056 | | A. W. Talbot Al Schuss Al Schuss | E. J. Hamilton John L. Kelley | Rambeau Lang-Worth Standard |
| SEATTLE 1 | KIRO | 710 | 50,000 | Queen City Bestg. Co. Inc. Cobb Bldg. Seneca 1500 | CBS | Saul Haas Louis K. Lear H. J. Quilliam Loren B. Stone | R. Spence Loren B. Stone J. B. Hatfield | Free & Peters Standard World MacGregor AF, INS |
| SEATTLE 1 | KJR | 1000 | 5,000 | Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890 | Blue | O. W. Fisher Blirt F. Fisher W. B. Stuht | Robert Gentry Bill Moshier F. J. Brott | Raymer Thesaurus UP |
| SEATTLE 5 | KOL | 1300 | 5,000 | Seattle Broadcasting Co. 1220 Third Ave., Seattle 1 Main 2312 | MBS Don Lee Pacific | Archie Taft Oliver A. Runchey Archie Taft Jr. | Jerry Morris Beth Leonard Perry C. Lind | Blair Associated MacGregor Standard UP |



Here's

Where you get the **BIG SALES**
in Washington State

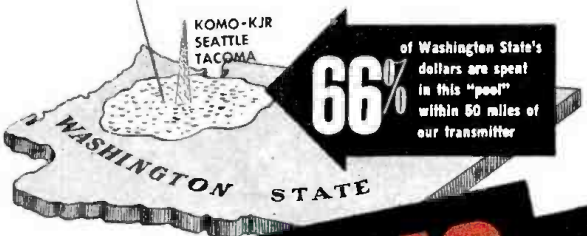
It's like "shootin' fish in a rain barrel" to do BIG business in Washington State! Because over 66% of the entire State's effective buying income is concentrated in a "pool" — within 50 miles of the KOMO-KJR transmitter. No need to "fish" all over this State — concentrate where you KNOW the big sales are — the Seattle Area.

TODAY — \$1,454 per capita is the effective buying income in this area as reported by Sales Management . . . far above the national average.

TOMORROW — Post-war development of Alaska, Russia, China, and a wealth of natural resources point to a brilliant future for this area.



BIG KING SALMON and BIG SALES are easy to get in the Puget Sound area of Washington State



KOMO **KJR**

NBC BLUE NETWORK

TOTEM BROADCASTERS SEATTLE, WASH.

EDWARD PETRY & CO.
New York, Chicago,
Detroit, St. Louis, Los Angeles, San Francisco

PAUL H. RAYMER
Chicago, New York, San Francisco, Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

WASHINGTON—(Continued)

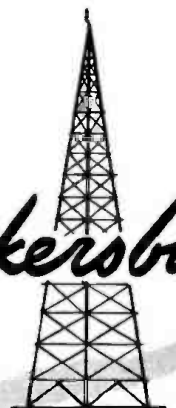
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|---------------------------|---|---|--|
| SEATTLE 1..... | KOMO | 950 | 5,000 | Fisher's Bleed Station Inc. Skinner Bldg. Elliott 5890 | NBC | O. W. Fisher Birt F. Fisher W. B. Stuht | Robert Gentry Bill Mosher F. J. Brott | Petry Thesaurus AP, UP |
| SEATTLE 4..... | KRSC | 1150 | 1,000 | Radio Sales Corp. 2989 Fourth Ave. S. Elliott 7900 | | P. K. Leberman Robert E. Priebe Romig C. Fuller | Ted Bell George A. Freeman | Associated MacGregor AP |
| SEATTLE..... | *KTW | 1250 ST-KWSC | 1,000 | First Presbyterian Church Seattle | | First Presbyterian Church | | |
| SEATTLE 1..... | KXA L-WJZ | 770 | 1,000 | American Radio Telephone Co. Bigelow Bldg. Seneca 1000 | | R. F. Meggee Florence E. Wallace Rod McArdle | Helen Marie Brennan John H. Dubuque | Wilson INS |
| SPOKANE 8..... | KFIO | 1230 | 250 | Spokane Broadcasting Corp. Fidelity-Ziegler Bldg. Riverside 8038 | MBS Don Lee Pacific | Arthur L. Smith R. G. McBroom R. G. McBroom | Gertrude Longmeier Dee Waymire | Thesaurus UP |
| SPOKANE 8..... | KFPY | 920 | 5,000 | Symons Broadcasting Co. Symons Bldg. Main 1218 | CBS | Mrs. Frances R. Symons Arthur L. Bright Richard O. Dunning | R. Wallace Brazeal Richard E. Green George E. Langford | Katz Keating Lang-Worth Standard MacGregor UP |
| SPOKANE 8..... | KGA | 1510 | 10,000 | Louis Wasmer Radio Central Bldg. Main 5888 | Blue | Maj. Louis Wasmer (on leave) Harvey Wixson Harvey Wixson | Curtis Roberts Harvey Wixson G. E. Grady | Petry Associated AP |
| SPOKANE 8..... | KHQ | 590 | 5,000 | Louis Wasmer Inc. Radio Central Bldg. Main 5888 | NBC | Maj. Louis Wasmer (on leave) Harvey Wixson Harvey Wixson | Curtis Roberts Harvey Wixson G. E. Grady | Petry Associated MacGregor AP |
| TACOMA 3..... | KMO | 1360 | 5,000 | Carl E. Haymond 914 Broadway Main 4144 | MBS Don Lee Pacific | Carl E. Haymond James A. Murphy Jerry Geehan | Verne E. Sawyer Seymour O. Spring J. D. Kolesar | McGillvra Keating Associated World UP |
| TACOMA 2..... | KTBI | 1490 | 250 | Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241 | | C. C. Cavanaugh C. C. Cavanaugh Harry Atwood | Peggy Mahaffay Gordon Bjork Joe P. Ernst | Cox & Tans Standard AP, UP |
| TACOMA 2..... | KVI | 570 | 5,000 | Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211 | | Vernice Irwin Vernice Irwin Earl T. Irwin | Lawrence Huseby Raymond Grasse | Hollingbery MacGregor Associated Lang-Worth AP |
| VANCOUVER..... | KVAN | 910 | 500-D | Vancouver Radio Corp. 707½ Main St. 150 | | Sheldon F. Sackett Ben E. Stone Marion Sexton | Sylvia Chandler Frank J. Coumont S. W. McCready | Standard Lang-Worth UP |
| WALLA WALLA.... | KUJ | 1420 | 1,000 | KUJ Inc. Second & Rose 1230 | | H. E. Studebaker H. E. Studebaker Norval Armes | Vernon Emerson Norval Armes Milton MacLafferty | Wilson Keating World UP |
| WENATCHEE..... | KPQ | 560 | 1,000 | Wescosat Broadcasting Co. Wenatchee 45 | Blue | Rogan Jones Helen B. Wylie | | McGillvra Keating Thesaurus UP |
| YAKIMA..... | KIT | 1280 | 1,000 | Carl E. Haymond 414½ E. Yakima Ave. 8115 | MBS Don Lee Pacific | Carl E. Haymond James A. Murphy Harrison A. Miller | C. H. Carlson William B. Hansen H. B. Murphy | McGillvra Keating Associated World UP |

WEST VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|--|---------------|---|---|--|
| BECKLEY..... | WJLS | 1240 | 250 | Joe L. Smith Jr. WJLS Bldg. 7811 | CBS | Joe L. Smith Jr. Herbert Kendrick Herbert Kendrick | Louis Rigabee Louis Rigabee Al Ginkel | Burn-Smith Associated Thesaurus UP |
| BLUEFIELD..... | WHIS | 1440 | 1,000-LS 500-N | Daily Telegraph Printing Co. 623 Commerce St. 7114 | NBC | H. I. Shott J. Lindsey Alley J. Lindsey Alley | Stuart Odell Jr. Pat T. Flanagan | Katz World UP |
| CHARLESTON 24.... | WCHS | 580 | 5,000 | Charleston Broadcasting Co. 1016 Lee St. 28-131 | CBS W. Va. | Comdr. John A. Kennedy (on leave) Howard L. Chernoff Marshall Rosene | Joseph J. Herget Sam Molen Odes E. Robinson | Branham Standard AP, UP |
| CHARLESTON 1..... | WGKV | 1490 | 100 | Kanawha Valley Bcstg. Co. 208 Dickinson St. 37-541 | NBC | Worth Kramer Worth Kramer Robert Bowles | Joseph B. Matthews Julius Glass Odes E. Robinson | McGillvra Thesaurus UP |
| CLARKSBURG..... | WBLK | 1400 | 250 | Charleston Broadcasting Co. 444½ W. Pike St. 3040 | NBC W. Va. | Comdr. John A. Kennedy (on leave) G. C. Blackwell G. C. Blackwell | Don McWhorter G. C. Blackwell Joseph A. Wright | Branham Standard AP, UP |

This is
The WEST VIRGINIA NETWORK

Parkersburg



WPAR
CBS
250 on 1450

Clarksburg



WBLK
NBC
250 on 1400

Huntington



WSAZ
BLUE
1000 on 930

Charleston



WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA—(Continued)

| City | Call Letters | Frequency In Kilocycles | Power In Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|---|-------------|--|---|--|
| FAIRMONT | WMMN | 920 | 5,000 | Monongahela Valley Bcastg. Co. 208 Adams St. 3100 | CBS | Lt. Comdr. George B. Storer (on leave) Stanton P. Kettler Stanton P. Kettler | John S. MacKercher Robert D. Hough | Blair Lang-Worth Standard AP |
| HUNTINGTON 18 | WSAZ | 930 | 1,000 | WSAZ Inc. 929½ Fourth Ave. 4106 | Blue W. Va. | Comdr. John A. Kennedy (on leave) F. J. Evans John L. Henry | William O. Aldridge Charles V. Fuller John Csensich | Branham World AP |
| LOGAN | WLOG | 1230 | 250 | Clarence H. Frey & Robt. O. Greever Drawer 720 540 | | | | Standard UP |
| MORGANTOWN | WAJR | 1230 | 250 | West Virginia Radio Corp. 440 Spruce St. 9488 | | H. C. Greer Henry B. McNaughton Frank T. Gregg | Clara M. Mutter Henry B. McNaughton R. C. Spence | For Joe World UP |
| PARKERSBURG | WPAR | 1450 | 250 | Ohio Valley Broadcasting Corp. Grinter Bldg. 2530 | CBS W. Va. | Comdr. John A. Kennedy (on leave) George H. Clinton George H. Clinton | Carl Loose Tom Garten Cecil Knowles | Branham Standard AP, UP |
| WELCH | WBRW | 1340 | 250 | McDowell Service Co. 10 Riverside Drive 818 | | John W. Blakely Ralph J. Nash Ralph J. Nash | John Villani John E. Nash John E. Timberlake | For Joe Associated AP |
| WHEELING | WKWK | 1400 | 250 | Community Broadcasting Inc. 16th & Market Sts. 5320 | CBS | Joe L. Smith Jr. John B. Reynolds John T. Gelder | Albert Albinger Fred Baker | Spot Sales Standard UP |
| WHEELING | WWVA | 1170 | 50,000 | West Virginia Broadcasting Corp. Hawley Bldg. 5883 | Blue | Lt. Comdr. George B. Storer (on leave) George W. Smith Paul J. Miller | Lucien B. Clawson Ruth Lee Miller Edwin L. Keim | Blair Thesaurus AP |
| WILLIAMSON | WBTH | 1400 | 250 | Williamson Broadcasting Corp. Second Ave. at Court St. 1241 | | G. W. Taylor Alice Shein Alice Shein | Alice Shein Robert Brown Ward | World UP |

WISCONSIN

| City | Call Letters | Frequency In Kilocycles | Power In Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---------------------|---|---------------------------|---|--|--|
| APPLETON | WHBY | 1230 | 250 | WHBY Inc. 600 Lawe St. 1161 | MBS Wisconsin | Fr. James A. Wagner J. L. Gallagher W. C. Forsow | Rodger Mueller W. C. Forsow George Merkel | Standard AP |
| ASHLAND | WATW | 1400 | 100 | Upper Mich.-Wisc. Bcastg. Co. Inc. Northern State Bank Bldg. 1420 | MBS No. Central | William L. Johnson J. W. Huss T. J. Hogan | Harry Willis I. W. Huss Hine Dahlbacka | Sears & Ayer UP |
| EAU CLAIRE | WEAU | 790 | 5,000-LS 1,000-N | Central Broadcasting Co. 203 S. Barstow St. 6149 | NBC No. Central Northwest | Walter C. Bridges Walter C. Bridges Clyde Riddle | James J. Hulwi Thorwald O. Jorgenson | Hollingbery Lang-Worth UP |
| FOND DU LAC | KFIZ | 1460 | 250 | Reporter Printing Co. 18 W. First St. 356 | MBS Wisconsin | A. H. Lange Lucille Fairbanks William O'Brien | Joyce Bahr Wendell S. Meyers | Standard |
| GREEN BAY | WTAQ | 1360 | 5,000 | WHBY Inc. Bellin Bldg. Adams 1 | CBS | Fr. James A. Wagner Haydn R. Evans Val Schneider | Al Michel Hugh O'Malley Wallace Stengel | Weed Associated AP |
| JANESVILLE | WCLO | 1230 | 250 | Gazette Printing Co. 200 E. Milwaukee St. 2500 | MBS Wisconsin | Sidney H. Bias Allan Curnutt Lloyd Stafford | Kenneth Houseman William Havens | Standard Lang-Worth AP |
| LACROSSE | WKBH | 1410 | 1,000 | WKBH Inc. Radio Bldg. 450 | NBC | Howard Dahl Howard Dahl | Berniece Callaway Howard Dahl Al Leeman | Wilson Lang-Worth AP |
| MADISON 6 | *WHA | 970 | 5,000-D | University of Wisconsin Radio Hall, Campus Badger 580 | | C. A. Dykstra H. B. McCarty Wm. G. Harley | Walter Krulvitch John H. Stiehl | World Standard AP |
| MADISON 3 | WIBA | 1310 | 5,000 | Badger Broadcasting Co. 110 E. Main St. Fairchild 8800 | NBC | William T. Evjue Edwin C. Allen | Kenneth F. Schmitt C. W. Wallis Kenneth F. Schmitt Norman Hahn | Wilson Associated UP |
| MANITOWOC | WOMT | 1240 | 100 | Francis M. Kadow Radio Bldg. 5015 | | Francis M. Kadow Francis M. Kadow Maurice Dailey | George Erdman Don Wodak W. C. Duben | UP |
| MARINETTE | WMAM | 570 | 250-D | M & M Broadcasting Co. 400 Wells St. 570 | | W. E. Walker Joseph D. Mackin Don C. Wirth | Florence Meyers Martin R. Lund | Holman Associated UP |
| MEDFORD | WIGM | 1490 | 250 | George F. Meyer Medford 5147 | | George F. Meyer Irma Meyer | Irma Meyer Gerald J. Boos | Cox & Tanz Back UP |

**MEMBER
MBS**

WCLO

**WISCONSIN
NETWORK**

MEANS BUSINESS IN AMERICA'S DAIRYLAND



Primary and Secondary Coverage

5 M/V CERTIFIED
PRIMARY COVERAGE

1 M/V CERTIFIED
SECONDARY COVERAGE

290-FT. VERTICAL TRUSCON TOWER—5 MILE RADIAL
COPPER GROUND SYSTEM AND MODERN HIGH FI-
DELITY 250 WATT WESTERN ELECTRIC TRANSMITTER

1230 KC — 250 WATTS — UNLIMITED

**BASIC DIVERSIFIED INDUSTRY
INSURES PERMANENT EMPLOYMENT**

WCLOAREA Home of

- Parker Pen Co.
- Chevrolet
- Rock River Woolen Mills
- Highway Trailer Co.
- Borg Industries
- Beloit Iron Works
- Warner Electric Brakes
- Fairbanks-Morse
- Diesel Engines
- Farm Lighting Equipment
- Airconditioning.
- Baker Mfg. Co.
- James Mfg. Co.
- P. B. Yates Co.

(Space Limits Complete Listing)

Gazette Printing Co. Owners and Operators

RADIO STATION WCLO JANSVILLE DAILY GAZETTE
Janesville, Wisconsin

Market Data

| | Primary | Secondary | Total |
|----------------------------|----------|-----------|-----------|
| Population | 201,129 | 109,522 | 310,651 |
| Families | 57,181 | 30,568 | 87,749 |
| Radio Homes | 53,928 | 28,800 | 82,728 |
| Total Retail Stores | 3,492 | 1,252 | 4,744 |
| Total Retail Sales | \$76,015 | \$27,369 | \$103,384 |
| Total Food Stores | 774 | 252 | 1,026 |
| Total Food Sales | \$19,050 | \$ 6,246 | \$ 25,296 |
| General Merchandise Stores | 83 | 28 | 111 |
| General Merchandise Sales | \$ 5,601 | \$ 2,307 | \$ 7,908 |
| Total Apparel Stores | 176 | 76 | 252 |
| Total Apparel Sales | \$ 3,205 | \$ 1,312 | \$ 4,517 |
| Total Drug Stores | 100 | 38 | 138 |
| Total Drug Sales | \$ 2,314 | \$ 813 | \$ 3,127 |

(Sales Expressed in Thousands of Dollars)

Based on data compiled by Department of Research under direction of Research Committee of the National Association of Broadcasters Inc., Washington, D. C., October, 1943.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization
 (Data corrected to January 1, 1944)

WISCONSIN—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|--|----------------------------|--|---|--|
| MILWAUKEE 3..... | WEMP | 1340 | 250 | Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722 | Blue | Glenn D. Roberts Charles J. Lanphier Charles J. Lanphier | Conrad C. Rice Conrad C. Rice Raymond H. Host | Wilson UP |
| MILWAUKEE 1..... | WISN | 1150 | 5,000 | Hearst Radio Inc. 123 W. Michigan Daly 3900 | CBS | E. M. Stoer G. W. Grignon G. W. Grignon | W. O. Dreyfus Robert J. Meyer N. J. Richard | Katz Standard World INS, UP |
| MILWAUKEE 1..... | WTMJ | 620 | 5,000 | The Journal Co. 833 W. State St. Marquette 6000 | NBC | Walter J. Damm L. W. Herzog | R. G. Winnie Paul Coates D. W. Gellerup | Petry Associated MacGregor AP |
| OSHKOSH..... | WOSH | 1490 | 250 | Oshkosh Broadcasting Co. 151½ Main St. 4580 | Blue | Myles H. Johns Ben A. Laird | Marjorie Hilliard Nathan Williams | Wilson Standard AP, UP |
| POYNETTE..... | WIBU | 1240 | 250 | William C. Forrest Poynette 97R5 | MBS Wisconsin | William C. Forrest William C. Forrest Ralph O'Connor | Sarah Forrest Ralph O'Connor Leonard Does | Holman Standard UP |
| RACINE..... | WRJN | 1400 | 250 | Racine Broadcasting Corp. 441 Main St. Jackson 290 | MBS Wisconsin | F. R. Starbuck H. J. Newcomb H. J. Newcomb | H. S. Mann Jr. F. Lee Dechant | Walker INS |
| RICE LAKE..... | WJMC | 1240 | 250 | W. H. McGenty 401 N. Main St. 550 | | W. H. McGenty Ralph W. Thompson Ralph W. Thompson | Ralph W. Thompson Ralph W. Thompson Albert Bertha | Cox & Tanz TP |
| SHEBOYGAN..... | WHBL | 1330 | 1,000-LS 250-N | Press Publishing Co. 626 Center Ave. 1900 | MBS Wisconsin | C. E. Broughton H. H. Born G. P. Richards | Mona J. Pape H. H. Born Herbert J. Mayer | Pearson Standard UP |
| STEVENS POINT.... | *WLBL | 930 | 5,000-D | Wisconsin Dept. of Agriculture Reserve St. Main 525 | | State of Wisconsin F. R. Calvert | William P. Wichmann Walter Ninneman | AP |
| SUPERIOR..... | WDSM | 1230 | 250 | WDSM Inc. Board of Trade Bldg. 4451 | MBS Blue No. Central | James J. Conroy Robert D. Kennedy Edward R. Cluett | Elma De Meire Jay A. Lurye J. Melvin Laskey | Rambeau Associated |
| WAUSAU..... | WSAU | 1400 | 250 | Northern Broadcasting Co., Inc. 125 Third St. 6521 | MBS Wisconsin | Maj. William E. Walker (on leave) Ben F. Hovel Joseph W. Killeen | Don R. Burt Robert Frey Roland Richardt | Thesaurus UP |
| WISCONSIN RAPIDS | WFHR | 1340 | 250 | William F. Huffman 141 W. Grand Ave. 1340 | MBS Wisconsin | William F. Huffman George T. Frechette Bruce G. Belchi | Bert Mulroy George T. Frechette Garth N. Bowker | Standard AP |

WYOMING

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| CASPER..... | KDFN | 1470 | 1,000 | Donald L. Hathaway First & Lennox Sts. 407 | | Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway Harrison Brewer | Marcus R. Nichols | Sears & Ayer Griffith Lang-Worth UP |
| CHEYENNE..... | KFBC | 1240 | 250 | Frontier Broadcasting Co. Plains Hotel 4461 | Blue | Tracy S. McCracken William C. Grove William C. Grove William C. Grove | Margaret O'Brien Charles E. Hopkins Gaal Barrett | Burn-Smith UP |
| POWELL..... | KPOW | 1230 | 250 | Albert Joseph Meyer 557 N. Clark St. 222 | | Albert Joseph Meyer A. J. Meyer | Rosemary Meyer Rosemary Meyer Del Brandt | Griffith Sears & Ayer Standard UP |
| ROCK SPRINGS.... | KVRS | 1400 | 250 | Wyoming Broadcasting Co. 1307 Wyoming St. 93 | | Mrs. H. L. McCracken Harold L. McCracken | Michael Reid Archie W. Buchanan | Griffith Thesaurus AP |
| SHERIDAN..... | KWYO | 1400 | 250 | Big Horn Broadcasting Co. 19 N. Main St. 601 | | R. E. Carroll Jim Carroll Jim Carroll | Mel Hallock Jim Carroll Bob Croasthwaite | Sears & Ayer Griffith Standard UP |

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization
 (Data corrected to January 1, 1944)

(Territories and Possessions)

ALASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| ANCHORAGE..... | KFQD | 790 | 1,000 | Alaska Broadcasting Co. | | Wm. J. Wagner Wm. J. Wagner | Wm. J. Wagner | Griffith Lang-Worth |

Got Pioneering Blood in Your Veins?'

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

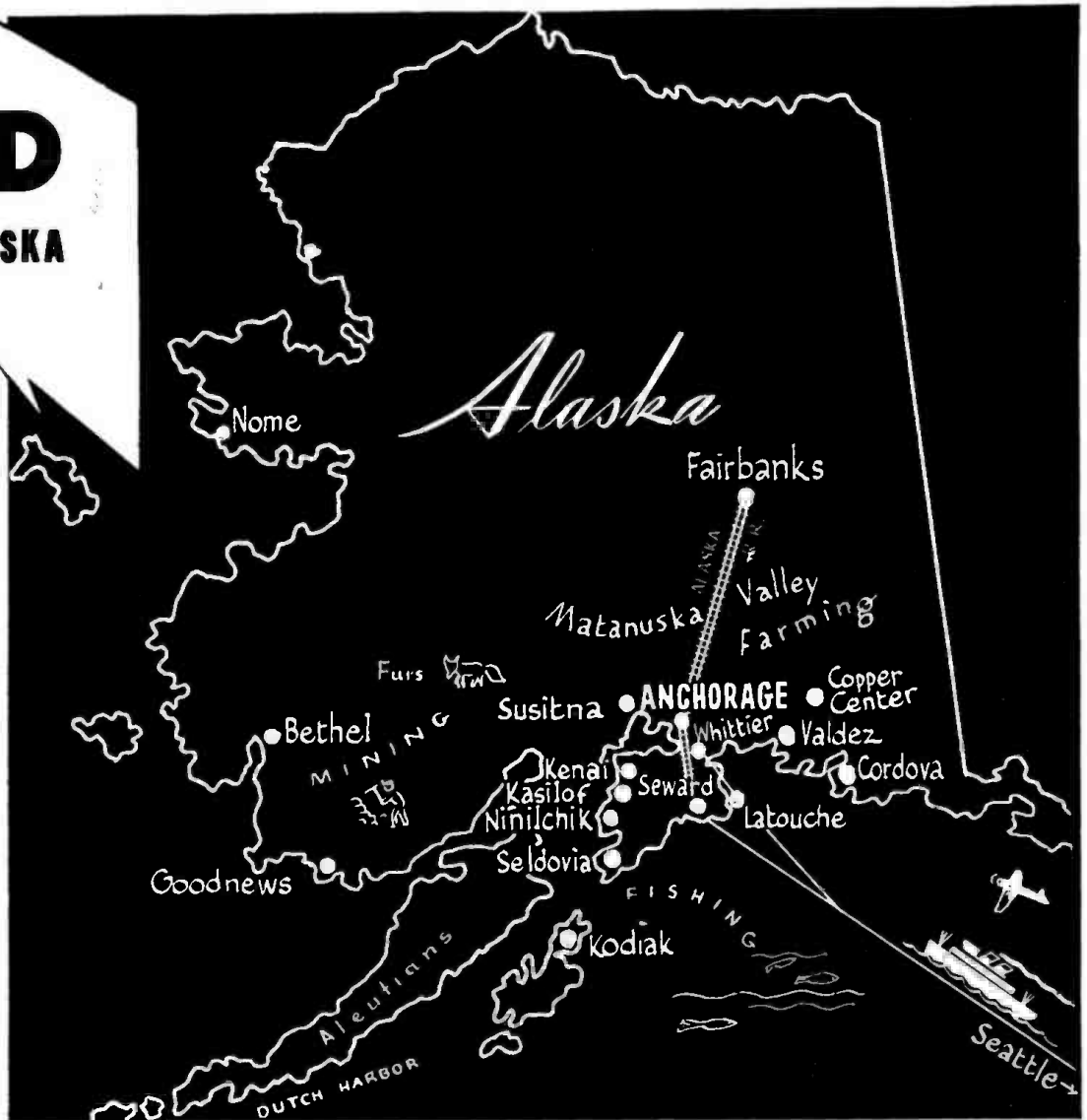
1000 W

*First in
Alaska!*

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-



tising medium. It's a "must" on the list of every forward-looking advertiser.

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

(Territories and Possessions)

ALASKA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|--------------------|--|---------|---|---|--|
| FAIRBANKS..... | KFAR | 610 SA-660 | 5,000 SA-10,000 | Midnight Sun Broadcasting Co. 508 Second Ave. East 380 | | Austin E. Lathrop Wilson K. Foster Wilson K. Foster | Alvin O. Bramstedt Alvin O. Bramstedt August Hiebert | Free & Peters World AP, UP |
| JUNEAU..... | KINY | 1460 | 5,000 | Edwin A. Kraft American Bldg., Seattle | | Edwin A. Kraft Perry Hilleary C. F. Ramsey | Perry Hilleary David Jefferies | Northwest MacGregor INS, TP |
| KETCHIKAN..... | KTKN | 930 | 1,000 | Edwin A. Kraft KTKN Bldg. | | Edwin A. Kraft Roy Grandey C. F. Ramsey | Dal Williams Wally Christensen | Northwest MacGregor INS, TP |

HAWAII

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|------------|---|---|--|
| HILO..... | KHBC | 1230 | 250 | Hawaiian Bestg. System Ltd. | CBS MBS | | | World MacGregor |
| HONOLULU 9..... | KGMB | 590 | 5,000 | Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323 | CBS MBS | J. Howard Worrall J. Howard Worrall | Owen Cunningham Ernest Lindemann | Blair Associated World MacGregor AP |
| HONOLULU..... | KGU | 760 L-WJR | 2,500 | Advertiser Publishing Co. Ltd. Advertiser Square 2311 | NBC | Lorin P. Thurston M. A. Mulrony M. A. Mulrony | Kenton Case Peter Simmons M. A. Mulrony | Katz Theasurus TP |
| LIHUE KAUAI..... | KTOH | 1490 | 250 | Garden Island Pub. Co. Ltd. | | | | Griffith |

PUERTO RICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|---------------------|--|---------|---|---|--|
| MAYAGUEZ..... | WPRA | 990 | 5,000-LS 1,000-N | Puerto Rico Advertising Co. McKinley cor. del Rio Sta. 269 | | Andres Camara Andres Camara Alicia Moreda | Esteban Rosado Baez Ralph P. Perry | TP |
| PONCE..... | WPAB | 1370 | 1,000 | Portorican-American Bestg. Co. Inc. | | | | |
| PONCE..... | WPRP | 1420 | 250 | Julio M. Conesa | | Julio M. Conesa | | |
| SAN JUAN..... | WIAC | 580 | 5,000 | Enrique Abarca Sanfeliz | | Enrique Abarca Sanfeliz | | |
| SAN JUAN..... | WKAQ | 620 | 5,000 | Radio Corp. of Porto Rico Box 3746, San Juan 18 2014 | CBS | Leonard Jacob II Edward J. Powell Jose C. Irizarry | Manuel Ochoa Edward J. Powell Angel P. del Valle | Associated TP |
| SAN JUAN..... | WNEL | 1320 | 5,000 | Juan Piza | | Juan Piza | | |

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

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America's finest radio programs, and breaking
new trails for Alaskan advertisers.

KFAR

FAIRBANKS, ALASKA

STUDIOS & OFFICES:
LATHROP BUILDING
FAIRBANKS, ALASKA

NATIONALLY REPRESENTED BY:
FREE & PETERS

"At the head of the Highway"

Directory of BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night LS—Operates to Local Sunset

BUP—British United Press PN—Press News, Radio Subsidiary of Canadian Press TP—Transradio Press
(Affiliated with Associated Press)

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|---------------------------|---|---|---|
| CALGARY..... | CFAC | 960 | 1,000 | Southern Co. Ltd. Southern Bldg. Renfrew 1086 | Trans-Canada Foothills | Harold R. Carson A. M. Cairns F. R. Shaw | R. H. C. Straker Gail Egan E. C. Connor | All-Canada Weed World Thesaurus PN |
| CALGARY..... | CFCN | 1010 | 10,000 | Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161 | Dominion | H. G. Love E. H. McGuire | Ed. Maloney A. W. Jones Walter McLaughlin | Radio Represent- atives Wilson Standard Lang-Worth TP, PN, BUP |
| CALGARY..... | CJCJ | 1230 | 100 | Albertan Publishing Co. Ltd. Renfrew Office Bldg. Main 9966 | | G. Maxwell Bell Donald H. Mackay Bruce Leyden | Frank Meade Patrick Green | McGillvra |
| EDMONTON..... | CFRN | 1260 | 1,000 | Sunwapta Broadcasting Co. Ltd. C.P.R. Bldg. 22101 | Dominion | G. R. A. Rice G. R. A. Rice A. Hoppe | S. Lancaster G. Reid F. Makepeace | Radio Represent- atives Wilson Standard BUP |
| EDMONTON..... | CJCA | 980 | 1,000 | Edmonton Journal Ltd. Birka Bldg. 2-6131 | Trans-Canada Foothills | Edmonton Journal Ltd. Gordon S. Henry Walker Blake | Reo Thomson Jim Allard Gordon Shillabeer | All-Canada Weed World Thesaurus PN |
| EDMONTON..... | *CKUA | 580 | 1,000 | University of Alberta Edmonton 3-2233 | | U. of Alberta | J. W. Porteous | |
| GRANDE PRAIRIE.. | CFGP | 1340 | 250 | Northern Broadcasting Corp. Ltd. Grande Prairie | Foothills | C. L. Berry C. L. Berry C. L. Berry | G. H. Cummings G. H. Cummings Oswald Thorkelson | All-Canada Weed BUP |
| LETHBRIDGE..... | CJOC | 1060 | 1,000 | Lethbridge Broadcasting Ltd. Marquis Hotel 3161 | Trans-Canada Foothills | William Watson Norman Botterill R. V. Staples | C. A. Perry B. Balderson Jack C. Stewart | All-Canada Weed Thesaurus PN |

BRITISH COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|--------------|--|---|--|
| CHILLIWACK..... | CHWK | 1340 | 100 | Chilliwack Bestg. Co. Ltd. 16 Wellington Ave. 6106 | Dominion | Casey Walls & Jack Pilling (Casey Walls Jack Pilling) | W. Teetzal J. Pilling | |
| KAMLOOPS..... | CFJC | 910 | 1,000 | Kamloops Sentinel Ltd. 310 St. Paul St. 1021 | Trans-Canada | Ralph E. White Ian Clark Win McCaul | Jack Carbutt Jack Carbutt Alfred G. Laird | All-Canada Weed |
| KELOWNA..... | CKOV | 630 | 1,000 | Okanagan Broadcasters Ltd. Box 1515 200 | Trans-Canada | J. W. B. Browne J. W. B. Browne Miss M. E. Royle | C. G. Elphicke C. G. Elphicke J. H. B. Browne | All-Canada Weed Thesaurus PN |
| NELSON..... | CKLN | 1240 | 250 | News Publishing Co. Ltd. Box 250 19 | | News Publishing Co. Ltd. Hume A. Lethbridge Hume A. Lethbridge | R. I. Walker | Stovin & Wright Standard |
| PRINCE RUPERT... | CFPR | 1240 | 50 | (Leased by CBC) 336 Second Ave. | | CBC-Dr. Augustin Frigon C. H. Insulander | C. H. Insulander | CBC Stovin & Wright |
| TRAIL..... | CJAT | 610 | 1,000 | Kootenay Bestg. Co. Ltd. 815 Victoria St. 787 | Trans-Canada | E. A. Stimmel Walter Dales Norman A. Harrod | Frank E. Fleming H. Potosky Eric C. Aylen | All-Canada Weed Thesaurus |
| VANCOUVER..... | CBR | 1130 | 5,000 | Canadian Broadcasting Corp. Hotel Vancouver | Trans-Canada | CBC-Dr. Augustin Frigon Ira Dilworth | Ernest Morgan | CBC PN, BUP |
| VANCOUVER..... | CJOR | 600 | 1,000 | CJOR Ltd. 846 Howe St. Marine 6464 | | G. C. Chandler G. C. Chandler D. E. Laws | Ross Mortimer Velva Hayden | Stovin & Wright McGillvra Thesaurus BUP |
| VANCOUVER..... | CKMO | 1410 | 100 | B. C. Broadcasting System Ltd. 812 Robson St. Marine 1271 | | Mrs. R. J. Sprott W. R. Gardner W. R. Gardner | T. A. Rannie W. R. Gardner Ross L. Whiteside | Radio Represent- atives Wilson BUP |
| VANCOUVER..... | CKWX | 980 | 1,000 | Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344 | Dominion | A. Holstead Frank H. Elphicke | Stuart MacKay Douglas Durkin Earle Connor | All-Canada Weed Lang-Worth World PN |
| VICTORIA..... | CJVI | 1480 | 500 | Island Broadcasting Co. Ltd. Cor. View & Broad Sts. Garden 2014 | Dominion | M. V. Chesnut M. V. Chesnut | A. R. Smith Barry Wood Joe Sommers | All Canada Weed Thesaurus PN |



CANADA'S FIRST AND LEADING

Leased Wire

TELETYPE RADIO NEWS SERVICE



Largest Sponsored News Audience



British United Press Features Have Proven Sponsorship Appeal



Experienced British United Press Radio Editors
Have Built Up and Are Still Building
Large Audiences for Canada's
Private Stations From
Coast to Coast

BRITISH UNITED PRESS with UNITED PRESS

**Offers the World's Best Coverage of
The World's Biggest News**

Head Office: 231 St. James St., West, Montreal, P. Q.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

MANITOBA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|---|--------------|---|---|--|
| BRANDON..... | CKX | 1150 | 1,000 | Manitoba Telephone System Eighth St. & Princess Ave. 4882 | Dominion | J. E. Lowry W. F. Seller | Eric Davies C. E. R. Collins | Stovin & Wright McGillvra Thesaurus BUP |
| FLIN FLON..... | CFAR | 1280 | 250 | Arctic Radio Corp. Ltd. 75 Hill St. 290 | | J. Gray Mundie R. H. Wright R. H. Wright | John Schroeder John Schroeder R. J. Tate | Stovin & Wright McGillvra World TP |
| WINNIPEG..... | CJGX | 1460 | 1,000 | (See Yorkton Sask.) | | | | |
| WINN. PEG..... | CKRC | 630 | 1,000 | Transcanada Communications Ltd. Free Press Bldg. 92-266 | Dominion | Clifford Sifton Gerry Gaetz W. J. Holden | J. D. Kemp A. W. Hooper | All-Canada Weed Lang-Worth World BUP, PN |
| WINNIPEG..... | CKY | 990 | 15,000 | Manitoba Telephone System Telephone Bldg. 92-391 | Trans-Canada | Manitoba Telephone System W. H. Backhouse A. J. Messner | R. H. Roberts W. G. Carpentier W. A. Duffield | Stovin McGillvra Thesaurus BUP |

NEW BRUNSWICK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|--------------|---|---|--|
| CAMPBELLTON..... | CKNB | 950 | 1,000 | Restigouche Bestg. Co. Ltd. Box 840 8 | | Dr. Charles H. Houde C. S. Chapman | L. P. Paquet | All-Canada |
| FREDERICTON..... | CFNB | 550 | 1,000 | James S. Neill & Sons Ltd. Fredericton 209 | Trans-Canada | John Neill J. Stewart Neill J. Stewart Neill | C. G. Stillwell Austin Moore G. B. Cassidy | All-Canada Weed Thesaurus BUP |
| MONCTON..... | CKCW | 1400 | 250 | Moncton Bestg. Co. Ltd. Knights of Pythias Hall 3888 | Trans-Canada | Maj. J. L. Black F. A. Lynds F. A. Lynds | E. McCarron J. White | Stovin & Wright McGillvra World BUP |
| SACKVILLE..... | CBA | 1070 | 50,000 | Canadian Broadcasting Corp. United Service Bldg., Halifax, N. S. 3-6188 | Trans-Canada | CBC—Dr Augustin Frigon George R. Young E. A. Weir, Toronto | S. R. Kennedy H. M. Smith | CBC PN, BUP |
| ST JOHN..... | CHSJ | 1150 | 1,000 | New Brunswick Bestg. Co. Ltd. 14 Church St. 3-2307 | Trans-Canada | H. P. Robinson L. C. Rudolf George Cromwell | Willard King George Cromwell J. G. Bishop | Stovin & Wright McGillvra World PN |

THE DANCE PARADE OF 1944

Never in the history of radio broadcasting has
any transcription service delivered such value.
Read the full story on page 339.

LANG-WORTH, Inc.

420 MADISON AVE., NEW YORK

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

NOVA SCOTIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|--------------|---|---|--|
| ANTIGONISH..... | CJFX | 580 | 1,000 | Atlantic Broadcasters Ltd. Broadcasting Bldg. 66 | | D. MacCormack J. Clyde Nunn J. Clyde Nunn | T. C. Robertson D. L. Gallivan Gordon C. MacDougall | Alexander |
| HALIFAX..... | CHNS | 960 | 1,000 | Maritime Broadcasting Co. Ltd. Broadcasting House 3-8318 | Trans-Canada | Andrew W. Robb Maj. William C. Borrett Margaret Forrest | Fletcher Coates Arthur Greig | All-Canada Weed Thesaurus Lang-Worth PN, BUP |
| SYDNEY..... | CJCB | 1270 | 1,000 | Eastern Broadcasters Ltd. Radio Bldg. 209 | Trans-Canada | N. Nathanson N. Nathanson M. Grant | Lloyd MacInnis Charles MacDougall Alfred Vernon | All-Canada Weed Thesaurus PN |
| YARMOUTH..... | CJLS | 1840 | 100 | Gateway Broadcasting Co. Radio Bldg. 500 | | Laurie L. Smith Laurie L. Smith Laurie L. Smith | Donald L. Smith | All-Canada Weed TP |

HALIFAX: The Home of CHNS

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well. For the impact of war has doubled her population, brought a great influx of new money and, as Roger Babson points out, made Halifax "one of the most improved cities from a market standpoint on the North American continent."

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Wm. C. Borrett, Managing Director
Broadcasting House, Halifax, Nova Scotia

U.S.A. Representatives: Jos. Weed & Co., 350 Madison Ave., New York
Canadian Representatives: All-Canada Radio Facilities Ltd., Montreal and Toronto



DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|---|--------------|---|---|--|
| BRANTFORD..... | CKPC | 1380 | 100 | Telephone City Broadcast Ltd. 49 Colborne St. 625 | | Mrs. J. D. Buchanan Mrs. J. D. Buchanan Jess Jaffray | Norman Palmer Jess Jaffray Alfred Teague | Alexander World BUP |
| BROCKVILLE..... | CFBR | 1450 | 100 | J. C. Whitby Fulford Bldg. 4628 | Dominion | J. C. Whitby J. C. Whitby Helen M. Everetta | J. C. Whitby Louis B. Cohan G. W. Andrews | Stovin & Wright McGillvra |
| CATHAM..... | CFCO | 630 | 100 | John Beardall Box 275 2626 | Dominion | John Beardall John Beardall Peter A. Kirkey | Peter A. Kirkey Gordon D. Brooks | BUP |
| FORT WILLIAM..... | CKPR | 580 | 1,000 | Dougall Motor Car Co. Ltd. S. May St. South 315 | Trans-Canada | H. F. Dougall Ralph H. Parker | | Radio Representatives Wilson Thesaurus PN |
| HAMILTON..... | CHML | 900 | 1,000 | Maple Leaf Radio Co. Ltd. Piggot Bldg. 7-1589 | Dominion | A. C. Hardy Kenneth D. Sobie Tom Darling | Stuart Kenney Tom Darling William Crawford | McGillvra Stovin & Wright Associated Standard PN |
| HAMILTON..... | CKOC | 1150 | 1,000-LS 500-N | Wentworth Radio Bestg. Co. Ltd. 32 John St. N. 7-4484 | | H. R. Carson W. T. Cranston William Guild | J. Lyman Potts R. Amos L. Horton | All-Canada Weed World Thesaurus BUP |
| KENORA..... | CJRL | 1220 | 1,000 | Kenora Broadcasting Co. Ltd. Kenricia Hotel 717 | Dominion | James Richardson & Sons Ltd. Howard G. Clark Howard G. Clark | Murray C. Cooke William E. Savage John Bull | Stovin & Wright McGillvra PN |
| KINGSTON..... | *CFRC | 1490 | 100 | Queen's University Kingston | | Queen's University Prof. H. H. Stewart | | |
| KINGSTON..... | CKWS | 960 | 1,000 | Allied Broadcasting Corp. Whig Standard Bldg. 4406 | Trans-Canada | Hon. W. Rupert Davies Jack Davidson Roy Hoff | Charles Miller George McCurdy | Weed Natl. Broadcast Sales Thesaurus CP |
| KIRKLAND LAKE... | CJKL | 560 | 1,000 | Northern Broadcasting Co. Arcade Bldg. 27 | Trans-Canada | Roy H. Thomson Dan Carr Al Gasson | Martin Silburt Tom Watson | Weed Natl. Broadcast Sales Thesaurus PN |
| KITCHENER..... | CKCR | 1490 | 250 | K. W. Broadcasting Co. Waterloo Trust Bldg. 2-1246 | | {W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle | Gordon Shaw G. Liddle Ion Hartman | Stovin & Wright PN |
| LONDON..... | CFPL | 1570 | 1,000 | London Free Press Ptg. Co. 442 Richmond St. Metcalfe 5200 | Dominion | W. J. Blackburn Charles Thomas | Philip Morris Cecil Yorke | Stovin & Wright McGillvra Thesaurus CP |
| NORTH BAY..... | CFCH | 600 | 100 | Northern Bestg. Co. Main St. E. 2400 | Trans-Canada | Roy H. Thomson C. O. Pickrem Hugh Gage | Phil Clayton Jack Barnaby | Weed Natl. Broadcast Sales Thesaurus PN |
| OTTAWA..... | CBO | 910 | 1,000 | Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151 | Trans-Canada | CBC-Dr. Augustin Frigon Charles P. Wright E. A. Weir, Toronto | Charles P. Wright Maxted Gilbert | PN |
| OTTAWA..... | CKCO | 1310 | 1,000 | Dr. G. M. Geldert 272 Somerset St. W. | Dominion | Dr. G. M. Geldert | | Stovin & Wright McGillvra Lang-Worth Associated |
| OWEN SOUND..... | CFOS | 1400 | 250 | Grey & Bruce Bestg. Co. Ltd. 904 Second Ave. E. 1940 | | Howard Fleming William N. Hawkins William N. Hawkins | H. Blois Witton William N. Hawkins William Vallins | Stovin & Wright McGillvra World PN |
| PARRY SOUND..... | CHPS | 1450 | 250 | Gordon E. Smith 47 A. James St. 700 | | W. A. Mitchell Gordon E. Smith (on leave) W. A. Mitchell | D. M. Mitchell J. Smith W. A. Mitchell, acting | Stovin & Wright CP |
| PEMBROKE..... | CHOV | 1340 | 250 | Ottawa Valley Bestg. Co. Ltd. 197 Albert St. 430 | Dominion | Dan A. Jones E. Gordon Archibald E. Gordon Archibald | Isabel Graham Tom Sarafeld Samuel Panke | Stovin & Wright McGillvra Thesaurus BUP |
| PETERBOROUGH... | CHEX | 1430 | 1,000 | Peterborough Broadcasting Co. Ltd. Examiner Bldg. 4641 | Dominion | Hon. W. Rupert Davies Hal Cooke Norman Brown | Don Inaley A. E. Crump | Natl. Broadcast Sales Weed Thesaurus PN |
| SAULT STE. MARIE | CJIC | 1490 | 250 | Hyland Broadcasting Co. Windsor Hotel 3500 | | J. G. Hyland J. G. Hyland J. G. Hyland | V. Haft M. Fisher | Alexander Thesaurus PN, BUP |
| ST. CATHARINES... | CKTB | 1550 | 1,000 | Silver Spire Bestg. Station, Ltd. 12 Yates St. 3900 | Dominion | William B. Rollason Marion A. Hallett Marion A. Hallett | William H. Allen | Alexander McGillvra BUP |
| STRATFORD..... | CJCS | 1240 | 50 | Central Broadcasting Co. Windsor Hotel 1675 | | F. M. Squires S. E. Tapley S. E. Tapley | Charles Threthewey G. M. Dunseith George Hildebrand | All-Canada Weed BUP |

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TRANS-CANADA

MARITIMES

CJCB Sydney
CHNS Halifax
CFCY Charlottetown
CBA Sackville
CKCW Moncton
CHSJ Saint John
CFNB Fredericton

EASTERN

CBM Montreal
CBO Ottawa
CKWS Kingston
CBL Toronto
CKSO Sudbury
CFCH North Bay

CJKL Kirkland Lake
CKGB Timmins
CKPR Fort William

PRAIRIE

CKY Winnipeg
CBK Watrous
CJCA Edmonton
CFAC Calgary
CJOC Lethbridge

BRITISH COLUMBIA

CFJC Kamloops
CKOV Kelowna
CJAT Trail
CBR Vancouver

DOMINION

EASTERN

CHLT Sherbrooke
CFCF Montreal
CKCO Ottawa
CHOV Pembroke
CFBR Brockville
CJBC Toronto
CHEX Peterborough
CHML Hamilton
CKTB St. Catharines
CFPL London
CFCO Chatham

PRAIRIE

CJRL Kenora
CKRC Winnipeg
CKX Brandon
CJGX Yorkton
CKRM Regina
CHAB Moose Jaw
CFQC Saskatoon
CKBI Prince Albert
CFCN Calgary
CFRN Edmonton

BRITISH COLUMBIA

CHWK Chilliwack
CKWX Vancouver
CJVI Victoria

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CANADIAN BROADCASTING CORPORATION

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|---|---------------------|---|---|---|
| SUDBURY..... | CKSO | 790 | 1,000 | Sudbury Daily Star 21 Elgin St. N. 77505 | Trans-Canada | W. E. Mason Clair Chambers W. J. Woodhill | Don McGill James McRae | All-Canada Weed World Thesaurus BUP |
| TIMMINS..... | CKGB | 1470 | 1,000 | Northern Broadcasting Co. Thompson Bldg. 1500 | Trans-Canada | Roy H. Thomson Ted Morrow Harvey Freeman | Harrison Flint Ernest Mott | Weed Natl. Broadcast Sales Thesaurus PN |
| TORONTO..... | CBL | 740 | 50,000 | Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411 | Trans-Canada NBC | CBC-Dr. Augustin Frigon James Finlay E. A. Weir | D. Claringbull Howard Hilliard | CBC CP, BUP |
| TORONTO..... | CFRB | 860 | 10,000 | Rogers Radio Broadcasting Co. 87 Bloor St. W. Midway 8515 | CBS | Harry Sedgwick Lloyd Moore | Wes McKnight Jack Sharpe | All-Canada McGillvra Thesaurus Lang-Worth PN, BUP |
| TORONTO..... | CJBC | 1010 | 1,000 | Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411 | Dominion Blue | CBC-Dr. Augustin Frigon Spence Caldwell E. A. Weir | D. Claringbull Howard Hilliard | CBC PN, BUP |
| TORONTO 2..... | CKCL | 580 | 1,000 | Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014 | MBS | Henry S. Gooderham Henry S. Gooderham A. E. Leary | Maurice D. Rapkin A. E. Leary E. O. Swan | Radio Representives McGillvra World BUP |
| WINDSOR..... | CKLW | 800 | 5,000 | Western Ontario Bcastg. Co. Ltd. Guaranty Trust Bldg., Windsor Union Guardian Bldg., Detroit Windsor, 4-1155 Detroit, Cadillac 7200 | MBS | Malcolm G. Campbell J. E. Campeau R. E. Jones | John Gordon Lois M. Michels W. J. Carter | McGillvra Stovin & Wright World Thesaurus BUP |
| WINGHAM..... | CKNX | 920 | 1,000 | W. T. Cruickshank Wingham 157 | | W. T. Cruickshank W. T. Cruickshank W. T. Cruickshank | Gerald Cruickshank Jean Tervit (Charles Fitzgerald Gerald Cruickshank) | Alexander BUP |

CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—*Owned:* CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJBC, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUDE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by Stovin & Wright; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by Northern Broadcast Sales; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, 25 King St. W., Toronto, Ont. President: Roy Thomson. General Manager: Jack Cooke.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos. Affiliated with Northern Broadcasting & Publishing Co., Timmins, Ont. General Manager: Jean Legault.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CKRC, Winnipeg; CKRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CKRC and CKCK by Weed & Co., CKRM by Joseph Hershey McGillvra. Headquarters: Any station.

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DETROIT AREA
BETTER ... FOR LESS**

Smashing old Records

• Time-sales at CKLW are hitting A NEW HIGH... leading 'em all in many major retail classifications. Old customers are staying on... new ones are signing up for more results, more sales, more success... in America's 3rd market! A big 22-hour daily schedule, at 800 k.c.

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DAY and NIGHT
800 Kc.**

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In operation two and one-half years,

Press News already:

- Operates from coast to coast the longest radio news wire in Canada.
- Serves 35 broadcasting stations—more than any other service.
- Speeds to its clients at 60 words a minute a daily 22-hour report for radio.

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PRESS NEWS obtained exclusive radio rights to the world news report of The Associated Press and Reuters service from the Empire.

PRESS NEWS brought exclusively to Canada's radio the Dominion-wide service of The Canadian Press: the output of its London and Washington staffs; and the dispatches of its war correspondents with Canadian forces in the field.

PRESS NEWS

METROPOLITAN BUILDING

TORONTO

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

PRINCE EDWARD ISLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|--------------|---|---|---|
| CHARLOTTETOWN.. | CFCY | 630 | 1,000 | Island Radio Bstg. Co. Ltd. 85 Kent St. 741 | Trans-Canada | Lt. Col. K. S. Rogers Lt. Col. K. S. Rogers L. A. McDonald | L. A. McDonald R. F. Large | All-Canada Weed Lang-Worth Standard PN, BUP |
| SUMMERSIDE..... | CHGS | 1480 | 100 | R. T. Holman Ltd. 180 Water St. 183 | | H. T. Holman R. L. Mollison A. A. Nicholson | A. A. Nicholson Angus McKie | |

QUEBEC

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------------------|--------------|-------------------------|----------------|--|---------------------------------|---|---|--|
| AMOS..... | CHAD | 1340 | 250 | Northern Quebec Bstg. System Reilly Bldg. Rouyn 1400 | Trans-Canada Dominion | J. K. Cooke Jean Legault Al Rogerson | Albert Aube George Pope | Natl. Broadcast Sales PN |
| CHICOUTIMI..... | CBJ | 1580 | 1,000 | Canadian Broadcasting Corp. 286A Racine St. 155 | Trans-Canada Dominion | CBC-Dr. Augustin Frigon Vilmond Fortin J. Arthur Dupont, Montreal | J. E. Roberts | CBC |
| HULL..... | CKCH | 1240 | 250 | Hull Broadcasting Co. Ltd. 85 Champlain St. 2-1701 | Trans-Canada Dominion | Syndicat des Oeuvres Sociales Georges Bourassa Georges Bourassa | Max Gebhardt | Radio Rreep- sentatives Wilson Thesaurus |
| MONTREAL..... | CBF | 690 | 50,000 | Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 8021 | Trans-Canada NBC Dominion | CBC-Dr. Augustin Frigon Omer Renaud J. Arthur Dupont | Omer Renaud E. D. Roberts | CBC PN, BUP |
| MONTREAL..... | CBM | 940 | 5,000 | Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021 | Trans-Canada NBC | CBC-Dr. Augustin Frigon Omer Renaud J. Arthur Dupont | Omer Renaud E. D. Roberts | CBC PN, BUP |
| MONTREAL..... | CFCF | 600 | 500 | Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577 | Dominion Blue | R. M. Brophy James A. Shaw P. E. Hiltz | H. H. Hewetson E. H. Smith J. G. Gettenby | All-Canada Weed Thesaurus PN, BUP |
| MONTREAL..... | CHLP | 1490 | 250 | La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225 | | Hon. P. R. DuTremblay Marcel Lefebvre Marcel Lefebvre | Alphonse Cloutier | Alexander McGillvra Standard CP, BUP |
| MONTREAL..... | CKAC | 730 | 5,000 | La Compagnie de Pub. La Press Ltee 980 St. Catherine St. W. Marquette 3611 | CBS | Hon. P. R. DuTremblay Phil Lalonde Louis Leprohon | Paul-Emile Corbeil Andre Daveluy Leonard Spencer | Stovin & Wright McGillvra World Lang-Worth BUP, PN |
| NEW CARLISLE..... | CHNC | 610 | 1,000 | Cie Gaspesienne De Radiodiffusion Ltee. Main St. 38 | Trans-Canada Dominion | Dr. Charles Dumont Dr. Charles Houde Viateur Bernard | Viateur Bernard J. R. McGough | All-Canada McGillvra |
| QUEBEC CITY..... | CBV | 980 | 1,000 | Canadian Broadcasting Corp. Chateau Frontenac Hotel 8155 | Trans-Canada Dominion | CBC-Dr. Augustin Frigon Maurice Valiquette J. Arthur Dupont, Montreal | Maurice Valiquette Charles Frenette | CBC |
| QUEBEC CITY..... | CHRC | 800 | 1,000 | CHRC Ltd. 11 Buade St. 2-8177 | | Herve Baribeau J. N. Thivierge J. N. Thivierge | Aurèle Pelletier Joseph Hardy Arsene Nadeau | McGillvra Lang-Worth BUP |
| QUEBEC CITY..... | CKCV | 1340 | 100 | CKCV Ltd. 142 St. John St. 2-1685 | | J. Herve Baribeau Paul LePage Paul LePage | Jean Bender Paul LePage Albert Duberger | Radio Repr- sentatives World PN |
| RIMOUSKI..... | CJBR | 900 | 1,000 | J. A. Brillant 1 St. John St. 896 | Trans-Canada Dominion | J. A. Brillant G. A. Lavoie G. A. Lavoie | G. A. Lavoie F. C. Doak | Stovin & Wright McGillvra |
| ROUYN..... | CKRN | 1400 | 250 | Northern Quebec Bstg. System Reilly Bldg. 1400 | Trans-Canada Dominion | J. K. Cooke Jean Legault Al Rogerson | Albert Aube George Pope | Natl. Broadcast Sales Thesaurus PN |
| SHERBROOKE..... | CHLT | 1240 | 250 | LaTribune Ltd. 3 Marquette St. | Dominion | | | Radio Repr- sentatives Thesaurus PN |
| STE. ANNE DE LA POCATIERE | CHGB | 1230 | 250 | G. Thomas Desjardins Ste. Anne de la Pocatiere 20 | Trans-Canada Dominion | G. T. Desjardins G. T. Desjardins G. T. Desjardins | Jacques Raymond Antoine Freve Adrien Dube | Stovin & Wright |
| THREE RIVERS..... | CHLN | 1450 | 100 | Le Nouvelliste Ltd. Chateau de Blois | | | | Radio Repr- sentatives World PN |
| VAL D'OR..... | CKVD | 1230 | 100 | La Voix d'Abitibi 586 Third Ave. 500 | Trans-Canada Dominion | Roy H. Thomson Lucien Godin Lucien Godin | Dave Lilwall George Pope | Natl. Broadcast Sales PN |

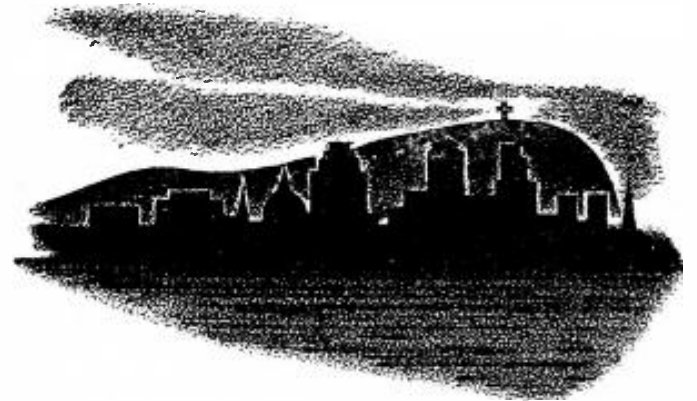
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In the Province of Quebec for Whole Family Coverage

CKAC

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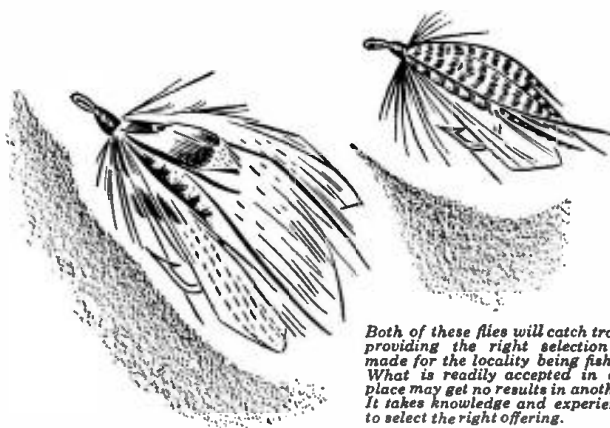
CKAC

La Presse, Montreal

COLUMBIA BROADCASTING SYSTEM

Canadian Representative
C. W. Wright

U. S. Representative
Joseph H. McGillvra



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DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

SASKATCHEWAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|--|--------------|--|---|--|
| MOOSE JAW | CHAB | 800 | 1,000 | CHAB Ltd. Grant Hall Hotel 2877 | Dominion | A. E. Jacobson H. C. Buchanan G. G. Henderson | J. S. Boyling G. G. Henderson M. Pickford | All-Canada Weed Lang-Worth BUP |
| PRINCE ALBERT | CKBI | 900 | 1,000 | Central Bcstg. System Ltd. Sanderson Bldg. 3133 | Dominion | Lloyd Moffat Lloyd Moffat G. E. Tonkin | J. Maxwell G. Prest T. Van Ness | All-Canada Weed World Thesaurus BUP |
| REGINA | CKCK | 620 | 1,000 | Leader Post Publishing Co. Leader Post Bldg. 8525 | | Leader Post Pub. Co. Harold A. Crittenden R. J. Buss | W. E. Collier J. MacMurchy E. A. Strong | All-Canada Weed Thesaurus Standard BUP, PN |
| REGINA | CKRM | 980 | 1,000 | Transcanada Communications Ltd. Fidelity Life Building 8424 | Dominion | F. V. Scanlan Bruce Pirie | G. B. Quinney W. McDonald | All-Canada McGillvra Lang-Worth PN |
| SASKATOON | CFQC | 600 | 1,000 | A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282 | Dominion | A. A. Murphy Vernon Dallin Vernon Dallin | Cy Cairns Stan Clifton | Radio Representatives Wilson Thesaurus Lang-Worth Standard BUP |
| WATROUS | CBK | 540 | 50,000 | Canadian Broadcasting Corp. Telephone Bldg., Winnipeg 9-7261 | Trans-Canada | CBC-Dr. Augustin Frigon H. G. Walker E. A. Weir, Toronto | H. G. Walker L. J. Marshall | CBC BUP, PN |
| YORKTON | CJGX | 1460 | 1,000 | Yorkton Broadcasting Co., Ltd. Smith-McKay Bldg. 324 | Dominion | Dawson Richardson R. J. Priestly Leo C. De Gagne | D. A. Patterson A. Mills | Stovin & Wright McGillvra BUP |

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- Kamloops CFJC
- Kelowna CKOV
- Trail CJAT
- Vancouver CKWX
- Victoria CJVI

ALBERTA

- Calgary CFAC
- Edmonton CJCA
- Grande Prairie CFGP
- Lethbridge CJOC

SASKATCHEWAN

- Moose Jaw CHAB
- Prince Albert CKBI
- Regina CKCK
- Regina CKRM

MANITOBA

- Winnipeg CKRC

ONTARIO

- Hamilton CKOC
- Stratford CJCS
- Sudbury CKSO
- Toronto CFRB

QUEBEC

- Montreal CFCF
- New Carlisle CHNC

MARITIMES

- Campbellton CKNB
- Charlottetown CFCY
- Fredericton CFNB
- Halifax CHNS
- Sydney CJCB
- Yarmouth CJLS

NEW FOUNDLAND

- St. John's VONF



ALL-CANADA RADIO FACILITIES Limited

Montreal

Toronto

Winnipeg

Calgary

Vancouver

U.S.A. Representative: WEED AND COMPANY

Directory of BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

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Chicago—540 N. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank R. Back.

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BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

New England Representation

| | | |
|------------------------|--------------------------|---------------------------|
| *WCAU, Philadelphia | *WHAI, Greenfield, Mass. | *WBRY, Waterbury, Conn. |
| *WHN, New York City | *WCSH, Portland, Me. | *WNBC, Hartford, Conn. |
| *WDEV, Waterbury, Vt. | *WHYN, Holyoke, Mass. | *WSPR, Springfield, Mass. |
| *WJAR, Providence | *WIBX, Utica, N. Y. | *WHEB, Portsmouth, N. H. |
| *WLBZ, Bangor, Me. | *WRDO, Augusta, Me. | *WTAG, Worcester, Mass. |
| *WSYR, Syracuse, N. Y. | *WFEA, Manchester, N. H. | WPAT, Paterson, N. J. |

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| | | |
|--------------------------|----------------------------|-------------------------|
| KFOY, Long Beach, Cal. | KLS, Oakland, Cal. | *WIBX, Utica, N. Y. |
| *KTRB, Modesto, Cal. | *WIBW, Topeka, Kan. | *KTKC, Visalia, Cal. |
| *KROY, Sacramento, Cal. | *KAST, Astoria, Ore. | KODL, The Dalles, Ore. |
| KSRO, Santa Rosa, Cal. | *KBND, Bend, Ore. | KPRO, Riverside, Cal. |
| *KHUB, Watsonville, Cal. | *KFJI, Klamath Falls, Ore. | *WIND, Gary, Ind. |
| KFXD, Nampa, Ida. | *KLBK, La Grande, Ore. | KCKN, Kansas City, Kan. |
| *WJJD, Chicago | *WSGN, Birmingham, Ala. | WATN, Watertown, N. Y. |
| *KOOS, Marshfield, Ore. | *WGRC, Louisville, Ky. | |

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russs Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.
The Arizona Radio Network

| | | |
|----------------------------|-------------------------|--------------------------|
| KOY, Phoenix, Ariz. | *WFLA, Tampa, Fla. | KTRH, Houston |
| KPMC, Bakersfield, Cal. | KIDO, Boise, Ida. | KTSA, San Antonio, Tex. |
| KIEM, Eureka, Cal. | KXEL, Waterloo, Iowa | KDYL, Salt Lake City |
| KHJ, Los Angeles | WLS, Chicago | WMBG, Richmond, Va. |
| KFXM, San Bernardino, Cal. | WFBR, Baltimore | KOL, Seattle |
| KGB, San Diego, Cal. | WOW, Omaha | WMMN, Fairmont, W. Va. |
| KFRC, San Francisco | WNBF, Binghamton, N. Y. | WWVA, Wheeling, W. Va. |
| KVOE, Santa Ana, Cal. | *WNEW, New York City | KGMB, Honolulu, Hawaii |
| KDB, Santa Barbara, Cal. | KFYR, Bismarck, N. D. | WDBO, Orlando, Fla. |
| KGDM, Stockton, Cal. | WBNS, Columbus, O. | WIBC, Indianapolis |
| KFEL, Denver | WHIZ, Zanesville, O. | KXOK, St. Louis |
| *WJAX, Jacksonville, Fla. | WHP, Harrisburg, Pa. | KODY, North Platte, Neb. |
| WQAM, Miami, Fla. | WGBI, Scranton, Pa. | KFRE, Fresno, Cal. |
| | *WROL, Knoxville, Tenn. | |

BLUE NETWORK SPOT SALES

Murray Grabhorn, Manager

New York City—30 Rockefeller Plaza. Tel.: Circle 7-5700. Eastern Mgr.: Jack Brooke.
Chicago—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Gil Berry.
Hollywood—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Fred Becker.
Detroit—802 Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: John Donohue.
San Francisco—111 Sutter St. Tel.: Graystone 6565. Mgr.: Fred Becker.

Represents

KGO, San Francisco WMAL, Washington WJZ, New York City
WENR, Chicago

†THE BRANHAM CO.

Chicago—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: George F. Dillon.
Dallas—Texas Bank Bldg. Tel.: 2-8589. Mgr.: A. J. Putnam.
Detroit—General Motor Bldg. Tel.: 1-0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
Los Angeles—448 So. Hill St. Tel.: Michigan 1269. Mgr.: J. Hornung.
Memphis—Sterick Bldg. Tel.: 2-2344.
Seattle—Empire Bldg. Tel.: Elliot 1769. Mgr.: A. G. Neitz.

Represents

| | | |
|-------------------------|------------------------|----------------------------|
| KTHS, Hot Springs, Ark. | WTJS, Jackson, Tenn. | KRIC, Beaumont, Tex. |
| KWKH, Shreveport, La. | WNOX, Knoxville, Tenn. | KRIS, Corpus Christi, Tex. |
| KTBS, Shreveport, La. | WMC, Memphis | KRLD, Dallas |
| WCPO, Cincinnati | KABC, Austin, Tex. | KXYZ, Houston |

West Virginia Network

WCHS, Charleston, W. Va. WBLK, Clarksburg, W. Va. WPAR, Parkersburg, W. Va.
WSAZ, Huntington, W. Va.

HOWARD C. BROWN CO.

Hollywood 28, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

2UE, Sydney, Australia 3XY, Melbourne, Australia
New Zealand Commercial Radio Stations

BURN-SMITH CO., Inc.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: C. Otis Rawalt.
Chicago—307 No. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

| | | |
|---------------------------|--------------------------|-------------------------|
| KMTR, Hollywood, Cal. | *WALB, Albany, Ga. | WLOF, Orlando, Fla. |
| WRDW, Augusta, Ga. | WJLS, Beckley, W. Va. | WIP, Philadelphia |
| *WGRC, Louisville | WKBB, Dubuque, Ia. | KWJJ, Portland, Ore. |
| WELL, Battle Creek, Mich. | WJLB, Detroit | WRRN, Warren, O. |
| WFDF, Flint, Mich. | KFRO, Longview, Tex. | WBAX, Wilkes-Barre, Pa. |
| WKBZ, Muskegon, Mich. | WHBC, Canton, O. | WBIR, Knoxville, Tenn. |
| KGVO, Missoula, Mont. | KMAC, San Antonio | Daniel Boone Network |
| *WNBH, New Bedford, Mass. | WDEF, Chattanooga, Tenn. | KFBC, Cheyenne, Wyo. |
| *WBRK, Pittsfield, Mass. | WOLF, Syracuse, N. Y. | The Carolina Group |
| WMRF, Lewistown, Pa. | WRUF, Gainesville, Fla. | The Kentucky Group |
| KOCY, Oklahoma City | KVFD, Fort Dodge, Ia. | WTRC, Elkhart, Ind. |
| WGH, Newport News, Va. | WMRC, Greenville, S. C. | WHAI, Greenfield, Mass. |
| | KTRI, Sioux City, Ia. | |

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgrs.: Philip Zach, W. L. McKee
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: Frank Gaughen-Felix Morris.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

*KCKN, Kansas City, Kan. *WIBW, Topeka, Kan.

B. FRANK COOK

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Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(Representation in the South Only)

*WFBC, Greenville, S. C. *WALB, Albany, Ga.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—535 Fifth Ave. Tel.: Murray Hill 2-8284. Mgr.: A. P. Cox.
Chicago—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

| | | |
|-------------------------|---------------------------|----------------------------|
| WGAA, Cedarstown, Ga. | *KPAB, Laredo, Tex. | WGNC, Gastonia, N. C. |
| WBLJ, Dalton, Ga. | KRBA, Lufkin, Tex. | WCHV, Charlottesville, Va. |
| WKMO, Kokomo, Ind. | *KRLH, Midland, Tex. | WMPJ, Daytona Beach, Fla. |
| WPAV, Portsmouth, O. | *KNET, Palestine, Tex. | KELD, El Dorado, Ark. |
| *KAST, Astoria, Ore. | KTBI, Tacoma, Wash. | WMOG, Brunswick, Ga. |
| *WKOK, Sunbury, Pa. | WJMC, Rice Lake, Wis. | WASK, Lafayette, Ind. |
| WOLS, Florence, S. C. | KFA, Helena, Ark. | WJBW, New Orleans |
| WMPR, Sumter, S. C. | WMPR, High Point, N. C. | WJZM, Clarksville, Tenn. |
| KGFX, Pierre, S. D. | KTNM, Tucumcari, N. M. | KEEW, Brownsville, Tex. |
| WHUB, Cookeville, Tenn. | WKPA, New Kensington, Pa. | KIUN, Pecos, Tex. |
| KNEL, Brady, Tex. | WJOB, Hammond, Ind. | *WIGM, Medford, Wis. |

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

| | | |
|---------------------------|--------------------|----------------------|
| *WJAX, Jacksonville, Fla. | *WIOD, Miami, Fla. | *WFLA, Tampa, Fla. |
| *WROL, Knoxville, Tenn. | *WHIO, Dayton, O. | *WDBO, Orlando, Fla. |

*Daniel Boone Network Comprising:
*WOPI, Bristol, Tenn. *WKPT, Kingsport, Tenn. *WISE, Asheville, N. C.

FORJEE & COMPANY

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
Chicago—360 No. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

| | | |
|--------------------------|----------------------------|-----------------------------|
| WAJR, Morgantown, W. Va. | WSBC, Chicago | WMVA, Martinsville, Va. |
| *WCOU, Lewiston, Me. | *KHUB, Watsonville, Cal. | *WMIN, Minneapolis-St. Paul |
| WCAP, Asbury Park, N. J. | KICA, Clovis, N. M. | WBNX, New York City |
| WIBM, Jackson, Mich. | KONO, San Antonio, Tex. | WGBR, Goldboro, N. C. |
| *WJBK, Detroit | KPDN, Pampa, Tex. | WDA5, Philadelphia |
| *WLBC, Muncie, Ind. | KGBS, Harlingen, Tex. | WWSW, Pittsburgh |
| WGEC, Chicago | KEYS, Corpus Christi, Tex. | WBRW, Welch, W. Va. |

R. C. FOSTER

Boston 16—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Gertrude Saxe.

Exclusive New England Representation

| | | |
|---------------------------|-------------------------|--------------------------|
| WDRG, Hartford | WESX, Salem, Mass. | *WSYB, Rutland, Vt. |
| *WLAW, Lawrence, Mass. | *WABI, Bangor, Me. | *WPRO, Providence, R. I. |
| *WNBH, New Bedford, Mass. | *WGAN, Portland, Me. | *WNEW, New York City |
| | WMUR, Manchester, N. H. | |

Non-Exclusive Representation

| | | |
|--------------------------|--------------------------|--------------------------|
| *WELL, New Haven | *WHAI, Greenfield, Mass. | *WBRK, Pittsfield, Mass. |
| *WNLC, New London, Conn. | *WSAR, Fall River, Mass. | *WPEN, Philadelphia |

(Continued on page 192)

RADIO CORRESPONDENTS GALLERIES Of Congress

Eric Sevareid,² *President* Richard Harkness, *Secretary*
Earl Godwin, *Acting President* Red Goad, *Treasurer*
Fred W. Morrison, *Ex Officio*
Telephone: National 3120
House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264
Superintendent of Senate Gallery—D. Harold McGrath
Superintendent of House Gallery—Robert M. Menaugh¹
Acting Superintendent of House Gallery—William Vaughan

Active Members as of Jan. 1, 1944

| Network, Station or Service | Name | Office |
|-------------------------------|------------------------------------|---------------------------|
| Ask Washington | Hugh A. Grauel | 1196 National Press Bldg. |
| Associated Press Radio | Joe H. Torbett | 409 Star Bldg. |
| Atlantic Coast Network | Richard Eaton | 8081 Idaho Ave. |
| Baukhage Radio Associates | Pauline Frederick | 622 Union Trust Bldg. |
| Columbia Broadcasting System | Tristram Coffin | 853 Earle Bldg. |
| | Robert Evans | 853 Earle Bldg. |
| | Don Pryor | 853 Earle Bldg. |
| | William Costello | 853 Earle Bldg. |
| | Joseph C. Harsh | 853 Earle Bldg. |
| | Bill Henry | 853 Earle Bldg. |
| | Helene H. Morse | 853 Earle Bldg. |
| | Robert S. Wood | 853 Earle Bldg. |
| | Charles A. Worcester | 853 Earle Bldg. |
| | Albert N. Dennis | 853 Earle Bldg. |
| | Albert C. Leitch | 853 Earle Bldg. |
| | Ernest D. Melver, Jr. | 853 Earle Bldg. |
| | Lewis W. Shollenberger | 853 Earle Bldg. |
| | Albert L. Warner ¹ | 853 Earle Bldg. |
| Earl Godwin Radio Associates | Earl Godwin | 414 Bond Bldg. |
| Mutual Broadcasting System | Fulton Lewis, Jr. | 1627 K St. |
| | Walter Compton | 1627 K St. |
| | Madeline Ensign | 1627 K St. |
| | Fred W. Morrison | 1627 K St. |
| | Billy Repaid | 1627 K St. |
| National Broadcasting Co. | Harold G. Stepler | 1627 K St. |
| | Morgan Beatty | 724 14th St. |
| | Leif Eid | 724 14th St. |
| | Richard L. Harkness | 724 14th St. |
| | Thomas E. Knode | 724 14th St. |
| | David Brinkley | 724 14th St. |
| | Mary Kay Cavanaugh | 724 14th St. |
| | Barbara Hotchkiss | 724 14th St. |
| | Robert C. McCormick | 724 14th St. |
| | Mary Mason | 724 14th St. |
| | Carleton Smith | 724 14th St. |
| | Ralph H. Peterson | 724 14th St. |
| | Leonard Schleider | 724 14th St. |
| The Blue Network | Robert St. John | 724 14th St. |
| | Martin Aronsony | 724 14th St. |
| | Helen Buchalter | 1613 19th St., N. E. |
| | H. R. Baukhage | 622 Union Trust Bldg. |
| | William Hillman | 724 14th St. |
| | William R. McAndrew | 414 Bond Bldg. |
| | Raymond Gram Swing | 1613 19th St. |
| Transradio Press Service | Rex Goad | 1256 National Press Bldg. |
| | Ann M. Corrick | 1256 National Press Bldg. |
| | Peter Denzer | 1256 National Press Bldg. |
| | Betty Lersch | 1256 National Press Bldg. |
| | Cherry Mitchell | 1256 National Press Bldg. |
| | Damon Runyon Jr. | 1256 National Press Bldg. |
| | Dan Williams | 1256 National Press Bldg. |
| | Clifford G. McCarthy ¹ | 1256 National Press Bldg. |
| | Robert E. Lee Moore | 1256 National Press Bldg. |
| | John Norman ¹ | 1256 National Press Bldg. |
| | William H. Pickens | 1256 National Press Bldg. |
| | Macon Reed, Jr. ¹ | 1256 National Press Bldg. |
| WMAL—The Evening Star Station | William Neel | 724 14th St. |
| | Peter Cousins | 724 14th St. |
| | Wm. Enders Coyle ¹ | 724 14th St. |
| | Peg Eck | 724 14th St. |
| | Frazer (Tex) Edwards | 724 14th St. |
| | Claude A. Mahoney | 724 14th St. |
| WQXR—Time (March of) | Richard C. de Brown | 815 15th St. |
| WWDC | J. Robert Ball | 1008 Conn. Ave. |
| Yankee Network (Boston) | Francis W. Tully, Jr. ¹ | 1215 National Press Bldg. |

¹ On leave of absence during service in the armed forces of the United States.

² On leave for foreign service.

NEWFOUNDLAND

[Receiving Sets, 25,000. Set Tax, \$2 Annually]

| City | Call Letters | Operator | Frequency in Kilocycles | Power in Watts |
|--------------|--------------|-------------------------------------|-------------------------|----------------|
| Corner Brook | VOWN | *Broadcasting Corp. of Newfoundland | 840 | 250 |
| St. Johns | VONF | *Broadcasting Corp. of Newfoundland | 640 | 12,000 |
| " | VOCM | Colonial Broadcasting System | 1000 | 250 |
| " | VOAR | *Seventh Day Adventists | 950 | 25 |
| " | VOWR | Wesley United Church | 700 | 500 |

SHORTWAVE STATIONS

| | | | | |
|-----------|------|-------------------------------------|------|-----|
| St. Johns | VONG | *Broadcasting Corp. of Newfoundland | 9475 | 300 |
| " | VONH | *Broadcasting Corp. of Newfoundland | 5970 | 300 |

Log compiled as of Jan. 1, 1944.

* Indicates station sells time commercially.

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1700 Times Tower, Times Square, New York 18, N. Y.

**RIGHT CITY!
RIGHT STATION!
RIGHT RATES!
At the Right Time...!**

IF IT'S SPOT RADIO



WMEX — Boston

The Hub's only full-time independent station — 5000 watts.

WGKV — Charleston

Carries all top-flight Red, Blue and Mutual programs, and is Charleston's most popular station.

KVOD — Denver

Blue's popular outlet in Denver — check our Hoopers — second largest coverage — best dollar value on cost coverage and popularity.

CKLW — Detroit

Mutual outlet — second largest coverage — programs not duplicated by local stations in Toledo, Lansing, Jackson, Flint, Saginaw and Bay City.

WLAV — Grand Rapids

With Blue and Mutual rings the bell in metropolitan Grand Rapids. (Note: Chicago stations cover rural Western Michigan.)

KCMO — Kansas City

Blue — one of Kansas City's three fulltime stations — has best availabilities at reasonable rates.

KPAS — Los Angeles

10,000 watts directional north and south has third largest coverage in Southern California.

WBML — Macon

Blue and Mutual — good values! good spots! has best availabilities open at most reasonable cost.

WNOE — New Orleans

Mutual — covers 25% Louisiana's population — 50% Louisiana's drug sales! Wise choice when results really count.

WOV — New York

Favorite listening post of N. Y. Italian population, larger than Rome itself. After 6 p.m. — in English. New York's fastest growing Independent station — see Hooper!

KPAC — Port Arthur

Mutual — excellent coverage of important Port Arthur — Beaumont — Orange ration-book population of 1,157,000!

KLX — Oakland

Brilliant personality and showmanship attracts huge Oakland Bay area audience.

KXL — Portland

Highest powered station in the state of Oregon, 10,000 watts, directional, north and south. Covers rapidly growing prosperous region, reaches area not covered well by other stations.

WSAY — Rochester

All Mutual and many Blue programs now breaking ground for 1,000 watts power.

WSYB — Rutland

Popular Yankee Network and Mutual outlet serving wide area. Good buys available.

KROY — Sacramento

Has over twice as many hours of network commercials aired in this market — therefore Sacramento's most popular station.

WTSP — St. Petersburg

Mutual — covers Tampa — Clearwater — St. Petersburg Metropolitan area.

KLO — Salt Lake City and Ogden

Mutual — offers best coverage of Utah's two most important markets.

KMO — Tacoma

Mutual — most popular home station — is Tacoma's only network outlet for Washington's second largest city.

KOME — Tulsa

Blue and Mutual — Best dollar value in Tulsa on basis of cost and popularity.

WBRY — Waterbury

Columbia — very popular in this busy, prosperous, thickly-settled area.

KPQ — Wenatchee

Blue — serves exclusively a wide area between Seattle and Spokane.

KIT — Yakima

Mutual — blankets trading area of 153,000 in central Washington.

Utah

Completely covered by Intermountain Network — five stations all Mutual. Delivers more listeners outside of Salt Lake City than there are in Salt Lake City.

JOSEPH HERSHEY McGILLVRA, Inc.

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 11
919 N. Michigan Avenue
Superior 3444

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 15
445 Western Pacific Building
Prospect 5319

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 150]

FREE & PETERS, Inc.

Chicago 1—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City 17—444 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.
San Francisco 4—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
Hollywood 28—1512 N. Gordon St. Tel.: Gladstone 3949. Mgr.: Hal W. Hoag.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

Represents

| | | |
|-------------------------|----------------------------|-------------------------|
| WGR, Buffalo, N. Y. | KDAL, Duluth | WAVE, Louisville |
| WKBW, Buffalo, N. Y. | WKZO, Kalamazoo, Mich. | KOMA, Oklahoma City |
| WCKY, Cincinnati | WTCN, Minneapolis-St. Paul | KTUL, Tulsa, Okla. |
| WOC, Davenport, Ia. | WMBD, Peoria, Ill. | KECA, Los Angeles |
| WHO, Des Moines | KSD, St. Louis | KOIN, Portland, Ore. |
| KMA, Shennandoah, Ia. | WFBL, Syracuse | KALE, Portland, Ore. |
| WDAY, Fargo, N. D. | WCSC, Charleston, S. C. | KOB, Albuquerque, N. M. |
| KMBC, Kansas City | WIS, Columbia, S. C. | KROW, Oakland, Cal. |
| WISE, Indianapolis | WPTF, Raleigh, N. C. | KIRO, Seattle |
| KFAI, Fairbanks, Alaska | WDBJ, Roanoke, Va. | WCBM, Baltimore |

W. S. GRANT

San Francisco—580 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
Los Angeles—412 W. 6th St. Tel.: Vandyke 5875. Mgr.: Murray Bothwell.

Exclusive Representation McClung Stations

| | | |
|----------------------|------------------------|----------------------------|
| KVCV, Redding, Cal. | KHSL, Chico, Cal. | KYOS, Merced, Cal. |
| *KTRB, Modesto, Cal. | WMYC, Marysville, Cal. | *KTCK, Visalia, Cal. |
| | KDON, Monterey, Cal. | *KFJI, Klamath Falls, Ore. |

HOMER GRIFFITH CO.

Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: R. J. Bidwell.
Seattle—Smith Tower. Tel.: Elliott 7417. Mgr.: Robert S. Nichols.

Represents

| | | |
|-----------------------------|--------------------------|--------------------------|
| *KJBS, San Francisco | *KWIL, Albany, Ore. | *KDFN, Casper, Wyo. |
| *KTCK, Visalia, Cal. | *KBKR, Baker, Ore. | KVRS, Rock Springs, Wyo. |
| *KSRO, Santa Rosa, Cal. | *KODL, The Dalles, Ore. | KGEZ, Kalispell, Mont. |
| *KHUB, Watsonville, Cal. | *KELA, Centralia, Wash. | KFNF, Shennandoah, Ia. |
| KVEC, San Luis Obispo, Cal. | *KTFI, Twin Falls, Idaho | *WIRE, Indianapolis |
| *KTRB, Modesto, Cal. | *KSEI, Pocatello, Idaho | *WHLS, Port Huron, Mich. |
| KENC, Las Vegas, Nevada | *KPOW, Powell, Wyo. | *WKOK, Sunbury, Pa. |
| *KWJJ, Portland, Ore. | *KWYO, Sheridan, Wyo. | KTOH, Lihue, T. H. |
| *KMED, Medford, Ore. | KFQD, Anchorage, Alaska | |

MELCHOR GUZMAN COMPANY Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.
(Represents stations in Cuba, Mexico, Central and South America)

HEADLEY-REED CO.

New York City—405 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

Represents

| | | |
|----------------------------|----------------------------|--------------------------|
| *WGSN, Birmingham, Ala. | WHLI, Niagara Falls, N. Y. | WALA, Mobile, Ala. |
| WSPA, Montgomery, Ala. | WKIP, Poughkeepsie, N. Y. | WJW, Cleveland, O. |
| *WNBC, Hartford, Conn. | WFAS, White Plains, N. Y. | WKNE, Keene, N. H. |
| WROK, Rockford, Ill. | KMMJ, Grand Island, Neb. | WFTL, Miami |
| KFPQ, St. Joseph, Mo. | WFMJ, Youngstown, O. | WSAM, Saginaw, Mich. |
| WSOC, Charlotte, N. C. | WFBG, Altoona, Pa. | WAGF, Dothan, Ala. |
| WITH, Baltimore | WJAC, Johnstown, Pa. | *WNLC, New London, Conn. |
| KANS, Wichita, Kan. | WAPO, Chattanooga, Tenn. | WAGA, Atlanta |
| WWSJ, Winston-Salem, N. C. | WGAC, Augusta, Ga. | WLOK, Lima, O. |
| WBAB, Atlantic City, N. J. | WSAN, Allentown, Pa. | |

GEORGE P. HOLLINGBERRY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 8-9447. Mgr.: F. E. Spencer Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Healy Bldg. Tel.: Walnut 8856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4398. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fiesler.

Represents

| | | |
|---------------------------|--------------------------|-------------------------|
| WHAM, Rochester, N. Y. | WSPA, Spartanburg, S. C. | *WHIO, Dayton, O. |
| WEBC, Duluth, Minn. | WWJ, Detroit | WJDJ, Jackson, Miss. |
| WADC, Akron, O. | KSCJ, Sioux City, Ia. | WEAU, Eau Claire, Wis. |
| WTMA, Charleston, S. C. | WBG, Greensboro, N. C. | WEUU, Reading, Pa. |
| WAAP, Chicago | *WJOD, Miami | WJBO, Baton Rouge, La. |
| *WSPR, Springfield, Mass. | WBCM, Bay City, Mich. | KTSN, El Paso, Tex. |
| WREN, Lawrence, Kan. | KOWH, Omaha, Neb. | WMPF, Plattsburg, N. Y. |
| WSAV, Savannah, Ga. | KVI, Tacoma, Wash. | WARM, Scranton, Pa. |
| WORD, Spartanburg, S. C. | WPDQ, Jacksonville, Fla. | WRDW, Augusta, Ga. |

HAL HOLMAN CO.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-1983. Mgr.: J. Wythe Walker.
Chicago—360 No. Michigan Ave. Tel.: Franklin 0016. Mgr.: Hal Holman.

Represents

| | | |
|--------------------------|----------------------------|------------------------|
| WGOV, Valdosta, Ga. | WTCM, Traverse City, Mich. | *WLBC, Muncie, Ind. |
| WHBU, Anderson, Ind. | KAND, Corsicana, Tex. | KROS, Clinton, Ia. |
| *WJBK, Detroit | WMAM, Marinette, Wis. | *WMIN, Minneapolis |
| *WHLS, Port Huron, Mich. | WIBU, Poyette, Wis. | *KNET, Palestine, Tex. |
| WAYX, Waycross, Ga. | KICL, Spencer, Ia. | *KPAB, Laredo, Tex. |

NONA KANE

Boston—Statler Bldg. Tel.: Hubbard 4949. Mgr.: Nona Kane.

New England Representatives

| | | |
|---------------------------|---------------------------|--------------------------|
| *WBIG, Greensboro, N. C. | *WSAR, Fall River, Mass. | *WNLC, New London, Conn. |
| *WSPR, Springfield, Mass. | *WNBH, New Bedford, Mass. | *WNAB, Bridgeport, Conn. |
| *WHYN, Holyoke, Mass. | *WFCT, Pawtucket, R. I. | *WSYB, Rutland, Vt. |
| *WBRK, Pittsfield, Mass. | *WNBC, Hartford, Conn. | *WCOU, Lewiston, Me. |
| *WHAI, Greenfield, Mass. | *WELL, New Haven, Conn. | WAGM, Presque Isle, Me. |

THE KATZ AGENCY

New York City—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
Chicago—807 No. Michigan Ave. Tel.: Central 4006. Mgr.: Gerald H. Gunst.
Detroit—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
Atlanta—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
San Francisco—Monadnock Bldg. Tel.: Sutter 7498. Mgr.: Richard S. Railton.
Los Angeles—530 W. 6th St. Tel.: Tucker 3219.

Represents

| | | |
|----------------------------|--------------------|-------------------------|
| WGST, Atlanta | WPBM, Indianapolis | KLRA, Little Rock, Ark. |
| KGHL, Billings, Mont. | WCAE, Pittsburgh | WMAZ, Macon, Ga. |
| WMT, Cedar Rapids-Waterloo | WDAE, Tampa, Fla. | WREC, Memphis, Tenn. |
| WCFL, Chicago | WTAD, Quincy, Ill. | WVL, New Orleans |
| WKRC, Cincinnati | KLZ, Denver | WKY, Oklahoma City |
| KVOR, Colorado Springs | KRNT, Des Moines | WTOC, Savannah, Ga. |
| WNAX, Yankton, S. D. | KSO, Des Moines | *KFPY, Spokane, Wash. |
| WISN, Milwaukee | KGU, Honolulu | WSPD, Toledo, O. |
| KUTA, Salt Lake City | WFIL, Philadelphia | *WLAW, Lawrence, Mass. |

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: James McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

| | | |
|----------------------------|-------------------------|--------------------------|
| *KAST, Astoria, Ore. | KUIN, Grants Pass, Ore. | *KFPY, Spokane, Wash. |
| KRNR, Roseburg, Ore. | *KLBH, LaGrande, Ore. | *KELA, Centralia, Wash. |
| *KFJI, Klamath Falls, Ore. | KWRC, Pendleton, Ore. | *KGY, Olympia, Wash. |
| KSLM, Salem, Ore. | *KODL, The Dalles, Ore. | *KXRO, Aberdeen, Wash. |
| *KOOS, Marshfield, Ore. | *KWIL, Albany, Ore. | *KMO, Tacoma, Wash. |
| *KBNB, Bend, Ore. | *KIDO, Boise, Ida. | KVOS, Bellingham, Wash. |
| *KBKR, Baker, Ore. | *KTFI, Twin Falls, Ida. | *KPKQ, Wenatchee, Wash. |
| *KORE, Eugene, Ore. | KRLC, Lewiston, Ida. | *KIT, Yakima, Wash. |
| KMED, Medford, Ore. | KWLK, Longview, Wash. | *KUJ, Walla Walla, Wash. |

JOSEPH HERSHEY MCGILLVRA, Inc.

New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Adam J. Young Jr.
Chicago—919 N. Michigan Ave. Tel.: Superior 3444. Mgr.: Walter Beadell.
Los Angeles—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: Al Tewkesbury.
San Francisco—Mills Bldg. Tel.: Sutter 1898. Mgr.: Duncan A. Scott.

Represents

| | | |
|----------------------------|-------------------------------|-------------------------|
| *CKLW, Detroit | WSOO, Sault Ste. Marie, Mich. | KEUB, Price, Utah |
| KPAS, Los Angeles | KCMO, Kansas City, Mo. | KFAC, Fort Arthur, Tex. |
| KLX, Oakland, Cal. | *WOV, New York City | *KMO, Tacoma |
| *KROY, Sacramento, Cal. | WSAY, Rochester, N. Y. | *KIT, Yakima |
| KVOD, Denver | KXL, Portland, Ore. | KGHF, Pueblo, Colo. |
| *WBRV, Waterbury, Conn. | KLO, Ogden, Utah | (March 1) |
| WTSP, St. Petersburg, Fla. | KOVO, Provo, Utah | KPRO, Riverside, Cal. |
| WNOE, New Orleans, La. | *WSYB, Rutland, Vt. | KOME, Tulsa, Okla. |
| WMEX, Boston | *KPO, Wenatchee, Wash. | WBML, Macon, Ga. |
| WLAV, Grand Rapids, Mich. | WGV, Charleston, W. Va. | |

Canadian Stations Represented

| | | |
|------------------------|----------------------------|--------------------------|
| CJCF, Calgary, Alta. | CFPL, London, Ont. | CHLP, Montreal, Que. |
| CJOR, Vancouver, B. C. | CKCO, Ottawa, Ont. | CKAC, Montreal, Que. |
| CKX, Brandon, Man. | CFOS, Owen Sound, Ont. | CHNC, New Carlisle, Que. |
| CFAR, Flin Flon, Man. | CKTB, St. Catharines, Ont. | CHRC, Quebec, Que. |
| CKY, Winnipeg, Man. | CFRB, Toronto, Ont. | CJBR, Rimouski, Que. |
| CKCW, Moncton, N. B. | CKRM, Regina, Sask. | CHOV, Pembroke, Ont. |
| CJGX, Yorkton, Sask. | CKCL, Toronto, Ont. | CFBR, Brockville, Ont. |
| HST, Saint John, N. B. | *CKLW, Windsor, Ont. | CJRL, Kenora, Ont. |
| CHML, Hamilton, Ont. | | |

Mexican Stations Represented

| | |
|------------------|------------------|
| XEW, Mexico City | XEQ, Mexico City |
|------------------|------------------|

J. P. MCKINNEY & SON

New York City—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Norbert L. O'Brien.
Chicago—400 No. Michigan Ave. Tel.: Superior 9866.
San Francisco—681 Market St. Tel.: Garfield 0947.

Represents

| | | |
|---------------------|-------------------------|----------------------|
| WENY, Elmira, N. Y. | WRAC, Williamsport, Pa. | WHDL, Olean, N. Y. |
| WABY-WOKO, Albany | WHTT, Hartford, Conn. | WDAN, Danville, Ill. |
| | WHEC, Rochester, N. Y. | |

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot and Local Sales Dept.)

New York City—30 Rockefeller Plaza. Tel.: Circle 7-8300. Mgr.: J. V. McConnell.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: W. O. Tilenius, W. C. Roux.
Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. Mgr.: James R. MacPherson.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Fred C. Selzer Jr.
San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Mgr.: Donald Norman.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: Mahlon Glascock.

Represents

| | | |
|-------------------------|-----------------------|-------------------|
| WEAF, New York City | WMAQ, Chicago | WRC, Washington |
| WBZ, Boston | WTAM, Cleveland | KDKA, Pittsburgh |
| WBZ, Springfield, Mass. | KYW, Philadelphia | WGYY, Schenectady |
| WOWO, Fort Wayne, Ind. | KPO, San Francisco | KOA, Denver |
| | WGL, Fort Wayne, Ind. | |

(Continued on page 194)

COORDINATION

The geography of advertising is complex.

It requires many men working together, calling on agency, advertiser, district representative.

The complexities of present day selling in the national field require closely supervised inter-office coordination which can be delivered only by a large, mobile organization working under experienced direction.

The Katz Agency maintains eight strategically located offices to give complete coverage of all points where national advertising originates.

Operating out of these eight offices are 26 experienced salesmen, delivering thorough-going coverage of every individual of influence in national advertising: manufacturer, agency, jobber and distributor.

STATIONS REPRESENTED BY THE KATZ AGENCY

| | | |
|------|----------------------------------|------|
| WGST | Atlanta, Ga. | CBS |
| KGHL | Billings, Mont. | NBC |
| WMT | Cedar Rapids-Waterloo, Ia. | CBS |
| WCFL | Chicago, Ill. | NBC |
| WKRC | Cincinnati, Ohio | MBS |
| KVOR | Colorado Springs, Colo. | CBS |
| KLZ | Denver, Colo. | CBS |
| KRNT | Des Moines, Ia. | CBS |
| KSO | Des Moines, Ia. | Blue |
| KGU | Honolulu, T. H. | NBC |
| WFBM | Indianapolis, Ind. | CBS |
| WLAW | Lawrence, Mass. | CBS |
| KLRA | Little Rock, Ark. | CBS |
| WMAZ | Macon, Ga. | CBS |
| WREC | Memphis, Tenn. | CBS |
| WISN | Milwaukee, Wis. | CBS |
| WWL | New Orleans, La. | CBS |
| WKY | Oklahoma City, Okla. | NBC |
| WFIL | Philadelphia, Pa. | Blue |
| WCAE | Pittsburgh, Pa. | MBS |
| WTAD | Quincy, Ill. | CBS |
| KUTA | Salt Lake City, Utah | Blue |
| WTOC | Savannah, Ga. | CBS |
| KFPY | Spokane, Wash. | CBS |
| WDAE | Tampa, Fla. | CBS |
| WSPD | Toledo, Ohio | NBC |
| WNAX | Yankton, S. D. - Sioux City, Ia. | CBS |

The Georgia Major Market Trio
The Cowles Group

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES SINCE 1888

New York
Chicago
Detroit
Atlanta

Kansas City
Dallas
Los Angeles
San Francisco

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 192)

NORTHWEST RADIO ADVERTISING CO.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska *KTKN, Ketchikan, Alaska

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
Chicago—228 No. LaSalle St. Tel.: State 5096. Mgr.: Fred R. Jones.

Represents stations in

| | | |
|--------------------|-------------|--------------|
| Argentina | Ecuador | Paraguay |
| Bolivia | El Salvador | Peru |
| British Guiana | Guatemala | Puerto Rico |
| Chile | Haiti | Uruguay |
| Columbia | Honduras | Venezuela |
| Costa Rica | Nicaragua | Newfoundland |
| Dominican Republic | Panama | Alaska |

JOHN E. PEARSON CO.

Chicago—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
New York City—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.

Represents

| | | |
|----------------------------|----------------------------|----------------------------|
| KGBX, Springfield, Mo. | WEW, St. Louis | KWOC, Poplar Bluff, Mo. |
| KWTO, Springfield, Mo. | *WJJD, Chicago | KHMO, Hannibal, Mo. |
| KDTH, Dubuque, Ia. | *WIRE, Indianapolis | KRBC, Abilene, Tex. |
| *WIND, Gary, Ind. | KGGF, Coffeyville, Kan. | KBST, Big Spring, Tex. |
| WLWL, Minneapolis-St. Paul | KSAI, Salina, Kan. | KPLT, Paris, Tex. |
| KLCN, Blytheville, Ark. | WAOV, Vincennes, Ind. | KGKL, San Angelo, Tex. |
| WHEL, Sheboygan, Wis. | Southern Minnesota Network | KCMC, Texarkana, Tex. |
| WCAR, Pontiac, Mich. | WKRO, Cairo, Ill. | KPHO, Phoenix, Ariz. |
| WLAK, Lakeland, Fla. | KFVS, Cape Girardeau, Mo. | KWBU, Corpus Christi, Tex. |
| WQXR, New York City | WCZA, Carthage, Ill. | |

JOHN H. PERRY ASSOCIATES

New York City—810 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
Philadelphia—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.
Chicago—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
Detroit—7388 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

Represents

| | | |
|--------------------------|----------------------|-------------------------|
| WCOA, Pensacola, Fla. | WTMC, Ocala, Fla. | WDLP, Panama City, Fla. |
| WJHP, Jacksonville, Fla. | WLAP, Lexington, Ky. | WCMI, Ashland, Ky. |

EDWARD PETRY & CO., Inc.

New York City—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago—400 No. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

| | | |
|-------------------------|-------------------------|--------------------------|
| Yankee Network | KFOR, Lincoln, Neb. | KFAB, Lincoln, Neb. |
| WSB, Atlanta | KGA, Spokane, Wash. | KGKO, Fort Worth |
| WNAO, Boston | WBAL, Baltimore | Texas Quality Network |
| WAAB, Worcester | KARK, Little Rock, Ark. | WEAN, Providence |
| WICC, Bridgeport, Conn. | KFI, Los Angeles | WRNL, Richmond |
| WBEN, Buffalo, N. Y. | WHAS, Louisville | KSL, Salt Lake City |
| WGAR, Cleveland | WLLH, Lowell, Mass. | WOAI, San Antonio |
| WFAA, Dallas | WTMJ, Milwaukee | KOMO, Seattle |
| WBAP, Fort Worth | WFTL, St. Paul | KIQ, Spokane, Wash. |
| WJR, Detroit | WSM, Nashville | WMAS, Springfield, Mass. |
| KPRC, Houston | WSMB, New Orleans | KVOO, Tulsa, Okla. |
| WDAF, Kansas City | WTAR, Norfolk | KFH, Wichita, Kan. |
| WAGE, Syracuse, N. Y. | KOIL, Omaha | KQW, San Francisco |
| KARM, Fresno, Cal. | KGW, Portland, Ore. | |

RADIO ADVERTISING CO.

New York City 17—521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgrs.: Louis J. F. Moore, John Mayo.
Chicago 1—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: Robert L. Swats Jr.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-8553. Mgr.: Richard F. Kopf.
Los Angeles 14—630 W. Sixth St. Tel.: Van Dyke 1901. Mgr.: J. Leslie Fox.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandberg.

Represents

| | | |
|--------------------|------------------------|-----------------------------|
| WCLE, Cleveland | WMBS, Uniontown, Pa. | WEST, Easton, Pa. |
| WHKC, Columbus, O. | KROC, Rochester, Minn. | WAZI, Hazleton, Pa. |
| WTOL, Toledo, O. | The Oklahoma Network | WJNO, West Palm Beach, Fla. |
| | KWBW, Hutchinson, Kan. | |

RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

Chicago—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith.
New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Meredith R. Pratt.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: O. G. Morby.
Charlotte—Wilder Bldg. Tel.: 3-9838. Mgr.: Royal Penny.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Ringlep.

Represents

| | | |
|--------------------------|-----------------------|-------------------------|
| WABC, New York City | KNX, Los Angeles | WCCO, Minneapolis |
| WBMM, Chicago | KMOX, St. Louis | WEEI, Boston |
| WTOP, Washington | WBT, Charlotte, N. C. | WAPI, Birmingham, Ala. |
| CBS, New England Network | CBS, Pacific Network | CBS, California Network |

WILLIAM G. RAMBEAU CO.

Chicago—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York City—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: Paul S. Wilson.
Hollywood—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

| | | |
|--------------------------|--------------------------|-------------------------|
| WJAS, Pittsburgh | WRWA, Reading, Pa. | WJTN, Jamestown, N. Y. |
| WIL, St. Louis | WHBQ, Memphis | *WFCI, Pawtucket, R. I. |
| KFWB, Los Angeles | KMYR, Denver | WJEJ, Hagerstown, Md. |
| *KJBS, San Francisco | *KTKC, Visalia, Cal. | KEVR, Seattle |
| WDSM, Superior-Duluth | WATR, Waterbury, Conn. | KFMB, San Diego |
| KBON, Omaha | WDGY, Minneapolis | *WELI, New Haven, Conn. |
| KBUB, Burlington, Ia. | WHEB, Portsmouth, N. H.] | *WHN, New York |
| *WNAB, Bridgeport, Conn. | | |

PAUL H. RAYMER CO.

Chicago—Tribune Tower. Tel.: Superior 4473. Mgr.: Walter I. Tenney.
New York City—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandberg.
Los Angeles—530 W. Sixth St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit—General Motors Bldg. Tel.: University 2-3553. Mgr.: Richard F. Kopf.

Represents

| | | |
|---------------------------|-------------------------------|-----------------------------|
| WPRO, Providence | KOH, Reno, Nev. | WORK, York, Pa. |
| KWK, St. Louis | KFBK, Sacramento, Cal. | WDEL-WILM, Wilmington, Del. |
| WSYR, Syracuse, N. Y. | KERN, Bakersfield, Cal. | KFSD, San Diego, Cal. |
| WTRY, Troy, N. Y. | KMJ, Fresno, Cal. | WSBT, South Bend, Ind. |
| WRVA, Richmond, Va. | KWG, Stockton, Cal. | WGAN, Portland, Me. |
| WLAC, Nashville, Tenn. | WCAO, Baltimore | WHK, Cleveland |
| WDRR, Hartford, Conn. | WBRC, Birmingham, Ala. | KEX, Portland, Ore. |
| KTAR, Phoenix, Ariz. | WDDO, Chattanooga, Tenn. | WTAG, Worcester, Mass. |
| KVOA, Tucson, Ariz. | WXYZ, Detroit | KJR, Seattle |
| KTMS, Santa Barbara, Cal. | WOOD, Grand Rapids, Mich. | *KQFT, Wichita Falls, Tex. |
| WKBN, Youngstown, O. | *WCAU, Philadelphia (Pacific) | *WGN, Chicago |
| KMPC, Los Angeles | WKBO, Harrisburg, Pa. | KXO, El Centro, Cal. |
| | WGAL, Lancaster, Pa. | |

Michigan Radio Network, McClatchy Beeline, Arizona Broadcasting Co.

VIRGIL REITER & CO.

Chicago—400 No. Michigan Ave. Tel.: Superior 5072. Mgr.: Virgil Reiter.

Represents

| | |
|------------------------------------|------------------------------------|
| *WCAU, Philadelphia (Chicago only) | *WIBX, Utica, N. Y. (Chicago only) |
|------------------------------------|------------------------------------|

SEARS & AYER, Inc.

Chicago—612 No. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.
New York City—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.
Kansas City—15 W. 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.

Represents

| | | |
|---------------------------|-------------------------|---------------------------|
| WJBY, Gadsden, Ala. | *KDFN, Casper, Wyo. | KGFW/Kearney, Neb. |
| WHBB, Selma, Ala. | WPAD, Paducah, Ky. | Lake Superior Radio Group |
| WKUU, Griffin, Ga. | WHOP, Hopkinsville, Ky. | WHMA, Anniston, Ala. |
| WTMV, E. St. Louis, Ill. | WSON, Henderson, Ky. | WLAY, Muscle Shoals, Ala. |
| WCBS, Springfield, Ill. | WGCM, Gulfport, Miss. | WJBC, Bloomington, Ill. |
| KTSW, Emporia, Kan. | WMOB, Mobile, Ala. | WHDF, Calumet, Mich. |
| *KWYO, Sheridan, Wyo. | WAML, Laurel, Miss. | WJMS, Ironwood, Mich. |
| WGIL, Galesburg, Ill. | WETA, Batavia, N. Y. | WATW, Ashland, Wis. |
| KWDS, Jefferson City, Mo. | KORN, Fremont, Neb. | WFOR, Hattiesburg, Miss. |
| WMBH, Joplin, Mo. | *KPOW, Powell, Wyo. | KTTS, Springfield, Mo. |
| WLPM, Suffolk, Va. | WCBI, Columbus, Miss. | |

SPOT SALES Inc.

Executives—James D. Shouse, president; Loren L. Watson, executive vice-president; William B. Dolph, vice-president-treasurer; E. M. (Peggy) Stone, secretary.
New York City—400 Madison Ave. Tel.: Eldorado 5-5040. Executive vice-president: Loren L. Watson. Mgr.: Peggy Stone.
Chicago—London Guarantee Bldg. Tel.: Franklin 8520. Mgr.: Martin J. McGeehan.
San Francisco—5 Third St. Tel.: Douglas 2536. Mgr.: John Livingston.
Hollywood—1650 Cosmo St. Tel.: Hollywood 6928. Mgr.: John Livingston.

Represents

| | | |
|--|-------------------------|--------------------------|
| WSAI, Cincinnati | WATL, Atlanta | WHDH, Boston |
| KYA, San Francisco | WRBL, Columbus, Ga. | KGHI, Little Rock, Ark. |
| WCOS, Columbia, S. C. | *WLW, Cincinnati | *WMUR, Manchester, N. H. |
| WTBO, Cumberland, Md. | (West Coast only) | WTTM, Trenton, N. J. |
| KQV, Pittsburgh | WOL, Washington | WFLB, Philadelphia |
| WHJB, Greensburg, Pa. | WSIX, Nashville | KGEE, Long Beach, Cal. |
| WKST, New Castle, Pa. | WCED, DuBois, Pa. | WABI, Bangor, Me. |
| WMPS, Memphis, Tenn. | WERC, Erie, Pa. | WSBA, York, Pa. |
| *WAAT, Jersey City (Outside New York City) | WKWK, Wheeling, W. Va. | |
| | WKAT, Miami Beach, Fla. | |

THE WALKER CO.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-0874. Mgr.: Wythe Walker.
Chicago—360 No. Michigan Ave. Tel.: State 5037.
Kansas City—1012 Baltimore. Tel.: Grand 0810.
San Francisco—681 Market St. Tel.: Douglas 7404.

Represents

| | | |
|----------------------------|-------------------------|-----------------------------|
| KUOA, Siloam Springs, Ark. | KFKA, Greeley, Colo. | KABR, Aberdeen, S. D. |
| *KSEI, Pocatello, Ida. | *KTFI, Twin Falls, Ida. | *WABI, Bangor, Me. |
| WSAR, Fall River, Mass. | KRBM, Bozeman, Mont. | KOBI, Rapid City, S. D. |
| KGR, Butte, Mont. | WRN, Racine, Wis. | KFKJ, Grand Junction, Colo. |
| WJAG, Norfolk, Neb. | KPFA, Helena, Mont. | *WLBC, Manila |
| WICA, Ashtabula, O. | KLPM, Minot, N. D. | KFJB, Marshalltown, Ia. |

(Continued on page 196)

RADIO SALES

The SPOT Broadcasting Division of CBS

offers advertisers the most complete and rounded service in...

- ★ SPOT BROADCASTING
- ★ LOCAL ORIGINATIONS
- ★ ANNOUNCEMENTS
- ★ MARKET DATA

...for the nine major stations and three regional networks listed on this page.



OFFICES: 465 Madison Ave., New York 22 • 410 N. Michigan Ave., Chicago 11 • Columbia Sq., Hollywood 23 • 401 S. 12th Blvd., St. Louis 2 • Palace Hotel, San Francisco 5 • Wilder Bldg., Charlotte 2

WABC

NEW YORK
50,000 WATTS

WAPI

BIRMINGHAM
5,000 WATTS

WBBM

CHICAGO
50,000 WATTS

WBT

CHARLOTTE
50,000 WATTS

WCCO

MINNEAPOLIS-ST. PAUL
50,000 WATTS

WEEI

BOSTON
5,000 WATTS

WTOP

WASHINGTON
50,000 WATTS

KMOX

ST. LOUIS
50,000 WATTS

KNX

LOS ANGELES
50,000 WATTS

Columbia California Network

Columbia-Pacific Network

Columbia New England Network

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 194]

WEED & CO.

New York City—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
San Francisco—Hotel Mark Hopkins. Tel.: Yukon 1899. Mgr.: Lincoln P. Simonds.
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Represents

| | | |
|----------------------------|---------------------------|--------------------------|
| WMCA, New York | WEBR, Buffalo, N. Y. | WWDC, Washington, D. C. |
| WVIC, Hartford, Conn. | *WFBC, Greenville, S. C. | WMBR, Jacksonville, Fla. |
| WORC, Worcester, Mass. | WEOA, Evansville, Ind. | WSOY, Decatur, Ill. |
| *WJAR, Providence, R. I. | WGBF, Evansville, Ind. | WTAX, Springfield, Ill. |
| *WCSH, Portland, Me. | WING, Dayton | WSLI, Jackson, Miss. |
| *WRDO, Augusta, Me. | New England Regional Nets | WVNY, Watertown, N. Y. |
| *WLBZ, Bangor, Me. | work | WCOL, Columbus, O. |
| *WFEA, Manchester, N. H. | KGLO, Mason City, Ia. | WIZE, Springfield, O. |
| WSUN, St. Petersburg, Fla. | *KFBB, Great Falls, Mont. | Texas State Network |
| KGGM, Albuquerque, N. M. | WBOW, Terre Haute, Ind. | Tobacco Network |
| WTAQ, Green Bay, Wis. | WDSU, New Orleans | WAKR, Akron, O. |
| WRE, Dallas | WAYS, Charlotte, N. C. | KVSF, Santa Fe, N. M. |
| KFJZ, Fort Worth | WRAL, Raleigh, N. C. | WACO, Waco, Tex. |
| WCAX, Burlington, Vt. | KSFO, San Francisco | |

Canadian Stations

| | | |
|----------------------------|---------------------------|-------------------------------|
| CFAC, Calgary, Alta. | CJLS, Yarmouth, N. S. | CKOC, Hamilton, Ont. |
| CJCA, Edmonton, Alta. | CHNS, Halifax, N. S. | CKWS, Kingston, Ont. |
| CFGP, Grand Prairie, Alta. | CJCB, Sydney, N. S. | CKBI, Prince Albert, Sask. |
| CJOC, Lethbridge, Alta. | CJKL, Kirkland Lake, Ont. | CHAB, Moose Jaw, Sask. |
| KCOV, Kelowna, B. C. | CFCH, North Bay, Ont. | CFNB, Regina, Sask. |
| CJAT, Trail, B. C. | CKGB, Timmins, Ont. | CFNB, Fredericton, N. B. |
| CKWX, Vancouver, B. C. | CJCS, Stratford, Ont. | CFCE, Montreal, Que. |
| CJVI, Victoria, B. C. | CKRC, Winnipeg, Man. | CFCY, Charlottetown, P. E. I. |
| CFJC, Kamloops, B. C. | CKSO, Sudbury, Ont. | CHEX, Peterborough, Ont. |

HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
New York City—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: David F. Crosier.
Hollywood—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: R. J. Bidwell.
Seattle, Wash.—Smith Tower. Mgr.: Robert S. Nichols.

Represents

| | | |
|--------------------------|---------------------------|--------------------------|
| KELO, Sioux Falls, S. D. | WDNC, Durham, N. C. | WCOV, Montgomery, Ala. |
| KFBI, Wichita, Kan. | WDZ, Tuscola, Ill. | Lone Star Chain |
| KFDM, Beaumont, Tex. | KRGV, Wealaco, Tex. | KRLC, Lewiston, Ida. |
| KFYC, Lubbock, Tex. | WJHL, Johnson City, Tenn. | *KUJ, Walla Walla |
| KGNC, Amarillo, Tex. | WWSR, St. Albans, Vt. | *KELA, Centralia, Wash. |
| KGHF, Pueblo, Colo. | WKBR, LaCrosse, Wis. | *KKRO, Aberdeen, Wash. |
| KXA, Seattle | WPIC, Sharon, Pa. | *KGY, Olympia, Wash. |
| WHKY, Hickory, N. C. | WSVA, Harrisonburg, Va. | WSNY, Schenectady, N. Y. |
| KROD, El Paso, Tex. | WHBF, Rock Island, Ill. | WEMP, Milwaukee |
| KSOO, Sioux Falls, S. D. | WIBA, Madison, Wis. | WFMD, Frederick, Md. |
| *WDEV, Waterbury, Vt. | WOSH, Oshkosh, Wis. | |

Canadian Stations

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

HELEN WOOD

New York City 17—551 Fifth Ave. Tel.: Murray Hill 2-8228. Mgr.: Helen Wood.

Represents

| | |
|----------------------------|---------------------------|
| *WIBX, Utica, N. Y. | WSRR, Stamford, Conn. |
| *WSNY, Schenectady, N. Y. | Connecticut State Network |
| WAIR, Winston Salem, N. C. | |

INDIVIDUAL STATION REPRESENTATION

*WCAU, Philadelphia

New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.
(WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Los Angeles by Paul Raymer Co.)

*WGN, Chicago

New York City—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

WKAQ, San Juan, P. R.

New York City—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Green 9-3800. Mgr.: Leonard Jacob.

*WLW, Cincinnati

Chicago—360 No. Michigan Ave. Tel.: State 0366. Mgr.: Geo. Clark.
New York City—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.
West Coast—Represented by Spot Sales Inc.

DON DAVIS

Kansas City—Scarritt Bldg. Tel.: Harrison 1161.
New York City—507 Fifth Ave. Tel.: Vanderbilt 6-2550.
Chicago—333 No. Michigan Ave. Tel.: Central 7980.
Los Angeles—Security Bldg. Tel.: Mutual 6660.

Represents

WHB, Kansas City.

†DE LISSER Inc.

New York City—11 E. 44th St. Tel.: Murray Hill 2-1753. Mgr.: William F. Gallagher.
Philadelphia—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
Chicago—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.

Represents

WSLB, Ogdensburg, N. Y.

GRACE GIBSON

Hollywood—1651 Cosmo St. Tel.: Hollywood 6928. Mgr.: Grace Gibson.

(Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations.)

HOMER HOGAN & CO.

Chicago 11—410 No. Michigan Ave. Tel.: Whitehall 4488. Mgr.: Homer Hogan.

Represents

KWBU, Corpus Christi, Tex.

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(Represents Campus Stations at Yale, Columbia, Cornell, Brown, Williams, Union College, Harvard, Alabama, Barnard, Pembroke, Haverford, Bryn Mawr, Maryland, Radcliffe.)

RAY LINTON

New York City—1 E. 42nd St. Tel.: Murry Hill 2-1809. Mgr.: Ray Linton.
Chicago—360 No. Michigan Ave. Tel.: Franklin 1039. Mgr.: Harold Higgins.

Represents

WAIT, Chicago.

†TEXAS DAILY PRESS LEAGUE, Inc.

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(Canadian)

J. L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Lewis.

Represents

CJFX, Antigonish, N. S. CKPC, Brantford, Ont. CHLP, Montreal, Que.
CKTB, St. Catharines, Ont. CJJC, Sault St. Marie, Ont. (Toronto only)
CKNX, Wingham, Ont.

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-361. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—543 Seymour St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

| | | |
|-----------------------------|----------------------------|-------------------------------|
| CFJC, Kamloops, B. C. | CHNC, New Carlisle, Que. | CFCE, Montreal, Que. |
| CKOV, Kelowna, B. C. | CKBI, Prince Albert, Sask. | CFNB, Fredericton, N. B. |
| CJAT, Trail, B. C. | CKRM, Regina, Sask. | CHNS, Halifax, N. S. |
| CKWX, Vancouver, B. C. | CKRC, Winnipeg, Man. | CJCB, Sydney, N. S. |
| CFAC, Calgary, Alta. | CKCK, Regina, Sask. | CKSO, Sudbury, Ont. |
| CJCA, Edmonton, Alta. | CFRB, Toronto, Ont. | CFCY, Charlottetown, P. E. I. |
| CFGP, Grande Prairie, Alta. | CKOC, Hamilton, Ont. | VONF, St. Johns, Newfoundland |
| CHAB, Moose Jaw, Sask. | CJCS, Stratford, Ont. | JLS, Yarmouth, N. S. |
| CJVI, Victoria, B. C. | CJOC, Lethbridge, Alta. | |
| CKNB, Campbellton, N. B. | | |

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 8325. Mgr.: M. Maxwell.
Toronto, Ont.—45 Richmond St., W. Tel.: Adelaide 3248. Mgr.: K. H. Gregory.
(General Canadian station representation non-exclusive)

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.
Montreal, Que.—1281 St. Catherine St., W. Tel.: Marquette 8021. Commercial Mgr.: J. A. Dupont.

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| | | |
|-----------------------|---------------------|-------------------------------------|
| CBA, Sackville, N. B. | CBM, Montreal, Que. | CBK, Watrous, Sask. |
| CBJ, Chicoutimi, Que. | CBO, Ottawa, Ont. | CBR, Vancouver, B. C. |
| CBV, Quebec, Que. | CBL, Toronto, Ont. | CFPR (leased), Prince Rupert, B. C. |
| CBF, Montreal, Que. | CJBC, Toronto, Ont. | |

NATIONAL BROADCAST SALES

Toronto, Ont.—Canadian Bank of Commerce Bldg. Tel.: Elgin 1165. Mgr.: R. A. Leslie.
Montreal, Que.—University Tower Bldg. Tel.: Harbour 3051. Mgr.: Roy Hoff.

Represents

| | | |
|-----------------------|---------------------------|--------------------------|
| CFCH, North Bay, Ont. | CKVD, Val d'Or, Que. | CKRN, Rouyn, Que. |
| CKGB, Timmins, Ont. | CJKL, Kirkland Lake, Ont. | CHEX, Peterborough, Ont. |
| | CKWS, Kingston, Ont. | CHAD, Amos, Que. |

RADIO REPRESENTATIVES, Ltd.

Toronto, Ont.—4 Albert St. Tel.: Waverly 5564. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto Representation

| | | |
|--------------------------|--------------------------|------------------------|
| CFCN, Calgary, Alta. | CFQC, Saskatoon, Sask. | CKMO, Vancouver, B. C. |
| CFRN, Edmonton, Alta. | CKCV, Quebec, Que. | CHLT, Sherbrooke, Que. |
| CKPR, Fort William, Ont. | CHLN, Three Rivers, Que. | |

Montreal Representation

| | | |
|--------------------------|------------------------|--------------------------|
| CFQC, Saskatoon, Sask. | CKCI, Toronto, Ont. | CKCV, Quebec, Que. |
| CKPR, Fort William, Ont. | CKCH, Hull, Que. | CHLN, Three Rivers, Que. |
| CFCN, Calgary, Alta. | CKMO, Vancouver, B. C. | CHLT, Sherbrooke, Que. |
| CFRN, Edmonton, Alta. | | |

STOVIN & WRIGHT

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgrs.: H. N. Stovin, C. W. Wright.
Montreal, Que.—Keefer Bldg. Tel.: Plateau 8749. Mgr.: J. R. Pearcey.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.

Represents

| | | |
|----------------------------|--|-----------------------|
| CKY, Winnipeg, Man. | CJBR, Rimouski, Que. | *CKLW, Windsor, Ont. |
| CKX, Brandon, Man. | CHGB, Ste. Anne de la Pociatiere, Que. | CFPL, London, Ont. |
| CFAR, Flin Flon, Man. | CKCO, Ottawa, Ont. | CJRL, Kenora, Ont. |
| CHSF, St. John, N. B. | CFBR, Brockville, Ont. | CKCR, Kitchener, Ont. |
| CKCW, Moncton, N. B. | CKAC, Montreal, Que. | CKLN, Nelson, B. C. |
| CFOS, Owen Sound, Ont. | CHPS, PARRY Sound, Ont. | CHOV, Pembroke, Ont. |
| CFPR, Prince Rupert, B. C. | CJOR, Vancouver, B. C. | CHML, Hamilton, Ont. |
| CJGX, Yorkton, Sask. | | |

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RADIO HOMES IN THE UNITED STATES

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

[County figures and count of radio homes in cities of 25,000 or more population published in supplement to Sept. 7, 1942 BROADCASTING. Also in the supplement are official 1940 census by states and counties of population, stores and retail sales.]

| | ALL UNITS | | | URBAN UNITS | | | RURAL-NONFARM UNITS | | | RURAL-FARM UNITS | | |
|---------------------------|-------------------|-------------|-------------------|-------------------|-------------|-------------------|---------------------|-------------|------------------|------------------|-------------|------------------|
| | Units | % Radio | Radio Units | Units | % Radio | Radio Units | Units | % Radio | Radio Units | Units | % Radio | Radio Units |
| NEW ENGLAND | | | | | | | | | | | | |
| Maine..... | 218,968 | 86.5 | 189,300 | 88,406 | 93.2 | 82,384 | 90,186 | 84.0 | 75,756 | 40,376 | 77.2 | 31,160 |
| New Hampshire..... | 132,936 | 90.0 | 119,664 | 75,355 | 93.3 | 70,238 | 41,550 | 86.9 | 36,087 | 16,031 | 82.9 | 13,289 |
| Vermont..... | 92,435 | 88.6 | 81,905 | 32,465 | 95.5 | 31,022 | 35,164 | 87.6 | 30,806 | 24,806 | 80.9 | 20,077 |
| Rhode Island..... | 187,706 | 95.7 | 179,652 | 171,236 | 96.1 | 164,515 | 18,860 | 92.6 | 12,885 | 2,610 | 83.2 | 2,302 |
| Massachusetts..... | 1,120,694 | 96.2 | 1,077,642 | 1,002,433 | 96.6 | 968,046 | 94,541 | 93.5 | 88,406 | 28,720 | 89.8 | 21,190 |
| Connecticut..... | 448,682 | 95.7 | 429,260 | 304,864 | 96.4 | 293,316 | 120,206 | 95.3 | 114,605 | 24,113 | 83.5 | 21,389 |
| MIDDLE ATLANTIC | | | | | | | | | | | | |
| New York..... | 3,662,113 | 95.5 | 3,498,754 | 3,055,529 | 96.7 | 2,953,894 | 423,279 | 92.4 | 391,218 | 193,305 | 83.8 | 153,642 |
| New Jersey..... | 1,100,260 | 95.5 | 1,050,612 | 899,637 | 94.2 | 865,503 | 167,675 | 93.2 | 156,229 | 32,948 | 87.6 | 28,875 |
| Pennsylvania..... | 2,515,624 | 92.4 | 2,323,980 | 1,711,188 | 95.5 | 1,634,454 | 595,341 | 88.7 | 527,953 | 209,050 | 77.3 | 161,573 |
| EAST NORTH CENTRAL | | | | | | | | | | | | |
| Ohio..... | 1,897,796 | 91.7 | 1,739,899 | 1,291,248 | 95.1 | 1,227,295 | 388,164 | 87.8 | 296,949 | 268,384 | 80.2 | 215,155 |
| Indiana..... | 961,498 | 88.2 | 848,325 | 541,073 | 93.5 | 505,704 | 208,010 | 85.6 | 177,944 | 122,415 | 77.5 | 164,677 |
| Illinois..... | 2,192,724 | 92.3 | 2,023,969 | 1,633,017 | 95.3 | 1,555,637 | 310,446 | 86.3 | 267,839 | 249,281 | 80.4 | 200,498 |
| Michigan..... | 1,336,014 | 95.4 | 1,304,149 | 924,913 | 96.4 | 891,661 | 322,211 | 90.9 | 229,948 | 218,390 | 83.7 | 183,140 |
| Wisconsin..... | 827,207 | 91.7 | 758,449 | 463,231 | 96.5 | 446,313 | 161,059 | 88.9 | 143,154 | 202,887 | 83.0 | 168,482 |
| WEST NORTH CENTRAL | | | | | | | | | | | | |
| Minnesota..... | 728,359 | 91.2 | 664,296 | 383,336 | 95.8 | 367,149 | 135,689 | 87.4 | 118,641 | 209,384 | 85.3 | 179,506 |
| Iowa..... | 701,824 | 90.2 | 633,168 | 312,393 | 93.7 | 292,724 | 161,077 | 87.6 | 141,059 | 228,354 | 87.8 | 199,885 |
| Missouri..... | 1,068,642 | 79.9 | 853,299 | 573,347 | 90.8 | 520,489 | 204,507 | 76.8 | 156,926 | 290,788 | 60.5 | 176,384 |
| North Dakota..... | 152,043 | 88.4 | 134,437 | 34,069 | 94.6 | 32,245 | 47,024 | 85.7 | 40,295 | 70,950 | 87.2 | 61,897 |
| South Dakota..... | 165,428 | 84.6 | 139,854 | 43,558 | 92.5 | 40,291 | 49,548 | 81.8 | 40,495 | 72,823 | 81.7 | 59,048 |
| Nebraska..... | 360,744 | 84.7 | 305,681 | 146,259 | 92.7 | 135,628 | 59,390 | 82.9 | 74,068 | 125,095 | 76.7 | 95,985 |
| Kansas..... | 511,109 | 83.0 | 424,457 | 224,314 | 90.4 | 202,770 | 128,059 | 82.4 | 105,543 | 158,736 | 73.2 | 116,144 |
| SOUTH ATLANTIC | | | | | | | | | | | | |
| Delaware..... | 70,541 | 87.0 | 61,380 | 37,070 | 92.3 | 34,215 | 21,390 | 86.5 | 18,890 | 11,641 | 71.1 | 8,275 |
| Maryland..... | 465,683 | 88.1 | 410,164 | 286,505 | 93.4 | 267,652 | 124,112 | 84.4 | 104,655 | 55,066 | 63.7 | 37,857 |
| District of Columbia..... | 173,445 | 93.7 | 162,446 | 173,445 | 98.7 | 162,446 | | | | | | |
| Virginia..... | 627,532 | 67.1 | 421,078 | 244,105 | 84.0 | 205,124 | 174,219 | 67.6 | 117,801 | 209,203 | 46.9 | 98,153 |
| West Virginia..... | 444,815 | 75.1 | 334,239 | 140,556 | 89.7 | 126,098 | 192,771 | 75.4 | 145,265 | 111,438 | 66.4 | 62,376 |
| North Carolina..... | 789,659 | 61.8 | 487,353 | 239,317 | 77.7 | 186,886 | 217,708 | 67.6 | 147,035 | 332,039 | 45.4 | 153,932 |
| South Carolina..... | 434,968 | 49.6 | 215,636 | 123,503 | 67.1 | 82,631 | 126,119 | 60.0 | 75,509 | 135,345 | 80.9 | 57,296 |
| Georgia..... | 752,241 | 52.5 | 394,755 | 238,818 | 68.2 | 196,864 | 170,595 | 57.6 | 98,273 | 292,828 | 34.0 | 99,613 |
| Florida..... | 519,887 | 64.3 | 336,803 | 294,410 | 76.1 | 224,020 | 152,395 | 55.1 | 88,994 | 73,082 | 49.4 | 28,789 |
| EAST SOUTH CENTRAL | | | | | | | | | | | | |
| Kentucky..... | 698,538 | 65.3 | 456,633 | 238,283 | 84.0 | 200,161 | 179,390 | 65.7 | 118,144 | 280,365 | 49.3 | 138,328 |
| Tennessee..... | 714,894 | 62.5 | 446,943 | 276,056 | 77.7 | 214,362 | 152,197 | 65.1 | 99,046 | 236,641 | 46.6 | 138,535 |
| Alabama..... | 673,815 | 49.4 | 332,776 | 227,309 | 69.7 | 158,305 | 157,228 | 54.5 | 85,651 | 239,280 | 30.8 | 88,820 |
| Mississippi..... | 584,966 | 39.9 | 213,312 | 120,360 | 61.6 | 74,048 | 95,926 | 50.9 | 45,334 | 318,676 | 28.4 | 90,430 |
| WEST SOUTH CENTRAL | | | | | | | | | | | | |
| Arkansas..... | 495,825 | 50.9 | 252,148 | 123,528 | 72.4 | 89,442 | 111,636 | 53.7 | 59,391 | 260,661 | 39.5 | 102,815 |
| Louisiana..... | 592,528 | 53.3 | 315,261 | 262,927 | 72.6 | 190,789 | 136,615 | 52.5 | 71,689 | 192,966 | 27.3 | 52,783 |
| Oklahoma..... | 610,481 | 68.8 | 420,182 | 254,779 | 88.5 | 212,531 | 139,605 | 64.6 | 90,161 | 216,097 | 54.4 | 117,490 |
| Texas..... | 1,678,396 | 66.9 | 1,122,042 | 802,601 | 78.6 | 630,911 | 369,745 | 65.7 | 236,144 | 516,050 | 49.4 | 254,987 |
| MOUNTAIN | | | | | | | | | | | | |
| Montana..... | 159,963 | 86.2 | 137,900 | 64,148 | 91.3 | 58,536 | 49,787 | 84.4 | 41,938 | 46,073 | 81.1 | 37,966 |
| Idaho..... | 141,727 | 86.4 | 122,471 | 50,774 | 91.3 | 46,353 | 41,235 | 84.1 | 34,689 | 49,718 | 83.3 | 41,429 |
| Wyoming..... | 69,374 | 84.4 | 58,531 | 27,332 | 91.5 | 25,003 | 22,842 | 83.2 | 19,011 | 19,200 | 75.7 | 14,517 |
| Colorado..... | 316,000 | 84.5 | 267,295 | 174,759 | 91.5 | 159,932 | 77,956 | 78.1 | 60,877 | 63,285 | 73.5 | 46,486 |
| New Mexico..... | 129,475 | 53.2 | 69,053 | 46,713 | 72.5 | 33,951 | 43,097 | 47.6 | 20,554 | 89,665 | 36.7 | 14,548 |
| Arizona..... | 131,133 | 69.0 | 90,394 | 46,924 | 82.4 | 40,328 | 55,813 | 69.3 | 38,646 | 26,396 | 43.3 | 11,420 |
| Utah..... | 139,487 | 92.4 | 128,923 | 81,758 | 95.0 | 77,679 | 37,115 | 90.2 | 33,465 | 20,614 | 86.3 | 17,779 |
| Nevada..... | 33,291 | 81.4 | 27,119 | 13,284 | 89.2 | 11,859 | 15,795 | 77.4 | 4,212 | 4,212 | 72.0 | 8,033 |
| PACIFIC | | | | | | | | | | | | |
| Washington..... | 537,337 | 90.6 | 486,684 | 302,208 | 92.7 | 280,136 | 141,673 | 89.2 | 126,339 | 93,456 | 85.8 | 80,209 |
| Oregon..... | 337,432 | 88.7 | 299,226 | 172,560 | 93.1 | 160,599 | 92,647 | 86.1 | 79,811 | 72,265 | 81.4 | 58,816 |
| California..... | 2,138,343 | 92.9 | 1,987,204 | 1,568,552 | 95.1 | 1,490,991 | 393,950 | 88.5 | 348,375 | 175,841 | 84.1 | 147,838 |
| UNITED STATES..... | 34,854,532 | 82.8 | 28,838,203 | 20,596,500 | 91.9 | 18,923,385 | 7,151,473 | 79.0 | 5,643,130 | 7,106,559 | 60.2 | 4,271,688 |

Over 250,000 Southwestern Connecticut
Neighbors Listen to and Use

Their Neighborhood Station

1400 KC **W S R R** 250 WATTS

STAMFORD, CONNECTICUT

A Blue Network Station

Represented Nationally by Helen Wood, 551 Fifth Avenue, New York City • In Boston by Bertha Bannan



THE ANSWERS TO SPOT PROBLEMS

BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

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

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

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

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



NBC SPOT SALES

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



In Kansas City
the Swing
is to WHB





JULY
1943

When our Hooper curve tripped
And downward had slipped
To a new low in listener rations—
I hate to wave crepe
But we were in had shape
(Not my shape, silly—the station's)



AUGUST
1943

So we changed lots of fare
That we had on the air,
Gave 'em programs that suit to a "T"—
And our Hooper went soaring
On our music outpouring
(By the way: how does *this* suit me?)



NOVEMBER
1943

Like a good Pilgrim maiden
I'm heavily laden
With gun and a smile, but not clothes—
'Cause our station's fast rise
Brings warmth to our eyes
As I do (I hope) in this pose



DECEMBER
1943

We had a nice Yule
(The weather was cool
But I put some heat in the air)
The best gift that came
Was more of the same—
Our Hooper climbed 'way up to *there!*



SEPTEMBER
1943

We broadcast the news
From A.P.'s reviews
Of the world from Berlin to Chungking:
We gave 'em hot facts
Built a station that packs
Rising curves (like mine in this swing)



OCTOBER
1943

In stores, streets and yards,
While the Yanks beat the Cards,
Our audience soared—Zoom, Zoom!—
(I'd like such a boost,
But not on this roost—
A Hallowe'en witch needs a broom)



In Kansas City the Swing is to WHB

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY
HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415

| | Station A | Station B | Station C | Station D | WHB | Station E |
|---|--------------|--------------|--------------|--------------|------|--------------|
| MORNING INDEX MONDAY THRU FRI. 8-12 A. M. | 7.7 | 10.0 | 27.9 | 17.4 | 30.5 | 5.1 |
| AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M. | 11.1 | 8.4 | 20.8 | 30.6 | 25.1 | 3.2 |

In Kansas City



How WHB
Shared the Air
with
Uncle Sam
in 1943



the Swing is to WHB

Thirty-one per cent of WHB's broadcast time during 1943 was devoted to the War and War activities—a total of 12,522 individual broadcasts amounting to 1,510 hours out of WHB's 4,905 hours on the air. Although we're licensed as a daytime station, the FCC permitted us to broadcast until midnight for the opening of the Second and Third War Loan campaigns. Weekly we have presented "Your Navy Speaks" over the Kansas State Network—and during the year, have originated several coast-to-coast War shows for Mutual. In Kansas City, the Jones Store "Victory Window," broadcasting exclusively over WHB, has sold more than a million dollars worth of War Bonds. For the Kansas City War Chest and United Charities Campaign,

WHB originated "Fact or Forfeit," a daily radio broadcast to spark-plug the campaign workers. Every branch of the Armed Services received substantial help from WHB in 1943—as well as the Treasury, WPB, OPA, ODT, OCD, Red Cross, Board of Education, Boy Scouts, Girl Scouts, Infantile Paralysis Foundation, American War Dads, American Legion, Veterans of Foreign Wars and other community activities—including WHB's unique Victory Garden Contest conducted in co-operation with the public schools as part of the "Foods for Victory" campaign. It's been a busy, resultful year—when "Every Minute Counts"—and WHB is enlisted for the duration! Fine public service, skillfully rendered, is another of the many reasons why "in Kansas City, the swing is to WHB."

DON DAVIS, President, National Advertising Representative

KANSAS CITY Scarritt Bldg. Harrison 1161
NEW YORK 507 5th Avenue VAnDerbilt 6-2550

★ JOHN SCHILLING, Vice President, General Manager

HOLLYWOOD 5855 Hollywood Blvd. HOLLYWOOD 6211
CHICAGO 333 North Michigan Blvd. CENTRAL 7980

"Your Mutual Friend" — Kansas City's Dominant Daytime Station

WHB • KANSAS CITY

KEY STATION FOR THE KANSAS STATE NETWORK

Wichita, Kansas Salina, Kansas
Great Bend, Kansas Emporia, Kansas Kansas City, Missouri

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

A

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|--------------------------|--|--|
| Aarons, Sill & Caron | Detroit | 415 Brainard St., Temple 1-3515 | E. F. McMullen |
| Ad-Craftsmen | Salt Lake City | McIntyre Bldg. 3-4427 | Louis W. Larsen |
| Ad-Plan Co. | New York | 555 Fifth Ave. Plaza 3-6608 | Richard C. Mouk |
| Advertisers Service | Milwaukee | 229 E. Wisconsin Ave. Daly 6383 | V. A. Fleischmann H. R. Langley J. W. Martin |
| Advertising Inc. | Richmond, Va. | Central Natl. Bank Bldg. 8-2809 | Alicia G. Smithers J. Lynn Miller |
| Advertising Arts Agency | Los Angeles, 18, Cal. | 510 S. Spring St. Michigan 3884 | Paul R. Winans Arthur C. Richards |
| Advertising Associates | Charlotte, N. C. | Bryant Bldg. 3-9281 | Mark I. Moffett |
| Advertising Associates | Newark 2 | 12 Central Ave. Market 3-0007 | J. M. Kesslinger |
| Advertising-Business Co. | Fort Worth 2 | 1218 Throckmorton St. 3-2421 | Thomas L. Yates A. E. Hubbard H. W. Johnson |
| Advertising Counselors Inc. | Phoenix, Ariz. | Security Bldg. 4-4177 | Ivan N. Shun |
| Aitken-Kynett Co. | Philadelphia | Girard Trust Co. Bldg. Rittenhouse 7810 | H. H. Kynett |
| R. H. Alber Co. | Los Angeles 15 | 1151 S. Broadway Prospect 3331 | R. H. Alber Pauline Hagen |
| Allen, Heaton & McDonald | Cincinnati 2 | 617 Vine St. Cherry 3414 | Douglass M. Allen |
| Allen & Reynolds | Omaha 2 | Insurance Bldg. Atlantic 4446 | Earl H. Allen Milton H. Reynolds Robert Savage Harry Bromberg |
| Alley & Richards Co. | New York | 370 Lexington Ave. Lexington 2-3020 | H. M. Billerbeck |
| | Boston 16 | 20 Providence St. Hubbard 8850 | E. V. Alley |
| Allied Adv. Agencies | Los Angeles 4 | 167 S. Vermont Ave. Drexel 7331 | W. F. Gardner Walter McCreery Mel Rosch |
| | San Francisco 3 | Hearst Bldg. Douglas 7018 | H. H. (Pete) Hindley |
| Ambro Adv. Agency | Cedar Rapids, Ia. | Dows Bldg. 4189 | H. G. Rowe |
| Anderson, Davis & Platte | New York 20 | 50 Rockefeller Plaza Columbus 5-4868 | L. G. Van Akin |
| Anfenger Adv. Agency | St. Louis 3 | 1706 Olive St. Chestnut 6380 | Vernon Morelock Lynn Westbury |
| | New Orleans 12 | Canal Bldg. Raymond 0845 | Walter Winius |
| Bruce Angus Adv. Agency | New York | 420 Lexington Ave. Mohawk 4-8516 | E. M. Marks |
| Aniol & Auld, Adv. | San Antonio | Transit Tower Fannin 9148 | Orrin C. Auld |
| Applegate Adv. Agency | Muncie, Ind. | Rose Court 2-1412 | M. Ray Applegate |
| Applied Merchandising | New York | 366 Madison Ave. Murray Hill 2-5672 | Harold Frazee R. J. Prescott |
| Arbee Agency | Terre Haute, Ind. | 3229 Wabash Ave. Crawford 3563 | W. L. Smith |
| John Falkner Arndt & Co. | Philadelphia | Lewis Tower Bldg. Pennypacker 8540 | John Falkner Arndt Robert Mendte |
| Artwil Co. | New York | 22 W. 48th St. Medallion 8-0813 | Arthur Bandman |
| Associated Advertisers | Harrisburg, Pa. | Telegraph Bldg. 6-0645 | Edward C. Michener |
| Associated Adv. Agency | Los Angeles 15 | 1151 S. Broadway Richmond 6218 | P. O. Narveson A. F. Larson |
| Associated Adv. Agency | Jacksonville 2 | Florida Nat. Bank Bldg. 3-1253 | Hunter Lynde |
| Associated Broadcasting Co. | Chicago | 817 E. 92d St. Triangle 2244 | Frank J. Kovach |
| Richard B. Atchison Adv. | Los Angeles 36 | 5225 Wilshire Blvd. Webster 4191 | Richard B. Atchison |
| Atherton & Currier | New York | 420 Lexington Ave. Mohawk 4-8795 | J. D. Molnar |

A—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------|-----------------|---------------------------------------|--|
| Aubrey, Moore & Wallace | Chicago | 230 N. Michigan Ave. Randolph 0830 | J. H. North |
| Auspitz & Lee | Chicago | 220 S. State St. Wabash 0315 | Adolph Lee |
| N. W. Ayer & Son | Philadelphia 6 | West Washington Sq. Lombard 0100 | Wally Orr |
| | Hollywood 28 | 1680 N. Vine St. Granite 3697 | Robert C. Coleson |
| | San Francisco 4 | 235 Montgomery St. Sutter 2534 | Lew Watson |
| | Chicago | 135 S. LaSalle St. Randolph 3455 | S. E. Peacock Hay McLinton, Radio Director |
| | Boston | Statler Office Bldg. Hubbard 4970 | E. C. Greiner |
| | Detroit | Penobscot Bldg. Randolph 3800 | Russell MacDougal W. H. Beatty |
| | New York 20 | 80 Rockefeller Plaza Circle 6-0200 | H. L. McClinton Thomas J. McDermott Robert Collins Wauhilau LaHay |
| Maurice Azrael Adv. Co. | Baltimore | 401 N. Charles St. Vernon 5555 | Maurice Azrael |

B

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------------|-----------------|---|---|
| Badger & Browning | Boston 10 | 75 Federal St. Liberty 3364 | C. P. Parcher |
| Badger, Browning & Hersey | New York 20 | 30 Rockefeller Plaza Circle 7-9720 | H. W. Mallinson Jr. Jack Wishite |
| S. C. Baer Co. | Cincinnati 2 | Times Star Bldg. Parkway 0409 | J. C. McCoy S. Schindler W. Sagmaster |
| Baker, Cameron, Soby & Penfield | Hartford, Conn. | 50 Lewis St. | |
| Baldwin & Strachan | Buffalo | 874 Delaware Ave. Washington 6854 | J. F. Higgins |
| Bali & Davidson | Denver | Colorado Natl. Bank Bldg. Main 1291 | C. A. Salstrand Philip H. Gray |
| Barlow Adv. Agency | Syracuse 2 | Syracuse-Kemper Bldg. 8-0181 | J. R. Coleman |
| Barnes Adv. Agency | Milwaukee 6 | 812 E. Wisconsin Ave. Daly 2393 | John Barnes M. Millman |
| Barnes-Chase Co. | San Diego 1 | 530 Broadway Franklin 7771 | Norman R. Barnes Paul Terry Ruth Almstedt Wm. Price |
| | Los Angeles 15 | 1121 S. Hill St. Prospect 4118 | E. W. Rutledge |
| Barrons Adv. Co. | Kansas City 8 | 1737 McGee St. Harrison 7730 | H. W. Godfrey F. H. Little A. W. Durrin |
| Stuart Bart Adv. Agency | New York | 114 E. 32d St. Murray Hill 5-9760 | Stuart Bart |
| Walter Barusch Adv. Agency | San Francisco 2 | 25 Taylor St. Ordway 4812 | Walter Barusch |
| G. M. Basford Co. | New York 17 | 60 E. 42d St. Murray Hill 2-2838 | Henry R. Webel |
| | Cleveland | Leader Bldg. Cherry 0090 | W. S. Leech |
| Ted Bates | New York 20 | 680 Fifth Ave. Circle 6-9700 | Thomas Revere Edgar Small Donald N. Cope Mildred Fenton |
| Batten, Barton, Durstine & Osborne | New York 17 | 883 Madison Ave. Eldorado 5-5800 | Arthur Pryor Jr. Jack Moore Gertrude Scanlon Frank Silvernail Eleanor Scanlon |
| | Boston 11 | 178 Tremont St. Hubbard 0480 | F. W. Hatch |
| | Buffalo 8 | Rand Bldg. Cleveland 7915 | S. P. Irvin |
| | Pittsburgh 11 | Grant Bldg. Grant 8060 | Faris Feland |

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------------|-------------------|---|---|
| Batten, Barton, Durstine & Osborne | Cleveland 13 | Terminal Tower Bldg. Prospect 8621 | Clarence L. Davis |
| | Chicago 11 | Palmolive Bldg. Superior 9200 | Russell Tolg |
| | Minneapolis 2 | Northwestern Bank Bldg. Bridgeport 8881 | J. C. Cornelius H. H. Haupt |
| | Los Angeles 14 | Pacific Mutual Bldg. Michigan 1854 | W. B. Geissinger |
| | Hollywood 28 | 1680 N. Vine St. Hollywood 7337 | Wayne Tiss |
| | San Francisco 4 | Russ Bldg. Garfield 1017 | Paul Russell |
| Walzer E. Battenfield Co. | Des Moines | Natl. Bank Bldg. 4-7103 | W. E. Battenfield Henry Hartwick |
| Adrian Bauer Adv. Agency | Philadelphia | Architects Bldg. Rittenhouse 4331 | Adrian Bauer |
| Bauertlein Inc. | New Orleans 7 | Hibernia Bldg. Raymond 8601 | H. S. McGehee Clarke Salmon |
| Bayless-Kerr Co. | Cleveland 15 | Hanna Bldg. Main 0917 | H. D. Kerr |
| Beacon Adv. Agency | New York | 341 Madison Ave. Murray Hill 3-1267 | Irwin Richland |
| Roger Beane Adv. Agency | Indianapolis 4 | Circle Tower Franklin 1776 | Roger Beane Dudley Starr |
| Beaumont & Hohman | Chicago 2 | 6 N. Michigan Ave. Central 4231 | Guy Davis |
| | New York | 630 Fifth Ave. Circle 6-7040 | I. C. Bettiker |
| | Atlanta | William Oliver Bldg. Main 4770 | J. J. Hanna |
| | Cleveland | NBC Bldg. Cherry 3658 | T. R. McCabe |
| | Omaha | Insurance Bldg. Atlantic 0369 | J. P. Jones |
| | Dallas 1 | 1905 Elm St. Central 5388 | Paul H. Leech |
| | Los Angeles 13 | 816 W. Fifth St. Trinity 8173 | C. A. Beaumont Anne E. Hohman Burton Ickes |
| | San Francisco 4 | Russ Bldg. Garfield 0846 | Herbert D. Gayford |
| | Portland, Ore. | Pacific Bldg. Beacon 5151 | Elwood Enke |
| | Seattle 4 | Fourth & Cherry Bldg. Seneca 0066 | Mari Brattain |
| Beeson-Faller-Reichert Inc. | Toledo 4 | Toledo Trust Bldg. Main 8121 | Sterling Beeson R. J. Faller A. W. Reichert |
| Julian J. Behr Co. | Cincinnati | Dixie Terminal Bldg. Cherry 7635 | Julian J. Behr I. Schifrin |
| Karl G. Behr Agency | Detroit | Francis Palms Bldg. Cadillac 1088 | Karl G. Behr |
| Belden and Hickox | Cleveland 15 | 1900 Euclid Ave. Cherry 8100 | Frank E. Belden |
| Bennett Adv. | High Point, N. C. | Professional Bldg. 2991 | Harold C. Bennett |
| Bennett, Walther & Menadier | Boston | 69 Newbury St. Kenmore 3820 | Nelson Bennett Frederick Walther Jr. |
| Benson & Dall | Chicago 4 | 327 S. LaSalle St. Wabash 8435 | R. J. Dooley |
| Benton & Bowie. | New York 22 | 444 Madison Ave. Wickersham 2-0400 | Kirby Hawkes Walter Craig Roy Bailey |
| | Hollywood 28 | 6253 Hollywood Blvd. Hilside 9151 | Al Kaye |
| Birmingham, Castleman & Pierce | New York 16 | 136 E. 38th St. Lexington 2-7550 | George Castleman |
| Bo Bernstein & Co. | Providence 6 | 26 Custom House St. Gaspee 6741 | Joseph M. Bernstein |
| Frank Best & Co. | New York 20 | 9 Rockefeller Plaza Circle 7-6760 | A. H. Van Buren |
| Bob Betts Adv. | Denver 2 | 1st Nat'l. Bank Bldg. Main 6782 | Bob Betts |
| Graydon E. Bevis Inc. | Miami | Ingraham Bldg. 3-8481 | Graydon E. Bevis |
| Everett D. Biddle Adv. | Bloomington, Ill. | 111 E. Washington St. 231 | Everett D. Biddle Thelma Heath |

B—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|------------------------|--|---|
| Biow Co. | New York 20 | 9 Rockefeller Plaza Circle 6-9300 | Milton H. Biow Bernard Procktor |
| | Hollywood 28 | 6111 Sunset Blvd. Hempstead 2377 | Cal Kuhl |
| | San Francisco 4 | 485 California St. Garfield 3324 | Robert L. Philippi |
| Bisberne Adv. Co. | Chicago 2 | 58 E. Washington St. Randolph 1111 | Marcus Bernstein R. Bernstein W. H. Buthman |
| Blackstone Co. | New York 19 | 221 W. 57th St. Circle 7-7890 | Jack Steiner W. T. Cavanaugh |
| Blaine-Thompson Co. | New York 18 | 234 W. 44th St. Bryant 9-2480 | Marlo Lewis |
| Blaker Adv. Agency | New York 17 | 501 Madison Ave. Eldorado 5-7563 | Jean Zipser |
| Adolph L. Bloch Adv. Agency | Portland 9, Ore. | 108 N. W. Ninth Ave. Broadway 5664 | Adolph L. Bloch |
| H. George Bloch | St. Louis 3 | 1221 Locust St. Central 0904 | D. F. McCaskill |
| Charles Blum Adv. Corp. | Philadelphia | 1120 Spruce St. Pennypacker 4424 | Charles Blum |
| Blumberg & Clarich | New York | 31 Union Sq. Algonquin 4-0897 | H. Blumberg |
| Boclaro Adv. Agency | New York | 9 W. 50th St. Circle 7-6970 | Grace Kennedy |
| Bogardus Adv. | Pasadena 1 | 30 N. Raymond Ave. Sycamore 34021 | Flora Curtois |
| Borrelli Co. | Philadelphia | Market St. Nat. Bank Bldg. Locust 7730 | Charles J. Borrelli |
| Booth, Pelham & Co. | Shreveport, La. | Slattery Bldg. 2-2834 | Leon Booth |
| W. Earl Bothwell Adv. Agency | Pittsburgh 22 | Standard Life Bldg. Court 6665 | H. B. Trautman |
| Botaford, Constantine & Gardner | Portland 4, Ore. | 115 S. W. Fourth Ave. Atwater 9541 | Ray Andrews F. Coykendall |
| | Los Angeles 14 | 621 S. Hope St. Michigan 1427 | Hassel W. Smith |
| | San Francisco 4 | Russ Bldg. Exbrook 7565 | Stanley G. Swanberg |
| | New York 1 | Empire State Bldg. | Mrs. Elizabeth Eyerly |
| | Seattle 4 | Second Ave. Bldg. Elliott 3523 | C. P. Constantine |
| Leo Boulette Agency | Three Rivers, Mich. | 5 N. Main St. | Leo Boulette |
| Bowman-Deute-Cummings | San Francisco | 215 Market St. Sutter 4933 | Sydney S. Bowman G. B. Richardson |
| Bowman-Holst-MacFarlane-Richardson | Honolulu, T. H. | Castle & Cooke Bldg. Honolulu 6289 | Kenneth B. Carney |
| Boyd Co. | Los Angeles | 4814 Loma Vista Ave. Lafayette 1101 | John R. Boyd |
| Henry P. Boynton Adv. Agency | Cleveland | 1514 Prospect Ave. Cherry 3561 | Henry P. Boynton |
| Stanley G. Boynton-National Radio Advertising | Detroit 2 | Fisher Bldg. Trinity 1-2552 | Stanley G. Boynton L. C. Boynton A. Snyder Larry Payne |
| | New York | 17 E. 42nd St. Murray Hill 2-0086 | |
| Bozell & Jacobs | Omaha 2 | Electric Bldg. Jackson 2261 | Jean Sullivan |
| | Chicago 6 | 1010 Hearst Sq. Central 6505 | Nathan E. Jacobs T. T. Morrow |
| | Indianapolis | Traction Terminal Bldg. Lincoln 6326 | Ernie Lundgren |
| | Houston | United Gas Bldg. Fairfax 4106 | D. C. Schnabel |
| Arthur Braitsch Adv. | Providence 3, R. I. | Hospital Trust Bldg. Dexter 5313 | Arthur Braitsch J. A. Lorimer L. Martin |
| Brandt Adv. Co. | Chicago 6 | 400 W. Madison St. Franklin 2870 | E. S. Brandt A. M. Lasiner |
| J. Carson Brantley Adv. Agency | Salisbury, N. C. | Post Bldg. 900 | J. Carson Brantley A. N. Cheney |
| Murray Brees Associates | New York 17 | 12 E. 41st St. Ashland 4-2336 | Carolyn Valentine |
| Brasnick & Solomon | Boston 16 | 216 Tremont St. Liberty 7751 | Oscar Brasnick Joseph Blue Arthur Cohen |

...RIDGE T.G.A. ...
A Town in Minnesota Finds Out Just What It's Postwar Unemployment Problem Will Be, In A Complete Survey
Purchasing Power Of Residents And Employers Needs Of Local Business, And Industry Will Be Greater Than Expected

Lessons of Post-war Survey of Albert Lea Told New York Forum

ALBERT LEA IS BASE FOR PLAN

WALLY'S WAGON
CLEVELAND OHIO GAZETTE

NATION'S BUSINESS

Located in the center of the NATION'S Post-War Survey

KATE

Being selected by the U. S. Chamber of Commerce as a test community for a Post-War Survey should make this area a NATURAL for a Radio Test. The U. S. C. of C. has published a booklet on the "Albert Lea Plan" and manual for procedure. KATE, Albert Lea-Austin, can work closely on a test. Southern Minnesota has never had a crop failure. Its Livestock and Packing Industry is Tops.

John E. Pearson Co., National Representatives.

THIS TOWN IS READY..
CHICAGO ILLINOIS DAILY NEWS

A "MUTUAL" and NORTH CENTRAL BROADCASTING SYSTEM AFFILIATE

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|-------------------|--|---|
| R. C. Breth Inc | Green Bay, Wis. | 310 Pine St. Howard 134 | R. C. Breth |
| Briggs & Varley | New York | 14 E. 48th St. Wickersham 2-8534 | Tom Varley |
| Brisacher, Van Norden & Staff | San Francisco 4 | Crocker Bldg. Garfield 0276 | Marie Eaton Chas. Gabriel Emil Brisacher |
| | Los Angeles 15 | 714 W. Olympic Blvd. Prospect 9368 | Robert T. Van Norden |
| | New York 17 | 250 Park Ave. Plaza 8-1634 | R. T. Van Norden |
| Broadcast Adv. | Boston 16 | 8 Newbury St. Kenmore 0854 | James E. Murley J. J. Manning |
| Broadcast Adv. Co. | Los Angeles 5 | 738 S. Norton Ave. Fitzroy 4833 | Marion H. Hughes |
| Clifford F. Broeder Adv. Agency | St. Louis | 3615 Olive St. Newstead 3399 | C. F. Broeder |
| Rowland Broiles Co. | Fort Worth 2 | Dan Waggoner Bldg. 2-2261 | Rowland Broiles Maxwell Goodman |
| Brooks, Smith, French & Dorrance | Detroit 1 | 82 E. Hancock Ave. Columbia 0860 | M. St. John Brenon |
| | New York 17 | 52 Vanderbilt Ave. Murray Hill 6-1800 | Harry M. Overstreet Harry E. Pengl |
| Brookes & Sons Co. | Chicago 7 | 801 S. Wells St. Harrison 9470 | J. Fred Vickrey C. H. Wageman |
| Brooks Adv. Agency | Los Angeles 14 | 16 W. Eighth St. Trinity 0558 | A. R. Brooks |
| Bernard M. Brooks Adv. | San Antonio | Transit Tower Fannin 3972 | Bernard M. Brooks |
| S. M. Brooks Adv. Agency | Little Rock, Ark. | Union Natl. Bank Bldg. 2-1874 | Earl L. Saunders |
| D. P. Brother & Co. | Detroit 2 | General Motors Bldg. Trinity 2-8250 | Carl Georgi Jr. |
| Burton Browne Adv. | Chicago 11 | 150 E. Superior St. Delaware 8800 | Burton Browne G. C. Browne J. L. Browne J. C. Callahan |
| C. Franklin Brown & Co. | Chicago 1 | 20 N. Wacker Drive Central 6377 | A. H. Keich Jr. |
| Elinor L. Brown | Philadelphia | 1606 Walnut St. Pennypacker 7510 | Mrs. Elinor L. Brown |
| E. H. Brown Adv. Agency | Chicago 54 | 933 Merchandise Mart Delaware 8533 | J. B. Allen Harry Schneiderman |
| Franklin Bruck Adv. Corp. | New York 20 | 1270 Sixth Ave. Circle 7-7661 | M. J. Kleinfeld Rae Elbroch |
| Buchanan & Co. | New York 18 | 1501 Broadway Medallion 3-3380 | Jack Wyatt Jr. Sydney Schaefer |
| | Chicago 11 | 919 N. Michigan Ave. Delaware 6522 | George Ensinger |
| | Los Angeles 13 | 427 W. Fifth St. Mutual 6316 | Fred M. Jordan Jack Gale |
| | San Francisco 4 | 155 Montgomery St. Yukon 2802 | Ray Randall |
| Buchanan-Thomas Adv. Agency | Omaha 2 | 412 S. 19th St. Atlantic 2125 | Adam Reinemund |
| Buchen Cp. | Chicago 6 | 400 W. Madison St. Randolph 9305 | C. W. Fisher |
| Earle A. Buckley Organization | Philadelphia | 1600 Arch St. Rittenhouse 0180 | Earle A. Buckley |
| Bunker & Downing | Cincinnati 2 | Schmidt Bldg. Parkway 5905 | Richard D. Downing John Bunker |
| Burnet-Kuhn Adv. Co. | Chicago 11 | 520 N. Michigan Ave. Superior 3800 | F. J. Woods |
| Leo Burnett Co. | Chicago 1 | 360 N. Michigan Ave. Central 5959 | Frank Ferrin E. Ross Gamble |
| Kenneth R. Butler & Assoc. | Mendota, Ill. | Press Bldg. Mendota 32 | James Gallagher |
| Byer & Bowman | Columbus, O. | 203 E. Broad St. Main 3276 | Herbert Byer Gus K. Bowman Joel M. Burghalter |
| Richard W. Byrne Adv. | San Francisco | 57 Post St. Exbrook 5183 | Richard W. Byrne |
| Byrum Adv. Agency | Denver 2 | 1829 Champa St. Tabor 7745 | R. H. Byrum |

C

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------------|----------------------|---|---|
| Harold Cabot & Co. | Boston 9 | 24 Milk St. Hancock 7690 | Harold Cabot Jacqueline Adams |
| Cahn-Miller | Baltimore 1 | 413 N. Charles St. Saratoga 4466 | C. LeRoy Miller Louis F. Cahn |
| John A. Cairns & Co. | New York 3 | 45 E. 17th St. Algonquin 4-7262 | J. A. Cairns |
| Caldwell-Baker Co. | Indianapolis 4 | Merchants Bank Bldg. Market 7449 | Howard C. Caldwell |
| Calhoun Adv. Agency | Denver | Colorado Bldg. Main 5059 | B. A. Ohlander |
| Calkins & Holden | New York 17 | 247 Park Ave. Wickersham 2-6900 | J. J. Griffin Ray P. Clayberger |
| | Chicago 1 | 333 N. Michigan Ave. Randolph 3831 | R. A. Washburn |
| Callaway Associates | Boston | 210 South St. Hancock 9471 | Morris Susman |
| Carl Calman Inc. | New York | 55 W. 42d St. Wisconsin 7-1005 | Carl Calman |
| Callo, McNamara, Schoenelch | New York 51 | 349 E. 149th St. Mott Haven 9-6300 | Joseph F. Callo Paul Kelly |
| D. T. Campbell Inc. | Chicago 6 | 222 W. Adams St. State 2718 | D. T. Campbell |
| Campbell-Ewald Co. (Eastern Division) | New York 20 | 10 Rockefeller Plaza Circle 7-8383 | D. W. Beurmann |
| Campbell-Ewald Co. | Detroit 2 | General Motors Bldg. Trinity 2-6200 | J. J. Hartigan W. R. Ewald |
| | Chicago 1 | 230 N. Michigan Ave. Central 1946 | Wm. S. Ballinger |
| | Washington 6 | 1214 19th St., N. W. Metropolitan 5670 | Joseph O. Morrison |
| | Dallas | Republic Bank Bldg. C.1318 | Aubra Dodson |
| Campbell-Mithun | Minneapolis 2 | Northwestern Bank Bldg. Atlantic 3231 | Louis Knopp Neilson Seabury |
| | Chicago | 919 N. Michigan Ave. Delaware 7558 | Jack Rhelstrom |
| Campbell-Sanford Adv. Co. | Cleveland 14 | 1105 Chester Ave. Prospect 4391 | Jay P. Garlough |
| | Chicago 5 | 608 S. Dearborn St. Wabash 6770 | Donald McGuiness |
| | New York 17 | 342 Madison Ave. Murray Hill 2-8397 | Conklin Mann |
| | Toledo, O. | 1922 Linwood Ave. Adams 3623 | R. L. Sisson |
| Solis S. Cantor | Philadelphia 13 | 1600 Walnut St. Pennypacker 1626 | Solis S. Cantor |
| Caples Co. | Chicago 11 | 225 E. Erie St. Superior 6016 | W. E. Gibson |
| | New York 17 | 535 Fifth Ave. Lexington 2-0850 | Ruth Folster |
| | Los Angeles 14 | 412 W. 6th St. Mutual 4143 | A. M. Caron |
| | Omaha | 1504 Dodge St. Jackson 1107 | L. M. Branch G. M. McCulloch |
| Carpenter Adv. Co. | Cleveland | Citizens Bldg. Main 1570 | F. F. Lamorelle |
| Ray Carr Organization | Portland, Ore. | Citizens Bank Bldg. Vermont 2177 | Ray Carr Don E. Hammitt |
| Carter, Jones & Taylor | South Bend 2, Ind. | Associates Bldg. 3-3171 | L. J. Carter |
| Carter-Owens Adv. Agency | Kansas City 12, Kan. | 609 Minnesota Drexel 3077 | Charles Carter W. G. Rowe |
| Cary-Ainsworth | Des Moines 9 | Liberty Bldg. 4-0375 | R. H. Cary |
| Casanave & Pearson | New York | 1600 Broadway Circle 6-1648 | C. H. Pearson |
| Frank I. Cash & Assoc. | Chicago 1 | 360 N. Michigan Ave. Dearborn 8875 | Frank I. Cash C. S. Pedersen |
| Walker Casey Adv. Co. | Nashville 3 | Third Natl. Bank Bldg. 5-1371 | E. White Jarrell |



MAKE IT IN ONE JUMP!

HOW YOU CAN SELL THE ENTIRE HARTFORD MARKET!

The Hartford Trading Area (second highest in the U. S. A. in Effective Buying Income per family) comprises 26 towns*. To reach them all, effectively and economically, you

need radio advertising on WDRC.

Remember that this trading area has more than twice the population, and more than doubles the retail sales of the city of Hartford!

You don't need a statistician to figure the difference in your sales potential,

when you connect in Connecticut by selling the entire Hartford Market!

And here's something else calculated to make you jump—with glee! WDRC delivers this big audience with one low rate for all advertisers—national, regional and local.

*Berlin, Bloomfield, Bristol, Cromwell, East Hartford, East Windsor, Farmington, Glastonbury, Hartford, Manchester, Meriden, Middletown, Middletown, New Britain, Newington, Plainville, Portland, Rocky Hill, Rockville, Southington, South Windsor, Vernon, West Hartford, Weathersfield, Windsor, Windsor Locks—all within WDRC's Primary Area.



BASIC CBS HARTFORD 4

WDRC

CONNECTICUT'S PIONEER BROADCASTER

PAUL H. RAYMER CO., NAT'L SALES REPRESENTATIVES

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|-----------------|--|---|
| Cecill & Presbrey | New York 17 | 247 Park Ave. Wickersham 2-8200 | T. G. Sabin |
| | Beverly Hills | 200 S. Beverly Drive Crestview 1-5766 | Russell Birdwell Russel Birdwell & Assoc. |
| Central Adv. Corp. | Indianapolis 4 | Board of Trade Bldg. Franklin 4731 | G. Vance Smith |
| Century Adv. Agency | Derroit 26 | Industrial Bank Bldg. Cadillac 7760 | S. M. Epstein V. Scally |
| Harold S. Chamberlin & Assoc. | St. Paul | Endicott Bldg. Elkhurst 4314 | H. S. Chamberlin |
| Chambers & Wiswell | Boston | 38 Newbury St. Commonwealth 5860 | George J. Chambers |
| Nelson Chesman Co. | Chattanooga 8 | Hamilton Trust Bldg. 6-4942 | Henry Tritschler John E. Fontaine |
| Chicago Union Adv. Agency | Chicago 4 | 20 W. Jackson Blvd. Wabash 5732 | Simon Lezin |
| James Thomas Chirurg Co., Inc. | Boston | Park Square Bldg. Hancock 7310 | J. T. Chirurg Richard Sisson |
| | New York | 342 Madison Ave. Murray Hill 2-9070 | G. A. Frye |
| Church-Green Co. | Boston | 248 Boylston St. Kenmore 5440 | C. E. Beckwith |
| Cinema Adv. Agency | Hollywood 28 | 1731 N. Highland Ave. Gladstone 2191 | Lawrence W. Allen |
| C. P. Clark Inc. | Nashville 5 | 2411 West End Ave. 7-6602 | C. P. Clark D. G. Goodwin |
| Darwin H. Clark Adv. | Los Angeles 13 | 541 S. Spring St. Michigan 6021 | Darwin H. Clark |
| Robert E. Clarke & Assoc. | Miami 32 | Ingraham Bldg. 2-3282 | Robert E. Clarke |
| Clements Co. | Philadelphia | 1601 Chestnut St. Rittenhouse 0236 | Alice Clements E. D. Masterman I. W. Clements |
| Cline Adv. Service | Boise, Idaho | First Natl. Bank Bldg. 206 | John Greenlee Ted Brook E. F. Casebeer |
| Coast Western Adv. Agency | Los Angeles 15 | 823 1/2 W. Pico Blvd. Prospect 2988 | Arthur W. (Tiny) Stowe |
| Cole & Co. | Memphis 3 | Sterick Bldg. 5-3604 | Bernard L. Cohn |
| L. C. Cole Adv. | San Francisco 4 | Russ Bldg. Exbrook 2565 | L. C. Cole |
| Richard Cole Adv. | Omaha 2 | Insurance Bldg. Jackson 7868 | Richard Cole |
| Cole's Inc. | Des Moines 9 | 720 Grand Ave. 4-0029 | James L. Cole A. T. Cole |
| Wendell P. Colton Co. | New York 17 | 122 E. 42d St. Ashland 4-7444 | W. J. McDonald |
| Columbia Adv. Agency | New York 19 | 17 W. 45th St. Longacre 3-3085 | Carl Rosner Sigmund Shlakman Ben Wertheim |
| Russell C. Comer Adv. Co. | Kansas City | Land Bank Bldg. Harrison 3964 | Russell C. Comer John C. Fehlandt |
| Commercial Adv. Agency Inc. | Chicago 5 | 600 S. Michigan Ave. Wabash 0703 | E. A. Gebhardt W. I. Brockson |
| Commercial Broadcasters | Chicago | 188 W. Randolph Dearborn 0203 | Dave Edelson |
| Commercial Radio Service Adv. Agency | New York | 30 Rockefeller Plaza Columbus 5-0771 | Andre Luotto |
| Compton Adv. | New York 20 | 630 Fifth Ave. Circle 6-2800 | John E. McMillin Storrs Haynes Muriel Haynes |
| | Hollywood 28 | 6253 Hollywood Blvd. Hollywood 8301 | Whila Wilson |
| | Chicago 5 | Socony-Vacuum Bldg. | L. O. Holmberg |
| | Det-roit | New Center Bldg. | R. W. Heizer |
| | Kansas City | Land Bank Bldg. | Merrill Boyce |
| | Cincinnati | Gwynne Bldg. | R. P. Marsh |
| Condon Co. | Tacoma 2 | Rust Bldg. Main 3483 | Roscoe A. Smith Victor Kaufman Howard R. Smith |
| Conner Adv. Agency | Denver | RKO Bldg. Keystone 5351 | Forbes Parkhill C. E. Brace |

C—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|------------------------|---|---|
| Connor Co. | San Francisco 5 | Rialto Bldg. Yukon 0196 | R. W. Conley Lucille Burman |
| S. A. Conover Co. | Boston | 75 Federal St. Hancock 4770 | Albert H. Clime |
| Consolidated Adv. Agency | New York 17 | 341 Madison Ave. Murray Hill 3-1267 | Charles L. Rothschild |
| Coolidge Adv. Co. | Des Moines | Insurance Exchange Bldg. 2-0222 | Paul Blakemore Henry Kroeger |
| Copley Adv. Agency | Boston | 105 Newbury St. Hancock 4079 | Anthony J. Cucchiara |
| Guy C. Core Co. | Jackson, Mich. | Reynolds Bldg. 8833 | Guy C. Core H. J. Core |
| | Ann Arbor, Mich. | 6279 | N. T. Brotherton |
| Couchman Adv. Agency | Dallas 5 | 86 1/2 Highland Park Shopping Village Justin 8-9323 | Albert Couchman |
| Coulter & Grinstead | San Antonio 5 | Majestic Bldg. Fannin 1852 | Robert G. Coulter |
| Cowan & Dengler | New York 17 | 527 Fifth Ave. Murray Hill 2-0940 | A. Marie Maus |
| John Gilbert Craig Adv. | Wilmington 99, Del. | 903 Shipley St. 6185 | K. W. Anderson |
| Cramer-Kraaselt Co. | Milwaukee 2 | 733 N. Van Buren St. Daly 3500 | L. H. Neess |
| Cramer-Tobias-Meyer Inc. | New York 22 | 515 Madison Ave. Plaza 3-2380 | Goldalie Frank |
| Chet Crank Co. | Los Angeles 14 | 756 S. Broadway Tucker 6131 | Chet Crank |
| Craven & Hedrick | New York 18 | 522 Fifth Ave. Murray Hill 2-5010 | Paul H. Hedrick |
| Creative Agency Assoc. | Detroit | 209 E. Baltimore Ave. Madison 3768 | Gilbert U. Radoyes |
| Critchfield & Co. | Chicago 11 | 720 N. Michigan Ave. Superior 3061 | M. E. Blackburn |
| Crolley Adv. Agency | Wilkes-Barre, Pa. | Bennett Bldg. 2-7191 | Phil O'Neill |
| | Scranton, Pa. | 128 Birch St. 3-2524 | Dennis F. Crolley |
| Crook Adv. Agency | Dallas 1 | Southwestern Life Bldg. Riverside 1771 | J. P. Anderson |
| Samuel C. Croot Co. | New York 18 | 28 W. 44th St. Bryant 9-2588 | D. B. Brant Thomas Carey |
| Arthur Crosby Service | New York 18 | 516 Fifth Ave. Murray Hill 2-2618 | Benjamin F. Landaman |
| Cruttenden & Eger Adv. | Chicago 1 | 64 E. Lake St. Central 7830 | Edmond I. Eger |
| Cummings, Brand & McPherson | Rockford, Ill. | Gas-Electric Bldg. Main 1806 | E. M. Cummings A. B. Brand |
| Spencer W. Curtiss Inc. | Indianapolis 4 | Circle Tower Market 2858 | Spencer W. Curtiss |
| | San Francisco | Mills Tower Garfield 8872 | S. W. Curtiss |
| | Chicago | 333 N. Michigan Ave. Central 2896 | W. K. Grimm |
| Cusack Adv. Co. | Denver 2 | California Bldg. Cherry 6589 | C. F. Cusack Mabel Gates |

D

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------|-----------------|--|--|
| Dake Adv. Agency | San Francisco 5 | 116 New Montgomery St. Sutter 2403 | L. W. Dake |
| Daken Adv. Agency Inc. | Seattle 1 | Fourth Ave. Bldg. Ma 8377 | Wm. A. Prager Bette J. Daken |
| Ralph W. Dalton & Assoc. | Troy, O. | Public Square 2221 | Ralph W. Dalton Thelma Dalton |
| Dancer-Fitzgerald-Sample | Chicago 1 | 221 N. LaSalle St. Dearborn 0900 | J. J. Neale George Bolas Gene Fromberg Lester Schroeder |
| | Hollywood 28 | 1680 N. Vine St. Hempstead 0716 | James H. West |
| | New York 17 | 247 Park Ave. Wickersham 2-2700 | |

COVERAGE... *Yes*

... BUT LOOK

AT THAT FIT!



No... YOU wouldn't buy a coat that fits like this one!

And so it is with radio... you don't buy a station that gives you coverage you don't need... and you don't buy a station that doesn't completely cover a market. You want a station with *coverage that fits!* Without paying for excess coverage that trickles over into other miscellaneous markets in which you are not

interested, or overlaps other radio stations on your list!

Concentrated coverage, saturation of the nation's 6th largest market, is yours for the asking.

In Baltimore, the station that does just that is WFBR, with a signal that is *strong* enough and *clear* enough to reach into the homes of over a million people that live in the city that is the 6th largest in the country.

WFBR
RADIO STATION **BALTIMORE**
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

D—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|--------------------|---|--|
| D'Arcy Adv. Co. | St. Louis 3 | Missouri Pacific Bldg. Central 6700 | Frank Ott Morris Mudge |
| | New York 22 | 515 Madison Ave. Plaza 8-2600 | A. N. Steele Paul Louis Morris Mudge Frank Ott Robert Salter |
| | Cleveland 13 | Terminal Bldg. Cherry 0158 | S. P. Seward |
| | Atlanta | P. O. Box 1734 Vernon 0021 | J. Hixon Kinsella |
| Datche Adv. Co. | St. Louis 1 | 710 N. 12th Blvd. Chestnut 5260 | Dorothy Datche |
| Jimm Daugherty Inc. | St. Louis 1 | 706 Chestnut St. Main 0790 | James M. Daugherty Betty Chappell White |
| David Adv. Agency | St. Paul | First Natl. Bank Bldg. Garfield 3782 | Margaret Boerner Q. J. David |
| Ed Davidson Adv. Agency | San Diego, Cal. | S. D. Trust & Savings Bldg. Franklin 3627 | Ed Davidson |
| Davies & McKinney Adv. | Erie, Pa. | Erie Trust Bldg. 23-348 | A. J. Davies C. E. McKinney |
| Davis-Dyke & Co. | Houston | 617 Caroline P. 4368 | Earl Rives |
| Irving Davis Co. | New York | 655 Fifth Ave. Plaza 8-2640 | Irving Davis |
| Davis Press Inc. | Worcester 8 | 44 Portland St. Worcester 4-4114 | R. M. Spencer |
| W. H. Davis Adv. | Asheville, N. C. | 68 N. French Broad 1245 | W. H. Davis |
| Davis & Beaven Adv. | Los Angeles | 523 W. Sixth St. Michigan 3908 | Robert J. Davis Herb R. Beaven |
| Frank T. Day Inc. | Boston 9 | 729 Boylston St. Kenmore 4854 | Frances B. Day |
| Ben Dean Adv. Agency | Grand Rapids 2 | Houseman Bldg. 8-0666 | Ben Dean |
| de Biasi Adv. Agency | New York 7 | 51 Chambers St. Worth 2-7093 | A. de Biasi |
| John L. deBrueys Agency | Houston 2 | Ben Milam Hotel Capitol 2241 | John L. deBrueys |
| Mitchell B. DeGroot | Pittsburgh | Union Trust Bldg. Atlantic 5090 | Mitchell B. DeGroot |
| Henry DeHaan Adv. Agency | Philadelphia | Drexel Bldg. Lombard 0719 | Henry DeHaan |
| Ira E. DeJernett Adv. Service | Dallas 1 | Wilson Bldg. Central 2620 | Jean Smith Ira E. DeJernett |
| Denham & Co. | Detroit | Book Bldg. Cadillac 4488 | D. W. Drury |
| Denhard, Pfeiffer & Wells | New York 16 | 114 E. 32d St. Caldeonia 5-0677 | Joseph C. Pfeiffer |
| Robert F. Dennis Inc. | Los Angeles 14 | 219 W. Seventh St. Trinity 2458 | Robert F. Dennis |
| Craig E. Dennison Adv. | Chicago 1 | 225 N. Michigan Ave. Dearborn 3188 | C. E. Dennison |
| Devereux & Co. | Utica 2, N. Y. | 266 Genesee St. Utica 4-1718 | Miss Bernadette Stack |
| Devine Adv. Agency | New York 18 | 1457 Broadway Wisconsin 7-0056 | Patrick F. Devine John J. O'Hearne |
| J. H. Diamond & Co. | San Francisco 3 | 1239 Howard St. Kiondike 2-0730 | J. H. Diamond |
| Zan Diamond Adv. | New York 17 | 475 Fifth Ave. Murray Hill 3-4350 | Zan Diamond Sherman Ravison Doris Alexander |
| Dicklow Adv. Agency | Dallas 1 | Liberty Bank Central 2-8295 | Irene Scott Dicklow |
| Diener & Dorskind | New York 18 | 147 W. 42d St. Bryant 9-8300 | Frank Bromberg |
| H. M. Dittman Adv. Agency | Philadelphia | Market St. Nat. Bank Bldg. Rittenhouse 0964 | Harry M. Dittman Jessie Kane |
| Dixie Advertisers | Jackson 105, Miss. | Lampton Bldg. Annex 4-5434 | George Godwin |
| Frank E. Dodge & Co. | Providence, R. I. | Industrial Trust Bldg. Dexter 2470 | Richard Lewis |
| Doe-Anderson Adv. Agency | Louisville 2 | Martin Brown Bldg. Wabash 8193 | Elmer H. Doe Warwick Anderson |
| Doherty Co. | New York | 509 Madison Ave. Plaza 8-1614 | C. F. Doherty |

D—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------|------------------|---------------------------------------|---|
| Ralph L. Dombrower Co. | Richmond, Va. | 210 E. Franklin St. 3-1113 | P. J. Fulmer L. E. Carney |
| | Washington, D.C. | Woodward Bldg. Republic 1420 | Philip Rosenfeld |
| Donahue & Coe | New York 20 | 1270 Sixth Ave. Columbus 5-4252 | Ed Fitzgerald Joseph Lincoln |
| | Atlanta | Hurt Bldg. Main 5662 | Harry L. Morrill Jr. |
| W. B. Doner & Co. | Detroit 26 | Washington Blvd. Bldg. Cherry 0244 | W. B. Doner C. F. Rosen Alice Silberstein |
| Lee E. Donnelley Co. | Cleveland | Union Commerce Bldg. Main 5194 | Lee Donnelley |
| Doremus & Co. | New York 5 | 120 Broadway Rector 2-1600 | George L. Foatel |
| | San Francisco 5 | 544 Market St. Garfield 6688 | Ronald C. Brindley |
| | Chicago 4 | 208 S. LaSalle St. Central 9132 | J. P. Dynda E. Oren |
| | Boston | 50 Congress St. Hubbard 1510 | L. W. Munro |
| | Philadelphia | 1520 Sansom St. Rittenhouse 0925 | William Reid |
| Dorland International Inc. | New York 20 | 1250 Sixth Ave. Circle 7-1360 | Arthur F. Connolly |
| Albert H. Dorsey Adv. Agency | Philadelphia | Bulletin Bldg. Locust 5547 | B. M. Dorsey |
| Charles F. Dowd Inc. | Toledo 4 | Richardson Bldg. Main 6234 | Charles F. Dowd |
| John C. Dowd Inc. | Boston | Park Square Bldg. Hubbard 8050 | John C. Dowd Edward D. Parent |
| Doyle, Kitchen & McCormick | New York 17 | 501 Fifth Ave. Murray Hill 2-4563 | Harry B. Doyle |
| Monroe F. Dreher Inc. | New York 20 | RCA Bldg. Circle 6-0720 | Grace Hill |
| | Newark | 790 Broad St. Mitchell 7918 | Ernest A. Dreher Sr. |
| Jim Duffy Co. | Chicago 1 | 35 E. Wacker Dr. Randolph 4827 | F. S. Anderson Betay Tyrolar |
| Dundes & Frank | New York 19 | 64 W. 48th St. Longacre 3-1633 | Marion Pell |
| Roy S. Durstine Inc. | New York 19 | 580 Fifth Ave. Bryant 9-2977 | John R. Latham Charles Furey |
| | Cincinnati | Enquirer Bldg. Cherry 0032 | H. K. Jones |

E

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------|------------------------|---|---|
| Eastburn & Siegel | Atlanta 3 | 623 Spring St. NW Hemlock 7675 | Harry L. Siegel Beth Barnes |
| Eastern Adv. Agency | New York | 122 E. 42d St. Murray Hill 5-9143 | Robert H. Kupsick |
| Eastman, Scott & Co. | Atlanta 3 | 26 Third St. NE Atlanta 1623 | E. Gerry Eastman |
| | Raleigh, N. C. | | Robert Redwine |
| Fred H. Eberold Inc. | Chicago 6 | 20 N. Wacker Drive Franklin 0107 | B. B. Popell |
| Hyatt Eby | Detroit 2 | Maccabee Bldg. Temple 1-1130 | Rachael Bell Andrews |
| Eddy-Rucker-Nickels Co. | Cambridge 38, Mass. | 1400 Massachusetts Ave. Kirkland 4284 | F. H. Nickels C. W. Johnson |
| E. S. Edmondson Co. | Philadelphia | 1700 Walnut St. Pennypacker 0881 | E. S. Edmondson |
| Stanley J. Ehlinger Adv. | Tulsa 5 | 421 W. Sixth St. 4-2628 | Stanley J. Ehlinger Peggy Morris |
| Eldridge-Northrup | Trenton, N. J. | 88 W. State St. 5865 | Glenn H. Cox |
| Roy Elliot Co. | Boston 16 | 25 Huntington Ave. Kenmore 7974 | Roy D. Elliot |
| Harry Elliott Adv. | San Francisco 5 | Monadnock Bldg. Douglas 1146 | Harry Elliott |
| Ellis Adv. Co. | Buffalo 14 | 3053 Main St. University 4500 | Jerome R. Ellis |

What About The OTHER Four Million Chicagoland Listeners

Partial List of Outstanding Accounts That Cover This Outstanding Market Through WGES

The Proctor & Gamble Co.
American Family Flakes & Soap
Oxydol
Plough, Inc.
Penetro Nose Drops
St. Joseph Aspirin
Altbach & Reinhart, Inc.
Illinois Bell Telephone Co.
Coca-Cola Bottling Co.
Balbo Oil Company
Father Justyn Rosary Hour
Dr. Peter Fahrney & Sons Co.
Goldberg Clothing Company
Plantex's Edible Oil Company
Chicago Beverage Company
Komiss Company
Lebolt & Company
Linco Products Company
Local Loan Company
Atlas Brewing Company
Interstate Bakeries Corp.
White Eagle Brewing Co.
Evans Fur Company
Wieboldt Department Stores
Rotay Furniture Co.
Ritter Furniture Stores
Chicago Macaroni Company
Roma Wine Co.
Fernel Branco
Central National Bank
Petri Cigars & Wines
Safety-Tvool Laundries
The Pinex Company
Hirsch Clothing Company
Unity School of Christianity
Atlantic Brewing Co.
Hebrew Christian Mission
Libby McNeill & Libby
Schutter Candy Company
Time Magazine
Marvels Cigarettes
Stephano Brothers
Universal Pictures, Inc.
Hart Schaffner & Marx
Garrett & Company
Word Baking Company
Maryland Pharmaceutical Co.
Manischewitz Matzoh Co.
The General Stores
The Leader Laundry Co
Newart's
Medora Realty Company
Attam Roofing Company
Victory Laundry
Public Clothing Co.
Curry's Clothing Co.
Douglas Park Theatre
William A. Lewis Clothing Co.
P. & G Baking Company
Three Star Laundry
F. Ad. Richter Company
Humboldt Park Gospel Tabernacle
Axelrod Roofing Company
Chicago Decorator's Supply Co.
M. J. Harris, Jewelers
Clousson Bros.
The Leader Stores
St. Paul Federal Savings & Loan
Douglas Rug & Carpet Cleaners
Palonia Furniture Co.
Peoples Clothing Co.
Peoples Furniture Co.
Polish Bible Students Ass'n.
Polish Ramon Catholic Churches of
Archdiocese of Chicago
Novak Markets
Paul Kvarka & Sons
Paray, Incorporated
Humboldt Quill Mfg. Co.
Jos. Sufferin
Lucca Bakery
Security Finance
Avondale Stoker Soles
Polish Film Producers
Terry's
Peterson Furniture Co.
Wilhelm Optical Co.

Check These Amazing Facts About Chicago's Foreign-American Radio Audience

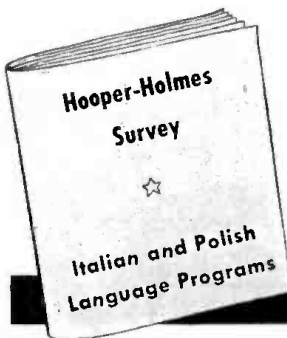


Table I—Homes with Radio **98%** No Radio **2%**

| | |
|--|-------|
| Table II—Listen to English Speaking Programs Only | 4.9% |
| Listen to Polish, Italian Programs Only | 14.7% |
| Listen to Foreign Language Programs Chiefly, but occasionally Listen to Special Broadcasts in English | 4.4% |
| Listen to Both English and Polish or Italian Broadcasts | 76.0% |

(And That's Only The Beginning of This Survey)

SURVEY CONDUCTED NOVEMBER 17-18-19, 1943

No one Radio Station can cover every classification of listening audience. WGES recognizes this important conclusion and since 1927 WGES programming policy constantly has been pointed up to this tremendous "uncovered" market of Chicagoland's other Four million purchasers. The nation's top ranking Firms also recognize the merchandising need for covering this important Foreign-American market . . . That's why WGES is far and away the Number One Station serving this responding Audience, in terms of Sponsors, Dollar Volume and Programming - To - Our - Audiences.

Just to give you a quick look at WGES results . . . From one announcement of 98 words, 1,247 Cook Books were requested (in person) at the retail outlet . . . a 42 word announcement sold 624 lbs. of coffee . . . one 24 word spot sold 720 cans of Evaporated Milk . . . 1,085 Dozen oranges sold from one 100 Word announcement . . . From nine mentions of a nutrition Chart, WGES sponsor received 4,945 Requests! (at a lower rate per reply than any other station used in the Middle west, including "super power" stations.)

You can't cover "Chicago's Other 4 Million" unless you use WGES . . . and that fact is beyond question. Proved by survey, Mail and store Response and Repeat contracts from WGES sponsors.

Table III—(cont.)

Of Total Interviews **93.4%**
Listen To WGES
(Survey Copies On Request)

*Yes, Over 4 Million
Customers You Should Reach*

| | |
|-----------------------------------|---------|
| Polish | 719,968 |
| German (Incl. Austrian) | 711,030 |
| Irish | 301,176 |
| Italian | 370,024 |
| Swedish | 220,396 |
| Bahemian | 183,312 |
| Lithuanian | 118,558 |
| Jewish | 536,000 |
| Ukrainian and Russian | 317,980 |
| Jugoslav | 56,198 |

Tell Them — Sell Them on WGES

Write For Booklet
"Chicagoland's Other Four Million"

WGES

Madison at Western

Chicago

Gene T. Dyer
Management

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

E—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------|------------------|--|---|
| A. W. Ellis Co. | Boston | 24 School St. Capital 1544 | Lester L. Mayo A. W. Ellis |
| Sherman K. Ellis & Co. | New York 17 | 247 Park Ave. Plaza 5-7711 | Harry Torp |
| | Chicago 4 | 141 W Jackson Blvd. Harrison 8612 | Palmer Clark G. N. Beecher |
| Emery Adv. Co. | Baltimore 1 | Baltimore Life Bldg. Plaza 7440 | H. C. Schuckle |
| Engel Adv. | Chicago 11 | 919 N. Michigan Ave. Superior 7656 | F. L. Engel Jr. |
| Ennis-Anderson Adv. Agency | Fresno, Cal. | Holland Bldg. 3-2613 | Frank Ennis E. E. Anderson |
| F. A. Ensign Adv. Agency | Pittsburgh | Grant Bldg. Atlantic 4028 | W. C. Arther |
| Equity Adv. Agency | New York | 113 W. 42d St. Bryant 9-0060 | Irving Weinberg |
| Erland Adv. Agency | New York 17 | 18 E. 41st St. Murray Hill 5-4764 | Bernice Newmark Rill |
| Erwin, Wasey & Co. | New York 17 | 420 Lexington Ave. Mohawk 4-8700 | C. H. Cottingham Frank Haas Joseph Brattan |
| | New Haven, Conn. | 157 Church St. 6-8705 | John F. Barteau |
| Chicago 1 | Chicago 1 | 230 N. Michigan Ave. Randolph 4952 | Harry K. Gilman |
| | Minneapolis | Rand Tower Atlantic 1233 | Mac Martin |
| Oklahoma City 2 | Oklahoma City 2 | First Natl. Bldg. 2-0605 | Warren A. Humphrey |
| | Dallas | 900 Main St. Charter 4-3354 | Harold Halsell |
| Los Angeles 15 | Los Angeles 15 | 714 W. Olympic Blvd. Prospect 5317 | H. A. Stebbins |
| | San Francisco 4 | 333 Montgomery St. Exbrook 7004 | John Davis Louis Honig Howard Williams |
| Seattle 1 | Seattle 1 | Skinner Bldg. Main 6435 | Warren Kraft Charlotte Smith |
| | Philadelphia | 260 S. Broad St. Kingsley 2590 | Leon H. Greenhouse |
| Benjamin Eshleman Co. | Philadelphia | 260 S. Broad St. Kingsley 2590 | Leon H. Greenhouse |
| Lawrence Esmond Adv. | New York | 331 Madison Ave. Murray Hill 2-1808 | Lawrence B. Esmond |
| Essig Co. Ltd. | Los Angeles 15 | 1121 S. Hill St. Prospect 6287 | Albert C. Essig J. S. Macaulay J. W. Eccleston Jr. |
| William Eaty & Co. | New York 17 | 100 E. 42d St. Caledonia 5-1900 | Thomas D. Luckenbill Tom Lynch |
| | Hollywood 28 | 1537 N. Vine St. Hillside 2183 | Don Bernard |
| Evans Associates | Chicago 1 | 307 N. Michigan Ave. State 8927 | L. G. Wilcox K. V. Reed |
| Consuelo Evans Inc. | New York | Paramount Bldg. Lackawanna 4-8981 | Consuelo Evans |
| Evans & Le May Adv. Agency | Fort Worth 2 | Dan Waggoner Bldg. 2-3371 | Albert Evans Jr. Frances Hogan |
| Lawrence I. Everling | Philadelphia | 1700 Walnut St. Pennypacker 7927 | Lawrence I. Everling |
| Export Adv. Agency | Chicago 11 | 919 N. Michigan Ave. Superior 3875 | R. C. Lebrat T. M. Fergus |
| | New York 16 | 271 Madison Ave. Caledonia 5-8738 | E. Mazzrucci A. Beyla |

F

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------|-------------------|--------------------------------------|---|
| Ted H. Factor Agency | Los Angeles 14 | 1709 W. Eighth St. Drexel 7187 | Aileen Le Bell |
| Fairall & Co. | Des Moines 9 | Liberty Bldg. 3-5255 | C. R. Dudley |
| John B. Fairbairn | Hartford 3, Conn. | 12 Haynes St. 7-9219 | John B. Fairbairn |
| H. W. Fairfax Adv. Agency | New York 17 | 551 Fifth Ave. Murray Hill 2-8680 | Mrs. Janice Hamilton |
| Farson & Huff Adv. Agency | Louisville 2 | Republic Bldg. Wabash 3279 | G. M. Staples |
| Fashion Adv. Co. | New York 1 | 461 Eighth Ave. Bryant 9-5050 | Jesse Levine |

F—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------------|--------------------------|---|---|
| Federal Adv. Agency | New York 22 | 444 Madison Ave. Eldorado 5-6400 | John S. Davidson Penelope Simmons |
| Warren P. Fehlman Adv. Co. | Los Angeles 11 | 4330 District Blvd. Kimball 9296 | Warren P. Fehlman |
| Harry Feigenbaum Adv. Agency | Philadelphia | 1420 Walnut St. Pennypacker 3623 | David Werman Ralph Hart |
| Fensholt Co. | Chicago 1 | 360 N. Michigan Ave. Randolph 1671 | A. H. Fensholt |
| Courtland D. Ferguson Inc. | Washington 4 | National Press Bldg. National 7713 | Courtland D. Ferguson C. Merrill Trott |
| | Baltimore 1 | 525 N. Charles St. Vernon 7211 | Arthur Booth Dorothy G. Starbuck |
| Richmond 19 | Richmond 19 | Mutual Bldg. 7-0788 | Frank G. Christian Mrs. L. M. Stackler |
| | Ferry-Hanly Co. | New York 18 | 500 Fifth Ave. Longacre 5-5000 |
| Kansas City 6 | Kansas City 6 | Fidelity Bldg. Harrison 4890 | Q. V. Brewer |
| | Lawrence G. Fertig & Co. | New York 16 | 149 Madison Ave. Murray Hill 4-3300 |
| Robert G. Fields & Co. | Nashville 3 | Warner Bldg. 6-1977 | R. G. Fields |
| Fink & Doner | Detroit | Washington Blvd. Bldg. Cherry 0234 | Wilfred B. Doner |
| Firestone Adv. Agency | Minneapolis 3 | 510 First Ave. North Main 1471 | A. L. Firestone Robert Bruce Mandell |
| First United Broadcasters | Chicago 6 | 201 N. Wells St. Randolph 7800 | Hugh Rager George Roessler |
| M. M. Fisher Associates | Chicago | 134 N. LaSalle St. Central 1610 | Jack L. Fisher |
| Fitch Adv. Co. | Buffalo 2 | Walbridge Bldg. Madison 0657 | Herbert Fitch Elsie Jane Pfeil |
| Fitzgerald Adv. Agency | New Orleans 13 | 833 Howard Ave. Raymond 5194 | Leonard Dessner |
| Fluck Adv. Agency | Syracuse 2, N. Y. | Hills Bldg. 2-3129 | Richard H. Wickham |
| Fraxler Adv. Inc. | Buffalo 2 | 170 Franklin St. Cleveland 0925 | M. I. Flagler |
| James R. Flanagan Adv. Agency | New York 17 | 505 Fifth Ave. Murray Hill 2-1048 | A. Wagner |
| Fogarty-Jordan-Phelps Co. | Chicago 1 | 307 N. Michigan Ave. Randolph 7000 | C. C. Fogarty |
| Foley Adv. Agency | Cleveland 14 | NBC Bldg. Cherry 1490 | Robert B. Foley |
| Richard A. Foley Adv. Agency | Philadelphia 2 | 1528 Walnut St. Kingsley 1560 | Frank J. Corkery Miss Catherine Gibbons |
| Foote, Cone & Belding | New York 17 | 247 Park Ave. Wickersham 2-2000 | Edward Cashman |
| | Hollywood 28 | 6117 Sunset Blvd. (Columbia Square Bldg.) Hollywood 6265 | Don Belding |
| Los Angeles 13 | Los Angeles 13 | 601 W. Fifth St. Michigan 7651 | Don Belding Wm. J. Pringle |
| | San Francisco 4 | Russ Bldg. Sutter 2355 | Jane Sullivan Mr. McCullough Campbell |
| Chicago 11 | Chicago 11 | 919 N. Michigan Ave. Superior 4800 | Victor Hunter Miss Genevieve Lemper |
| | New York | 342 Madison Ave. Murray Hill 2-3444 | N. de Filippes |
| Foreign Adv. & Service Bureau | New York | 342 Madison Ave. Murray Hill 2-3444 | N. de Filippes |
| Fort & Co. | Charlotte 1, N. C. | Wilder Bldg. 4-7122 | John L. Fort |
| Fortune Radio Productions | New York | 515 Madison Ave. Eldorado 5-6397 | Bernard J. Goldstein |
| Foster & Davies | Cleveland 15 | Keith Bldg. Cherry 5792 | Everett R. Castle |
| Fox Adv. Co. | Baltimore 2 | 510 St. Paul St. Vernon 3939 | Merrill A. Fox |
| Don F. E. Fox & Assoc. | Utica 2, N. Y. | Paul Bldg. 4-4072 | Don F. E. Fox |
| Fox & Mackenzie | Philadelphia 7 | 1214 Locust St. Pennypacker 0531 | Walter A. Fox |

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Gillette Prize Fights

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Red Barber
Sam Taub
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"Sports Final"
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Bob Howard
Kay Stevens
Don Saxon
"Gloom Dodgers"
"Swing Class"
"Bandstand"
Dick Gilbert
"Music to Read By"
"Music Shop"
"One-Two Club"

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1050**

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Fulton Lewis, Jr.
Fulton Oursler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
And a Full Sched-
ule of Newscasts
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and Night.
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Affairs Programs
including the
"Commentators'
Round Table," and
"Congressional
Record of the Air."

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N E W Y O R K

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50,000 WATTS ON 1050 IN THE NATION'S No. 1 MARKET

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

F—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------------------|-----------------|--|---|
| France and Duff Adv. Agency | Omaha 2 | 1904 Farnam Jackson 6400 | Mort Duff Carl J. Christiansen |
| Albert Frank-Guenther Law | New York 6 | 131 Cedar St. Cortland 7-5060 | John McAdams |
| | Boston | 10 Post Office Square Hancock 6900 | August Hirschbaum |
| | Philadelphia | Packard Bldg. Rittenhouse 3915 | Milton T. Kyle T. John Parry |
| | Chicago | 1 N. LaSalle St. Dearborn 8910 | R. W. Dawson |
| Franke-Wilkinson-Schwetz | San Francisco | 155 Sansome St. Exbrook 3484 | Lucrezia Kemper |
| | Houston 2 | Cotton Exchange Bldg. Capitol 0168 | Dolores Williams D. K. Williams P. C. Franke E. M. Schwetz W. M. Tipton |
| Jones Frankel Co. | Chicago 11 | 43 E. Ohio St. Superior 0707 | J. M. Roeser |
| S. W. Frankel Adv. Agency | New York 21 | 767 Lexington Ave. Regent 7-4154 | Franklyn A. Donegan |
| Franklin Adv. Service | Boston | 126 Newbury St. Kenmore 4644 | Melvin B. Summer- field |
| Frederick-Clinton Co. | New York 17 | 545 Fifth Ave. Murray Hill 2-4889 | Harold S. Rieff Frederick C. Burger |
| Freitag Adv. Agency | Atlanta | 34 Fifth St. N.W. Hemlock 1345 | Norman Frankel Dorothy Padrick |
| Oakleigh R. French & Assoc. | St. Louis 8 | 4235 Lindell Blvd. Newstead 0037 | C. S. Pangman Dorothy Krick |
| Morton Freund Adv. | New York 17 | 400 Madison Ave. Wickersham 2-7985 | Morton Freund |
| Charles Daniel Frey Adv. Agency | Chicago 1 | 333 N. Michigan Ave. State 8161 | D. S. Kennedy |
| E. M. Freystadt Assoc. | New York 22 | 570 Lexington Ave. Plaza 3-1253 | E. M. Freystadt |
| Jean Scott Frickelton Adv. Agency | San Francisco 3 | 1355 Market St. Hemlock 6030 | Jean Scott Frickelton |
| Friend Adv. Agency | New York 18 | 220 W. 42d St. Wisconsin 7-4708 | Benjamin Friend |
| Frizzell Adv. Agency | Minneapolis 2 | Plymouth Bldg. Main 1915 | F. L. Frizzell |
| Harry M. Frost Co. | Boston | 260 Tremont St. Liberty 0813 | Karl M. Frost Harvey P. Newcomb |
| Fuller & Smith & Ross | New York 17 | 71 Vanderbilt Ave. Murray Hill 6-5600 | Miss Lee Williams |
| | Cleveland 15 | 1501 Euclid Ave. Cherry 6700 | W. J. Staab |
| Fulton, Horne, Morrissey Co. | Chicago | 612 N. Michigan Ave. Delaware 5430 | E. H. Morrissey |
| Furman, Feiner & Co. | New York | 117 W. 46th St. Bryant 9-2927 | Norman Furman |

G

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------|-----------------|--|---|
| Walter J. Gallagher | New York 10 | 175 Fifth Ave. Algonquin 4-1780 | Hannah Nathan |
| Jerome G. Galvin Adv. Co. | Kansas City 2 | 3619 Broadway Valentine 1661 | Jerome G. Galvin J. O. Simon |
| Gandy Adv. Agency | Dallas 2 | Texas Bank Bldg. Central 4737 | W. P. Gandy K. Gandy |
| Henry W. Gann Adv. Agency | Scranton 3, Pa. | Chamber of Commerce 4-5731 | |
| Gardner Adv. Co. | St. Louis 1 | 915 Olive St. Garfield 2915 | Charles E. Claggett |
| | New York 20 | 9 Rockefeller Plaza Columbus 5-2000 | Roland Martini |
| Alvin Gardner Co. | New York 18 | 67 W. 44th St. Murray Hill 2-4655 | Alvin I. Gardner |
| Garfield & Guild Adv. Agency | San Francisco 5 | 660 Market St. Exbrook 3420 | Miss Bertha Rios Mr. Walter Guild |
| W. W. Garrison & Co. | Chicago 11 | 400 N. Michigan Ave. Superior 8191 | G. P. Schill |
| Geare-Marston | Philadelphia | 1600 Arch St. Rittenhouse 3572 | Frank Murphy |
| | New York 17 | 420 Lexington Ave. Mohawk 4-0830 | Radcliffe Romeyn |

G—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--|-------------------|--|---|
| Abner J. Gelula & Assoc. | Atlantic City | Schwelm Bldg. 5-1101 | Abner J. Gelula |
| General Adv. Agency | Los Angeles | 6518 Selma Ave. Hempstead 5129 | Eric Strutt |
| Joseph R. Gerber Co. | Portland 1, Ore. | 1305 SW 12th Ave. Broadway 0515 | Arthur E. Smith |
| Gerth-Pacific Adv. | San Francisco 4 | 68 Post St. Garfield 1081 | Edwin P. Gerth |
| Geyer, Cornell & Newell | Los Angeles 14 | 219 W. Seventh St. Tucker 4769 | David R. Showalter |
| | New York 22 | 745 Fifth Ave. Wickersham 2-5400 | Miss E. L. Larsen |
| Gibbons Adv. Agency | Detroit | 14250 Plymouth Road Hogarth 5520 | H. M. Stahl |
| | Washington, D. C. | Hibbs Bldg. National 2514 | J. Widman Bertch |
| Gleason Adv. Agency | Dayton | U. B. Bldg. Fulton 4145 | E. G. Frost |
| | Tulsa 3 | Natl. Bank of Tulsa Bldg. 4-2444 | J. Burr Gibbons |
| Glezendanner Co. | Houston 2 | Southern Standard Bldg. Preston 5351 | Mildred Wright Horne Joy Wright Maudeen Marks |
| Gillham Adv. Agency | Salt Lake City | Continental Bank Bldg. 4-5616 | Marion C. Nelson Miles Lindorff |
| Bert S. Gittins | Milwaukee 2 | 739 N. Broadway Daly 6230 | Vic S. Taylor Robert J. Rice |
| Glaser Adv. Inc. | Boston | Statler Bldg. Hubbard 7188 | M. Collins |
| Glasser-Gailey & Co. | Los Angeles 5 | 3275 Wilshire Blvd. Fitroy 2141 | Grace Glasser P. E. Gailey |
| | San Francisco | DeYoung Bldg. Exbrook 6469 | R. O. Davis |
| Gleason Adv. Agency | Detroit | David Stott Bldg. Cherry 9670 | A. I. Gleason |
| Ray K. Glenn Adv. | Oklahoma City 2 | First National Bldg. 3-5439 | |
| Harry M. Frost Co. | Ft. Worth 2 | Ft. Worth Natl. Bank Bldg. 2-2575 | Duke Burgess Jr. |
| | Dallas 1 | Liberly Bank Bldg. Central 3334 | T. A. Workman |
| Francis K. Glew Adv. | Grand Rapids 2 | Murray Bldg. 8-1848 | Francis K. Glew |
| Glicksman Adv. Co. | New York 17 | 400 Madison Ave. Plaza 8-0716 | Joseph Glicksman |
| Jack Goehring Adv. | New York 17 | 250 Park Ave. Plaza 3-2991 | Jack Goehring |
| H. J. Gold Co. | New York | 1123 Broadway Chelsea 2-7748 | H. J. Gold |
| Max Goldberg Adv. Agency | Denver 2 | Railway Exchange Bldg. Cherry 5533 | Max Goldberg Melvin Grinspan Eileen Barnett |
| Goldman & Gross | Chicago 11 | 540 N. Michigan Ave. Whitehall 6837 | B. C. Ivers |
| I. A. Goldman & Co. | Baltimore 1 | 100 N. Eutaw St. Plaza 3357 | I. A. Goldman |
| | Philadelphia | 1015 Chestnut St. Lombard 4312 | H. N. Goldman |
| Jack Levin | Pittsburgh | Law & Finance Bldg. Grant 7400 | Jack Levin |
| | Baltimore 1 | Fidelity Bldg. Saratoga 4454 | Mina Joyce Leon S. Goinick |
| H. H. Good Adv. Agency | New York 7 | 53 Park Place Cortland 7-3120 | Raymon Cabrera |
| Goodkind, Joice & Morgan | Chicago 11 | Palmolive Bldg. Superior 6747 | Lewis Goodkind Clyde Joice |
| Phil Gordon Agency | Chicago 11 | 840 N. Michigan Ave. Delaware 4486 | Phil Gordon |
| Jesse Gorov Co. | Chicago 11 | 666 Lake Shore Drive Superior 4312 | Jesse Gorov |
| Gotham Adv. Co. | New York 19 | 2 W. 46th St. Longacre 5-2616 | Arthur A. Kron |
| Gottschaldt-Humphrey (Division of C. P. Clark Inc.) | Atlanta | Norris Bldg. Walnut 6341 | Fred Storey |
| Goulston Co. | Boston 8 | 35 Court St. Lafayette 5866 | E. J. Goulston J. Leonard Michelson |

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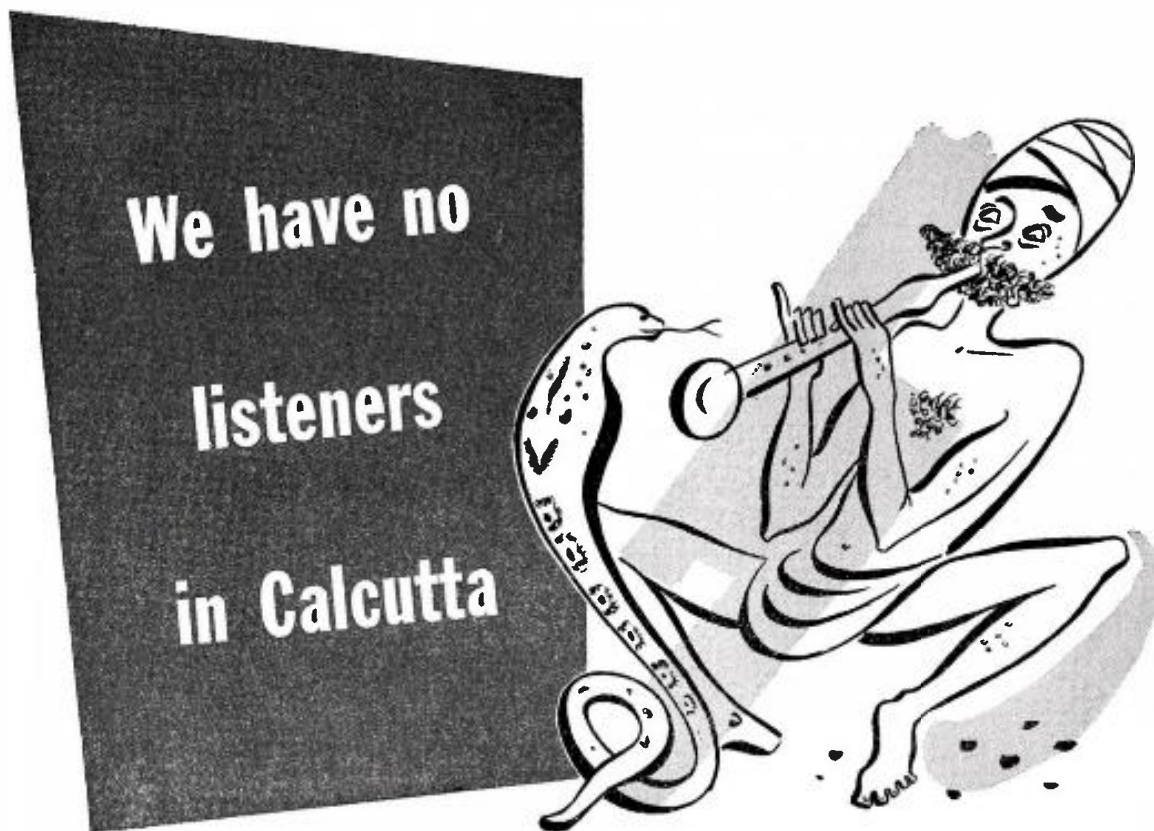
DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

G—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|------------------------|--|---|
| Gourfain-Cobb Adv. Agency | Chicago 11 | 400 N. Michigan Ave. Superior 3282 | Joyce Potter |
| Grace Adv. Agency | Detroit | Fox Theatre Bldg. Cherry 8317 | Julian A. Grace |
| Grace & Bement | Detroit 2 | New Center Bldg. Madison 4514 | Edward R. Grace L. C. Grace |
| Robert L. Gracemill Adv. Agency | San Diego 1 | So. Title & Trust Bldg. Franklin 6551 | E. V. Gracemill Robert L. Gracemill |
| Robert B. Grady Co. | New York 3 | 45 E. 17th St. Algonquin 4-3660 | Charles P. Quigley |
| Grady & Wagner Co. | New York 19 | 1790 Broadway Columbus 5-5358 | Alfred V. Grady |
| Grant Adv. | Chicago 11 | 919 N. Michigan Ave. Superior 9052 | L. G. Harris Jimmy Whipple |
| | Dallas | Gulf States Bldg. Riverside 8121 | R. Marvin |
| | New York 20 | 30 Rockefeller Plaza Circle 5-4485 | Austin Byrne |
| | Mexico City, Mex. | Guardiola Bldg. J-13-80 | Ken Smith Emilio Arellano O. |
| | Monterrey, Mex. | Padre Mier 474 | A. Tinoco |
| Grant Advertising, S. A. | Buenos Aires, Arg. | de Publicidad, Metropol Bldg. | David Echols |
| Grant Anuncios, S. A. | Rio de Janeiro, Brazil | 85 Rio Branco Ave. | David Echols |
| | Sao Paulo, Brazil | Rua Braulio Gomez 25, | David Echols |
| Paul Grant Adv. | Chicago 11 | 520 N. Michigan Ave. Delaware 5671 | Paul Grant |
| Grant & Wadsworth | New York 17 | 405 Lexington Ave. Murray Hill 9-4591 | L. Stanton Pugh |
| Will Grant Adv. | Los Angeles 14 | 530 W. 6th St. Vandike 3285 | Will Grant |
| Graphic Adv. Co. | New York 1 | 421 Seventh Ave. Lackawanna 4-4076 | M. Pollack G. Sanders J. Beigel |
| Graves & Assoc. | Minneapolis 2 | Radisson Hotel Atlantic 4531 | Ivan H. Graves |
| Charles M. Gray & Assoc. | Detroit | Francis Palms Bldg. Cadillac 1088 | Charles J. Shower Charles M. Gray |
| Russell T. Gray Inc. | Chicago 6 | 205 W. Wacker Drive Central 7750 | W. G. Schnell Harvey A. Schribner W. J. Higgins |
| Gray-Rogers Agency | Philadelphia 7 | 12 S. 12th St. Walnut 3636 | W. B. Edwards Frank Esherick |
| Harry B. Green & Co. | Baltimore 2 | 19 E. Fayette St. Calvert 1817 | Fletcher B. Speed Jr. Anne M. Engers George H. Wright |
| Marvin Green Inc. | Chicago 11 | 140 E. Walton Pl. Superior 3132 | Marvin T. Green |
| Green-Brodie Inc. | New York 17 | 420 Madison Ave. Plaza 3-9533 | Julian P. Brodie |
| Finley H. Green Adv. Agency | Buffalo 2 | 360 Delaware Ave. Washington 3371 | Finley H. Greene |
| Gregory Adv. Inc. | Cleveland | Citizens Bldg. Main 7824 | Bromley House |
| Greve Adv. Agency Inc. | St. Paul 1 | Minnesota Bldg. Cedar 6388 | S. Greve B. Connolly |
| Grey Adv. Agency | New York 1 | 166 W. 32d St. Chickering 4-3900 | Herschel Deutsch Maria J. White |
| Greystone Co. | New York | 12 E. 41st St. Lexington 2-7848 | David S. Levene |
| Griffith Adv. Agency | St. Petersburg 1, Fla. | Times Bldg. 4311 | Robert F. Bullard |
| Griswold-Eshleman Co. | Cleveland 13 | Terminal Tower Main 7626 | J. D. Kysor |
| Julian Gross Adv. Agency | Hartford | 11 Asylum St. 7-7179 | G. K. Ray S. K. Rice |
| Groves-Keen | Atlanta | Bona Allen Bldg. Walnut 4517 | J. L. Groves Jr. W. W. Stevens P. Brown |
| Guenther-Bradford & Co. | Chicago 11 | 15 E. Huron St. Superior 9474 | W. H. O'Brien S. A. Peterson |
| Lawrence C. Gumbinner Adv. Agency | New York 17 | 9 E. 41st St. Murray Hill 2-5680 | Paul Gumbinner |
| Gunn-Mears Co. | New York 18 | 1475 Broadway Bryant 9-8197 | William P. Gunn |
| Gusow-Kahn & Co. | New York 16 | 200 Madison Ave. Ashland 4-6798 | Leonard L. Gusow |
| Gutman Adv. Co. | Wheeling, W. Va. | 1600 Main St. 5110 | P. Kalany |

H

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------|--------------------|--|---|
| HSG Adv. Agency | New York | 19 E. 53d St. Wickersham 2-3338 | Harry S. Goodman |
| Wm. J. Hackenberg Adv. | Wheeling, W. Va. | Hawley Bldg. Circle 6-1950 | Wm. J. Hackenberg |
| M. H. Hackett Co. | New York 20 | 9 Rockefeller Plaza Circle 6-1950 | Bernard Pagesstecher Aida Stearns |
| Marvin Hahn Adv. | Detroit | Fisher Bldg. Madison 3854 | Marvin Hahn |
| Melvin F. Hall Adv. | Buffalo | 220 Delaware Ave. Madison 4461 | M. F. Hall Charles Jenkins |
| Halpern Adv. Agency | New York 18 | 1457 Broadway Longacre 5-7167 | Babette Hesse |
| Halsell-Humphrey | Oklahoma City | First National Bldg. 2-0605 | W. A. Humphrey |
| Mason L. Ham Adv. | Boston | 31 St. James Ave. Hancock 3620 | Mason L. Ham |
| J. R. Hamilton Adv. Agency | Chicago 1 | 180 N. Michigan Ave. Randolph 7060 | S. T. Clafin A. L. Gale |
| Wm. Irving Hamilton Inc. | New York 16 | 267 Fifth Ave. Murray Hill 5-1737 | Wm. Irving Hamilton |
| Hammel & Hammel | Los Angeles 13 | 355 S. Broadway Madison 5225 | M. J. Hammel |
| Hammer Adv. Agency | Hartford 3 | 983 Main St. 5-4883 | Robert Eckelson Thelma Burnham Louis Barlow |
| Henry J. Handelsman Jr. Inc. | Chicago | 139 N. Clark St. Central 3720 | Henry J. Handelsman Jr. |
| Howard G. Hanvey Adv. | San Francisco 3 | Phelan Bldg. Douglas 4100 | Howard G. Hanvey |
| Harding-Lake Co. | Memphis | Exchange Bldg. 6-1892 | E. I. Harding |
| L. J. Harger | Spokane 8, Wash. | Old Natl. Bank Bldg. Main 5001 | L. J. Harger |
| M. E. Harlan Adv. Agency | San Francisco 5 | 525 Market St. Douglas 5721 | M. E. Harlan |
| Harmon Adv. Agency | Portland, Me. | 477 Congress St. 3-0157 | C. H. Harmon F. N. Hawthorne |
| R. T. Harris Adv. Agency | Salt Lake City 1 | Walker Bank Bldg. 3-8815 | T. H. Axelsen |
| Lester Harrison Assoc. | New York 17 | 341 Madison Ave. Murray Hill 3-1267 | Sydney Rubin |
| Harrison-Rippey Adv. Co. | St. Louis | Arcade Bldg. Main 1977 | Milton Rippey |
| J. B. Hart Adv. Agency | Oakland, Cal. | 1106 Broadway Glencourt 4448 | J. B. Hart |
| Hart-Conway Co. | Rochester 4 | 45 Exchange St. Main 2073 | J. P. Street |
| George H. Hartman Co. | Chicago 1 | 307 N. Michigan Ave. State 0955 | Thomas Kivlan |
| L. H. Hartman Co. | New York 20 | 50 Rockefeller Plaza Circle 5-4664 | M. C. Ryan |
| Harvey-Masseugale Co. | Atlanta 1 | Walton Bldg. Walnut 9117 | Virginia Akin |
| | Durham, N. C. | Snow Bldg. J-8451 | C. Knox Massey |
| L. B. Hawes General Adv. | Boston | 37 Temple Place Liberty 3008 | Lester B. Hawes |
| Hays Adv. Agency | Burlington, Vt. | 252 College St. 852 | N. H. Myers |
| Hazard Adv. Co. | New York 17 | 295 Madison Ave. Ashland 4-7484 | Donald B. Foreman |
| Heintz, Pickering & Co. Inc. | Los Angeles 13 | Paramount Bldg. Michigan 6062 | Carl M. Heintz John Murray |
| Henri, Hurst & McDonald | Chicago 11 | 520 N. Michigan Ave. Superior 3000 | W. S. Shartle |
| Herman & Sanders Adv. | New York 10 | 1133 Broadway Chelsea 2-1299 | M. C. Herman |
| Hevenor Adv. Agency | Albany 7, N. Y. | 11 N. Pearl St. 5-1586 | Horace L. Hevenor |
| J. M. Hickerson Inc. | New York 17 | 110 E. 42nd St. Murray Hill 3-7426 | J. M. Hickerson Paul deGuzman |
| | Washington, D.C. | 917 15th St., N.W. | J. P. Jones Jr. |
| Hicks Adv. Agency | New York 19 | 580 Fifth Ave. Bryant 9-2365 | Francis Marquis Fred Russel |
| Livingstone Porter Hicks | Detroit | Eaton Tower R.A. 6640 | Patricia Adams |
| Ward Hicks Inc. | Albuquerque, N. M. | 315 W. Gold Ave. 4657 | Ward Hicks |



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns"... "extended contours"... "protected areas". But, they seemingly neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

WFIL, Philadelphia's Exclusive Blue Network station, more than adequately covers the rich Metropolitan Philadelphia area. Because of the strategic location of its transmitter four and one-half miles from the center of Philadelphia it delivers an ultra-powerful signal in the highly concentrated area of Philadelphia, Bucks, Montgomery, Chester, Delaware Counties, Pennsylvania — Burlington,

Camden, Gloucester, Salem and Cumberland counties, New Jersey—New Castle county, Delaware.

Every market—like every bottle of milk—has a certain quantity of cream. The people you reach through WFIL are the cream of the entire market. The station over which to broadcast your advertising messages is the station which delivers the cream—the richest part.

If you want to make sales increases throughout 1944—habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia—not Calcutta!

Philadelphia's Most Progressive Radio Station



**A BLUE NETWORK AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY**

WFIL

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

H—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|--------------------|---|---|
| Hill Adv. | New Ynrk 17 | 250 Park Ave. Plaza 3-7800 | Weston Hill |
| Albert P. Hill Co. | Pittsburgh | 233 Oliver Ave. Grant 3700 | Herbert Gesregan |
| Ivan Hill Adv. Agency | Chicago 11 | Palmolive Bldg. Delaware 1853 | Ivan Hill |
| W. S. Hill Co. | Pittsburgh 22 | 323 Fourth Ave. Court 0240 | Fred E. Bishop |
| Hillman-Shane-Breyer Inc. | Los Angeles 14 | 403 W. Eighth St. Vandike 5111 | Donald A. Breyer Selma Schonfeld |
| Maurice L. Hirsch Adv. | St. Louis | 609 St. Charles St. Central 6830 | Maurice L. Hirsch |
| Hirshon-Garfield | New York 19 | 580 Fifth Ave. Bryant 9-9350 | Bernard L. Zisser |
| | Boston 16 | Park Square Bldg. Liberty 0488 | |
| Hixson-O'Donnell Adv. | Los Angeles 13 | Richfield Bldg. Mutual 8331 | Robert M. Hixson H. D. Walsh |
| | New York 20 | 19 W. 50th St. Circle 6-5590 | L. B. Van Doren |
| B. H. Hockswender Agency | Pittsburgh | Commonwealth Bldg. Atlantic 3839 | B. H. Hockswender E. C. Leibhart |
| Hoelke-Martine Adv. Agency | St. Louis 1 | 722 Chestnut St. Chestnut 9231 | J. T. Flavin |
| William Hoffman & Assoc. | Chicago 11 | 646 N. Michigan Ave. Superior 8518 | E. P. Leader |
| Hoffman & York | Milwaukee 3 | 808 N. Third St. Daly 6510 | Howard L. Peck |
| Hogan Adv. Co. | Kansas City 6 | 1010 Walnut St. Harrison 7464 | J. L. Corless |
| Huber Hoge & Son | New York 21 | 699 Madison Ave. Regent 7-3500 | John Hoge Cecil Hoge |
| Holden, Stedman & Moore, Inc. | Detroit | Donovan Bldg. Cadillac 7810 | D. C. Flint |
| William F. Holland | Cincinnati | Hotel Sinton Main 3450 | William F. Holland Walter Covell |
| Horton-Noyes Co. | Providence 3, R.I. | Industrial Trust Bldg. Dexter 3316 | C. H. Rickard |
| George C. Hoakin Assoc. | Chicago 3 | 210 S. Clark St. Central 4665 | George C. Hoakin |
| | Glendale 3, Cal. | 102 N. Brand Citrus 3-1334 | Harry Willis |
| Houck & Co. Adv. | Ranoke, Va. | 25 W. Church Ave. 2-3411 | C. B. Houck Kathryn Ferguson |
| | Richmond, Va. | Life Ins. Co. Bldg. 7-4593 | Thelma Crosby |
| James Houlihan Adv. | San Francisco | Monadnock Bldg. Yukon 2486 | James Houlihan |
| E. T. Howard Co. | New York 17 | 40 E. 49th St. Plaza 3-6861 | Alfred Lippmann |
| Edward Howard & Co. | Cleveland | Union Commerce Bldg. Cherry 0494 | Edward Howard |
| Charles W. Hoyt Co. | New York 17 | 551 Fifth Ave. Murray Hill 2-0850 | William P. Smith C. B. Donovan |
| | Hartford, Conn. | 15 Lewis St. Hartford 5-6066 | Frank A. Whipple |
| Hubbell Adv. Agency | Cleveland 15 | 1220 Huron Road Cherry 0212 | Frank Hubbell I. M. Adams Inez Wallace |
| Hudson Adv. Co. | New York 6 | 92 Liberty St. Rector 2-0337 | S. R. Huntley |
| Humbert & Jones | New York 17 | 228 E. 45th St. Murray Hill 2-7570 | K. E. Humbert |
| Christy Humburg Adv. Agency | St. Louis | 520 Beaumont St. Newstead 5195 | Christy Humburg |
| H. B. Humphrey Co. | Boston 16 | Statler Bldg. Liberty 4714 | William H. Eynon |
| | New York | 424 Madison Ave. Plaza 3-8000 | Frank S. Christian |
| Humphrey, Prentke & Assoc. | Cleveland 3 | 8121 Carnegie Ave. Randolph 0474 | Ralph B. Humphrey |
| James F. Hurley Adv. Agency | San Diego 1, Cal. | S. Title & Trust Bldg. Franklin 6551 | James F. Hurley J. Edward Hurley |
| Hutchins Adv. Co. | Rochester 4 | 42 East Ave. Main 3528 | Frank F. Hutchins |
| Hutzler Adv. Agency | Dayton 2 | Third National Bldg. Fulton 4803 | |

I

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------|----------------|---------------------------------------|---|
| Ideas Associated | Glendale, Cal. | 220 W. Broadway Citrus 26833 | John B. Panushka |
| Industrial Adv. Associates | Chicago 11 | 400 N. Michigan Ave. Delaware 7875 | Milton G. Peterson |
| Ingalls-Miniter Co. | Boston | 137 Newbury St. Commonwealth 5767 | J. Raymond Miniter J. C. Downing |
| William A. Ingoldsbay Co. | Los Angeles | I. W. Hellman Bldg. Michigan 4573 | Arthur W. Ingoldsbay |
| B. D. Iola Co. | New York 17 | 551 Fifth Ave. Murray Hill 2-6332 | B. D. Iola |
| Ivey & Ellington | Philadelphia 2 | 1400 S. Penn Sq. Locust 7909 | C. R. Palmer Roland van Nostrand |
| | New York 17 | 155 E. 44th St. Murray Hill 8-5680 | T. S. Strong |

J

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|-----------------------|--|--|
| Jard-Orr Co. | Cincinnati 2 | American Bldg. Cherry 2228 | |
| Jackson & Co. | New York | 22 Worth St. Cortlandt 7-2994 | Paul Jackson John Yeargain |
| Dillard Jacobs Agency | Atlanta | Mortgage Guarantee Bldg. Walnut 3481 | P. W. Smith D. M. Stone |
| Joseph Jacobs Jewish Market Organization | New York | 6 E. 46th St. Murray Hill 2-6995 | Joseph Jacobs |
| M. J. Jacobs Inc. | New York | 303 W. 42nd St. Columbus 5-4219 | M. J. Jacobs |
| Jamesway Inc. | Boston | Park Square Bldg. Hubbard 0766 | Roland D. Mahoney C. E. Callahan Jr. |
| Jasper, Lynch & Fishel | New York 19 | 22 W. 48th St. Wisconsin 7-7215 | Michael Gore |
| W. C. Jeffries Co. | Los Angeles 36 | 165 N. La Brea Ave. Walnut 8824 | Wilbur C. Jeffries |
| Jessop Adv. Co. | Akron 8 | First Central Tower Franklin 3232 | R. Gilbert |
| Jewell Adv. Ag. | Oakland 12 | Tribune Tower Templebar 7260 | Ralph M. Jewell |
| Johnson, Read & Co. | Chicago 4 | 53 W. Jackson Blvd. Wabash 7071 | George H. Read M. B. Sutherby |
| Dana Jones Co. | Los Angeles 14 | 756 S. Broadway Tucker 6131 | Dana H. Jones O. V. Johnson |
| Duane Jones Co. | New York 22 | 570 Lexington Ave. Plaza 3-1240 | Reggie Schuebel Vera Brennen Henry Turnbull |
| John Paul Jones Adv. | Washington 5, D.C. | 917 15th St., N.W. National 2366 | H. R. Daniel |
| Ralph H. Jones Co. | Cincinnati 2 | Carew Tower Main 3351 | C. M. Robertson Jr. Malcolm MacPherson Kathryn M. Hardig |
| | New York 19 | 580 Fifth Ave. Wisconsin 7-5500 | Phillip Meek |
| Wylie B. Jones Adv. Agency | Binghamton, N.Y. | Capitol Theatre Bldg. 2-6491 | B. W. Heimer |
| Jones & Brakeley | New York 7 | 150 Nassau St. Beekman 3-1981 | Jules Clyde Gerding |
| Richard Jorgensen | San Jose, Cal. | 74 N. First St. Ballard 662 | Richard Jorgensen |
| Joseph Adv. Agency | Cincinnati 2 | 1801 Reading Road Parkway 7850 | J. M. Joseph Eli Cohan |
| Fam P. Judd Adv. Co. | St. Louis 1 | 615 N. Eleventh St. Chestnut 5888 | James V. Huffman |
| Jone & Co. | Detroit 2 | New Center Bldg. Trinity 1-7450 | Robert June Lee Thompson |
| Clarence B. Juneau Agencies | Los Angeles 4 | 214 S. Vermont Ave. Drexel 1361 | Clarence B. Juneau |

K

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|--------------|---------------------------------------|---|
| Robert Kahn & Assoc. | Chicago 11 | 430 N. Michigan Ave. Delaware 5480 | Ruth Nadel |
| Kal Adv. | Washington 4 | Star Bldg. Metropolitan 0863 | Robert Enders Sylvia Shepherd Rhoda Bandler |
| Charles H. Kalezki Adv. Agency | Syracuse | University Block 2-9271 | Lester I. Perkins |

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44 News Broadcasts Daily
including news on the Hour 24 hours
around the clock!

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and in Chicago, the
Nation's No. 2
Market.*

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National Sales Offices
and Studios
230 North Michigan Ave.,
Chicago 1, Illinois



New York Representative
John E. Pearson Co.,
250 Park Avenue,
New York City 17, N. Y.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

K—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|--------------------|--|--|
| Jerome Kalom Co. | Chicago 11 | 664 N. Michigan Ave. Superior 8464 | Dade B. Epstein M. S. Raymer |
| Kane Adv. Agency | Bloomington, Ill. | 508 N. East St. 7849-5 | Wm. H. Kinsall |
| John Karch Adv. Agency | New York 7 | 280 Broadway Barclay 7-1045 | Michael Altomari |
| H. W. Kastor & Sons Adv. Co. | Chicago 1 | 360 N. Michigan Ave. Central 5331 | Benjamin J. Green George T. Duram |
| | New York 20 | 9 Rockefeller Plaza Columbus 5-6135 | Ernest P. Zobisan Hal James |
| | St. Louis | 4858 Fountain St. Rosedale 1612 | |
| Joseph Katz Co. | Baltimore 2 | 8 South St. Lexington 1500 | Harold Kaye |
| | New York 22 | 444 Madison Ave. Wickersham 2-2740 | Elizabeth Black |
| Henry J. Kaufman Adv. | Washington 5 | Homer Bldg. District 7400 | Jeffrey A. Abel Edith Gustafson Charles DeLozier |
| | Baltimore | Court Square Bldg. Calvert 4675 | Marx S. Kaufman |
| Tyler Kay Co | Buffalo | 775 Main St. Lafayette 6111 | H. Tyler Kay |
| Kayton-Spiero | New York 18 | 230 W. 41st St. Longacre 5-5090 | Gerald B. Spiero |
| Raymond Keane Adv. Agency | Denver 2 | 1441 Welton St. Cherry 0115 | Ethel N. Keane Louise Glackmeyer Jeane Eising L. G. White |
| Keeling & Co. | Indianapolis | Chamber of Commerce Bldg. Riley 1478 | Hal R. Keeling Don R. Collins |
| Keelor & Stites Co. | Cincinnati 2 | Carew Tower Parkway 1311 | Sam Malcolm Levy |
| | Dayton, O. | Mutual Home Bldg. Adams 9321 | Earl Doty |
| Keller-Crescent Co. | Evansville 8, Ind. | 22 Riverside Ave. 5146 | William A. Joplin |
| Ewing C. Kelly Adv. | Sacramento 14 | Capital Natl. Bank Bldg. 3-7363 | Ewing C. Kelly |
| Kelly, Nason Inc. | New York 17 | 247 Park Ave. Plaza 3-5200 | Vincent Galbo |
| Kelly, Zahrdt & Kelly | St. Louis 2 | 111 N. Fourth St. Garfield 0777 | Charles F. Kelly Jr. Walter W. Zahrdt Virgil A. Kelly |
| Clark B. Kelsey Adv. | Chicago 11 | 666 N. Lake Shore Drive Superior 4100 | Clark B. Kelsey |
| M. H. Kelso Co. | Los Angeles 5 | 3445 W. Eighth St. Federal 3557 | Robert J. James |
| Kenyon & Eckhardt | New York 17 | 247 Park Ave. Plaza 3-0700 | Dwight Mills Robert D. Wolfe |
| | Chicago | 136 S. La Salle St. Randolph 6470 | Benjamin Ward |
| C. F. Kern Adv. Co. | Philadelphia | Girard Trust Co. Bldg. Rittenhouse 6422 | C. F. Kern |
| Ketchum, MacLeod & Grove | Pittsburgh 19 | Koppers Bldg. Atlantic 1100 | C. E. Livingston |
| Key Adv. Co. | Cincinnati 2 | Fountain Square Bldg. Main 1164 | William Savage Jr. |
| Frank Kiernan & Co. | New York 7 | 41 Maiden Lane Whitehall 3-0810 | Frank Kiernan J. Russell Kiernan |
| H. M. Kiesewetter Adv. Agency | New York 16 | 9 E. 40th St. Lexington 2-0025 | Samm S. Baker |
| J. B. Kiefer Adv. | Los Angeles 5 | 672 S. Lafayette Park Place Federal 3154 | Jack B. Kiefer |
| Abbott Kimball Co. | New York 17 | 250 Park Ave. Plaza 3-9600 | Bernard J. Pelzer Cecil Hackett |
| Kingshall Adv. Agency | Pasadena, Cal. | 328 N. Lake Ave. Sycamore 3-6533 | Charles E. Sydnor |
| Albert Kircher Co. | Chicago 7 | 1001 West Washington Blvd. Chesapeake 2800 | Russell Girardin |
| Kircher, Lytle, Helton & Collett | Dayton 2 | 321 West First St. Fulton 2151 | Ralf Kircher |
| W. S. Kirkpatrick Adv. Service | Portland, Ore. | American Bank Bldg. Beacon 3109 | W. S. Kirkpatrick Loneta Stokely |

K—Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------------------|-------------------|---------------------------------------|---|
| Klau-Van Pietersom-Dunlap Associates | Milwaukee 3 | 744 N. Fourth St. Marquette 6780 | R. E. Oakes Lee I. Archer |
| Phillip Klein Inc. | Philadelphia | 1910 Rittenhouse Sq. Kingsley 1420 | Walt Green |
| Kleppner Co. | New York 17 | 551 Fifth Ave. Murray Hill 2-0730 | Leon Balsam |
| Klinger Adv. Corp. | New York 19 | 119 W. 57th St. Circle 6-3660 | Atwood A. Klinger Miss E. French |
| Fred C. Knapp & Associates | Cleveland | 1435 Clarence Ave. Boulevard 2646 | Fred G. Knapp |
| Knight & Gilbert | Providence 3 | 42 Pine St. Gaspee 6111 | Arthur L. Dean |
| Knollin Adv. Agency | San Francisco 4 | 111 Sutter St. Sutter 6110 | James C. Knollin |
| | Los Angeles 14 | 1709 W. Eighth St. Drexel 3339 | James C. Knollin |
| M. R. Kopmeyer Co. | Louisville | Realty Bldg. Wabash 2358 | M. R. Kopmeyer W. A. Freeman |
| J. M. Korn & Co. | Philadelphia 2 | 1528 Walnut St. Pennypacker 2500 | J. M. Korn |
| Koster Adv. | Washington, D. C. | 1317 F St. N. W. Executive 5515 | Marinus Koster Alex Wolf |
| Merrill Kremer Inc. | Memphis 3 | Exchange Bldg. 5-4343 | Homer Gentry |
| Krichbaum Co. | Cleveland | Leader Bldg. Cherry 8070 | Norman G. Krichbaum |
| Arthur Kudner Inc. | New York 20 | 630 Fifth Ave. Circle 6-3200 | Myron P. Kirk Gordon Mills |
| | Detroit | New Center Bldg. Madison 5315 | Robert Copeland |
| | San Francisco | 215 Market St. | Lloyd B. Myers |
| | Washington | Albee Bldg. National 5506 | Frank Getty |
| J. G. Kuester & Assoc. | York, Pa. | 11 W. Market St. 7187 | J. G. Kuester |
| R. L. Kulzick Inc. | Madison, Wis. | 113 E. Main St. Gifford 1864 | R. L. Kulzick |
| J. R. Kupsick Adv. | New York 17 | 122 E. 42d St. Murray Hill 5-9145 | Paul Powderly |
| Kuttner & Kuttner | Chicago 11 | 540 N. Michigan Ave. Superior 1877 | C. D. Kuttner |

L

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executive |
|-------------------------------|--------------------|--|--|
| Thomas J. LaBrum Inc. | Philadelphia | 1520 Locust St. Kingsley 1877 | Thomas J. LaBrum Jerry Gaghan |
| Morton Lachman Adv. Agency | Aberdeen, Wash. | Electric Bldg. Aberdeen 486 | Mort Lachman |
| Lake-Spiro-Shurman | Memphis 3 | Sterick Bldg. 5-1571 | Clarke R. Brown |
| James G. Lamb Co. | Philadelphia | Land Title & Trust Bldg. Spruce 7823 | Kennard G. Keen |
| Lambert & Fealey | New York 20 | 9 Rockefeller Plaza Columbus 5-3721 | Martin Horrell |
| Lampert, Fox & Co. | South Bend 5, Ind. | J. M. S. Bldg. 3-2161 | C. F. Prell |
| A. B. Landau Inc. | New York 7 | 270 Broadway Rector 2-5241 | Herman Younglieb Paul Berkowitz |
| Landsheft Inc. | Buffalo 2 | Liberty Bank Bldg. Cleveland 7260 | A. W. Landsheft Henry L. Barber |
| Lane-Freiberger Adv. Agency | Denver 2 | Cooper Bldg. Keystone 0487 | Curt Freiberger Bradley Lane Virginia P. Voos |
| Lang, Fisher & Stashower Inc. | Cleveland 15 | 1010 Euclid Ave. Main 6579 | Alvin B. Fisher |
| Lanpher & Schonfarber | Providence, R. I. | 58 Weybosset St. Gaspee 4813 | Lawrence Lanpher E. Doris Armstrong |
| LaPorte & Austin Inc. | New York 17 | 369 Lexington Ave. Murray Hill 3-5884 | F. B. Leedom |
| Laussen & Salomon Adv. Agency | Chicago 11 | 520 N. Michigan Ave. Superior 0788 | A. M. Salomon Wendell Walker |
| Lavenson Bureau | Philadelphia 7 | 12 South 12th St. Lombard 1158 | Jay Lavenson |

Get Into This Profitable Sales Bracket . . .

(LIST OF LOCAL AND SPOT ADVERTISERS ON WJZ AS OF DECEMBER 15, 1943)

B. Altman & Company
 American Chicle Company
 American School
 Atlantic Macaroni Company
 Beaumont Company
 Beech Nut Packing Company
 Benrus Watch Company
 Bethlehem Steel Company
 The Brass Rail, Inc.
 Carleton & Hovey Company
 Carter Products, Inc.
 Colgate-Palmolive-Peet Company
 Consolidated Royal Chemical Company
 Continental Baking Company

Curtis Publishing Company
 John David, Inc.
 Drydock Savings Institution
 Durkee's Famous Foods
 Empire Gold Buying Service
 J. C. Eno (US) Limited
 Ex Lax, Inc.
 Foster-Milburn Company
 E. Fougere & Company
 I. J. Fox
 General Baking Company
 General Electric Company
 Graham Company, Inc.
 Harman Watch Company

International Salt Company
 Lever Bros. Company
 Luden's, Inc.
 Maine Development Commission
 Markwell Manufacturing Company, Inc.
 Maryland Pharmaceutical Company
 Mason An & Magenheimer Confectionery
 Mfg. Company
 Mellhenny Company
 The Mennen Company
 Mother Hubbard Company
 New York Telephone Company
 The Norwich Pharmaceutical Company
 Phillips Packing Company

Piel Bros.
 Pisco Company
 Prince George Hotel
 Procter & Gamble Company
 Quaker City Chocolate & Confectionery
 Company
 Resinol Chemical Company
 Rubsam & Hornmann Brewing Company
 S. A. Schonbrunn & Company, Inc.
 Select Theaters Corporation
 Soy Food Mills, Inc.
 Standard Oil Company of N. J.
 John F. Trommer, Inc.
 Vick Chemical Company
 Ward Baking Company

With a Boost
 from **WJZ**



Up there, at the top of this page, is a list of WJZ's local and national spot advertisers as of December 15, 1943. The programs which they have sponsored over this—the Key Station of The Blue Network—have helped them get into the profitable sales bracket in that most profitable of all U. S. markets—Greater New York.

With a boost from WJZ, you, too, can move into that paying bracket . . . because WJZ can deliver to you all the plusses which it has been delivering and will continue to deliver to current advertisers . . .

A Clearer Signal—because the new transmitter location is now at Lodi, some 23 miles nearer New York.

A Larger Listening Audience—because WJZ has been benefiting from all of The Blue's improvements in programming and because WJZ has been doing some forward-looking programming on its own as well.

So—why not let WJZ give you a boost into that highly desirable, profitable bracket? We'll be glad to send you more details—or (even better) send a man to talk problems, programs and sales with you.

The Blue's Key Station



Represented by Blue Spot Sales

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

L—(Continued)

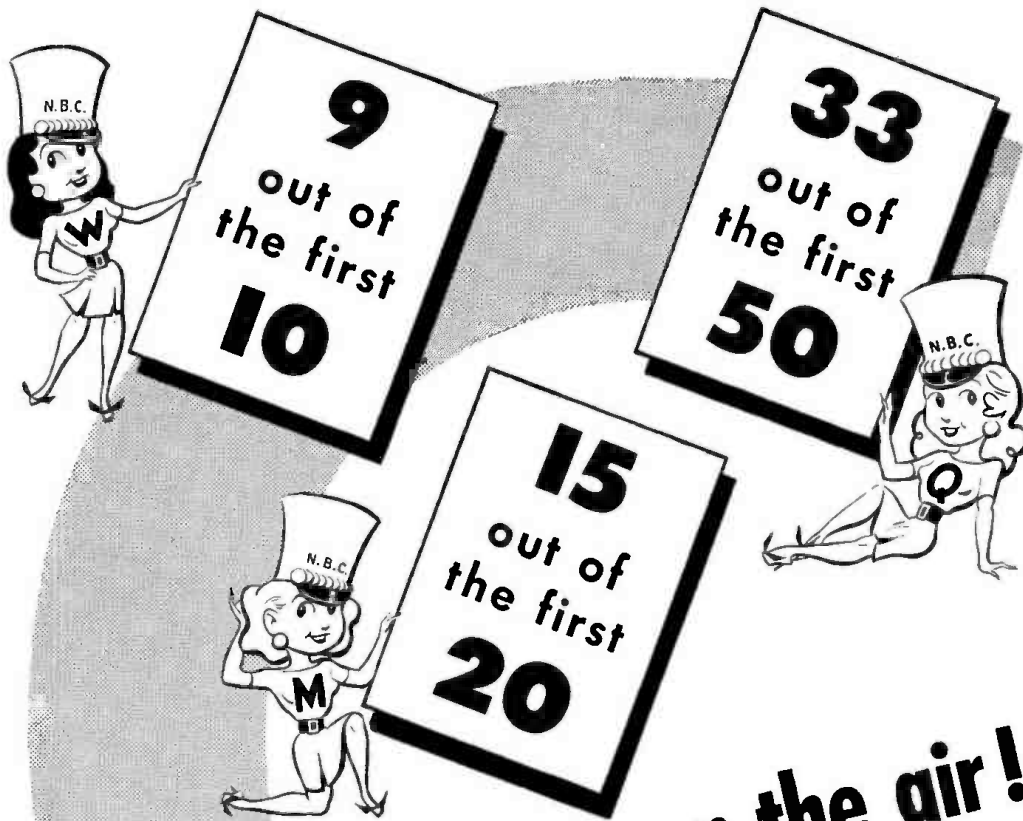
| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------------------|----------------------------|--|---|
| Leche & Leche Adv. Co. | Dallas | Texas Bank Bldg. 7-1479 | Miles F. Leche Mont Hurst |
| Lee-Stockman Inc. | New York 7 | 30 Vesey St. Rector 2-0350 | W. Arthur Lee Lewis Reid |
| Leeford Adv. Agency | New York 10 | 815 Fourth Ave. Stuyvesant 9-1742 | David D. Lee |
| Gerald T. Le Fever & Associates | Little Rock, Ark. | 822 1/2 Louisiana St. 7354 | R. S. Barnes Gerald T. Le Fever |
| Al Paul Lefton Co. | Philadelphia 3 | 1617 Pennsylvania Blvd. Rittenhouse 1500 | Edith Righter H. Benton Gotwals |
| | Hollywood 28 | 6305 Yuca Hollywood 8148 | Myrtle Hennessy |
| | Chicago 11 | 435 N. Michigan Ave. Superior 7977 | R. C. Nelson |
| | New York 17 | 521 Fifth Ave. Vanderbilt 6-4340 | Carl Mark |
| Hart Lehman Adv. | New York 4 | 116 Broad St. Bowling Green 9-9838 | Irwin Wayburn Lewis Winner |
| Leighton & Nelson | Schenectady 5 | 202 State St. 6-4202 | George R. Nelson Winslow P. Leighton Cecil Woodland |
| Lennen & Mitchell | New York 17 | 17 E. 45th St. Murray Hill 2-9170 | S. J. Andrews Travis Weiss |
| S. R. Leon Inc. | New York 19 | 1775 Broadway Columbus 5-0020 | Hortense Brandt |
| H. B. LeQuatte Inc. | New York 16 | 200 Madison Ave. Ashland 4-5571 | H. B. LeQuatte |
| Austin C. Lescarboursa & Staff | Croton-on-Hudson, N. Y. | Croton 444 | Austin C. Lescarboursa |
| Leasing Adv. Co. | Des Moines 9 | Walnut Bldg. 3-1149 | R. J. Flynn D. L. Dungan |
| Nate Le Vene Adv. Agency | San Francisco | 712 Larkin St. Ordway 0938 | Lloyd F. Chase Edward Scott Roy C. Czerny |
| Ted Levy Adv. Agency | Denver 2 | Temple Court Bldg. Cherry 4521 | Ted Levy Margaret Jongress Mary Thompson |
| S. A. Levynes Co. | Baltimore 1 | 16 W. Hamilton St. Mulberry 3890 | David Kurlan |
| A. W. Lewin Co. | Newark 2 | 11 Commerce St. Mitchell 2-7244 | A. W. Lewin |
| | New York 19 | 250 W. 57th St. Circle 7-2535 | Sidney Mathew Weiss |
| Addison Lewis & Assoc. | Minneapolis | Foshay Tower Atlantic 6235 | Addison Lewis |
| Lewis Adv. Agency | Newark, N. J. | 17 Academy St. Mitchell 2-1495 | Milton L. Lewis |
| Lewis Agency Inc. | Washington | Star Bldg. Metropolitan 4638 | G. A. Lewis |
| Lewis & Gilman | Philadelphia 2 | 1528 Walnut St. Pennypacker 0621 | Paul L. Lewis Wesley A. Gilman |
| Lieber Adv. Co. | Chicago 1 | 228 N. LaSalle St. State 1771 | Philip A. Lieber David C. Levine |
| Carr Liggett Adv. | Cleveland | NBC Bldg. Cherry 3485 | E. C. Sheeler |
| Liller, Neal & Battle | Atlanta 8 | Chamber of Commerce Bldg. Jackson 2664-5 | C. K. Liller W. W. Neal |
| Lindsay & Co. | Richmond 19 | Central National Bank Bldg. 3-9467 | Dan W. Lindsey J. C. Eanes |
| Little & Co. | Los Angeles 5 | 3757 Wilshire Blvd. Exposition 1267 | Gayb Little Duncan Jennings |
| Livermore & Knight Agency | Providence | 42 Pine St. Gaspee 6111 | Arthur L. Dean Wm. B. Gowdey Herbert W. Gerlach |
| | Boston | Park Square Bldg. Hubbard 1133 | I. E. Blaine |
| Leon Livingston Adv. Agency | San Francisco 4 | Mills Bldg. Sutter 7340 | Bernice Biederman |
| Livingstone-Porter-Hicks | Detroit 26 | Eaton Tower Randolph 6640 | Patricia Adams |
| Ross Llewellyn | Chicago | 209 S. LaSalle St. State 4366 | Ross Llewellyn Roy Mackenzie |
| Lloyd, Chester & Dillingham | New York 20 | 9 Rockefeller Plaza Circle 5-8800 | John J. Hagan |
| Lockwood-Shackelford Adv. Agency | Los Angeles 14 | 122 E. Seventh St. Trinity 9801 | Russell Lockwood David R. Fenwick |

L—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------|-------------------|---|---|
| Loeb Adv. Agency | Atlanta | Norris Bldg. Main 6935 | Mabel H. Loeb V. A. Pairo |
| Loewy Adv. Agency | New York 7 | 41 Park Row Worth 2-3773 | Arnold Loewy |
| Logan & Arnold | Los Angeles 14 | 621 S. Hope St. Trinity 8194 | Dudley L. Logan Gerald C. Arnold |
| | New York | 500 Fifth Ave. Pennsylvania 6-8590 | Van Davis |
| Long Adv. Service | San Jose 18 | 19 N. Second St. Ballard 5600 | Alvin Long Gertrude Murphy |
| | San Francisco | 681 Market St. Garfield 4244 | Mrs. Gertrude Murphy Alvin Long |
| W. E. Long Co. | Chicago 1 | 155 N. Clark St. Randolph 4606 | E. J. Sperry Robert C. Struble |
| Henry A. Loudon Adv. | Boston | Statler Office Bldg. Hubbard 2950 | Henry A. Loudon |
| John W. Loveton Inc. | New York | 475 Fifth Ave. Murray Hill 5-6698 | John Loveton |
| Lucerna Co. | New York 19 | 17 E. 45th St. Murray Hill 2-7267 | Emanuel Goldman |
| Earle Ludgin & Co. | Chicago 1 | 121 W. Wacker Dr. Franklin 1762 | Vincent R. Bliss |
| Lunke-Ryan Adv. | Seattle | Jos. Vance Bldg. Main 7977 | James R. Lunke Howard J. Ryan Tom Jones Parry |
| Lynn-Fieldhouse | Wilkes-Barre, Pa. | 15 S. Franklin 2-7182 | W. B. Pritchard |
| Lyon Agency | San Francisco 5 | 116 New Montgomery St. Douglas 3546 | D. E. Lyon |
| S. Duane Lyon Inc. | New York 20 | 9 Rockefeller Plaza Circle 5-8182 | |
| W. D. Lyon Co. | Cedar Rapids | 417 First Ave. S. E. 3-0051 | Margaret A. Gilbert |

M

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|------------------|---------------------------------------|---|
| Norman S. S. MacAfee | Philadelphia | Drexel Bldg. Lombard 7697 | Norman S. S. MacAfee |
| MacDonald-Cook Co. | South Bend, Ind. | Sherland Bldg. 3-8244 | C. A. MacDonald |
| | Chicago | 230 N. Michigan Ave. | A. R. MacDonald |
| Mace Adv. Agency | Peoria 2, Ill. | Lehmann Bldg. 7197 | J. J. Keith |
| MacFarland, Aveyard & Co. | Chicago 1 | 883 N. Michigan Ave. Randolph 9360 | Evelyn Stark |
| | New York 20 | 30 Rockefeller Plaza Circle 6-2890 | A. E. Aveyard Henry Klein |
| W. W. MacGruder | Denver 2 | Midland Savings Bldg. Cherry 0693 | W. W. MacGruder Ruth Torgerson |
| Norman Mack & Co. | New York 18 | 67 W. 44th St. Vanderbilt 6-4943 | Charles Michelson |
| MacKenzie Inc. | Minneapolis 4 | 481 Clifton Ave. Bridgeport 7661 | Lucille MacKenzie |
| John & Adam MacManus | Detroit 2 | Fisher Bldg. Trinity 2-8300 | Elmer W. Froehlich |
| F. V. Magera & Co. | South Bend, Ind. | 1032 W. Indiana Ave. 4-4998 | Joseph F. Claro |
| Maggart Adv. Agency | Chicago 1 | 883 N. Michigan Ave. Central 3861 | M. E. Maggart |
| Katherine H. Mahool Adv. | Baltimore 2 | 12 E. Lexington St. Plaza 3617 | Frank Katz |
| Jay H. Maish Co. | Marion, O. | 400 S. Main St. 2670 | Jay H. Maish M. K. Pinkerton |
| Major Adv. Agency | St. Louis 1 | 706 Chestnut St. Chestnut 9494 | |
| Malcolm-Howard Adv. Agency | Chicago 4 | 20 E. Jackson Blvd. Webster 2110 | Mauri Cliffer |
| David Malkiel Adv. Agency | Boston 16 | 260 Tremont St. Liberty 1421 | Martin Kadis Harry Weinbaum Harry Lawrence |
| Eugene A. Mannion Adv. Agency | Chicago 1 | 383 N. Michigan Ave. Randolph 8775 | Eugene A. Mannion |
| Mansfield Adv. | San Francisco 4 | Russ Bldg. Garfield 7029 | Hazel H. Mansfield |



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Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

WMAQ
CHICAGO



They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------|--------------------|--|---|
| Lloyd Mansfield Co. | Buffalo 2 | 110 Pearl St. Washington 2762 | Lloyd Mansfield |
| Manson-Gold Adv. Agency | Minneapolis 2 | 1004 Marquette Ave. Geneva 9619 | Donald P. Nathanson Jean Hadley |
| Manternach Inc. | Hartford, Conn. | 170 High St. 2-2823 | Bill Williams |
| Marachalk & Pratt Co. | New York 17 | 535 Fifth Ave. Vanderbilt 6-2022 | Carlo De Angelo |
| Terrill Belknap Marsh Assoc. | New York 17 | 480 Lexington Ave. Eldorado 5-4570 | T. B. Marsh |
| Harold Marshall Adv. Agency | New York | 565 Fifth Ave. Plaza 3-0404 | Harold Marshall |
| Arthur E. Martin Inc. | Chicago | 328 S. Jefferson Seeley 1133 | Arthur E. Martin |
| Frank Martin Inc. | Detroit 1 | Fox Theatre Bldg. Randolph 6220 | Frank V. Martin |
| Robert E. Martin & Co. | Atlanta | 139 Merritts Ave., NE Atwood 4481 | Mary Slack |
| Gustav Marx Adv. Agency | Milwaukee | 125 E. Wells St. Marquette 0726 | Gustav Marx |
| Chas. A. Mason | Detroit | David Stott Bldg. CA-0421 | Charles A. Mason |
| Mason-Relkin Co. | New York | 67 W. 44th St. Murray Hill 2-4949 | Roger B. Relkin |
| J. M. Mathes Inc. | New York 17 | 122 E. 42d St. Lexington 2-7450 | Wilfred S. King |
| Joseph Maxfield Co. | Providence 3, R.I. | 36 Exchange Place Gaspee 4456 | Joseph M. Finkle |
| Maxon Inc. | Detroit | 2761 E. Jefferson Ave. Fitzroy 5710 | Ed Wilhelm P. R. Pumphrey |
| | Bridgeport, Conn. | 955 Main St. 6-2177 | W. Ray Baker |
| | Chicago 11 | 919 N. Michigan Ave. Delaware 3536 | L. J. Sholty Sr. |
| | New York 22 | 570 Lexington Ave. Eldorado 5-2930 | |

M—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------|------------------------|--|---|
| May Adv. Inc. | Philadelphia | 106 S. 16th St. Rittenhouse 7642 | Francis McGinnis Bertram May |
| Mayers Co. | Los Angeles 15 | 1240 S. Main St. Prospect 0101 | Dean L. Simmons |
| Chas. H. Mayne Co. | Los Angeles 14 | 1709 W. Eighth St. Drexel 4363 | Chas. H. Mayne Eugene P. Ramsay |
| Mays & Bennett Adv. | Los Angeles 14 | 412 W. Sixth St. Trinity 8534 | Roderick Mays Harry Bennett |
| McCann-Erickson | New York 20 | 50 Rockefeller Plaza Circle 5-7000 | Lloyd Coulter W. Dekker Dorothy B. McCann |
| | Cleveland 14 | Guardian Bldg. Cherry 3490 | R. T. Hanks |
| | Chicago 5 | 910 S. Michigan Ave. Webster 3701 | James Shelby |
| | Detroit 26 | Penobscot Bldg. Randolph 9710 | D. C. Hight |
| | Minneapolis 1 | Hodgson Bldg. Bridgeport 6801 | Evelyn R. Vanderploeg |
| | Hollywood 28 | 6331 Hollywood Blvd. Hillside 8268 | August J. Bruhn Russ Johnston |
| | Los Angeles 13 | 448 S. Hill St. Mutual 1181 | Burt Cochran |
| | San Francisco 4 | 114 Sansome St. Douglas 5560 | Walter Burke Ruth Kool |
| | Portland 4, Ore. | Public Service Bldg. | Ralph B. Calkins |
| L. F. McCarthy & Co. | Cincinnati 2 | 704 Race St. Parkway 0368 | Emil Bauer L. F. McCarthy |
| Ray McCarthy Adv. Service | New York 23 | 1841 Broadway Columbus 5-2050 | George J. Webster |
| R. E. McCarthy Adv. | Tampa 1 | Tampa Theatre Bldg. 2323 | R. E. McCarthy |
| McCarty Co. | Los Angeles 15 | 1206 S. Maple Ave. Prospect 9132 | Terrell T. McCarty H. E. Cassidy W. W. Mann |
| | San Francisco 5 | 116 New Montgomery St. Sutter 8224 | W. H. Wilde |
| McCord Co. | Minneapolis 1 | Hodgson Bldg. Bridgeport 1225 | C. F. Baker Irene Erling P. E. Harder R. W. Hobbs |
| McCormick-Armstrong Co. | Wichita 1, Kan. | 1501 E. Douglas Ave. 4-1364 | Oliver Buswell |
| McCormick Co. | Amarillo, Tex. | 217 E. Seventh Ave. 5333 | James L. McCormick Robert McKenzie |
| McDaniel-Fisher & Spelman | Akron 8, O. | First Central Tower Franklin 7108 | W. M. Sexauer |
| McElroy Adv. Agency | Los Angeles 7 | 1489 W. Washington Blvd. Prospect 2047 | Edward J. McElroy |
| McFarland Publicity Service | Harrisburg, Pa. | Crescent and Mul- berry Sts. 6235 | Mary T. Wachter |
| L. E. McGivena & Co. | New York 22 | 444 Madison Ave. Plaza 3-7422 | Leo E. McGivena |
| McGiveran-Child Co. | Chicago 6 | 400 W. Madison St. State 0225 | M. J. Klee |
| E. J. McGuire Adv. Agency | St Paul 4 | 2288 University Ave. Nestor 3060 | B. Lyman |
| C. F. McIntyre & Assoc. | Detroit 26 | Free Press Bldg. Cadillac 7212 | Janice Mooney Sam Ecker |
| McJunkin Adv. Co. | Chicago 1 | 228 N. LaSalle St. State 5600 | Gordon Best Hal R. Makelin E. A. Trizzi |
| McKee & Albright | Philadelphia | 1400 S. Penn Sq. Locust 4737 | Evelyn R. Walmsley |
| | Hollywood 28 | 6253 Hollywood Blvd. Hollywood 8863 | Thomas A. McAvity |
| | New York 20 | RCA Bldg. Columbus 5-2058 | J. A. MacFadden |
| McLain Organization | Philadelphia 7 | 12 S. 12th St. Walnut 1131 | Ralph Sloan |
| R. J. A. McLaughlin & Assoc. | Washington 5, D. C. | Southern Bldg. Republic 1771 | R. J. A. McLaughlin |
| Philip J. Meany Co. | Los Angeles 13 | 816 W. Fifth St. Michigan 3601 | Philip J. Meany Carl K. Tester Wm. R. Mathews |
| Meermans Inc. | Cleveland 14 | NBC Bldg. Cherry 2480 | H. J. Meermans |

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William G. Rambeau Co., Nat'l Rep.

M—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------------|---------------------|---|--|
| Charles Meissner & Assoc. Inc. | Milwaukee | 176 W. Wisconsin Ave. Marquette 4187 | Charles D. Meissner |
| Meldrum & Fewsmith | Cleveland 15 | Republic Bldg. Cherry 4505 | R. G. Simmons |
| Meneough Adv. Agency | Des Moines 9 | 720 Grand 3-6336 | E. M. Meneough Wayne A. Welch Paul Martin Kathleen Hamilton |
| Menken Adv. | New York 16 | 280 Madison Ave. Murray Hill 5-0570 | Anna R. Belman |
| Yale Merrill Co. | Baltimore | Calvert Bldg. Lexington 0607 | Yale Merrill Kay Merrill |
| Merrill Adv. Co. | Cincinnati | 801 E. Third St. Cherry 3145 | M. L. Levinson |
| Metropolitan Adv. Co. | New York 18 | 55 W. 44th St. Murray Hill 2-2220 | Harry D. Adair |
| | Los Angeles 13 | 355 S. Broadway Michigan 0548 | A. F. Nelson |
| Arthur Meyerhoff & Co. | Chicago 11 | Wrigley Bldg. Delaware 7860 | Nelson A. Shawn Arthur Meyerhoff |
| | Milwaukee 2 | 759 N. Milwaukee St. Marquette 3144 | George Grabin |
| Michel-Cather | New York 16 | 2 Park Ave. Lexington 2-3192 | Edgar F. Cohen William A. Cather |
| Midland Advertising | Cincinnati 2 | 111 East Fourth St. Main 2112 | B. B. Fischer J. F. Koons |
| Mid-Town Adv. Agency | New York | 143 W. 125th St. Murray Hill 2-0190 | Joseph R. Wortman |
| Midwest Adv. Agency | Rockford, Ill. | City Hall Bldg. Main 1237 | W. A. Pitschke |
| Miller Agency Co. | Toledo 2 | 2144 Madison Ave. Main 6011 | David Heer |
| Allen G. Miller Co. | Grand Rapids, Mich. | 24 Wealthy St. 9-3451 | Allen G. Miller |
| C. L. Miller Co. | New York 17 | 521 Fifth Ave. Murray Hill 2-1010 | Geo. V. Carhart |
| | Chicago 1 | 338 N. Michigan Ave. Central 1640 | Irving M. Tuteur |
| Harry M. Miller Inc. | Columbus 15 | 22 E. Gay St. Adams 7243 | Harry Miller |
| John Thomas Miller | New York 1 | 71 W. 85th St. Wisconsin 7-3996 | C. Flynn John T. Miller |
| M. Glen Miller Adv. | Chicago | 8 S. Michigan Ave. Franklin 1310 | M. Glen Miller |
| W. H. Millhaem & Co. | Des Moines 9 | Des Moines Bldg. 4-4203 | J. A. McCulla W. H. Millhaem |
| Ray Mills Adv. Agency | Auburn, Me. | 108 Court St. 190 | Ray Mills |
| Milne & Co. | Seattle | Alaska Bldg. Main 2136 | R. P. Milne Jas. K. Heffernan |
| Mindlin Adv. Agency | Kansas City | 21 W. Tenth St. Victor 1950 | David Mindlin |
| Dan B. Miner Co. | Los Angeles 15 | Chamber of Commerce Bldg. Richmond 3101 | Wallace B. Ramsay Jack Morse Pete Steyskal Humphrey Bourne |
| Mitchell Adv. Agency | Minneapolis 2 | Essex Bldg. Main 5387 | J. H. Mitchell C. C. Iverson |
| Mitchell-Faust Adv. Co. | Chicago 1 | 230 N. Michigan Ave. State 6610 | Dorothy L. Parsons Hildred Sanders |
| Mithoff & White | El Paso, Tex. | Martin Bldg. Main 4500 | Dan T. White Jr. |
| Modern Merchandising Bureau | New York 18 | 67 W. 44th St. Murray Hill 2-4949 | Sol Waldman |
| Arthur R. Mogge Inc. | Chicago 1 | 307 N. Michigan Ave. State 2908 | Albert Swanson |
| | St. Louis | Arcade Bldg. Central 4123 | E. E. Kromnacker |
| Emil Mogul Co. | New York 19 | 250 W. 57th St. Columbus 5-2482 | Emil Mogul Alfred Paul Berger |
| George Moll Adv. Co. | Philadelphia | Ninth Bank & Trust Bldg. Regent 9100 | George Moll |
| Howard H. Monk & Assoc. | Rockford, Ill. | Brown Bldg. Main 2020 | Howard H. Monk |
| Byron G. Moon Co. | New York 13 | 401 Broadway Canal 6-3940 | W. W. Breslin |
| H. L. Moore Co. | Boston | Statler Bldg. Liberty 7048 | Harry L. Moore |
| Ralph Moore Inc. | St. Louis | 208 N. Broadway Chestnut 8727 | |
| Moore & Hamm | New York 17 | 18 E. 48th St. Plaza 3-2385 | Charles C. Moore |

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M—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------------|----------------|--|---|
| Chester C. Moreland Co. | Cincinnati | Times-Star Bldg. Parkway 1178 | B. L. Schurman |
| Morgan Adv. Co. | Mansfield, O. | 3d & Diamond Sts. Mansfield 4414 | |
| Raymond R. Morgan Co. | Hollywood 28 | 6362 Hollywood Blvd. Hempstead 4194 | Raymond R. Morgan Richard E. Messer |
| R. A. Moritz Adv. Co. | Davenport, Ia. | Kahl Bldg. 2-3181 | R. A. Moritz Hazel Hurley |
| H. C. Morris & Co. | New York 17 | 420 Lexington Ave. Lexington 2-8650 | H. C. Morris Mildred J. Grad |
| Hoyt Evans Morris | Detroit | Barlum Tower | H. E. Morris |
| Morris & Davidson Adv. | Chicago | 430 N. Michigan Ave. Superior 3933 | Sylvia Lesko Carl T. Morris |
| Morrison Adv. Agency | Milwaukee 3 | 1324 W. Wisconsin Ave. Marquette 5372 | Marie M. Murray |
| Morse International | New York 17 | 122 E. 42d St. Lexington 2-6727 | Richard Nichols Chester Slaybaugh |
| Moselle Adv. Agency | New York 1 | 276 Fifth Ave. Murray Hill 4-6736 | Rose Moselle Max Kessler Henry Eisen |
| Moser & Cotins | Utica, N. Y. | 10 Hopper St. 4-6141 | T. E. Moser A. S. Cotins J. N. Brown |
| Moser & Cotins New York City Corp. | New York 17 | Graybar Bldg. Murray Hill 3-9140 | H. L. Hicks |
| Moss Associates | New York 17 | 415 Lexington Ave. Vanderbilt 6-1828 | Joseph Moss |
| Moss-Chase Co. | Buffalo 2 | 425 Franklin St. Grant 8614 | E. J. Felt |
| C. Wendel Muench & Co. | Chicago 11 | 520 N. Michigan Ave. Whitehall 7717 | Charles T. Kerrigan C. Wendel Muench |
| Muir & Co. | New York 20 | 9 Rockefeller Plaza Circle 7-6641 | J. Edgar Pool Jr. |
| | Boston | 20 Providence St. | |

M—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|--------------|-------------------------------------|---|
| H. C. Mulberger Inc. | Milwaukee 2 | 411 E. Mason St. Daly 4090 | Carl A. Toepfer |
| C. N. Mullican Co. | Louisville | Realty Bldg. Jackson 5334 | C. N. Mullican |
| Mumm, Romer, Robbins & Pearson | Columbus, O. | 33 N. Grant Ave. Main 1385 | H. J. Nichols L. J. Sullivan |
| John F. Murray Adv. Agency | New York 17 | 41 E. 42d St. Murray Hill 6-3570 | William H. Wulffleff |
| Irvin Myerson Agency | Chicago 6 | 330 S. Wells St. Harrison 6828 | Irvin P. Myerson |

N

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|------------------------------------|-------------------------|--|---|
| Nachman-Rhodes | Augusta, Ga. | Marion Bldg. 2-6451 | Herbert Nachman |
| George C. Nagel | St. Louis 2 | Cotton Belt Bldg. Chestnut 4064 | George C. Nagel |
| Frank C. Nahser Inc. | Chicago 11 | 919 N. Michigan Ave. Whitehall 4420 | Frank C. Nahser |
| Naseon & Bourne | New York 17 | 60 E. 42d St. Vanderbilt 6-1423 | Severin Bourne |
| Wesley K. Nash Co. | St. Louis | Mart Bldg. Chestnut 4155 | Dick Kunish |
| National Export Adv. Service | New York 17 | 405 Lexington Ave. Murray Hill 9-6835 | Lucille Girona |
| Needham & Grohmann | New York 20 | 630 Fifth Ave. Circle 5-6200 | H. Victor Grohmann Kathryn Intemann |
| Needham, Louis & Brorby | Chicago 3 | 135 S. LaSalle St. State 5151 | John J. Louis O. R. Stavelman |
| | Hollywood 28 | 1680 N. Vine St. Granit 7186 | Cecil Underwood |
| Neff-Rogow | New York 20 | 30 Rockefeller Plaza Circle 7-4231 | William Rogow Walter J. Neff |
| Nelson Adv. Service | Los Angeles 13 | 355 S. Broadway Michigan 0548 | A. F. Nelson |
| Nesbitt Service Co. | Cleveland 15 | Hanna Bldg. Cherry 4804 | K. A. Nesbitt M. R. Murphy |
| Newby, Peron & Fliteraft | Chicago 5 | 59 E. Van Buren St. Harrison 9494 | A. Herbert Peron A. Wesley Newby |
| Newell-Emmett Co. | New York 16 | 40 E. 34th St. Ashland 4-4900 | William Reydel Blayne R. Butcher |
| Theodore A. Newhoff Adv. Agency | Baltimore 2 | Court Square Bldg. Lexington 7155 | T. A. Newhoff |
| N. J. Newman Adv. Agency | Los Angeles 14 | 724 S. Flower St. Trinity 7664 | N. J. Newman |
| Newmarks Adv. Agency | New York 11 | 217 Seventh Ave. Watkins 9-7070 | Samuel S. Zipser A. Chernok |
| Robert S. Nichols Agency | Seattle | Lloyd Bldg. Elliott 7417 | Robert S. Nichols Robert Hillis Evelyn Marble |
| Kelso Norman Organization | San Francisco 3 | 703 Market St. Douglas 2848 | Kelso Norman |
| Northeastern Adv. Agency | Lynn, Mass. | 5 Cleveland St. 2-8502 | Rae E. Renahan |
| Northwest Radio Adv. Corp. | Seattle 4 | American Bank Bldg. Elliott 5488 | Edwin A. Kraft W. L. Paul |
| Norton Adv. Service | Niagara Falls, N. Y. | 615 Orchard Parkway 2-3508 | M. Bradley Norton |
| Earl C. Noyes Adv. Agency | Rutland, Vt. | 129 State St. 56 | Al. Taylor F. S. Webster George Tousignant |

O

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------|------------------|-----------------------------------|---|
| W. W. O'Brien Adv. Agency | Rochester 4 | Burke Bldg. Stone 4840 | W. W. O'Brien |
| O'Callaghan Adv. Agency | Memphis | U. P. Natl. Bank Bldg. 8-4212 | Getz Crenshaw |
| O'Connell Co. | New York 17 | 420 Madison Ave. Plaza 3-5412 | R. T. O'Connell |
| John W. Odlin Co. | Worcester, Mass. | 44 Portland St. 5-1023 | John W. Odlin |
| Ogden Adv. | Kalamazoo | 1526 Evanston Ave. 3-5861 | M. Dale Ogden |
| Ohio Adv. Agency | Cleveland 15 | 1740 E. 12th St. Prospect 7177 | Dorothy Davis Pat Fenster |

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WHDF—CALUMET

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Michigan

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| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------------|-------------------------|---------------------------------------|---|
| P. F. O'Keefe Adv. Agency | Boston 8 | 199 Washington St. Capitol 6698 | W. C. Sampson |
| Olian Adv. Co. | St. Louis 1 | Ambassador Bldg. Central 8380 | Virginia Loeb Irwin A. Olian Marie Vance |
| Olmsted & Foley | Minneapolis 4 | 1200 Second Ave. So. Atlantic 0202 | |
| O'Malley Adv. & Selling Co. | Boston 8 | 44 School St. Capitol 0060 | Louis J. O'Malley D. E. McCarren Bradford L. Howe |
| O'Neil, Larson & McMahon Adv. | Chicago 1 | 230 N. Michigan Ave. Franklin 6067 | Nelson J. McMahon Harry O'Neil Edward Larson |
| E. A. Oppenheim Co. | Detroit 26 | Michigan Bldg. Cadillac 6765 | E. A. Oppenheim M. McCracken |
| Russell P. Ostrander Adv. | Los Angeles | 443 S. San Pedro St. Mutual 1692 | Russell P. Ostrander |
| Owen-Carr Assoc. | New York | 122 E. 42d St. Lexington 2-2992 | Eleanor Coskey |
| Merritt Owens Adv. Agency | Kansas City 12, Kan. | 6th and Minnesota Drexel 7250 | Merritt Owens |

P

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------|-------------------------|--|---|
| Pacific Adv. Staff | Oakland 12, Cal. | 414 13th St. Templebar 2885 | Helen Augsburg |
| Pacific Natl. Adv. Agency | Seattle | 605 Union St. Elliott 4884 | Marjorie McPherson |
| | Portland 4, Ore. | Spalding Bldg. Atwater 4839 | Ruth S. Foland |
| Paris & Peart | New York 17 | 370 Lexington Ave. Caledonia 5-9840 | Anthony de Piero |
| Park City Adv. Agency | Bridgeport, Conn. | 252 Middle St. 5-8133 | Walter L. Hollander |
| Parker-Allston Assoc. | New York 7 | 116 John St. Rector 2-6514 | Raymond D. Parker |
| Amos Parrish & Co. | New York 18 | 500 Fifth Ave. Pennsylvania 6-6190 | David T. Levine |
| Harry J. Patz Co. | Baltimore | Munsey Bldg. Caivert 3887 | Harry J. Patz |
| Paulson-Gerlach & Assoc. | Milwaukee 3 | 606 Wisconsin Ave. Marquette 6877 | B. J. Paulson A. J. Gerlach E. J. Schickel |
| Paxson Advertising | Benton Harbor, Mich. | Fidelity Bldg. 8071 | Howard H. Paxson Ken L. Johnson |
| Payne Adv. Agency | San Antonio | Smith-Young Tower Garfield 6371 | J. B. Payne |
| Hancock Payne Adv. Org. | Philadelphia 6 | Public Ledger Bldg. Lombard 2405 | Charles D. Ledyard W. Hancock Payne |
| W. Montague Pearsall | New York 7 | 30 Vesey St. Cortlandt 7-3700 | W. Montague Pearsall |
| Peck Adv. Agency | New York 17 | 400 Madison Ave. Plaza 3-0900 | Arthur Sinsheimer |
| Pedlar, Ryan & Lusk Inc. | New York 17 | 250 Park Ave. Plaza 5-1500 | Lawrence L. Shenfield E. G. Sisson Jr. |
| Perrin-Paus Co. | Chicago 3 | 8 S. Michigan Ave. Central 7971 | D. L. Paus E. R. Perrin |
| Perry-Brown | Cincinnati | 15 E. 8th St. Cherry 3181 | Paul S. Perry |
| Peterson & Kempner | New York 1 | 421 Seventh Ave. Longacre 3-2743 | Roger N. Peterson |
| Pettingell & Fenton | New York 22 | 247 Park Ave. Plaza 5-1880 | Fleur Fenton Atherton Pettingell |
| Charles J. Pettinger Co. | Indianapolis | State Life Bldg. Main 9597 | Robert W. Gwin C. J. Pettinger |
| Harold Pettus Adv. | Corpus Christi, Tex. | Jones Bldg. 2-5621 | Harold Pettus |
| Stanley Pflaum Assoc. | Chicago 11 | 737 N. Michigan Ave. Delaware 2722 | Stanley F. Pflaum Berne Ablew |
| Harry C. Phibbs Adv. Co. | Chicago 11 | 43 E. Ohio St. Superior 9677 | Harry C. Phibbs |
| Phillips Co. | San Diego, Cal. | National Bank Bldg. Franklin 2122 | W. L. Phillips |
| Picard Adv. | New York 19 | 250 W. 57th St. Columbus 5-4121 | Richard A. Picard |
| Piedmont Adv. Agency | New York 17 | 551 Fifth Ave. Murray Hill 2-0323 | Alfred J. Simon |
| Pierce Adv. Agency | Fargo, N. D. | 1019 First Avenue N. 5586 | E. A. Green |
| Casper Pinaker Adv. Agency | New York 7 | 150 Nassau St. Beekman 3-2642 | Lester Wunderman |

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P—(Continued)

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|------------------------------|-------------------|--|---|
| Pitluk Adv. Co. | San Antonio | Alamo National Bldg. Garfield 7268 | J. N. Pitluk |
| Platt-Forbes | New York 16 | 386 Fourth Ave. Caledonia 5-4440 | T. F. Cosgrove W. S. Walker |
| Julian G. Pollock Co. | Philadelphia 3 | 1717 Sansom St. Locust 1686 | Al Caplan |
| Pollyea Adv. | Terre Haute, Ind. | 670 Cherry St. Crawford 6707 | Wm. Polje Carl W. Geiger Edith Krusan |
| Pondrom & Collins | Dallas 2 | Wholesale Merchants Bldg. Riverside 6381 | Sam Pondrom Hal Horton Carr Collins |
| Posner Adv. Agency | New York 17 | 8 E. 41st St. Lexington 2-3878 | Jack Posner A. G. Holtzman |
| R. J. Potts-Calkins & Holden | Kansas City 8 | 215 W. Pershing Rd. Victor 4433 | R. J. Potts J. B. Woodbury Frank F. B. Houston (on leave, U.S. Army) C. C. Tucker E. A. Warner C. L. Robinson W. B. Hill |
| | Des Moines | 218 Sixth Ave. 4-8002 | |
| Potts-Turnbull Adv. Co. | Kansas City 6 | 912 Baltimore Ave. Victor 9400 | George F. McGill Blair MacPhail Alene Hoyt |
| Edward M. Power Co. | Pittsburgh 22 | Granite Bldg. Atlantic 0827 | Edward M. Power Jr. G. E. Eisenbauer |
| John O. Powers Co. | New York 17 | 220 E. 42d St. Murray Hill 2-8766 | Robert W. Powers |
| F. W. Prella Co. | Hartford, Conn. | 983 Main St. 7-1117 | L. R. Schoenfeld |
| Presba, Fellers & Presba | Chicago 1 | 360 N. Michigan Ave. Central 7683 | B. S. Presba W. E. Presba Marquis Smith |
| J. G. Proctor Co. | New York 17 | 250 Park Ave. Plaza 3-5252 | J. G. Proctor |
| Richard Prosser | San Francisco 3 | De Young Bldg. Sutter 6120 | Richard Prosser |
| Purse Co. | Chattanooga 2 | 435 Chestnut St. 7-1264 | H. O. Henriksen |

Q

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------|---------------|-------------------------------|---|
| John W. Queen | Boston | 5 Park Square Hancock 2810 | John W. Queen Alice E. Potter D. Banne |
| | Portland, Me. | Hotel Falmouth | Daniel Hoegg |

R

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------|-------------------------|--|---|
| Radcliffe-Scott & Assoc.] 7 | Little Rock, Ark. | Union Life Bldg. 2-2539 | R. T. Scott Al Pollard |
| Radio Adv. Co. | Buffalo | Erie County Bank Bldg. Washington 2714 | Robert P. Mendelson Anajeanne Brady |
| Sayre M. Ramsdell Assoc. | Philadelphia 40 | 3701 N. Broad St. Radcliff 1900 | Albert E. Langley |
| L. W. Ramsey Co. | Chicago 1 | 230 N. Michigan Ave. Franklin 8155 | F. L. Eason L. H. Copeland |
| | Davenport, Ia. | 111 East Third St. 3-1889 | E. G. Naeckel W. J. Henderson |
| | Fort Wayne, Ind. | 406 E. Superior St. Anthony 9396 | Frank Dunigan |
| Randall Co. | Hartford 3, Conn. | 75 Pearl St. 7-2828 | Olive Montgomery |
| Fred M. Randall Co. | Detroit 26 | Book Tower Cadillac 4662 | C. E. Foerster |
| William H. Rankin Co. | New York 17 | 101 W. 55th St. Circle 7-4914 | William H. Rankin |
| Ratcliffe Adv. Agency | Dallas 1 | Mercantile Bldg. Central 8035 | Dorothy P. Neal |
| Victor M. Ratner | New York | 515 Madison Ave. Eldorado 5-3670 | Victor M. Ratner |
| Charles A. Rawson & Assoc. | Atlanta 3 | 223 Peachtree St. Walnut 3594 | Charles A. Rawson Helen Bullard |
| Ray-Hirsch Co. | New York 17 | 7 E. 42d St. Murray Hill 2-1412 | Murray Hirsch |
| Charles Dallas Reach Adv. | Newark 2 | 58 Park Place Market 3-5100 | Col. E. C. Stover Jr. Richard N. Gulick |
| Realservice Adv. Agency | New York 1 | 110 W. 34th St. Pennsylvania 6-4411 | J. T. Hanft |
| Redfield-Johnstone | New York 17 | 420 Madison Ave. Plaza 3-6120 | L. L. Redfield |
| Redmond Co. | Boston | 88 Newbury St. Kenmore 8766 | C. A. Dana Redmond D. L. Bassett |
| Knox Reeves Adv. | Minneapolis | 1st Natl. Bank Bldg. Bridgeport 7701 | Lloyd Griffin Dr. A. R. Raub Russell Neff |
| | San Francisco 5 | 625 Market St. Sutter 6744 | R. W. Stafford |
| | New York 17 | 122 E. 42d St. Murray Hill 4-3982 | |
| J. M. Reilly Co. | Boston | 10 High St. Liberty 3660 | A. S. Reilly |
| Reincke-Ellis-Younggreen & Finn | Chicago 11 | 520 N. Michigan Ave. Whitehall 7440 | Hugo Vogel |
| Emil Reinhardt Agency | Oakland, Cal. | 1736 Franklin St. Templebar 2408 | Emil Reinhardt Dave Lane |
| Reiss Adv. | New York 19 | 221 W. 57th St. Columbus 5-7733 | Joseph Reiss |
| William B. Remington Inc. | Springfield 3, Mass. | 196 Worthington St. 2-2135 | H. F. King |
| Remsen Adv. Agency | New Haven 3, Conn. | 246 Meadow St. 8-1181 | John R. Demarest |
| Renfro Valley Enterprises | Mt. Vernon, Ky. | | John Lair |
| Resnick-Miller-England | New Haven, Conn. | 152 Temple St. 7-0241 | Harry D. Resnik Harvey N. Ladin Ellen Simmons |
| | Hartford, Conn. | 75 Pratt St. 2-9987 | Harry D. Resnik |
| | Worcester, Mass. | 77 Summerhill Ave. 6-0223 | Isabel Whitaker |
| | Providence, R. I. | 232 Tabor Ave. Plantation 6784 | Frank Jones |
| Rhoades & Davis Adv. | San Francisco 3 | De Young Bldg. Exbrook 6468 | Robert O. Davis |
| C. E. Rickerd Inc. | Detroit | 5462 Second Ave. Temple 1-3636 | C. E. Rickerd |

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R—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|----------------------------------|------------------------|--|--|
| Ridgway Co. | St. Louis 3 | 1901 Locust St. Chestnut 6949 | Norman Lewis M. E. Tobias Edward A. Sprague A. Maescher Jr. |
| R. C. Riebel Adv. Agency | Louisville | Bankers Trust Bldg. Wabash 2760 | R. C. Riebel |
| Allen Rieselbach Adv. Agency | Milwaukee | 828 N. Broadway Marquette 4242 | Ward A. Zimmer |
| M. A. Ring Adv. Agency | Chicago 6 | 316 Randolph St. Franklin 8148 | Booth Luck |
| Lee Ringer Adv. | Los Angeles 5 | 3923 W. Sixth St. Drexel 8131 | Thelma Ringer |
| John H. Riordan Co. | Los Angeles 13 | 816 W. Fifth St. Michigan 8296 | John H. Riordan T. J. Hosinski |
| Philip Ritter Co. | New York 17 | 511 Fifth Ave. Murray Hill 2-3393 | Philip Ritter Jr. |
| Dan Rivkin | Philadelphia | 220 S. 16th St. Pennypacker 5766 | Dan Rivkin |
| Richard T. Robb & Associates | Chicago | 28 E. Jackson Blvd. Wabash 8670 | R. T. Robb |
| S. E. Roberts | Philadelphia | Lincoln-Liberty Bldg. Rittenhouse 6171 | S. E. Roberts |
| Roberts & Reimers | New York 17 | 551 Fifth Ave. Murray Hill 2-3175 | Leon Kelley |
| Robertson Adv. | Denver | U. S. Natl. Bank Bldg. Keystone 4657 | Mary Robertson |
| Elwood J. Robinson Adv. | Los Angeles 13 | 541 S. Spring St. Mutual 1142 | Melvin A. Jensen |
| Edward W. Robotham & Co. | Hartford, Conn. | 74 Union Place 7-9247 | Edward W. Robotham |
| Roche, Williams & Cunningham | Chicago 4 | 310 S. Michigan Ave. Harrison 8490 | N. J. Cavanagh |
| | New York 17 | 400 Madison Ave. Plaza 3-7444 | Harold Kemp Richard Porter |
| | Philadelphia | 225 S. 15th St. Pennypacker 2766 | Guy C. Pierce |
| Irving Rocklin & Assoc. | Chicago | 155 N. Clark St. Randolph 2325 | Irving Rocklin |
| Herbert Rogers Co. | Dallas 2 | Wholesale Merchants Bldg. Riverside 9268 | Herbert A. Rogers Harry McMains Mary Stewart |
| Rogers-Gano Adv. Agency of Texas | Houston 2 | First Natl. Bank Bldg. Fairfax 6301 | Dale C. Rogers Jr. |
| Rogers, Gano & Bachrodt | Chicago 1 | 75 E. Wacker Drive Franklin 4883 | J. C. Bachrodt |
| | Tulsa, Okla. | Natl. Bank of Tulsa Bldg. 2-2222 | R. C. Gano |
| Rogers & Smith Adv. | Chicago 6 | 20 N. Wacker Drive Dearborn 0021 | Roland R. Blair |
| Rogers & Smith | Dallas | Wholesale Merchants Bldg. 7-1477 | Howard N. Smith Connie Joan Connor |
| Romer Adv. Service | Washington 5, D. C. | Woodward Bldg. District 7161 | R. F. Chamberlain Howard Wilcox |
| Root-Mandabach Adv. Agency | Chicago 11 | 646 N. Michigan Ave. Superior 8247 | Perrin B. Root |
| Charles Edson Rose Co. | Chicago 11 | 43 E. Ohio St. Superior 3486 | William Perry |
| Rose-Martin | New York 19 | 21 W. 46th St. Bryant 9-4621 | Alvin H. Kaplan |
| Wm. Ganson Rose Inc. | Cleveland 14 | Williamson Bldg. Prospect 6171 | William Ganson Rose |
| Arthur Rosenberg Co. | New York 18 | 570 Seventh Ave. Chickering 4-4420 | Arthur Rosenberg |
| W. B. Ross & Associates | Los Angeles 7 | 1909 S. Estrella Ave. Prospect 8600 | W. B. Ross |
| Ross-Gould Co. | St. Louis 1 | 309 N. 10th St. Central 1646 | Herbert M. Ross |
| Rossi & Hirshson | New Bedford, Mass. | 106 Middle St. 2-4417 | William Rossi M. F. Smith |
| Roch, Schenker & Bernhard | Chicago 11 | 737 N. Michigan Ave. Whitehall 6030 | Sydney Roth Robert Roth |
| Eugene F. Rouse & Co. | Los Angeles 13 | 816 W. Fifth St. Michigan 7384 | Eugene F. Rouse |
| Ross Roy Inc. | Detroit 7 | 2751 E. Jefferson Ave Fitzroy 3900 | Ross Roy H. F. Roy |
| Rozene Adv. Co. | Bridgeport 3, Conn. | 53 Cannon St. 6-1176 | Jack Rozene Gertrude Cohen |
| Theodore Rozzell Adv. Agency | Clovis, N. M. | 1321 Axtell St. 749-J | Theodore Rozzell |
| Walter L. Rubens & Co. | Chicago 11 | 410 N. Michigan Ave. Superior 8436 | Warren O. Seelye Miss Helen Shaney |



From Beaumont's gigantic shipyards to its great rice mills . . . from this city's huge iron works to its even greater refineries and synthetic rubber plants, come the comforting sounds of a nation forging the sword of Victory. Truly, Beaumont—the fast-beating heart of the wealthy Sabine area of Texas—is bustling with activity as never before.

Since the present war began, the Sabine area has been the Mecca for many new industries and many tens of thousands of new workers. Now, more than 250,000 busy people with well-filled pockets make Beaumont their shopping center. And according to Hooper, the station to which most people in the Sabine area tune their radios is KFDM. All the facts—on the rich Sabine area, on KFDM's dominance and on choice availabilities and desirable rates—will be supplied gladly.

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

R—(Continued)

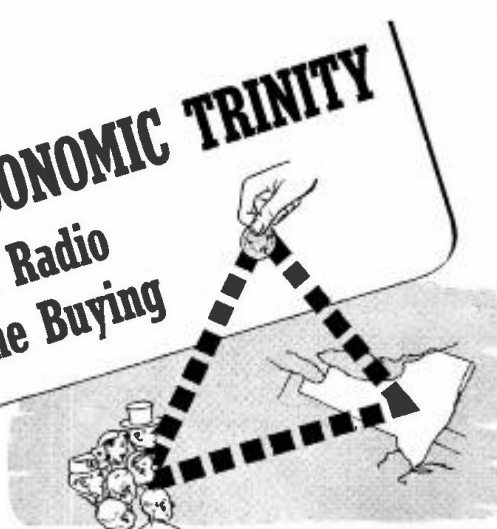
| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------|-------------------------|--|--|
| Rubin & Lesser Adv. | New York 17 | 341 Madison Ave. Murray Hill 3-1267 | Sydney Rubin |
| Charles L. Rumrill & Co. | Rochester 4 | 364 East Ave. Stone 592 | Charles Rumrill |
| Robert C. Russell Inc. | Schenectady 1, N. Y. | 152 Barrett St. 4-7837 | R. C. Russell Dorothy H. Cary |
| Ruthrauff & Ryan | New York 17 | 405 Lexington Ave. Murray Hill 6-6400 | Donald Stauffer Charles Ayres S. H. Bayles Theodore C. Fisher |
| | Chicago 1 | 360 N. Michigan Ave. Franklin 0485 | Ros Metzger A. R. Callies |
| | Detroit 2 | 7430 Second Blvd. Madison 1980 | S. H. Link |
| | St. Louis | 812 Olive St. Main 0127 | O. A. Zahner |
| | Houston | 712 Main St. Charter 4-1741 | Van A. Combs |
| | Hollywood 28 | 1680 N. Vine St. Hillside 7598 | Nate Tufts |
| | San Francisco 4 | 235 Montgomery St. Exbrook 4616 | Bruce Eldridge Herbert Nelson |
| | Seattle 1, Wash. | 1216 Third Ave. Main 6727 | Francis G. Mullins |
| Lewis Edwin Ryan | Washington | 726 Jackson Place Republic 7606 | John Hardie Jean Kerr Jerry White |
| Ryder & Ingram | Oakland 12, Cal. | 337 17th St. Templebar 0363 | Ross H. Ryder Robert L. Ingram |

S

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--|----------------------|--|---|
| Ben Sackheim Inc. | New York 19 | 250 W. 57th St. Columbus 5-2095 | Sam Botahon |
| St. Georges & Keyes | New York 17 | 250 Park Ave. Plaza 3-6920 | Victor van der Linde |
| | Baltimore 1 | 7 West Hamilton St. Saratoga 1556 | Walter Mead |
| St. Paul Adv. Co. | St. Paul 1 | 100 Wabasha St. Cedar 6171 | Ray E. Koci |
| H. A. Salzmänn Inc. | New York 17 | 6 E. 45th St. Vanderbilt 6-4750 | H. A. Salzmänn |
| Arthur W. Sampson Co. | Boston 8 | 199 Washington St. Capitol 0131 | Arthur W. Sampson |
| Alan B. Sanger Adv. | New York 17 | 60 E. 42d St. Murray Hill 6-7860 | Alan B. Sanger |
| Walker Saussy Adv. | New Orleans 12 | 318 Carondelet St. Magnolia 3218 | Walker Saussy |
| Tom Sawyer Adv. Agency | Dallas | 2600 Maple St. Central 5664 | Beebe Sawyer Tom Sawyer |
| Claude Schaffner Adv. Agency | New Haven, Conn. | 65 Trumhull St. 8-1636 | Claude Schaffner |
| William A. Schautz Adv. Agency | New York 17 | 247 Park Ave. Plaza 5-1161 | Miss Erän Karr |
| Scheck Adv. Agency | Newark | 9 Clinton St. Market 2-0480 | E. Grant Scheck |
| Scheel Adv. Agency | Cleveland 14 | 1740 East 12th St. Cherry 2644 | C. W. Scheel |
| William N. Scheer Adv. Agency | Newark 2 | 24 Branford Place Market 3-4171 | William N. Scheer |
| Hugo Scheibner Inc. | Los Angeles 14 | 111 W. Seventh St. Michigan 6636 | Hugo Scheibner |
| Schnake Adv. Agency | Milwaukee 3 | 606 W. Wisconsin Ave. Daly 4999 | Irving G. Rahn |
| Scholts Adv. Service | Los Angeles 13 | 1201 W. Fourth St. Michigan 2396 | Wm. G. Scholts Fred Montgomery |
| Gordon Schonfarber & Assoc. | Providence 3 | 58 Weybosset St. Gaspee 4813 | Claire R. Granier |
| Schwab & Beatty | New York 20 | 1230 Sixth Ave. Circle 5-9090 | R. W. Beatty |
| Harold S. Schwartz & Assoc. | Chicago 10 | 500 N. Dearborn St. Delaware 3623 | Harold S. Schwartz |
| Morton J. Schwartz | Philadelphia | 1015 Chestnut St. Lombard 0292 | Morton J. Schwartz |
| Schwimmer & Scott | Chicago 1 | 75 E. Wacker Drive Dearborn 1815 | Walter Schwimmer Robert J. Scott John B. Davies Cecil Widdifield |
| Robert H. Scott Adv. | Atlanta 3 | First Natl. Bank Bldg. Main 1062 | Robert H. Scott Marion Pennington |
| Scott-Telander | Milwaukee 2 | 411 E. Mason St. Daly 1080 | Marvin A. Lemkuhl |
| Seberhagen Inc. | Philadelphia | Horn Bldg. Rittenhouse 9816 | Howard Seberhagen |
| Edward L. Sedgwick Co. | Peoria, Ill. | Alliance Life Bldg. 3-4664 | W. Harper Arbingast |
| | Chicago | 333 N. Michigan Ave. Franklin 0951 | G. W. Hughes |
| Russel M. Seeds Co. | Chicago 11 | Palmolive Bldg. Delaware 1046 | Miss J. Rollinson |
| | Hollywood 28 | 1680 N. Vine St. Granite 4185 | John Guedel |
| | Indianapolis | Lemcke Bldg. Market 1395 | Paul Richey |
| Theodore H. Segall Adv. Agency | San Francisco 5 | 544 Market St. Sutter 6557 | Theodore H. Segall |
| Roscoe W. Segar Adv. Agency | Portland 13, Ore. | 2125 N.E. 48th Ave. Trinity 3445 | Roscoe W. Segar D. D. Segar |
| Frederick Seid Adv. | San Francisco 4 | 127 Montgomery St. Garfield 0360 | Frederick Seid |
| Seidel Adv. Agency | Washington | American Bldg. National 8947 | Robert Seidel |
| William G. Seidenbaum | New York 16 | 9 E. 40th St. Ashland 4-3763 | W. G. Seidenbaum David J. Ferro Rose Schor |
| Shaffer, Brennan, Margulis Adv. Co. | St. Louis 1 | 4 N. Eighth St. Main 2579 | Sam B. Margulis T. D. Shaffer |
| J. Albert Shaffer | Washington, D. C. | Evening Star Bldg. National 5252 | J. Albert Shaffer |
| Shappe-Wilkes | New York 3 | 215 Fourth Ave. Algonquin 4-8777 | J. Wilkes |
| Shaw Co. | Los Angeles 13 | 816 W. Fifth St. Mutual 5161 | John B. Shaw |
| Shaw Adv. Agency | Denver | Railway Exchange Bldg. Cherry 2332 | |

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S—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|------------------|-------------------------------------|---|
| Louis E. Schecter Adv. Agency | Baltimore 2 | Old Town Bank Bldg. Plaza 4089 | J. L. Levin L. E. Schecter |
| J. William Sheets | Seattle 1 | Central Bldg. Main 2442 | J. William Sheets |
| Sheldon, Morse, Hutchins & Easton | New York 17 | 120 Lexington Ave. Lexington 2-2358 | L. W. Hutchins J. B. Panamith |
| Sheldon, Quick & McElroy | New York 17 | 400 Madison Ave. Plaza 3-1670 | J. F. Quick Catherine Wohlpart |
| K. E. Shepard Adv. | Chicago 11 | 435 N. Michigan Ave. Superior 2686 | W. A. Edwards |
| Sherman & Marquette | Chicago 11 | Palmolive Bldg. Delaware 8000 | Carolyn Bonnesen Kelo Taeger |
| | New York 20 | 50 Rockefeller Plaza Circle 6-1650 | Morgan Ryan |
| Shorlane-Benet Co. | New York 18 | 229 W. 42d St. Longacre 3-2708 | A. H. Lange |
| Short & Baum Advertising | Portland 9, Ore. | 718 W. Burnside St. Beacon 5153 | Charles L. Baum |
| Sidener & Van Riper | Indianapolis 4 | 1142 N. Meridian St. Riley 3541 | Wm. F. Kegley |
| H. Charles Sieck Inc. | Los Angeles | 650 Grand Ave., S. Vandike 8651 | H. Charles Sieck |
| Alfred J. Silberstein Inc. | New York 16 | 9 E. 40th St. Murray Hill 3-6232 | |
| Charles Silver & Co. | Chicago 11 | 737 N. Michigan Ave. Superior 6625 | B. R. Solomon |
| Silverman Adv. Co. | Chicago | 192 N. Clark St. Andover 1144 | M. B. Silverman |
| Simmonds & Simmonds | Chicago 6 | 201 N. Wells St. Central 1166 | Phil W. Tobias Lee Hammett |
| Simon & Gwynn | Memphis | Commerce Title Bldg. 5-2404 | Milton Simon H. N. Gwynn |
| Simons-Michelson Co. | Detroit 26 | Washington Blvd. Bldg. Cherry 3000 | Naiph J. Abodaber Betty McGonigle |
| Jay H. Skinner Adv. Agency | Houston | Sterling Bldg. Capital 6278 | Francis Gilbert |
| William J. Small Agency | Boston | 10 High St. Liberty 8992 | William J. Small Russell Coombs |

S—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|---------------------|---------------------------------|---|
| Small & Seiffer | New York 18 | 24 W. 40th St. Wisconsin 7-8765 | Marvin Small |
| Allen C. Smith Adv. Co. | Kansas City 6 | 20 W. Ninth St. Harrison 7438 | Allen C. Smith |
| C. Brewer Smith Adv. Agency | Boston | 27 School St. Lafayette 2394 | C. Brewer Smith |
| Smith, Benson, McClure | Chicago 3 | 8 S. Michigan Ave. State 1931 | R. Lloyd Smith |
| Smith & Bull Adv. | Los Angeles 5 | 4354 W. Third St. Drexel 8263 | Dick Smith Frank Bull |
| | Washington 5, D. C. | Southern Bldg. | |
| Smith & Drum | Los Angeles 14 | 650 S. Grand Ave. Trinity 3454 | A. Carman Smith Harry C. Drum |
| | San Francisco 4 | 417 Montgomery St. Exbrook 6411 | W. W. Drum |
| | Seattle 4, Wash. | Dexter-Horton Bldg. Main 3765 | H. T. Wells |
| Geo. W. Smith Adv. | Wheeling, W. Va. | Hawley Bldg. 1787 | George W. Smith |
| John A. Smith & Staff | Boston 8 | 11 Beacon St. Beacon 6545 | John A. Smith |
| Robert Smith Adv. Agency | Portland, Ore. | Mead Bldg. Beacon 5281 | Robt. Smith Cameron C. Stineman |
| Smith, Taylor & Jenkins | Pittsburgh 22 | 223 Fourth Ave. Atlantic 9312 | Ronald P. Taylor T. J. MacWilliams Grace Karchella |
| Cory Snow Inc. | Boston | 739 Boylston St. Kenmore 2171 | Cory Snow |
| Snow & Cahalin | Springfield, Mass. | 145 State St. 6-3668 | J. Harold Cahalin |
| Son de Regger & Brown Adv. Agency | Des Moines | Register & Tribune Bldg. 3-7155 | Les Son de Regger |
| Sorensen & Co. | Chicago 11 | Palmolive Bldg. Delaware 5030 | Roy A. Sorensen Muriel Wageman Dorothy Samer |
| W. A. Souders & Assoc. | Columbus, O. | 785 Bryden Rd. EV. 3548 | Senora Souders |



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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

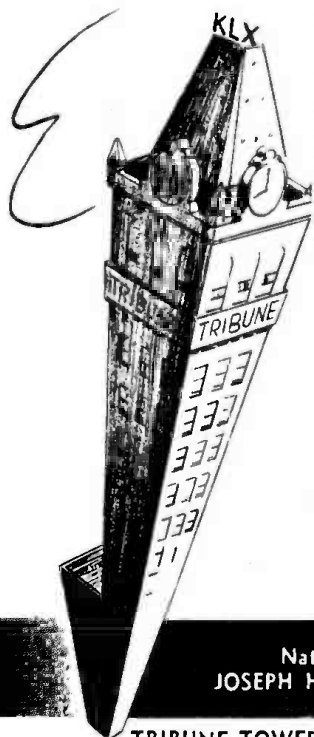
S—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|-----------------------|--|---|
| Sparrow Adv. Agency | Birmingham | Farley Bldg. 3-0287 | J. Martin Smith Jr. |
| C. Jerry Spaulding Inc. | Worcester 8, Mass. | 201 Commercial St. 3-4789 | C. Jerry Spaulding |
| Raymond Spector Co. | New York 22 | 595 Madison Ave. Eldorado 5-1270 | Raymond Spector Hal Winter |
| Franklin Spier & Aaron Sussman | New York 17 | 40 E. 49th St. Plaza 8-1751 | Franklin Spier Russell D. Hamilton |
| Rolfe C. Spinning Inc. | Detroit | Macabees Bldg. Columbia 0531 | Rolfe C. Spinning P. H. Bruske W. C. Dudgeon |
| Spitz & Webb Adv. | Syracuse 2 | Empire Bldg. 4-6868 | Stephen M. Webb |
| Frederick A. Spolane Co. | New York 17 | 420 Lexington Ave. Murray Hill 5-8065 | Frederick A. Spolane |
| Spooner & Kriegel | New York 7 | 50 Church St. Cortlandt 7-1115 | W. B. Spooner Jr. |
| Spot Broadcasting Inc. | New York | 303 W. 42d St. Circle 6-9375 | Miss Helen A. Thomas |
| W. E. Sproat & Co. | Chicago 11 | 664 N. Michigan Ave. Superior 4845 | Edmond Sheehan |
| Staaake & Schoonmaker Co | Kalamazoo 4, Mich. | American Natl. Bank Bldg. 3-1678 | Carl B. Schoonmaker |
| Chas. N. Stahl Adv. | Los Angeles 18 | 542 S. Broadway Madison 7844 | Chas. N. Stahl |
| | San Francisco 3 | Hearst Bldg. Douglas 7505 | Marjorie Hood |
| Staley Adv. Agency | Ft. Wayne, Ind. | 634 W. Wayne St. Eastbrook 1230 | Raymond W. Staley |
| Staples & Staples | Richmond 20, Va. | 2119 Hanover Ave. 6-2739 | Mrs. Mary B. Staples |
| Barton A. Stebbins Adv. | Los Angeles 14 | 811 W. Seventh St. Trinity 8821 | Arthur W. Gudelman Leigh Crosby |

S—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|-----------------------|---|---|
| Frank R. Steel Associates | Chicago 1 | 360 N. Michigan Ave. State 3188 | Milton M. Mendelsohn |
| Steele Adv. Agency | Houston | Merchants & Mrs. Bldg. Preston 9997 | H. Wirt Steele |
| Clem J. Steigmeyer Adv. Agency | Ft. Wayne, Ind. | Central Bldg. A-1230 | Clem J. Steigmeyer Earle W. Moss |
| Sterling Adv. Agency | New York 18 | 70 W. 40th St. Longacre 5-4610 | William Forray |
| Lou Sterling & Associates | N. Hollywood, Cal. | P. O. Box 410 Sunset 2-3877 | Lou Sterling |
| Arthur R. Sternau | Philadelphia | 1700 Sansom St. Rittenshouse 4187 | Arthur R. Sternau |
| Sternfield-Godley | New York 7 | 280 Broadway Barclay 7-3030 | S. I. Godley Philip Scheft |
| Steuerman Adv. Agency | New York 17 | 205 E. 42d St. Caldonia 5-4334 | Miss T. Rink |
| Fred D. Stevens Co. | Utica 2, N.Y. | 14 Devereux St. 4-9339 | Fred D. Stevens |
| Jewell F. Stevens Co. | Chicago | 25 E. Jackson Blvd. Wabash 1441 | J. F. Stevens |
| Stevens-Davis Co. | Chicago 6 | 600 W. Jackson Blvd. Haymarket 7855 | H. L. Lynn |
| Stevens & Wallis | Salt Lake City | 36 Richards St. 5-5311 | David W. Evans Stringham A. Stevens |
| J. L. Stewart Agency | Chicago 11 | 664 N. Michigan Ave. Superior 6183 | Laura H. Holland |
| Stewart-Jordon Co. | Philadelphia | Lincoln-Liberty Bldg. Locust 4637 | Gary Bub |
| Stewart, Hanford & Casler | Rochester 7, N. Y. | 11 James St. Stone 1453 | Albert T. Stewart L. A. Casler |
| Stewart-Taylor Co. | Duluth 5, Minn. | 326 W. Michigan St. Melrose 1421 | L. E. Marvin |
| Stockton, West, Burkhart | Cincinnati | First Natl. Bank Bldg. Cherry 3517 | R. S. West |
| Stockwell & Marcuse | Detroit 26 | National Bank Bldg. Cadillac 4484 | William H. Stockwell Philip R. Marcuse |
| Stone-Stevens-Howcott- Halsey | New Orleans 12 | Whitney Bldg. Magnolia 1684 | Lawrence H. Stevens |
| Stoneton Adv. Agency | Hallowell, Me. | 145 Water St. Augusta 1280 | C. E. Stevens |
| Charles M. Storm Co. | New York 17 | 50 E. 42d St. Murray Hill 6-2820 | Edward Klein Allston E. Storm Raymond E. Nelson |
| Strang & Prosser Adv. Agency | Seattle 4 | Smith Tower Elliott 1322 | Miss Billie Barnes Joseph Maguire Arthur Lomax |
| Strauchen & McKim | Cincinnati 2 | 4th & Race Sts Main 2245 | Ardeane Heiskell George A. Rink |
| Street & Finney | New York 18 | 330 West 42d St. Bryant 9-2400 | Howard Miller |
| Charles R. Stuart | San Francisco 61 | 625 Market St. Douglas 2438 | Charles P. Johnson |
| Suedhoff & Co. | Fort Wayne, Ind. | Citizens Trust Bldg. Anthony 5421 | Carl Suedhoff Oswald Ferber |
| Daniel F. Sullivan | Boston 16 | Slatier Bldg. Hancock 7645 | William H. Sullivan |
| G. Lynn Sumner Co. | New York 17 | 285 Madison Ave. Caledonia 5-4103 | Edward R. Wood |
| Surety Adv. Co. | New York | 280 Madison Ave. Murray Hill 3-6336 | Herbert S. Chason |
| Sutherland-Abbott Adv. Agency | Boston | 234 Clarendon St. Kenmore 1472 | Dino Valz |
| Swafford & Koehl | New York 17 | 341 Madison Ave. Murray Hill 6-8860 | A. Lasity |
| | Cleveland | Guardian Bldg. Cherry 1539 | A. A. Landis |
| Sweeney & James | Cleveland | 1501 Euclid Ave. Main 7142 | John F. Sweeney |
| Walter M. Swertfager Co. | New York 17 | 40 E. 49th St. Plaza 3-9810 | Walter M. Swertfager |
| Howard Swink Adv. Agency | Marion, O. | 372 East Center St. 2492 | Howard Swink |
| Syverson-Kelley | Spokane 8 | Mohawk Bldg. Main 4311 | C. R. Devine |

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National Representative:
JOSEPH HERSHEY MCGILLVRA, Inc.

TRIBUNE TOWER - - OAKLAND, CALIFORNIA

T

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------|-------------------|--|--|
| J. D. Tarcher & Co. | New York 20 | 630 Fifth Ave. Circle 6-2626 | William E. Larcombe Ninette Joseph Taranto |
| Sam Taubman Adv. Agency | Philadelphia | Lewis Tower Pennypacker 4828 | Sam Taubman |
| Ray Taylor & Associates | Cleveland | 1836 Euclid Ave. Main 4288 | Ray Taylor |
| Henry H. Teplitz Adv. | Chicago 11 | 540 N. Michigan Ave. Delaware 4440 | Henry H. Teplitz Freddie Kleiman |
| Gerald F. Thomas Adv. | Fresno 1, Cal. | T. W. Patterson Bldg. 3-3183 | G. F. Thomas |
| J. Walter Thompson Co. | New York 17 | 420 Lexington Ave. Mohawk 4-7700 | John U. Reber Robert T. Colwell A. K. Spencer Linnea Nelson |
| | Chicago | 410 N. Michigan Ave. Superior 0803 | Willard Lochridge |
| | Hollywood 28 | 1549 N. Vine St. Hillside 7241 | Daniel J. Danker |
| | Los Angeles 14 | 621 S. Hope St. Trinity 2591 | Norton W. Mogge |
| | San Francisco 4 | Shell Bldg., Garfield 3510 | Lowell Mainland |
| Thompson-Koch Co. | New York 1 | 101 W. 31st St. Pennsylvania 6-0612 | W. S. Groom |
| Walter E. Thwing Inc. | New York 22 | 444 Madison Ave. Plaza 3-2892 | Walter E. Thwing |
| Ralph Timmons Inc. | Madison, Wis. | 1st Natl. Bank Bldg. Fairchild 8818 | Ralph Timmons |
| Coleman Todd & Assoc. | Mansfield, O. | 248 Park Ave., W. 3690-6 | Coleman B. Todd Emery A. Odell |
| Tokar Adv. | Newark, N. J. | 17 Academy St. Mitchell 2-2561 | Alfred F. Tokar Norman Tokar |
| Tolle & Associates | San Diego 1, Cal. | 631 Third Ave. Franklin 6606 | Norman W. Tolle Esther R. Winkelhaus |
| Tomaszke-Elliott | Oakland 12, Cal. | 1624 Franklin St. Glencourt 4941 | F. L. Tomaszke Bruce W. Elliott |

T—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-------------------------|----------------|--|---|
| Tomowske Adv. Agency | Spokane 8 | Chronicle Bldg Riverside 1159 | J. Walter McLean Wm. T. Ogle |
| F. B. Tompkins & Assoc. | Syracuse | Heffernan Bldg. 2-8409 | H. A. Taylor |
| Arthur Towell Inc. | Madison, Wis. | Commercial Bank Bldg. Fairchild 682 | Arthur Towell |
| Townsend Adv. Service | Burlington, Vt | 203 College St. 2544 | Charles E. Townsend |
| Tracy, Kent & Co. | New York 22 | 515 Madison Ave. Eldorado 5-4404 | W. I. Tracy Frank S. Kent |
| Tracy-Locke-Dawson | New York 16 | 22 E. 40th St. Ashland 4-1690 | William Rose H. E. Hendrick |
| | Dallas 1 | 1307 Pacific Ave. Riverside 8655 | Raymond P. Locke Monty Mann Erle Racey |
| Triangle Adv. Agency | Chicago 6 | 201 N. Wells St. Randolph 5044 | H. U. Bailey |
| Fletcher B. Trunk & Co. | Denver | Gas & Elec. Bldg. Tabor 3434 | Fletcher B. Trunk Jerry C. Downer |
| Turner Adv. Agency | Chicago 11 | 520 N. Michigan Ave. Superior 2161 | John K. Turner |
| J. Hayden Twiss | New York 17 | 205 E. 42d St. Murray Hill 4-9131 | J. Hayden Twiss |
| David A. Tynion | Syracuse 2 | 206 E. Genesee St. 3-3542 | Edwin C. Meyers David A. Tynion |
| O S. Tyson & Co. | New York 17 | 230 Park Ave. Murray Hill 9-3663 | C. A. Roeder |

U

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------|-----------------|-------------------------------------|---|
| Roland G. E. Ullman | Philadelphia | 1520 Locust St. Pennypacker 4521 | Roland G. E. Ullman Nan M. Collins |
| United Adv. Agency | Newark 2 | 744 Broad St. Market 2-6363 | Max Green |
| United Adv. Agency | San Francisco 4 | 127 Montgomery St. Exbrook 2583 | Carlton Rothblum |

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"Lucky
Coverage"
Area*



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SPOT ON
THE DIAL

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- (2) KWFT - LOW STATION TIME COST

*And you get maximum value
for your Advertising Dollar!*

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600,000 INCLUDED PROOF
OF PURCHASE

COLUMBIA **KWFT** AFFILIATE

WICHITA BROADCASTERS
WICHITA FALLS, TEXAS

National Rep.: PAUL H. RAYMER COMPANY

| MARKET DATA DAYTIME AREAS | | |
|------------------------------|----------------------------|---------------------------|
| Listening Area | Radio Homes 1940 Census | New Weekly Circulation |
| PRIMARY | 122,636 | 89,471 |
| SECONDARY | 154,122 | 66,586 |
| TERTIARY | 264,646 | 53,090 |
| TOTAL LISTENING FAMILIES | | 209,147 |

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

U—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------|---------------|---------------------------------------|---|
| United Broadcasting Co. | Chicago | 201 N. Wells St. Andover 1685 | Egmont Sonderling |
| United States Adv. Corp. | Chicago 11 | 612 N. Michigan Ave. Delaware 4466 | A. J. Engelhardt |
| | Spitzer Bldg. | Toledo 4 Main 8205 | Frank Canaday |
| Universal Adv. Agency | Malden, Mass. | 32 Union St. Malden 2925 | Clarence E. Worthen |
| Unwin Adv. Agency | Detroit | 5144 14th Ave. Tyler 6-5451 | B. V. Unwin |

V

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------------|----------------|---------------------------------------|---|
| Van Auken-Ragland | Chicago 6 | 326 West Madison St. Franklin 2910 | B. F. Stevens K. L. Van Auken Chester A. Ragland |
| Van De Mark Adv. Inc. | Cincinnati 2 | Times Star Tower Parkway 6660 | Curtis W. Van De Mark |
| | Minneapolis | Plymouth Bldg. Bridgeport 8574 | Claude Elnor |
| Vanden Co. | Chicago | 620 N. Michigan Ave. Superior 9608 | Geo. W. Vanden |
| Victor van der Linde | New York | 250 Park Ave. Plaza 3-6920 | Victor van der Linde |
| Vanguard Advertising | New York 19 | 21 W. 45th St. Longacre 8-6363 | G. A. Wilson Robert E. Hutchinson |
| VanHecker-MacLeod | Chicago 11 | 664 N. Michigan Ave. Delaware 3122 | W. F. Barkow |
| Van Sant, Dugdale & Co. | Baltimore 18 | Court Square Bldg. Plaza 5280 | G. M. Talbot |
| Russell H. Van Tine | Philadelphia 2 | 112 S. 16th St. Rittenhouse 2142 | Russell H. Van Tine |
| Addison Vars Inc. | Buffalo 2 | Vars Bldg. Cleveland 2351 | |
| Chas. E. Vautrain Assoc. | Holyoke, Mass. | 560 Dwight St. 2-3884 | Chas. E. Vautrain |

V—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|--------------|---------------------------------------|---|
| Venable-Brown Co. | Cincinnati | 211 E. Fourth St. Parkway 6078 | Bruce W. Brown Bryant Venable |
| Vernick Adv. Agency | Philadelphia | 1524 Chestnut St. Rittenhouse 2622 | M. Murray Vernick |
| Carlo Vinti Adv. | New York | 431 Fifth Ave. Lexington 2-9477 | Carlo Vinti |
| Irwin Vladimir & Co. | New York 22 | 570 Lexington Ave. Plaza 3-9640 | Irwin Vladimir |
| Gordon Vlichek Adv. Agency | Cleveland | Rockefeller Bldg. Cherry 6540 | Keith Frazine |
| John E. Vodicka Advertising | Miami | 127 N. W. Second St. 2-5935 | John E. Vodicka |
| W. L. Vomack Inc. | New York 17 | 420 Madison Ave. Eldorado 5-4874 | Miss J. Pruett |
| Von Senden Agency | Pittsburgh | 321 Blvd. of the Allies Court 2667 | Eric Zimmerman |

W

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---------------------------------|------------------------|--|---|
| Wade Adv. Agency | Chicago 6 | 208 W. Washington St. State 7369 | W. A. Wade E. N. Nelson L. J. Nelson Edward Simmons Peter C. Lund |
| | Los Angeles 18 | 411 W. Fifth St. Michigan 8608 | Robert E. Dwyer |
| Louis E. Wade Inc. | Fort Wayne, Ind. | Paramount Bldg. Anthony 6282 | M. E. Maxwell |
| Wadsworth & Walker | New York 17 | 369 Lexington Ave. Caledonia 5-6100 | Ralph K. Wadsworth |
| Hugo Wagenseil & Assoc. | Dayton 2 | Talbot Bldg. Hemlock 1151 | Hugo Wagenseil |
| Carl C. Wakefield Adv. Agency | San Francisco | 406 Montgomery St. Douglas 5407 | Carl C. Wakefield |
| L. H. Waldron Adv. Agency | San Francisco 3 | Monadnock Bldg. Douglas 4475 | L. H. Waldron |
| Walker Adv. Agency | San Francisco 4 | 116 New Montgomery Sutter 8383 | Shirley Walker |
| Walker & Downing | Pittsburgh | Oliver Bldg. Grant 1900 | R. C. Woodruff H. A. McCoy |
| Wallace-Ferry-Hanley Co. | Chicago 11 | 430 N. Michigan Ave. Superior 4462 | J. T. Ainley |
| Wallace-Lindeman | Grand Rapids, Mich. | Assn. of Commerce Bldg. 9-7214 | Oliver A. Wallace |
| Duane Wanamaker Adv. | Chicago 11 | 540 N. Michigan Ave. Superior 2827 | Duane Wanamaker |
| Wank & Wank | San Francisco | 580 Market St. Garfield 2921 | M. E. Wank |
| S. E. Wardell Adv. Co. | New York 7 | 154 Nassau St. Beekman 3-1081 | P. C. Wildermuth |
| Mason Warner Co. | Chicago 1 | 360 N. Michigan Ave. State 7550 | H. M. Purtell |
| Warren-Ross Adv. | New York | 6 E. 45th St. Murray Hill 2-0093 | A. S. Warren R. A. Rosenthal |
| Warwick & Legler | New York 17 | 230 Park Ave. Murray Hill 6-8535 | Tevis Huhn |
| | Hollywood 28 | 6931 Hollywood Blvd. Hempstead 8163 | Dick Mack |
| I. B. Wasson Adv. Co. | Kansas City 6 | Manufacturers Ex- change Bldg. Victor 7139 | M. M. Wasson |
| Norman D. Waters & Assoc. | New York 1 | 1140 Broadway Caledonia 5-7430 | Louis Landesman |
| Watson & Co. | Philadelphia | Lewis Tower Bldg. Kingsley 1357 | H. D. Watson |
| Watts Adv. Agency | St. Louis | 3615 Olive St. Jefferson 0700 | D. L. Fox |
| Watts, Payne Adv. | Tulsa 3 | 205 S. Cheyenne Ave. 3-8108 | Leslie S. Hauger |
| Tucker Wayne & Co. | Atlanta 3 | 10 Pryor St. Bldg. Walnut 4701 | D. D. Connah C. C. Fuller |
| Luther Weaver & Assoc. | St. Paul 1 | Globe Bldg. Cedar 3777 | Luther Weaver Blanche Anderson |
| Frank D. Webb Adv. Co. | Baltimore | 10 W. Reed St. Lexington 5671 | Frank D. Webb |
| Webber Adv. Agency | Grand Rapids 2 | North Division Bldg. 8-1537 | C. Reid Webber Jean A. Lyons |
| Charles A. Weeks Co. | New York 17 | 122 E. 42d St. Lexington 2-2408 | Charles A. Weeks |
| John P. Weidenhamer & Assoc. | Harrisburg 6 | 26 N. 18th St. 4-1808 | Frank F. Bratten |
| Armand S. Weill Co. | Buffalo 2 | 170 Franklin St. Washington 6250 | Robert K. Weill |



97.8%

of "sets-on" were tuned to KGVO according to Hooper 1943 Spring Survey. No wonder we're bragging a bit!



CARRYING ALL CBS MAJOR PROGRAMS

W—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------------|--------------------|--|---|
| Milton Weinberg Adv. Co. | Los Angeles 14 | 325 W. Eighth St. Tucker 4111 | Bernard Weinberg |
| William H. Weintraub & Co. | New York 20 | 30 Rockefeller Plaza Circle 7-4282 | Elkin Kaufman Hubert Chain Theo Gannon |
| Weiss & Geller | Chicago 11 | 400 N. Michigan Ave. Delaware 1124 | Helena Clayton A. D. Reiwitich |
| | New York 17 | 400 Madison Ave. Plaza 3-4070 | Joseph Bloom |
| Frank A. Wellman | Philadelphia | Market St. Natl. Bank Bldg. Rittenhouse 5576 | Frank A. Wellman |
| Jack Wemple, Adv. | Green Bay, Wis. | 310 Pine St. Howard 1498 | Jack C. Wemple |
| Wendt Adv. Agency | Toledo 4 | Spitzer Bldg. Adams 4718 | H. F. Wendt |
| L. W. Wendt Co. | Great Falls, Mont. | Strain Bldg. 4842 | Z. M. Hay |
| Edward L. Wertheim Adv. Agency | New York 18 | 151 W. 40th St. Wisconsin 7-5978 | Edward L. Wertheim |
| Wesley Associates | New York 17 | 347 Madison Ave. Murray Hill 6-7077 | Harry Weiner |
| Bronson West, Adv. | St. Paul 1 | 500 Robert St. Garfield 4422 | Bronson West Donald MacRae |
| West-Marquis | Los Angeles 13 | 816 W. Fifth St. Madison 7758 | John R. West |
| West-Marquis & Curtiss | San Francisco 5 | Rialto Bldg. Garfield 1716 | Calvin D. Wood |
| Western Adv. Agency | Los Angeles 14 | 719 S. Flower St. Michigan 8781 | Ruth K. Fredricks |
| Western Adv. Agency | Chicago 1 | 35 E. Wacker Drive Central 7565 | H. C. Hoagland |
| | Racine, Wis. | 610 Wisconsin Ave. Jackson 974 | Hugh Highsmith |
| Western Adv. Co. | San Diego, Cal. | 1202 Kettner Blvd. Main 9545 | Royal B. Lee |
| Western Radio Productions | Oakland, Cal. | Central Bank Bldg. Twin Oaks 3332 | Edward W. Tabor |
| Westheimer & Co. | St. Louis 1 | 315 N. Seventh St. Garfield 4080 | W. H. Mullgardt E. D. Brohr |
| Weston-Barnett | Waterloo, Ia. | Arts & Crafts Bldg. 4677 | Wells H. Barnett Phillips Taylor M. C. Schwartz |
| | Chicago | 520 Michigan Ave. Whitehall 7725 | A. C. Barnett |
| Tom Westwood Adv. Agency | Los Angeles 14 | 416 W. Eighth St. Vandike 6457 | Tom Westwood |
| Frank E. Whalen Adv. Co. | Kansas City | Land Bank Bldg. Victor 7200 | Frank E. Whalen |
| Wheeler, Kight & Gainey | Columbus, O. | 74 E. Long St. Main 6613 | Tom L. Wheeler Jr. |
| Ward Wheelock Co. | Philadelphia 7 | Lincoln-Liberty Bldg. Rittenhouse 7500 | Eugene J. Cogan |
| | New York | 444 Madison Ave. Plaza 3-7120 | |
| Whipple & Black Adv. Co. | Detroit | Fox Theatre Bldg. Cadillac 1986 | E. W. Beatty |
| White, Lowell & Owen | New York 22 | 595 Madison Ave. Plaza 8-2400 | Marc Seixas |
| Edmund S. Whitten Inc. | Boston | 216 Tremont St. Liberty 1860 | E. S. Whitten |
| Almon Brooks Wilder Inc. | Chicago 11 | 154 E. Erie St. Superior 9480 | Almon B. Wilder |
| Alvin Wilder Adv. | Los Angeles 13 | 542 S. Broadway Vandike 9853 | Alvin E. Wilder |
| Wildrick & Miller | New York 20 | 630 Fifth Ave. Circle 6-2170 | John W. Brodersen |
| Mac Wilkins, Cole & Weber | Portland 4, Ore. | Corbett Bldg. Broadway 6401 | Mac Wilkins |
| | Seattle 1, Wash. | Republic Bldg. Elliott 1335 | Helen Engman Cartwright |
| Walter W. Wiley Adv. | New York 18 | 132 W. 43d St. Bryant 9-5254 | Walter W. Wiley |
| Williams Adv. Agency | New York 16 | 185 Madison Ave. Lexington 2-8380 | William Shields |
| Williams & Saylor | New York 22 | 485 Madison Ave. Eldorado 5-6024 | Mrs. I. Randall |
| William J. Williams | Kalamazoo, Mich. | State Theatre Bldg. 3-5111 | Wm. J. Williams |
| Joseph A. Wilner Co. | Baltimore 1 | 2 W. Fayette St. Plaza 2156 | Joseph A. Wilner |
| Wilson & Haight | Hartford, Conn. | 410 Asylum St. 2-3200 | Howard C. Wilson Jesse J. Haight |



CBS
Affiliate

TOPS

**In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS**



Represented Nationally by

THE KATZ AGENCY, Inc.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

W—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|--------------------|--|---|
| Wiltman & Pratt | Pittsburgh | 201 S. Craig St. Mayflower 4433 | Russell H. Pratt |
| N. A. Winter Adv. Agency | Des Moines 9 | Paramount Bldg. 4-9154 | N. A. Winter |
| Robert Winternitz Adv. | New York 16 | 461 Fourth Ave. Lexington 2-6122 | A. M. Balstra |
| William B. Wisdom Inc. | New Orleans | American Bank Bldg. Raymond 0111 | D. Donnad |
| Fred Wittner Adv. | New York 19 | 2 W. 45th St. Vanderbilt 6-0560 | L. Adler |
| Ralph L. Wolfe & Associates | Detroit 26 | 76 Adams Ave. West Cadillac 1865 | A. D. Conkey |
| Ed Wolf & Associates | Rochester 4, N. Y. | Taylor Bldg. Stone 191 | Alfred G. Scheible Henrietta S. Peaser |
| Wood, Brown & Wood | Boston | 209 Washington St. Capital 1850 | Martha Ayers |
| Albert Woodley Co. | New York | 551 Fifth Ave. Murray Hill 2-6875 | Albert Woodley |
| Merrill J. Woods Co. | Indianapolis | Inland Bldg. Riley 1775 | Merrill J. Woods |
| Cloyd F. Wooley Inc. | Denver 2 | Steel Bldg. Cherry 7877 | |
| World Wide Adv. Corp. | New York | 11 W. 42d St. Longacre 5-4500 | Emil M. Schols Bryce Oliver |
| Wortman, Barton & Goid | New York 17 | 345 Madison Ave. Murray Hill 4-2767 | E. B. M. Wortman |
| W. L. Wright Co. | Rochester 4 | 82 St. Paul St. Main 6452 | W. L. Wright |
| Burton E. Wyatt & Co. | Atlanta 3 | 1st Natl. Bank Bldg. Main 1121 | Burton E. Wyatt |

Y


| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|-----------------|--|---|
| Yankee Writing Service | Guilford, Conn. | 74 Water St. 650 | Byron H. Clark |
| | New Haven | 11 Whitney Ave. 7-1191 | |
| Charles E. Yost Adv. Agency | Pittsburgh 22 | 320 Fourth Ave. Atlantic 5845 | A. T. Grimm R. T. O'Donnell |
| Robt. B. Young Adv. Agency | San Francisco 5 | 625 Market St. Sutter 5411 | Robt. B. Young |
| Young & Rubicam | New York 17 | 285 Madison Ave. Ashland 4-8400 | T. F. Harrington Carlos Franco Frank Coulter Kay Brown |
| | Chicago 1 | 333 N. Michigan Ave. Central 9389 | Stuart Dawson G. F. Leithner |
| | Detroit 2 | 7430 Second Blvd. Madison 4300 | George Davis Wm. Denman |
| | Hollywood 28 | 6253 Hollywood Blvd. Hollywood 2734 | Glenhall Taylor |
| | San Francisco 4 | Russ Bldg. Exbrook 4126 | Robbins Milbank Courtney Moore |
| Yount Co. | Erie, Pa. | 12 E. 10th St. 22-816 | M. A. Yount |

Z

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--------------------|---------------|--------------------------------------|---|
| Julius F. Zederman | San Francisco | Hearst Bldg. Exbrook 2957 | Julius F. Zederman |
| Zimmer Adv. Agency | Louisville | Starks Bldg. Jackson 3051 | Gertrude Hardeman Ralph Leach |
| Zimmer-Keller | Detroit | 28 W. Adams St. Cadillac 9151 | Le Roy Pelletier Wendell Holmes |
| Zlowe Co. | New York 17 | 527 Fifth Ave. Murray Hill 6-1632 | Florence Marks |

FOR GREATER SALES NOW AND AFTER VICTORY
include the El Paso Southwest in your 1944 advertising plans

Why EL PASO




- An important, rich, influential market
- A completely radio-isolated market
- The military center of the southwest
- Vastly increased bonus population
- Important war-industry payrolls
- Cattle, Mining, Importing center
- Vast and productive agricultural area

DORRANCE RODERICK, *Owner*



Why KROD



- Only station covering ALL the El Paso southwest
- 600 kc—the ideal wavelength.
- Practically complete CBS Network schedule, 112 network shows
- 169 sponsored programs per week
- 71 different firms use KROD for programs
- The "military station" in the southwest
- Newspaper tie-up assures better publicity

VAL LAWRENCE, *Manager*

Choose
KROD
El Paso, Tex.
As your Medium

600 KC *Represented Nationally By* **HOWARD H. WILSON CO.** **1000 WATTS**
500 WATTS NIGHT

Directory of Major Canadian Advertising Agencies and Radio Executives

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|--|------------------|--|---|
| Ardiel Adv. Agency | Toronto, Ont. | 371 Bay St. Adelaide 4994 | J. G. C. Wright |
| | Oakville, Ont. | 1016 | W. A. Chant |
| | Hamilton, Ont. | 37 James St. S. 2-3624 | S. P. Westaway |
| Atherton & Currier | Toronto, Ont. | 100 Adelaide St. W. Adelaide 5418 | O. F. Burkart |
| Benwell Atkins Ltd. | Vancouver, B. C. | 413 Granville St. Pacific 3448 | |
| Baker Adv. Agency | Toronto, Ont. | 522 University Ave. Adelaide 5815 | J. F. Horler Mrs. H. S. Blair |
| Canadian Adv. Agency | Montreal, Que. | Sun Life Bldg. Plateau 8046 | L. E. Schofield |
| | Toronto, Ont. | 69 Yonge St. Adelaide 8051 | R. W. Ashcroft |
| | Kelowna, B. C. | 604 | MacCrea J. Cooper |
| Cockfield-Brown & Co. | Montreal, Que. | Canada Cement Bldg. Harbour 4171 | Ed. Ainger |
| | Toronto, Ont. | Metropolitan Bldg. Elgin 9201 | C. W. McQuillin L. F. Chitty |
| | Vancouver, B. C. | 675 W. Hastings St. Pacific 7557 | Peter Downes |
| | Winnipeg, Man. | Electric Railway Chambers 97-068 | H. Lavender M. Roberts |
| Commercial Broadcasting Services Ltd. | Toronto, Ont. | 100 Adelaide St. W. Elgin 2625 | E. A. Byworth S. K. Smith |
| D'Arcy Adv. Co. | Toronto, Ont. | 90 Broadview Gladstone 4651 | G. P. Altenbernd |
| A. J. Denne & Co. | Toronto, Ont. | 90-92 King St. W. Elgin 3444 | Miss L. Ryan |
| Desbarats Adv. Agency Ltd. | Montreal, Que. | 480 LaGauchetiere W. Plateau 5025 | E. Desharats |
| Dickson & Ford | Toronto, Ont. | 30 Bloor St. W. Randolph 1488 | Roy Ward Dickson A. Edington |
| Ellis Advertising Co. | Toronto, Ont. | 465 Bay St. Adelaide 6101 | J. W. Culliner A. A. Muter |
| Ferres Adv. Service | Hamilton, Ont. | 16 James St. S. 7-3895 | E. Ferris |
| | Toronto, Ont. | 45 Richmond St. W. Elgin 2092 | Albert Jarvis |
| Financial Adv. Co. of Canada | Montreal, Que. | 474 St. Alexis St. Lancaster 2136 | Sam Ghent |
| | Toronto, Ont. | 24 King St. W. Elgin 7204 | David Jackson |
| James Fisher Co. | Toronto, Ont. | 204 Richmond St. W. Waverly 8091 | T. E. Rackstraw A. L. Thompson L. E. Pickett |
| | Montreal, Que. | 1253 McGill College Ave., Lancaster 1205 | Clifton Train John C. Walsh |
| Harry E. Foster Agencies | Toronto, Ont. | King Edward Hotel Elgin 2134 | Harry E. Foster J. E. Purcell |
| Frontenac Broadcasting Co. | Toronto, Ont. | 394 Bay St. Elgin 4563 | A. R. Robertson |
| General Broadcasting Co. | Montreal, Que. | 1434 St. Catherine St. W. Belair 2855 | |
| J. J. Gibbons Ltd. | Toronto, Ont. | 159 Bay St. Elgin 2111 | W. H. Reeves |
| | Montreal, Que. | Dominion Square Bldg. Harbour 6207 | H. M. Reid |
| | Vancouver, B. C. | 198 W. Hastings St. Pacific 0157 | Leander Manley |
| | Edmonton, Alta. | Agency Bldg. 27-512 | J. H. Fulton |
| | Calgary, Alta. | Renfrew Bldg. M 5437 | R. G. Smith |
| | Regina, Sask. | Leader-Post Bldg. 6-141 | Stan Wyats |
| | Winnipeg, Man. | Scott Bldg. 97-378 | G. Hunter |
| F. H. Hayhurst Co. | Toronto, Ont. | 38 King St. W. Adelaide 7418 | W. P. Hayhurst H. W. E. Peppier |
| | Montreal, Que. | 1405 Peel St. Belair 1161 | E. A. Goodeve |

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|-----------------------------|--|---|
| L. J. Heagerty & Assoc. | Toronto, Ont. | McKinnon Bldg. Adelaide 0366 | L. J. Heagerty |
| J. E. Huot Ltd. | Montreal, Que. | 353 St. Nicholas Plateau 9539 | J. E. Huot |
| Russell T. Kelley Ltd. | Hamilton, Ont. | 150 Main St. E. 2-1155 | R. T. Kelley |
| | Montreal, Que. | 480 LaGauchetiere W. Plateau 5025 | |
| Kenyon & Eckhardt | Montreal, Que. | Sun Life Bldg. Plateau 9989 | |
| Locke, Johnson & Co. Ltd. | Toronto, Ont. | Harbour Commission Bldg. Elgin 6271 | Elton Johnson |
| MacLaren Adv. Co. | Toronto, Ont. | 372 Bay St. Elgin 0321 | M. Rosenfeld C. M. Pasmore |
| | Montreal, Que. | Dominion Square Bldg. Plateau 9566 | E. H. H. Smith |
| | Vancouver, B. C. | 198 W. Hastings St. Marine 6268 | W. D. M. Patterson |
| | Winnipeg, Man. | Curry Bldg. 96-321 | Hugh Horler |
| | London, S. W. 1, England | 2 Cockspur St. Abbey 2377 | W. G. Abel |
| Mason's United Advertisers Agency Ltd. | Toronto, Ont. | 14 McCaul St. Adelaide 6112 | John Part |
| McConnell & Eastman | London, Ont. | Huron & Erie Bldg. Metcalfe 544 | T. H. Yull |
| | Toronto, Ont. | 254 Bay St. Adelaide 7004 | E. Gould |
| | Montreal, Que. | 1010 St. Catherine St. W. Plateau 1146 | Keith Cromby |
| | Winnipeg, Man. | Confederation Life Bldg. 95-757 | L. C. Coutts |
| | Vancouver, B. C. | 475 Howe St. Marine 2161 | Ivan Denton |
| A. McKim Ltd. | Montreal, Que. | Dominion Square Bldg. Lancaster 5192 | J. J. Gallagher |
| | Toronto, Ont. | 320 Bay St. Elgin 5361 | E. Brodie |
| | Winnipeg, Man. | Electric Railway Chambers 97-627 | A. A. Brown |
| | Vancouver, B. C. | 198 W. Hastings St. Marine 3926 | H. S. Watson |
| | London, W. C. 2, England | 376 Strand Templebar 5875 | H. Suffell |
| Metropolitan Broadcasting Service Ltd. | Toronto, Ont. | 21 Dundas Square Adelaide 0181 | Ken Sobie |
| Norris-Patterson Ltd. | Toronto, Ont. | 372 Bay St. Elgin 8461 | M. Rosenfeld |
| | Montreal, Que. | Dominion Square Bldg. Plateau 9566 | W. Wright |
| | Vancouver, B. C. | 198 W. Hastings St. Marine 6268 | W. D. M. Patterson |
| | Winnipeg, Man. | Curry Bldg. 96-321 | Hugh Horler |
| Wm. Orr & Co. | Toronto, Ont. | Metropolitan Bldg. Waverly 0306 | Wm. Orr Mrs. J. Loukes |
| Thornton Purkis | Toronto, Ont. | Northern Ontario Bldg. Adelaide 6221 | T. Purkis Miss G. Race |
| | Montreal, Que. | Confederation Bldg. Lancaster 8214 | D. Frank Tees |
| Edward W. Reynolds & Co. | Toronto, Ont. | Yardley House Waverly 6157 | Ed. W. Reynolds H. A. Telfer |
| Ronalds Adv. Agency | Montreal, Que. | Keefer Bldg. Plateau 4808 | Russel C. Ronald |
| | Toronto, Ont. | New Wellington Bldg. Adelaide 0237 | R. J. Avery |
| Ruthrauff & Ryan Inc. | Toronto, Ont. | 80 Richmond St. W. Adelaide 4069 | Alan Savage |
| Savary & Co. | Calgary, Alta. | Union Bldg. M 4560 | A. W. Savary G. H. McDonald |
| R. C. Smith & Son | Toronto, Ont. | 80 King St. W. Elgin 9396 | G. A. Phare |

(Continued on page 240).

CANADIAN AGENCIES

(Continued from Page 239)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|-----------------------------|------------------|---|---|
| Spitzer & Mills Ltd. | Toronto, Ont. | 19 Richmond St. W. Waverley 1151 | Grant Adams Miss M. Deens W. B. Byles |
| | Montreal, Que. | Dominion Square Bldg. Plateau 7924 | T. F. Wright |
| Stanfield & Blaikie Ltd. | Montreal, Que. | Dominion Square Bldg. Plateau 9777 | P. Greenberg |
| | Vancouver, B. C. | 675 W. Hastings St. Pacific 8031 | V. Irons |
| Stevenson & Scott | Montreal, Que. | 660 St. Catherine St. W. Harbour 4131 | F. E. Scott |
| | Toronto, Ont. | 100 Adelaide St. W. Adelaide 1166 | F. W. Hunt |
| | Vancouver, B. C. | 402 W. Pender St. Pacific 5824 | Roy A. Hunter |
| Stewart-Lovick Ltd. | Vancouver, B. C. | 198 W. Hastings Pacific 3531 | Fred McDowell |
| | Calgary, Alta. | Southern Bldg. M 1432 | R. McNico |
| | Edmonton, Alta. | Birks Bldg. | Winifred Sutton |
| Tandy Adv. Agency | Toronto, Ont. | 204 Richmond St. W. Adelaide 6862 | J. P. Hamilton E. V. Hammond A. Ackerley |
| J. Walter Thompson Co. | Montreal, Que. | Dominion Square Bldg. Marquette 7794 | J. E. McDougall |
| | Toronto, Ont. | 80 Richmond St. W. Waverley 2648 | A. F. Head Miss P. Sivell P. Mygatt |
| Vickers & Benson | Montreal, Que. | Keefer Bldg. Plateau 5051 | Roland Beaudry |
| | Toronto, Ont. | Reford Bldg. Waverley 1603 | D. F. Benson P. Iler |
| Wallace Adv. | Halifax, N. S. | Roy Bldg. 3-7557 | F. R. Wallace |
| Walsh Adv. Co. | Windsor, Ont. | Guaranty Trust Bldg. 3-2416 | W. A. McGuire |
| | Toronto, Ont. | 100 Adelaide St. W. Adelaide 3055 | W. G. Akins |
| Whitehall Broadcasting Ltd. | Montreal, Que. | Dominion Square Bldg. Lancaster 6500 | W. Vic George |
| Young & Rubicam | Montreal, Que. | University Tower Plateau 4691 | L. C. Arbuthnot Bryan Devlin |
| | Toronto, Ont. | 80 King St. W. Elgin 6347 | S. B. Smith C. F. Goodman |



**DON'T WONDER!
KNOW** the advertisers that
use Radio and those that do not

THE STANDARD ADVERTISING REGISTER has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 11,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.

330 W. 42nd St.
New York

333 N. Michigan Ave.
Chicago

**STANDARD
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REGISTER**

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ABOUT THE BUSINESS OF
BROADCASTING, READ
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Success Stories: The Effective Use of Radio

Summary-Index of Articles on Radio Selling and Merchandising
Published in BROADCASTING, 1938-43 Inclusive, with Dates of Publication

Automotive

SELLING RADIO TO USED CAR DEALERS. By Lew Trenner, WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of \$500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. By Frank Bull, Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used cars, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. By Paul Brines. Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. By Fred Baker, Baker, Cameron, Soby & Penfield, Hartford. April 1, 1940, p. 32. Jack, the Tire Expert, General Tire distributor of Hartford, claims to have the granddaddy of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. By Ivar F. Wallin, Jr., president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 2 1/4 hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number, Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

26 HOURS PER WEEK. Feb. 17, 1941, p. 45. Chicago Auto distributor signs big contract with WIND, Gary, Ind., after selling its entire stock of 250 cars in a trial period of five weeks.

LALLY'S SUCCESS. August 11, 1941, p. 37. Play-by-play baseball broadcasts on KSO, Des Moines, brought in the customers to Lally's Service Inc., Des Moines auto repair and service concern.

A BOOM IN AUTO REPAIRING. Sept. 1, 1941, p. 22. Winingham Chevrolet Co., Birmingham, Mich., reports that after its first two months on WCAR, Pontiac, Mich., repair sales rose 87%. Then sponsoring a program of awarding prizes via telephone, sales continued to leap.

LIFE OF A USED CAR DEALER. By Dick Smith, Smith & Bull Adv., Los Angeles. March 15, 1943, p. 60. Washington Motors Inc., Los Angeles, attributes a 40% increase in business last year largely to concentration of advertising in radio programs over KMPC Beverly Hills.

BIG SPOT CAMPAIGN BRINGS 80% JUMP IN USED CAR BUYS. March 15, 1943, p. 40. "The Smiling Irishman", successful Los Angeles radio advertiser of used cars, scored an 80% increase in response to a New York campaign to purchase used cars when he added spot announcements on 14 New York area stations to his newspaper campaign. Tony Holzer, New York representative, stated that radio proved best medium. Ten thou-

sand persons to drive to West Coast in the used cars were secured in the same campaign.

U. S. RUBBER BUYS PHILHARMONIC FOR 62 SUNDAYS ON FULL CBS. May 10, 1943, p. 9. Highlights and plans for the \$1,500,000 show to keep the firm name in the public notice during the war.

Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 30. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards, newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. By Edward C. Stodel, president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. By Paul Brines. Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend \$1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. By J. B. Kiefer, vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 34. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venture into the radio field and, after two years, sings radio's praises. There is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. By Hassel W. Smith, manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

SELLERS OF SALES. Jan. 20, 1941, p. 10. Adam Hats has been using radio since 1928. Business was good. But ever since they started broadcasting Prize fights on a nation-wide NBC hook-up, Adam Hats has become a by-word with sports fans the country over. Proof? In 1931 12 stores handled their line; in 1941 there were over 2,000.

FURNITURE THAT MUSIC SELLS. Feb. 17, 1941, p. 38. Concert program, now in its ninth year on KALE, Portland, Ore., has made Powers Furniture Co. one of the most successful dealers in that city. Featuring different items each day, tying in with double-page newspaper spreads, is the success formula.

90% GOES TO RADIO. April 21, 1941, p. 41. Bell Clothing Co. of Tulsa, Okla., has realized a 60% return from out of town business since it went on the air seven years ago on KVOO. Tulsa. 90% of its advertising budget has since been devoted to radio.

THEIR FAITH IN RADIO PAID. By Will Russell, Will Russell & Co., San Francisco. May 12, 1941, p. 58. The Albert S. Samuels Co., jewelers of Oakland, wanted a program that would sell diamonds. They started a man-on-the-street from local hotel, emphasizing the love angle. For 13 weeks the program on KSFO, San Francisco accomplished absolutely nothing. Then the formula began to "take" and within another month sales were up 46%.

FURNITURE STORES DREAMS COME TRUE. By Maury Nee, advertising director, P. J. Nee Co., Washington, D. C. May 19, 1941, p. 28. Three years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years, had a radio inspiration, which led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, *Dreams Come True*, and when the business volume showed greater and greater increases, they upped their radio budget. It now tops all other media used.

CLIPPER CRAFT BUILDING ON RADIO. Aug. 11, 1941, p. 23. Trimount Clothing Co., Boston, originator of the Clipper Craft Plan whereby individual stores meet the competition of the chains, tried radio on six eastern stations in the fall of 1940. It clicked so well that the company has successfully expanded to a network of 63 NBC-Blue stations and spots on 15 stations.

THRIFTEE MAKES SOME MONEY. By Bert A. Phillips, United Advertising Agency, Los Angeles. October 13, 1941, p. 52. Thriftee Outlet Co., Los Angeles clothing store, finds itself hopelessly overstocked. Radio comes to the rescue with shelf-emptying results. Sponsor has been on the air ever since with more than 17 hours per week of western music plus one-minute transcribed announcements on most local outlets.

THE CONSTANT HAMMERING AWAY. May 26, 1941, p. 37. C. C. Funk & Sons Furniture Store, Bristol, Conn., decided to try radio on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Successes that followed definitely established radio as a permanent part of their advertising budget.

SCHIFF'S SHOES SHIFT TO RADIO. By Robert Wasdon, sales manager, WGKV, Charleston, W. Va. May 19, 1942, p. 45. "Radio can sell," says the manager of Schiff's Super Shoe Market, Charleston, after 30-day trial of 15 spots daily on WGKV, followed by regular use of 5 spots daily.

RADIO INTRODUCES NEW LINE. Aug. 3, 1942, p. 64. The Pep Boys, Los Angeles manufacturers of auto accessories, who use radio extensively in New York, Washington, Philadelphia and the West Coast, extend their merchandising to sale of work clothes, after four years of successful radio advertising.

NEWS MAKES SALES HEADLINES. By Milton Lewis, President, Wm. A. Lewis Clothing Co., Chicago. Aug. 31, 1942, p. 27. Skeptical of its ability to pay for a five weekly quarter-hour newscast, Chicago clothier has boosted business volume so that it is largest in firm's history.

COLUMBIA OUTFITTING CO. LIKES RADIO. By Bernard Sieroty, president and general manager, Columbia Outfitting Co., San Francisco. Sept. 14, 1942, p. 52. Not experimentation, but consistent pounding away for years with a definite radio advertising policy, brought 2,000% cash return on original investment time and time again. The company keeps radio in its advertising budget as a must.

ONLY A HOLE IN THE WALL. Jan. 4, 1943, p. 38. Barney's men's clothing store found radio could do a job for it when it built a business volume of \$250,000 a year to a million and a half dollars, starting with a single radio station and building to seven stations in the New York area with seven and one-half hours time. Radio is only medium used.

RADIO BOOMS A FURNITURE MART. By William Crane, president, Crane Bros. Furniture Co., Philadelphia. Jan. 4, 1943, p. 24. A year's sponsorship of a 15-minute news period on WPEN Philadelphia re-

sulted in breaking all sales records for the store's 35 years operation and in a 52-week renewal and allocation of nearly 100% of advertising budget to radio. Show created new market in finer merchandise, brought in more substantial customers.

BUSINESS BUILDER IN TAILOR-MADE DISCS. By Robert J. Enders, radio director, Kal. Adv. Inc., Washington April 12, 1943, p. 14. In four months, Kopy Kat, Washington women's wear specialty shops, doubled its retail business with a schedule of musical transcriptions on all six Washington stations. Chesapeake & Potomac Telephone Co., using dramatized transcription on 35 stations, was so successful in getting public cooperation in reducing telephone calls it was able to cancel scheduled announcements for Christmas day when lines are usually flooded. Excellent results were obtained in telling by transcription Capital Transit Co., Washington's story of deferment of employes in campaign for car and bus drivers.

FURNITURE STORES SPEND 5.70-13.29% ON RADIO. June 28, 1943, p. 40. Analysis of radio expenditures by the National Retail Furniture Assn.

Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer; Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. By H. Kenneth Taylor, vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. By William R. Duchane, advertising manager, W. D. Hardy Co., Muekon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 195. Hasleton, Pa., store completes sixth year of sponsorship of juvenile program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFBL, shows increase of 60% in Oriental rug sales over a period of one year.

(Continued on next page)

Success Stories: The Effective Use of Radio

(Continued from page 241)

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinocchio*.

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDC, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. By Joseph Creamer and John P. Nell, Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 18, 1940, p. 104. Program sponsored by Sears-Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR.' Nov. 15, 1940, p. 48. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

DEPARTMENT STORE PROMOTES BY AIR. By Leonard A. Murchison, merchandising and sales director, H. P. Wasson & Co., Indianapolis, Feb. 10, 1941, p. 24. Indianapolis department store shows how its alert use of radio, coupled with clever merchandising tie-ins, has increased the volume of business of one of the nation's finest fashion-minded stores.

IT'S A GIFT IN CLEVELAND. Feb. 17, 1941, p. 18. Large clothing firm with a variety program of news and music, features a new type of give-away. Using three roulette wheels to determine winners of cash awards, the program, heard first over WCLE, and later transferred to WHK, commands one of the largest daytime audiences in Cleveland.

RADIO FIGURES IN A STORE'S SUCCESS. By Robert E. Bernhard, apparel merchandising mgr., Wise-Smith's Department Store, Hartford, May 12, 1941, p. 60. Of course corsets are not always an up-lifting subject. But this store gave the problem serious thought and came up with *Figures in Music*, on WDRG, Hartford, designed for younger patrons of the store. Satisfied customers have given the store tremendous good-will, and of course, success with corsets has done it.

DEPARTMENT STORE PIONEER. By Bernard Winn, radio director, E. W. Edwards & Son, Syracuse, N. Y., June 2, 1941, p. 34. E. W. Edwards & Son of Syracuse, after 10 years of successful use of radio with various programs, sees careful planning the formula to success. It recommends a coordination of radio and other media of publicity for best results.

MRS. BLOOM'S BOOM ZOOMS SEARS' SALES. By P. J. Aykard, manager, Sears, Roebuck & Co., Columbia, S. C., July 14, 1941, p. 26. When Mrs. Bloom took over for Sears, Roebuck & Co., on WIS, and began describing individual rooms in the home and advising homemakers on decorations, sales boomed. The individual sales that built into large unit sales were amazingly handled by Mrs. Bloom.

A DEPARTMENT STORE BUILT BY RADIO. By K. K. Hackathorn, sales manager, WHK-WCLE, Cleveland, Sept.

22, 1941, p. 21. Burt's Inc., Cleveland department store, was a modest little jewelry store a decade ago. Then General Manager L. O. Kivans began using radio on an increasing scale. Gradually radio built the store to its present proportions as one of the city's most thriving businesses.

FILENE SYSTEM SAID TO EDUCATE PUBLIC. Jan. 5, 1942, p. 24. George H. Jaspert, commercial manager of WTAG, Worcester, outlines progress in the new technique used by Filene Department Store, Worcester, and describes the possibilities of radio for other retail establishments.

RADIO AIDS DEPARTMENT STORE. By Harry H. Hooley, sales and promotion manager, WHKC, Columbus, O., Jan. 12, 1942, p. 35. Columbus retailer successfully publicized its Christmas Toyland department by series of programs on WHKC.

RADIO VITAL TO STORES, SAYS SHUMAKER. Jan. 19, 1942, p. 14. Brooks Shumaker, general manager of the Worcester store of William Filene's Sons Co., reports results of extensive radio sales promotion campaign to sales promotion division of National Retail Dry Goods Assn. at annual convention, Jan. 12-16, 1942.

A DEPARTMENT STORE'S BRIEF DRAMAS. By George Glevis, publicity director, The New Boston Store, Utica, N. Y., Feb. 2, 1942, p. 54. Cooperation of this store with WIBX, in an effective series of five-minute dramas, rather than the old advertising technique of bombastic spot announcements, brought surprising results.

DEPARTMENT STORE ANSWERS WOMEN'S QUESTIONS BY RADIO. By I. A. Hirschmann, sales promotion manager, Bloomingdale's, New York, May 18, 1942, p. 67. A metropolitan department store finds radio a timely medium in wartime.

BOLSTERING SALES BOOSTING MORALE. By Lloyd H. Rosenblum, advertising manager, Rosenblum's Inc., Cleveland, May 18, 1942, p. 71. Collaboration of Rosenblum's Department Store, advertising agency and WHK-WCLE, Cleveland, resulted in creation of a broadcast of what goes on behind the war scene in plants, stores, schools, theaters and recreation centers. The series went over big, won customers.

GERBER GOES FOR NEWS IN A BIG WAY. June 8, 1942, p. 20. "We believe that 'tops' in merchandising which is retailing news coupled with 'tops' in news is the best association over the radio that can be obtained for radio distribution," says Benjamin R. Michael, president, John Gerber Co., Memphis, who went all out for radio, to publicize the department store.

DEPARTMENT STORE'S ONE-YEAR TEST. Aug. 10, 1942, p. 49. J. N. Adam & Co., Buffalo, get long range results as well as immediate returns from planned program aimed at recognition and goodwill.

STORE MEETS HALF OF CLIENTELE DAILY. By E. M. Stuart, sales and publicity director, Broadway Department Store, Los Angeles, Sept. 22, 1942, p. 20. Continuing audience surveys lead this store to claim for its news program on KHJ, Los Angeles, that more So. California residents listen from 10:15 a.m. one day to 5:45 p.m. the following day, than to any other program, local or network. Radio advertising enables the store to talk with more than half its customers daily.

DEPARTMENT STORE SERIES STARTED ON COOPERATIVE BASIS. Oct. 26, 1942, p. 54. A 'radio first' on two counts: Sales-resistant retailers decided to use radio advertising, and the seven competitive department stores sponsor the same program on KQW, San Francisco-San Jose.

SALES SECRETS OF A DEPARTMENT STORE. By Walter T. Grosscup, executive vice-president, Lit Brothers, Dept. Store, Philadelphia, Dec. 7, 1942, p. 11. Successful in its use of radio where others have failed, Lit Brothers' radio experience is condensed into a few simple principles and tips for effective selling.

BIG NEWS CONTRACT SIGNED BY GILCHRIST DEPARTMENT STORE. Jan. 11, 1943, p. 40. The Boston store is sponsoring five-minute newscasts every

hour on the hour, 8-5 p.m. on WORL Boston. Sound stage and newsroom have been installed on the fourth floor of the store.

RETAIL SALES UP DURING N. Y. STRIKE. Jan. 11, 1943, p. 14. New York department stores dependent almost entirely on radio during a newspaper delivery strike in mid-December, nevertheless had a 4% rise in business during the week of the strike over the corresponding week the previous year. The same increase was true for all store sales that week in the New York Federal Reserve District, but the other areas had newspaper delivery.

A DEPARTMENT STORE'S RECORD. May 17, 1943, p. 14. John Taylor Dry Goods Co., Kansas City, last year entered its eleventh year of successful selling on KMBC Kansas City, featuring Joanne Taylor store shopper, in 15-minute dramatized program, *Joanne Taylor*, for which officials claim many new customers.

DEPARTMENT STORES CAN MAKE RADIO PAY. By John A. Garber, advertising manager, Strawbridge & Clothier, Philadelphia, May 31, 1943, p. 11. Concentrated promotion of items is key to profitable selling, says Mr. Garber, who analyzes department store sales to show why this is so. Five reasons for failures in radio advertising are named and methods to overcome them explained.

Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. By Jack Part, advertising manager, Mason Remedies Ltd., Jan. 15, 1939, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. By Joseph M. Allen, advertising manager, Bristol-Myers, Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

THEY LISTEN IN THE MORNING. By George Schneider, radio director, Gerst Adv. Agency, Cleveland, Sept. 1, 1938, p. 54. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. By Walter J. Neff, president, Neff-Rogow Inc., Advertising, New York, Aug. 15, 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. By A. L. Merrill, radio advertising manager, Peoples Drug Stores Inc., Washington, D. C., Aug. 15, 1939, p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nationwide broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store rebroadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. By Walter A. Wade, Radio Adv. Agency, Chicago, Sept. 1, 1939, p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.


AWAKENING BOSTON'S DRUGGISTS. By J. Bain Thompson, Division of Drug Merchandising, WEEL, Boston, Oct. 15, 1939, p. 20. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.

W
B
Y
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Brooklyn's

ONLY FULL TIME

Radio Station



FOR BROOKLYN COVERAGE

WBYN, 1430 ON YOUR DIAL

WM. NORINS, Gen'l Manager

#1 NEVINS ST., BROOKLYN

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. By Paul Brines, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed-of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's Jergens program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. By Ivan Frankel, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 6-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. By Grace Glasser, President, Glasser-Gailey & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

CASH FROM CAMERAS. Feb. 17, 1941, p. 8. Muncie, Ind., Drug dealer, using a weekly program built around material furnished by manufacturers and local events interesting to camera fans on WLBC, finds sales in photographic supplies up over \$10,000 in 1940.

NEWS BOOSTS SALES. March 24, 1941, p. 43. Detroit's Cunningham Drug Stores was so satisfied with its radio *News Ace* feature, that it renewed the program over five stations in the Detroit area calling for 123 newscasts weekly.

THEY BUY CHA-GOBE IN HARTFORD. By E. S. Churchill, sales mgr., Cha-Gobe Co., Hartford. September 29, 1941, p. 73. Test of street program on WHTF, that city, convinced nasal filters manufacturer that radio was the best medium for instantaneous results.

DRUG PLAN SUCCESSFUL. March 2, 1942, p. 20. Working closely with the Alabama Pharmaceutical Assn. WSGN, Birmingham, reports extraordinary results for its "drug plan" consisting of four quarter-hour weekly broadcasts and a bulletin published for members of the drug association.

DRUG TRADE COOPERATES WITH MILES. By Oliver B. Capelle, sales promotion manager, Miles Labs, Inc., Elkhart, Ind. March 2, 1942, p. 20. The manufacturers of Alka-Seltzer and One-A-Day vitamin tablets achieve success in radio advertising by appeal to the entire population, by developing remote regions, by presenting programs the majority like, and by honest claims for their products.

MILES DISC SERIES BRINGS SALES GAIN. March 16, 1942, p. 14. Miles Labs., Elkhart, Ind., sponsors of *Lum 'n' Abner*, renewing the series, reports sales of Alka-Seltzer in Keystone counties, where the programs are aired, to be up 28% over counties beyond range of stations used.

HOOK DRUG STORE CHAIN, AFTER YEAR ON AIR, ENLARGES ITS SCHEDULE. March 30, 1942, p. 43. Successful series of Indiana's largest chain of drug stores, the Hook Drug Co., has resulted in renewal and increased purchase of time.

A SHAMPOO SPONSOR'S DAYTIME SUCCESS. By Myrtle Marrow, president and general manager, Marrow's Inc., Chicago. April 27, 1942, p. 26. Sixteen years of surging sales of Mar-O-Oil demonstrate why this company allots more than 95% of its advertising appropriation to daytime radio.

RADIO SELLS SOME MEDICINE. Aug. 31, 1942, p. 28. Letter of sponsor, Frank Heathcox, Mountain Herb Products Inc., Hickory, N. C., tells of unusual growth of small business and radio advertising with growth of radio station.

PROMOTION FOR 'UNCLE SAM'. March 24, 1943, p. 24. Cohen Drug Stores' sponsorship of the OWI transcribed feature on WCHS Charleston, W. Va., produced an immediate, marked increase in vitamin sales.

Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. By R. M. Meisel, advertising manager, Industrial Morris Plan Bank, Detroit. Feb. 15, 1939, p. 30. A \$10 bill in one bank has as much value as \$10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1939, p. 53. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1939, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 28. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. By C. W. Grove, President, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. By R. M. Meisel, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S PROGRAMS. By Charles C. Alsop, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. Builders of Clovis program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. By Jack E. Berry, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won a national prize as one of the best sponsored by a bank in the U. S. in 1938.

(Continued on next page)

WASHINGTON'S *Own* STATION

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New York, N. Y.
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Chicago, Ill.

Success Stories: The Effective Use of Radio

(Continued from page 243)

Foods and Beverages

TWO SUCCESSFUL FINANCE SHOWS. By Luther Weaver, Luther Weaver & Associates, Minneapolis-St. Paul. Nov. 15, 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free a miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." By Ralph W. Pitman, president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 51.7%.

DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

HOW A BANK USES BROADCASTS. By Robert J. Isant, vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

LOAN FIRM ON SIX DAYS A WEEK. Jan. 13, 1941, p. 32. Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, on the air every day but Saturday with two programs over WTCN and WLOL, using a minimum of time for commercials, traces 243 new accounts directly to radio during the past 12 months.

INSURER'S SUCCESS. March 3, 1941, p. 28. Employers Casualty Co., of Dallas, Texas, has been on the air for six years. In that time their annual premium income has grown from less than one million to over three million. Figure it out for yourself.

MORRIS PLAN'S SPELLING BEE. July 14, 1941, p. 51. For three successive years Morris Plan in Fort Wayne has been sponsoring a county-wide spelling bee that is rapidly becoming a tradition. The station, WGL, and the sponsor have donated a plaque to rotate to the winning school each year.

AUTO LOAN BUSINESS UP 150%. July 21, 1941, p. 36. As a result of this remarkable success over WSCS, Charleston, S. C., the Citizens & Southern Bank is planning to extend its radio activities to its Columbia and Spartanburg, S. C. branches.

A BANK'S QUIZ SUCCESSFUL. September 1, 1941, p. 49. Firestone Park Trust & Savings Bank of Akron, O., tried a quiz program, titled *Was I Right?* on WAKR in that city, and got good results. Two teams made up of prominent citizens of Akron, participated on each broadcast.

SOME TIPS TO BANK SPONSORS. November 3, 1941, p. 26. Dominant financial program preference is for spot announcement, according to an analysis of radio advertising based on a canvas of 795 stations and experience of 688 bank sponsors.

LOANS STIMULATED BY RADIO. Aug. 31, 1942, p. 49. Installment loan business increased by Security-First National Bank, Los Angeles, through consistent use of spot announcements on 11 California radio stations, despite war curtailments.

FROM OKLAHOMA TO 46 OTHER STATES. By Louis W. Grant, president, Home Federal Savings & Loan Assn. of Tulsa. Sept. 28, 1942, p. 18. Experimenting with radio boosted business from one county to 77 Oklahoma communities outside Tulsa and to 46 other states besides.

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers*, which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. By Harry W. Witt, CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. By R. W. Byrnes, account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city, and its weekly program, *The Marin-Del Amateur Hour*, has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. By Emil Brisacher, Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce*, which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. By Grace Glasser, president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has her program, *The Marines Tell It To You* been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS. TUCKER'S SHORTENING. Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. By Wayne Varum, Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KFRC sells items successfully by announcing daily specials plus one super "breath-taking special."

RADIO AT THE POINT OF SALE. By Paul C. Brines, March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. By Edith Abbott, Botsford, Constantine & Gardner, San Francisco. June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. By Gordon Daline, Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohlsen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. By Helen Kennedy, assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heart-strings sells dated coffee in big way.

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. By Fred-eric W. Ziv, Frederic W. Ziv, Advertising, Cincinnati. Jan. 15, 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary*, French-Bair Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

LITTLE BUDGET, BIG RESULTS. By Ed. S. Stokes, president, Stokes Canning Co., Denver. Jan. 15, 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16% over any peak in last 29 years.

DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. By Harold S. Kahm, Apr. 15, 1940, p. 87. Quiz for parents in child-raising brings product to market for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

RFREAD AND THE REDUCING DIET. By William H. Horalau, president, Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

SUCCESS FORMULA. Aug. 1, 1940, p. 161. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUN-KIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and gets enthusiastic reception.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. By Charles Quimby, advertising manager, Quimby Baking Co., Uhrichville, O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

HAPPY BAKERS. March 3, 1941, p. 44. Bakers of Mankato, Minn., were in a dilemma. Bread sales kept falling. What to do about it? They appealed to KYSM who arranged an audience-participating quiz program. Bread wrappers started to pour in. Sales boomed and the bakers are again happy.

WHEN RADIO SUPPORTS THE STAFF OF LIFE. By Milton Peterson, general manager, Peter Pan Bakeries, March 3, 1941, p. 11. Here's one company which is firmly convinced that a well-established program can challenge any other medium in the field of quick response to direct-action new-product selling. They have been using a plain folksy story called *Toby and Susie* which has a large established audience—and those listeners buy bread!

S. & F. TALKS OVER ITS SOARING TURNOVER. By Tom Paul, advertising manager, Smart & Final Co., Los Angeles, March 17, 1941, p. 11. The smart thing to do, S & F, West Coast wholesale house decided, was to let radio sell its groceries. They bought a piece of reasonable radio time on KFAB, Los Angeles, and sat back to see what would happen. It happened, and S & F came back for more with *Johnny Murray Talks It Over* on KFI. Well, 27,000 sets of silver and three carloads of glassware as premiums tell the story pretty well.

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time. finds an increase of 32% in its business within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940, p. 35. Safety Program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

THE SALES OF BREAD AND CAKE RISING. April 14, 1941, p. 44. When Continental Baking Co., started to take its *Your Marriage Club*, on the road it played to an average of 5000 people a show. To get into the show, each person had to go to its Wonder Bread dealer to get a ticket. That killed two birds with one stone. It brought good will and sold the bread. Perfect combination.

STORY OF PRESSURE. May 5, 1941, p. 45. A Des Moines company had a new product to market and realized it would be tough to put over. They turned to KRNT, that city, and within a month sales quadrupled.

IT SELLS AND IT CREATES GOODWILL. By Robert J. Davis, vice president, Brisacher, Davis & Staff, Los Angeles-San Francisco, June 2, 1941, p. 18. It was an old problem with the farmer. Middleman expenses. A cooperative group on the West Coast decided to use radio to try to beat it. They put on *The American Challenge*. Today it carries the load of acquainting housewives on the Coast with their fresh products. Increased business reflects the results.

SPOTS MOVED THE APPLES. June 30, 1941, p. 24. An intensive three-day schedule of spot announcements on 25 stations resulted in the disposal of a Washington State bumper crop of what might have been a total loss due to the closing of export markets in warring countries.

MORE THAN A KRAFTY FOOT IN THE DOOR. By John H. Platt, advertising director, Kraft Cheese Co., Chicago, July 14, 1941, p. 11. Eight years of continuous sponsorship by Kraft has made sales history for the company. From the first two-hour network show on NBC in 1933 to the present *Kraft Music Hall*, Kraft has shot its sales messages to the public in a concentrated and successful form.

BEHIND THE STROH CURTAIN. By Arden Yinkov, Zimmer-Keller, Detroit, July 21, 1941, p. 34. Quality musical program featuring 36-piece all-string orchestra, did a fine merchandising job for Stroh Brewery Co. of Detroit. The half-hour evening show was presented before capacity audiences in and around the city. Station used was WJR.

A BUCK FOR A BOX—THE MILLER METHOD. By J. J. Werner, sales and advertising director, Miller Cereal Mills Co., Omaha, July 28, 1941, p. 22. Starting from scratch, Miller successfully introduced a muffin mix by radio and then followed up with a hit program that paid a buck for each of the sponsor's box tops found in the home of housewives called during the show.

SELLERS OF SALES. September 29, 1941, p. 38. *Adelaide Hawley*, editor of WABC's *Woman's Page of the Air*, makes good use of her knowledge of the housewife's problems in her broadcasts for the New York State Bureau of Milk Publicity and the Krug Baking Co. Both sponsors have had remarkable response in the New York area.

TILLAMOOK GETS \$10.90 FOR EVERY \$1. By David M. Botsford, president, Botsford, Constantine & Gardner, Portland, Ore. October 13, 1941, p. 18. Tillamook County Creamery Assn. of Portland, Ore., has found its weekly 15-minute Coast regional network program an effective and profitable low-cost advertising medium.

SELLERS OF SALES. R. C. Williams Co., Newark, distributors of Royal Scarlet brands (food products), were determined to put Royal Scarlet brand name back in the public mind. Radio was tried so successfully that within four months the Williams Co. had expanded its radio time threefold. October 13, 1941, p. 53.

A LIVESTOCK MARKET PROSPERS. October 20, 1941, p. 35. North Portland Livestock Market News and Educational Foundation, Portland, Ore., started a daily noon quarter-hour livestock market commentary on KEX, that city, resulting in increased business for the market. Estimated daily listening audience is 250,000.

SUCCESS FOR SUPER MARKET. October 27, 1941, p. 40. *Charles Crouch*, vice-president of Super Market Institute and manager of 22 Lucky Stores in Northern California, tells of the Lucky Stores' radio success on KGO, Oakland. Super Markets Institute Convention in Philadelphia was so impressed that many Super Market operators planned similar promotional tieups.

NATION HAS ANOTHER CUP OF COFFEE. By Michael A. Raymond, account executive, Buchanan & Co., New York, March 9, 1942, p. 14. Extensive merchandising program conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau of New York has resulted in a "coffee-conscious" nation. Screen announcements, direct mail, special events, broadcasts, spot announcements and other media were used.

RADIO PEDDLES THE GROCERIES. By A. L. Moragne, merchandising service manager, Robert Orr & Co., Nashville, May 11, 1942, p. 106. Hermitage food products' sales boom with radio publicity.

FARM CO-OP UPSETS AN OLD THEORY. By Fred W. Meyer, president and manager, Michigan Milk Producers Assn. June 8, 1942, p. 22. Michigan milk consumption took a "noticeable upturn" after dairy farmers of the local area used WWJ, Detroit, to tell the story of the dairy farmer and the Michigan Milk Producers Assn. through *Cream of the News* programs.

WOMAN COLUMNIST USED SUCCESSFULLY BY NEW YORK FIRM. By Walter B. Bruce, advertising manager, H. C. Bohack Co., New York, June 8, 1942, p. 46. Sales of Tenderay beef advertised on Mary Margaret McBride's broadcast were up 29% over previous year, says this executive of a New York firm.

BRASS RAIL FOR GOOD OLD DAYS. June 29, 1942, p. 41. The Brass Rail restaurant, located in the most competitive restaurant spot in the world, Times Square, New York, experimented with a series of "memories" programs, *Moment of Memory*, which proved their worth within a few weeks.

TENDERONI SOLVES PRIORITY PROBLEMS. Sept. 7, 1942, p. 12. Heavy advertising and courageous pioneering with a new product when Government priorities removed from the market Van Camp's biggest seller, pork and beans, resulted in a sales record for Tenderoni equal or better than the old pork and beans record.

PET'S FIRST CHOICE. Oct. 19, 1942, p. 58. For the tenth year, Pet Milk Co., St. Louis, renews its CBS contract for *Mary Lee Taylor* and for the seventh its contract for *Saturday Night Serenade*. Firm has increased business 166% since it first started radio advertising.

LITTLE JOYCE'S BIG BOOST. Nov. 9, 1942, p. 32. Popular sales assistant on KROC, Rochester, Minn., is Little Joyce, "Sonovox" personality who increased sales of Nesbitt Orange drink 31% during a one-month spot campaign.

SPECIAL TECHNIQUE NEEDED IN APPEALS TO LATIN AMERICA. Nov. 9, 1942, p. 41. "Radio used with intelligence is our most important method of communicating goodwill. Used carelessly, it can turn upon its handler", says the United Fruit Co., probably the oldest and largest American firm doing business South of the Rio Grande. Firm tells how radio advertising or North American products can be effective in Latin America.

COCA COLA PLANS THIRD BLUE SKIES. Jan. 25, 1943, p. 12. Firm enlisted Coca Cola bottlers to buy the time while it provided production and talent for a new BLUE series 3-3:15, Monday through Friday afternoon.

NO RULES FOR 'BREAKFAST AT SARDIS'. By John Masterson, manager, *Breakfast At Sardis*, Hollywood, April 26, 1943, p. 56. How an astounding mail pull was built by tossing rules out the window. The records broken and how a national sponsor had to ease up on commercials because he couldn't supply the increased demand are told.

EARLY BIRD—MILKMAN MAHONEY. By Jean Kerr, radio copy chief, Lewis Edwin Ryan Agency, Washington, Oct. 11, 1943, p. 20. Thompson's Dairy, the sponsor, won't talk, but looks happy and has renewed Claud K. Mahoney's news on WMAL Washington on a 12 months basis for seven times straight. Mahoney adroitly ties in his plugs with the news, keeps his listeners guessing how he'll do it next.

Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1939, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1925.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. By Jimmie Barry, advertising manager, KFPW, Fort Smith, Ark., Aug. 1, 1939, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR sells property valued at \$15,000 for a total advertising outlay of \$161.25, in two weeks time.

(Continued on next page)

**BE SURE
YOUR BUDGET
INCLUDES . . .**

radio

FIRST WITH U.P. NEWS . . . EVERY HOUR . . . EVERY DAY!

... the active voice of
NEW BERN, NORTH CAROLINA
SERVING THE WORLD'S TWO LARGEST
PERMANENT MARINE BASES and
one of Carolina's richest markets

Success Stories: The Effective Use of Radio

(Continued from page 245)

YOUNG AMERICA SELLS THE NORGE LINE. By *George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 16, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires goodwill.

THE FHA SENDS AN INVITATION TO SPONSORS. By *George T. Van der Hoef*, Chief, Radio & Motion Picture Section, Federal Housing Authority, Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

RADIO-BUILT HOUSE IN CAROLINA. Jan. 20, 1941, p. 12. To educate its audience in the problems of home-making from the ground-breaking to the house-warming, WCSC, Charleston, S. C., sponsors the building of a model home, broadcasting for 15 minutes each day on-the-spot with an informal serial.

THEY ALL KNOW THE WIFE BROTHERS. By *Philip Klein*, president, Philip Klein Adv. Agency, Philadelphia, Feb. 24, 1941, p. 16. Philadelphia firm selling floor coverings and venetian blinds, trying radio over WFIL just a year ago, finds a real boom in sales after over 25 years in business. Owner of store broadcasts commercials in person, establishing a closer relationship between store and buyers; sales increases show the public likes the friendly contact.

BROADCASTS CAN SELL PIANOS. March 31, 1941, p. 34. Various programs the country over have shown that radio can move pianos, says report of National Manufacturers Assn.

SELLERS OF SALES. March 10, 1941, p. 24. Since 1928 the Benjamin Moore & Co. (paints) has been on the air with *Betty Moore*, a program setting forth the problems of interior decoration. Betty Moore also conducts a club, the members of which get a free decorating booklet each fall and spring. Since taking the air mail responses have doubled each succeeding year except 1938. In 1928 there was one factory now there are seven.

REALTORS GETTING RESULTS FROM RADIO. By *Samuel J. Henry*, radio director, Vincent Futchling & Assoc. April 7, 1941, p. 18. Homes are a pretty big item to try to move via radio. WJTV, Washington, went out whole hog. They had homes for sale from four to 40 thousand dollars. First week *Homes on Parade* had 8 sponsors, by the 7th week the program was sold out with 15 participating sponsors. One reports nearly \$250,000 increase in sales over last year. Proof enough that radio can move large items.

RADIO SAMPLES MERCHANDISE. By *Russell B. Wells*, vice-president, Charles E. Wells Music Co., Denver, May 5, 1941, p. 48. Good-will sells merchandise as well as high pressure salesmanship. So Wells Music Co., Denver, conducts free music classes, a Junior police band and a marimba orchestra, in connection with its *Wells of Music*, on KOA, Denver. Does it work? Well, the company just renewed its 52-week contract.

FIVE SPONSORS WITH ONE IDEA. June 2, 1941, p. 23. Five companies cooperate to give the public information on building to sell homes they have had a hand in building. Although the program is young, many houses have been sold and many rival companies are trying to get time on the program—a good indication that it's going over.

11 HOMES WERE SOLD. June 2, 1941, p. 24. How to sell homes? Here's one formula that worked. An announcement on a popular participating program of the coming of a broadcast remoted from a new home; a one time broadcast of that remote. Result: 11 homes sold.

A LOCAL'S \$50,000 HOUSE. July 14, 1941, p. 24. WJLS, Beckley, W. Va., invited building manufacturers of all types to join in building a cooperative model house on a half-cash, half-time basis. A daily broadcast from the construction site plugging the homes resulted in more business for the participating firms.

HOW RADIO SELLS FURNITURE. July 21, 1941, p. 33. A survey conducted among 2,000 furniture retailers, shows that three-fourths of furniture retailers using radio get satisfactory results.

MRS. BLOOM'S FURNITURE SUCCESS. October 20, 1941, p. 28. Morrison-Neese furniture store, Greensboro, N. C., was having trouble selling its budget line until *Winifred Bradford Bloom* arrived fresh from a successful season at WIS, Columbia, S. C. Mrs. Bloom's informal, artistic morning broadcasts on WBIG, Greensboro, brought the customers in droves and another Bloom boom was created.

A FURNITURE STORE'S EXTRA PUNCH. By *Sol Laderberg*, advertising manager, A. J. Legum Furniture Co., Norfolk, Sept. 14, 1942, p. 49. Radio offer of proprietor to buy War Bonds with money coming in from special sales events brought tremendous returns. Firm is "sold" on radio.

SACHS 20 YEARS OF RADIO. Sept. 28, 1942, p. 49. Investing millions in radio has brought big returns to Sachs. The furniture store celebrated 20 years of continuous radio advertising on most of New York's stations at one time or another.

Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. By *J. Frank Beatty*, Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia, Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERENCES BLUE COAL TO RED INK. By *Bruce Robertson*, Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. By *Wayne Varshaw*, KSO-KRNT, Des Moines, Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. By *Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

ASSOCIATED TO SPEND \$250,000 IN 15TH GRID SEASON ON COAST. Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends \$250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

THEY TRIED RADIO. Jan. 13, 1941, p. 20. Des Moines coal company, abandoning all other advertising media for radio—using KSO and KRNT—finds 1940 sales up 20% over the previous year.

THIRTY SECONDS TO GO IN DENVER. Jan. 20, 1941, p. 43. Quiz contest sponsored by Bay Petroleum Corp., over KOA, Denver, calls contestants who have registered at neighborhood stations, by phone and poses question to be answered within thirty seconds. Prizes are in form of credit memo for certain number of gallons of gas. Average of six new customers per day since contest started.

THE NEWS THAT MOVES RICHFIELD'S OIL. By *Robert M. Hixson*, Hixson-O'Donnell Advertising Inc., Los Angeles, Jan. 27, 1941, p. 20. Richfield Oil Corp. of California claims its 15 minute newscast, *Richfield Reporter*, heard six times weekly over Pacific Coast NBC-Red, to be the longest success in the history of network radio. Anyone who has any counter-claims will have to show evidence to better Richfield's record of over 10 1/2 million give-aways since 1932, for each represents a personal call.

THE 700TH 'STANDARD SYMPHONY HOUR'. March 10, 1941, p. 18. For 13 years, the Standard Oil Co. of Cal., has sponsored a symphony hour during which no commercial announcement has been used. Their measuring stick of success is calculated in the volume of good-will that is constantly paying off in dollars and cents.

AN IDEA THAT SUCCEEDED PDQ. By *Chet Crank*, Dana Jones and Chet Crank Inc., Los Angeles, May 8, 1941, p. 34. When the Petrol Corp., Los Angeles, went looking for a radio program they wanted one that would have to be inexpensive and have general public appeal. They went to KFI, Los Angeles, and came up with *PDQ Quiz Court* which was the answer to their prayer—for it merchandised itself and built both good-will and new customers.

Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Ruddy Kilowatt—Your Electrical Servant*, which promptly sold 34,000 copies. Then followed a radio series, *Ruth and Ruddy* trying in with the book and showing how the mythical Ruddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. By *Karl B. Mickey*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 1 1/2 millions of the "Chef's" recipe book had been distributed by local dealers during that period.

In Oakland

the largest

- Department Store
- Apparel Shop
- Furniture Store
- Jewelry Store
- Bread Bakery

are on KROW exclusively!

These, together with added scores of national and local advertisers who are on Oakland's progressive station, make mighty convincing evidence that . . .

Radio in Oakland means

KROW

RADIO CENTER BUILDING
19th and Broadway
OAKLAND 12, CALIFORNIA
Philip G. Lasky, General Manager
Studios in Oakland and San Francisco



FREE & PETERS, INC., Exclusive National Representatives

HOW RADIO SERVES THE ELECTRIC UTILITIES. By R. T. Harris, R. T. Harris Advertising Agency, Salt Lake City. Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot for all-around effectiveness and is on the air consistently over a nine months' period each year.

SELLERS OF SALES. April 28, 1941, p. 46. When an advertiser buys radio time for a 30-day trial and the program is still going strong after 5 1/2 years—that's success in any man's language, especially to Chicago & North Western Railroad, sponsor. Surveys show it grows more popular with age.

A UTILITY TELLS ITS STORY. By Harvey A. Brassard, Sverson-Kelley Inc., Spokane, Wash. June 15, 1942, p. 62. The Washington Water Power Co. reached a wide audience through its radio series, the *Ruddy Kilowatt Kitchen Quiz* on KFPY, Spokane, and got its message to the public in an entertaining manner.

GOOD MUSIC FOR UTILITY PROGRAMS. By Richard Oddie, Radio Time-buyer, McCann-Erickson, San Francisco. Aug. 17, 1942, p. 34. Two-hour evening concert on KYA, San Francisco, sponsored by Pacific Gas & Electric Co., San Francisco, with a minimum of commercials, has proved tremendously successful in building good will and increasing direct sales.

Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. By Walter McCroery, sales manager, Allied Advertising Agencies Inc., Los Angeles. Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Hosannas Protective League* on KNK, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCOS USES BROADCASTS. By W. W. Sebald, Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over \$300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild headquarters. Lecture follows dinner after which members give names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. By Edward P. Franklin, assistant manager, KJBS, San Francisco. July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. By J. R. Lunke, James R. Lunke & Associates, Chicago. July 15, 1938, p. 18. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 69. NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. By Lindsay Spight, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1938.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15, 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. By Herbert Lyser, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Fool* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES. April 15, 1939, p. 58. Firm's radio budget for 1939 tops \$800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 82. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcast far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. Magazine Razor Co. contracts for half-hour period on the air for the Louis-Galento fight and saves \$1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. By Robert J. McAndrews, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 38-station NBC-Red network, plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

A SPOT A DAY. Oct. 15, 1939, p. 67. Alcoa's firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. By Paul Brines, Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The Missus*, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1 1/2 million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. By Frank Baker, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of flossy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. By Gomer Beth, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher," gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. By Douglas Cronin, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. By Walker Gullatt, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WRCC, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 46. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than \$10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 82. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM—BIGGEST USER OF RADIO TIME. By J. Frank Beatty, Nov. 15, 1940, p. 29. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. By Donald E. Finlayson, WLS, Chicago. Dec. 1, 1940, p. 38. In its 18 years on the air, *WLS National Barn Danes* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

SUCCESS IN TEXAS. Jan. 20, 1941, p. 47. Sun Bowl Festival, promoted by air, draws many; offer to give away pictures of Sun Bowl parade draws over 10,000 responses from 17 states and two Canadian Provinces.

SELLERS OF SALES. Feb. 3, 1941, p. 11. When a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Makes Believe Ballroom*, heard over WNEW, New York.

TOBACCO'S ROAD TO SUCCESSFUL SELLING. By Edward Codel, Feb. 24, 1941, p. 13. In 1930, when they first ventured into radio, the name Brown & Williamson was practically unknown to the radio audience. Today, 11 years after, they are one of America's largest radio advertisers and tobacco dealers. Variety programs and strong copy have aided in successful sales.

SELLERS OF SALES. April 14, 1941, p. 22. When the head of a large firm such as American Tobacco Co. takes his hat off to the salesmanship of radio, that's huff said. They've been at it since 1927 and have no regrets.

A WEEKLY BENEFITS BY RADIO. June 23, 1941, p. 26. A unique story of newspaper-radio cooperation. A weekly of Longmont, Col., saw station KFKA, Greeley, 35 miles away, take much of the town's advertising money. Paper owner hit on idea of buying time on radio and giving all his advertisers a free spot. It's worked to both their advantages.

FIGHT BOOSTS SALES. July 7, 1941, p. 5. Gillette Safety Razor Co., Boston, reports that retailers' sales of its items featured on the Louis-Corn Fight over MBS, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts.



FIRST AID TO BUSY PEOPLE

EXECUTIVES SPEAKERS
WRITERS TEACHERS
STUDENTS CLERGYMEN
LAWYERS LIBRARIANS
ETC.

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Would you like to condense 100 hours of weekly reading into 30 minutes, without missing a single important fact or event? Do you wish to have every major subject and news event at your finger-tips—condensed, sorted, filed and indexed for ready reference? **FACTS ON FILE** does it for you by means of a weekly 8-page digest that covers world news in capsule form, stripped of verbiage, opinion and comment.

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Special Offer!

TRY **FACTS ON FILE** for 5 weeks for only \$1.00 (value \$2.50). Regular subscribers at \$25.00 a year receive a handsome loose-leaf DE LUXE BUCKRAM BINDER FREE OF CHARGE (Size 9 1/2 x 1 1/2 in.) Holds a year's supply of Digests and Indexes. Send the coupon below with only \$1.00 for special 5-weeks' trial, which includes latest Quarterly Index FREE OF CHARGE.

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() I enclose \$1.00 for Special 5-weeks' trial service of **FACTS ON FILE**, which entitles me to latest 22-page Quarterly Index FREE.

Name _____

Address _____

BM _____

Success Stories: The Effect Use of Radio

(Continued from page 247)

LARGER CROWDS AT LAKE COMPOUNCE. By Julian Norton, manager, Lake Compounce, Bristol, Conn., amusement, Aug. 11, 1941, p. 42. When the amusement park had its second most successful season in 1940 after using radio, small wonder that the contract with WRCC, Hartford, was renewed in 1941 for an extensive schedule of spots, street interviews and recorded programs.

HIGGINS MOVES BOATS OVER THE AIRWAVES. By George W. Rappleyea, assistant to president, Higgins Industries Inc., New Orleans, Sept. 1, p. 14. A spot schedule as a sort of a courtesy gesture to WDSU, New Orleans, after Manager Joseph Uhalt had bought a motor boat, brought such pleasing results that Higgins went for two programs. Now, firmly sold on radio, the sponsor is launching its third series to sell the boats.

MR. MEINECKE GETS PERSONAL. Sept. 8, 1941, p. 10. Like most small city retailers, A. S. Meinecke, manager of Meinecke Bros. hardware firm, depended on local announcers to merely read his spot radio advertising. Then he evolved a "hello neighbor" policy in which he, himself, transcribed the announcements in his own inimitable style. The personalized approach immediately clicked with the listeners.

PHILADELPHIA LAUNDRY CLEANS UP. October 20, 1941, p. 48. Five month campaign on WIP, Philadelphia, by Manchester Laundry Co. in that city, has increased the customer list by more than 1500. Musical quiz, awarding 10 sets of movie passes for guessing correct titles, was used.

RADIO GIVES MUSICAL SHOW A LIFT. By Mario Lewis, radio director, Blaine-Thompson Co., New York, November 3, 1941, p. 22. Lukewarm reception of "Hollis-poppin'" turns into sensational success overnight when radio is added in promotion of Broadway musical. Survey disclosed that radio brought in thousands of customers who never before spent \$3.30 for a ticket to a Broadway show.

TAX BOOK SERIES AGAIN SUCCESSFUL. Jan. 12, 1942, p. 12. Simon & Schuster, New York, publishers, got half a million orders for tax guide book. *Your Income Tax*, after extensive direct sales campaign on 588 stations, one of the largest spot campaigns in radio history.

RADIO IS FOUND SUPERIOR TO OTHER MEDIA. Jan. 19, 1942, p. 20. An extensive survey of the influence of paid forms of advertising upon consumer purchases, made by Kent State U., Kent, O., leads Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, to the conclusion that radio is "overwhelmingly" better as a force to impel sales, than magazine, newspaper and other advertising media.

NEWS BOOM ON WEST COAST. Jan. 26, 1942, p. 14. Farms long resistant to radio advertising are booked for news roundups as new listening interest spurts.

KYW SELLS RADIO TO PHILADELPHIANS. By Leslie Joy, general manager, KYW, Philadelphia, Feb. 9, 1942, p. 46. "Radio: Sentinel of Freedom" campaign by KYW utilized an art contest of posters and art interpretations depicting the things that make radio tick.

MAIN RADIO ACCOUNTS SURVIVING PRIORITIES. Feb. 16, 1942, p. 11. Radio's anchor accounts (food, drugs, toilet goods and tobaccos), which comprise 80% of the industry's advertising revenues, are not reducing their air time, according to analysis of basic commodities by BROADCASTING.

IN SUPPORT OF SPOT ANNOUNCEMENTS. By Harold Bratsberg, continuity editor, KFFY, Spokane, March 30, 1942, p. 57. Good spots can be, not "sore" spots, but worth their weight in gold, says this writer of spots who has concrete evidence to prove it.

NUMBER OF SPONSORS PER PROGRAM RISES, SAYS WITMER, SEEING GOOD YEAR FOR NBC. March 30, 1942, p. 60. Roy C. Witmer, NBC vice-president in charge of sales, tells NBC "war clinic" that 1942 should be another banner year for networks as sales mediums.

THEY LISTEN TO BESSIE BEATTY. April 20, 1942, p. 29. Surveys of C. E. Hooper and WOR report more listeners tune in on Miss Beatty's program than any other woman's series in New York City. And participating commercial sponsors capture a land-office business.

THEY MUST BE AT MIDNIGHT. By Rudy Frank, State Theater, Hartford, June 8, 1942, p. 47. A startled radio salesman discovers that late spots are just what the customer wants, when he scheduled spot announcements of a late show for defense workers in Hartford area. The spots soon brought results—a full house for State Theater.

BUDGET IS SMALL—BUT OH, WHAT A SHOW! By Norman Livingston, radio director, Redfield-Johnstone, New York, June 29, 1942, p. 40. Cooperative programs offer big-time radio to local and regional advertisers. A seven-year selling job proves the value of this medium.

WARTIME INDUSTRY AND RADIO. By Harry Camp, sales manager, WGAR, Cleveland, June 29, 1942, p. 30. Large industrial firms buy radio time to inform the public of government honors awarded them for production excellence, and to tell their complete story to the public.

WINCHESTER'S FRIENDLY PROGRAMS. July 13, 1942, p. 67. WELI, New Haven, carries successful promotion by the Winchester Repeating Arms Co., designed to foster appreciation of Winchester's war effort in the community and to encourage local talent.

AND NOW THEATRES TURN TO RADIO. By Mario Lewis, radio director, Blaine-Thompson Co., New York, July 18, 1942, p. 22. Stage and movie producers learn that radio has now become a "must" expenditure for advertising.

THE NIGHT IS LONG—AND CHEERFUL. By Jerry Lawrence, producer-conductor, WOR, New York, July 27, 1942, p. 16. The great all-night audience, recently augmented by vast numbers of war workers on late shifts, proves to be a valuable market. Experiments in all-night selling brought sales to I. J. Fox Fur Co., Rum & Maple Tobacco, Marlin Blades and Carter's Little Liver Pills.

WOR WARTIME SEARCH FOR NEW CLIENTS GETS 20 NEW ACCOUNTS IN SIX MONTHS. July 27, 1942, p. 16. WOR's report with seven points radio advertisers might use to guide them in future months plus an intensive solicitation for new accounts resulted in a 24% increase of business, and the station discovered a number of its new sponsors advertised although affected by the war.

NEWS SELLS HEARING AIDS. By Dr. Dwight H. Stoughton, Stoughton Drug Stores, Hartford, Aug. 3, 1942, p. 42. WRCC, Hartford, quarter-hour news program sells Western Electric Audiphone, a hearing device.

A RUG CLEANING JOB BY RADIO. Aug. 17, 1942, p. 43. Radio has played a major part in expansion of the rug cleaning department of Miller North Broad Storage Co., Philadelphia. Three consecutive years on WIP, Philadelphia, proved it.

REVIVING THE CAMERA BUSINESS. By Will Dennis, KVOO, Tulsa, Aug. 24, 1942, p. 49. W. H. Herber & Co., knocked the bottom from the camera trade. KVOO stepped in with a scheme to build up a huge volume of business in photostating old letters, birth certificates, family Bibles, wills and documents. The station became salesman and purchasing agent for the Tulsa Camera Record Co. through successful use of spot announcements.

SEED FIRM'S SUCCESS. Sept. 7, 1942, p. 10. Lundberg Seed Co., Osceola, Wis., did a land office business after heavy spot schedule and sponsorship of OEM feature, *You Can't Do Business With Hitler*, on WJMC, Rice Lake, Wis.

BUSINESS ORGANIZATIONS TURN TO RADIO. By T. J. McInerney, Publicity secretary, Bronx (N. Y.) Board of Trade, Oct. 26, 1942, p. 59. Increased use of radio by business men's groups, trade and civic organizations is indicated by U. S. Chamber of Commerce survey.

THE OLDEST SPONSORS ON WOR. Oct. 26, 1942, p. 61. WOR finds that 41 sponsors have been advertising through that station for four or more consecutive years, 10 for over seven years, and one sponsor, Dugan Bros., New York, has used WOR for 16 years.

SALES LESSONS LEARNED FROM YEAR OF WAR. By Eugene S. Thomas, sales manager, WOR, New York, Nov. 9, 1942, p. 20. WOR met the challenge of wartime changes by careful analysis of listeners' tastes and trends, helped its advertisers to stay on the air when financial crises arose, and reached an all-time high in sales of new business. Sixty-day sales campaign, Sept. 1-Oct. 30, brings in 20 'first' sponsors.

HEAVY INDUSTRY'S GOODWILL. Nov. 9, 1942, p. 42. To maintain goodwill, Aluminum Industries Inc., Cincinnati, although it has no product to sell, sponsored football series on WKRC, that city.

ADVERTISING WON'T BE KILLED BY THE WAR. By Charles W. Williams, professor of economics and commerce, U of Louisville, Nov. 16, 1942, p. 22. The period of reconstruction will provide an excellent opportunity to sell, according to Prof. Williams.

FROM 1 BARN TO 2 MILLIONS. By Merrin Crough, Nov. 16, 1942, p. 57. Col. E. C. Stieklen, a western cattle buyer and auctioneer of Gothenburg, Neb., attributes to radio his success in building livestock commission sales business.

WAR PLANT SERIES ON COAST HONORED. Nov. 23, 1942, p. 45. A series titled *Pledge Allegiance* aimed to build worker morale and understanding of problems, and a vocational guidance series, *Youth Looks to Tomorrow*, both on KIRO, Seattle, receive awards for outstanding merit among programs released by U. S. stations. The former series was planned by Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard in cooperation with KIRO.

SOLVING A WARTIME PROBLEM. By George H. Jaspert, general manager, WPAT, Paterson, N. J., Nov. 16, 1942, p. 32. A local station does a tremendous job in aiding war plant employment bottlenecks.

NOTHING TO SELL. Nov. 23, 1942, p. 58. With nothing to sell, Edward E. Stokes, president of Sebastian Lathe Co., Covington, Ky., buys time on WCKY, Cincinnati, to plug American Red Cross blood donor service.

THEY ADVERTISE IN WARTIME. Dec. 7, 1942, p. 47. A survey of Publishers' Information Bureau revealed that radio advertising expenditures of ten leading industries for the first eight months of 1942 remained at 85.1% of the level maintained for peacetime advertising, despite the fact that seven of the ten concerns have been converted to war industries.

138 ADVERTISERS BUY RADIO IN NEW YORK FOR FIRST TIME. Dec. 28, 1942, p. 20, 48. Successful use of radio by numerous advertisers on four New York outlets of major networks and four leading independent stations is revealed in the story of 138 new advertisers, and an optimistic outlook for radio is seen in large scale advertising during the last six months of 1942. Amusements, schools, perfumes and retailers were among new sponsors.

PRODUCERS CLAMOR FOR STARS OF THE AIR TO BUILD UP BOX OFFICE PULL OF FILMS. Jan. 25, 1943, p. 40. Hollywood film studios are spotting well-known radio personalities in pictures, believing radio listeners will go to theatres to see their favorite radio stars on the screen.

GOLDEN AGE OF ADVERTISING FORECAST. By Weston Hill, copy director, Sherman & Marquette, Chicago, Feb. 15, 1943, p. 20. Some case histories of enormous successes with premium advertising, analyzing success elements and pointing out pitfalls; technique of straight selling copy analyzed, with examples and results given.

IOWA MERCHANTS PREFER RADIO. March 1, 1943, p. 12. Statewide surveys by Iowa Pharmaceutical Assn. and Iowa Retail Grocers & Meat Dealer Assn. reveal radio leads preferences in media by Iowa druggists and retail grocers and meat dealers.

WAR INDUSTRIES BRING NETS NEW REVENUE. Mar. 8, 1943, p. 11. A review of one-time network broadcasts for last nine month period reveals that situations created by the war, and sports and seasonal events have provided material for more than 60 special programs. Article analyzes the survey, showing how radio has been forced into hitherto unexplored fields and discussing immediate and potential benefits to radio.

ATLANTIC SIGNS WAR BASEBALL SCHEDULE. March 15, 1943, p. 15. Atlantic Refining Co., heavy sponsor of sports events on the Eastern Seaboard, sponsors both major and minor league games over regional hookups.

WGKY'S 'MUSICAL PICTURES.' April 26, 1943, p. 64. WGKY Charleston, W. Va., broadcast an educational series in which 27,000 school children participated by listening to music, classified by subject, and expressing their reactions in a drawing, poem, story, etc.

RKO TO USE REGIONAL AND KEY STATION TIE-UP IN RADIO PROMOTION OF FILMS. May 31, 1943, p. 54. "The combination of radio and newspaper promotion for RKO pictures has proved the most effective method for reaching the most people", according to S. Barrett McCormick, director of advertising and publicity for RKO. National coverage was planned after sensational success in radio promotion of "Hitler's Children".

WESTERN ELECTRIC SCHEDULES REGULAR 7-WEEKLY HELP WANTED SERIES. June 21, 1943, p. 20. Special want-ad series includes transcribed interviews with employes already working for WE and with returned war heroes.

RADIO PUTS OVER PICTURE PROMOTION. Sept. 27, 1943, p. 14. Columbia Pictures Corp., New York, grossed the largest sum on "The More The Merrier" ever taken on any Columbia picture, through a national campaign of numerous spot announcements running eight weeks in 53 selected cities. "Radio was definitely the major factor in the amazing success of the picture," said Nate G. Spingold, Columbia vice-president.

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS
1130 K.C. - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!



WHAS

LOUISVILLE

50,000

WATTS • 840 KC

BASIC CBS

REPRESENTED BY
EDW. PETRY & CO. INC.



Advertisers Using CBS Network During 1943

* Pacific Coast Stations Only.

** New York Sixes Stations Only.

Contract Dates Cover Only Those Contracts Effective in 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|--|---|--|-----------------|----------------------|---|
| Allegheny-Ludlum Steel Corp. | Institutional | Mother & Dad | Saturday, 5:30-6:00 P.M. | 39 | 10/2/43— | Walker & Downing, Pittsburgh |
| American Home Products Corp., Jersey City | Anacin | Our Gal Sunday | Mon.-Fri., 12:45-1:00 P.M. | 58-123 | 9/21/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Anacin | Easy Aces | Wed., Thurs., Fri., 7:30-7:45 P.M. | 48 | 10/28/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Benefax | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 125 | 8/2/43— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Bisodol | Romance of Helen Trent | Wed., Thurs., Fri., 12:30-12:45 P.M. | 52-123 | 9/21/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Kolynos | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 52-117 | 9/22/42-7/27/48 | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Kolynos | Mr. Keen, Tracer of Lost Persons | Wed., Thurs., Fri., 7:45-8:00 P.M. | 49 | 10/28/42— | Blackett-Sample-Hummert, N. Y. |
| American Oil Co., Baltimore | Gas and Oil | CBS World News | Thursday, 6:00-6:15 P.M. | 51 | 8/19/43— | Joseph Katz Co., Baltimore |
| American Oil Co., Baltimore | Gas and Oil | Edward R. Murrow | Sunday, 1:30-1:45 P.M. | 58 | 8/22/43— | Joseph Katz Co., Baltimore |
| American Tobacco Co., New York | Lucky Strike Cigarettes | Your Hit Parade | Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M. | 118 | 5/2/42— | Foots, Cone & Belding, N. Y. |
| Armstrong Cork Co., Lancaster, Pa. | Quaker Rugs eff 10/2/43 Any Acceptable Product | Armstrong Theater of Today | Saturday, 12:00-12:30 P.M. | 118 | 10/3/42— | BBD., N. Y. |
| Aro Equipment Corp., Bryan, O. | Institutional | Army-Navy "E" Award | Saturday, 3:00-3:30 P.M. | 115 | 1/16/43 Only | Besson, Fuller, Reichert, Toledo |
| B. T. Babbitt, Inc., New York | Bab-O Cleanser | David Harum | Mon.-Fri., 8:00-8:15 P.M. | 18 | 2/2/42-5/14/43 | Duane Jones Co., N. Y. |
| P. Ballantine & Sons, New York | Ballantine Beer & Ale | Three-Ring Time with Guy Lombardo's Orchestra & Ogden Nash | Monday, 10:30-11:00 P.M. | 45 | 3/8/43— | J. Walter Thompson Co., N. Y. |
| Ballard & Ballard Co., Louisville | Ballard's Obelisk Flour | Renfro Valley Folks | Tues.-Fri., 8:15-8:30 A.M. eff 9/1 Wed., Thurs., 8:15-8:30 A.M. Friday, 8:15-8:45 A.M. Sunday, 9:15-9:45 A.M. | 19 | 2/2/43— | Henri, Hurst & McDonald, Chicago |
| Bank of America National Trust & Savings Assoc., San Francisco | Banking Service | California Carry On | Thursday, 7:30-8:00 P.M. PWT eff 10/17 Sun., 8:30-9:00 P.M. PWT eff 10/31 Sun., 9:30-10:00 P.M. PWT | 5* | 9/9/43— | J. Walter Thompson Co., San Francisco |
| Barbasol Co., Indianapolis | Shaving Cream | John B. Kennedy eff 2/19 Paul Sullivan | Mon., Fri., 6:00-6:10 P.M. | 36 | 1/1/43-3/29/43 | Erwin Wasey & Co., N. Y. |
| Barbasol Co., Indianapolis | Shaving Cream | Nelson Pringle | Wed., Fri., 7:45-8:00 P.M. PWT | 7* | 1/27/43-3/10/43 | Erwin Wasey & Co., N. Y. |
| Bekins Van & Storage Co., Seattle | Storage | Harry W. Flannery | Mon., Wed., Fri., 5:30-5:45 P.M. PWT | 5* | 9/28/42— | Brooks Adv. Agency, Los Angeles |
| Ben Hur Products, Inc., Los Angeles | Ben Hur Coffee | Hollywood Showcase with Mary Astor | Friday, 6:00-6:30 P.M. PWT | 7* | 4/30/43— | Barton A. Stebbins, Los Angeles |
| Bourjois Cosmetics, New York | Cosmetics | Here's to Romance | Thursday, 10:30-11:00 P.M. | 118 | 10/14/43— | Foots, Cone & Belding, N. Y. |
| Bowey's, Inc., Chicago | Dari-Rich Products | Stars Over Hollywood | Saturday, 12:30-1:00 P.M. | 47 | 5/30/42— | Sorensen & Co., Chicago |
| Brown & Williamson Tobacco Corp., Louisville | Tobacco Products | Harry Flannery, News | Tues., Thurs., Sat., 5:30-5:45 P.M. PWT | 7* | 4/14/42-1/16/43 | Russel M. Seeds Co., Chicago |
| California Fruit Growers Exchange, Los Angeles | Sunkist Fruits | Today at the Duncans | Mon., Wed., Fri., 6:15-6:30 P.M. eff 2/5/43 Fri., 6:15-6:30 P.M. eff 5/3/43 Mon., Wed., Fri., 6:15-6:30 P.M. | 41 | 11/2/42-7/30/43 | Foots, Cone & Belding, Los Angeles |
| California Prune & Apricot Growers Assn., San Jose | Sunsweet Prunes | Dick Joy, News 9/18/43 Dave Vaile, News | Saturday, 8:55-9:00 P.M. PWT | 6* | 3/14/42— | Long Adv. Service, San Francisco |
| Campana Sales Corp., Batavia, Ill. | Campana Balm, DDD, Dreckin, Coolies, Solitaire Cake Make-up Campana Hand Cream | Campana Serenade | Saturday, 1:00-1:25 P.M. | 118 | 9/4/43— | Wallace-Ferry-Hanly Co., Chicago |
| Campbell Cereal Co., Minneapolis | Malt-O-Meal | 10 O'Clock Wire with William Winter | Mon.-Fri., 10:05-10:15 P.M. PWT | 5* | 9/20/43— | H. W. Kastor & Sons, Chicago |
| Campbell Soup Co., Camden | Soups, Tomato Juice | Radio Readers Digest | Sunday, 9:00-9:30 P.M. | 67-118 | 9/18/42— | Ward Wheelock Co., Philadelphia |
| Campbell Soup Co., Camden | Soups, Juice, Beans | Amos 'n' Andy | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 62 | 3/30/42-2/19/43 | Ward Wheelock Co., Philadelphia |
| Campbell Soup Co., Camden | Soups | The Milton Berle Show eff 6/2/43 The Jack Carson Show | Wednesday, 9:30-10:00 P.M. | 116 | 3/8/43— | Ward Wheelock Co., Philadelphia 6/2/43 Foots, Cone & Belding, N.Y. |
| Celanese Corp. of America, New York | Celanese Products | Great Moments in Music | Wednesday, 10:00-10:30 P.M. | 118 | 1/7/42— | Young & Rubicam, N. Y. |
| Chemicalis, Inc., Oakland, Calif. | Vano Household Chemical | Deane Dickason | Sunday, 9:15-9:30 P.M. PWT eff 8/9/43 Mon., 8:15-8:30 P.M. PWT eff 9/14 Tues., 9:45-10:00 P.M. PWT | 7* | 1/24/43— | Sidney Garfinkel Adv. Agcy., 5/17 Garfield & Guild, San Francisco |
| Chesebrough Mfg Co., New York | Vaseline Preparations | Dr. Christian | Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 120 | 10/28/42— | McCann-Erickson, N. Y. |
| Chevrolet Dealers, Detroit | Institutional | John B. Kennedy | Tues., Thurs., 6:30-6:45 P.M.; re. Mon., Thurs., 12:00-12:15 A.M. eff 8/1 re. Tues., Thurs., 10:45-11:00 P.M. | 119 | 2/16/43-8/12/43 | Campbell-Ewald Co., Detroit |
| Chrysler Corp. | Institutional | Major Bowes Amateur Hour | Thursday, 9:00-9:30 P.M. | 63-125 | 9/10/42— | Ruthrauff & Ryan, N. Y. |
| Coca-Cola Co., Atlanta | Coca Cola | Pause That Refreshes on the Air—Kostelanetz | Sunday, 4:30-5:00 P.M. | 120 | 11/29/42— | D'Arcy Adv. Co., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Shave Cream | Hobby Lobby eff 9/4/43 Inner Sanctum | Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 78-117 | 10/3/42— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Colgate Tooth Powder | Al Jolson eff 2/9/43 Al Jolson-Monty Woolley eff 7/6 Judy Canova Show | Tuesday, 8:30-8:55 P.M.; 12:00-12:25 A.M. | 78-119 | 10/6/42— | Sherman & Marquette, Chicago |

(Continued on Page 252)

KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Flash! Washington State markets soar to all-time highs! Effective buying power in Seattle alone up 300% over 1936, with population up 43% over 1940 Census figures. Today, Washington State is truly one of the Nation's most important markets.



710 kc

THE FRIENDLY STATION—Represented by **FREE and PETERS**

Advertisers Using CBS Network During 1943

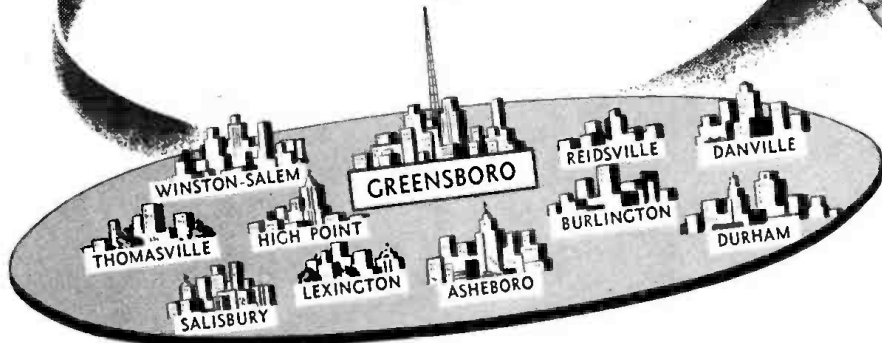
[Continued from Page 250]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|--|--|-----------------|-----------------------------|--|
| Colonial Dames, Inc., Hollywood | Cometics | Find the Woman eff 1/15/43 The Quiz Quotient eff 3/21/43 Dick Joy—News eff 9/19/43 Bob Greene | Friday, 9:55-10:00 P.M. PWT eff 3/21/43 Sun., 8:25- 8:30 P.M. PWT | 10* | 12/18/42— | Glasser-Gailey & Co., Los Angeles |
| Continental Baking Co., New York | Wonder Bread | Bachelor's Children | Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M. | 45 | 11/30/42— | Ted Bates Inc., N. Y. |
| Continental Radio & Television Corp., Chicago | Admiral Radios | World News Today | Sunday, 2:30-2:55 P.M. | 42 | 10/4/42— | Cruttenden & Eger, Chicago |
| Corn Products Refining Co., New York | All Products | Stage Door Canteen | Thursday, 9:30-10:00 P.M. eff 10/1/43 Fri., 10:30-11:00 P.M. | 54 | 7/30/42— | C. L. Miller Co., N. Y. |
| Cream of Wheat Corp., Minneapolis | Cream of Wheat Cereal | Let's Pretend | Saturday, 11:05-11:30 A.M. | 118 | 9/25/43— | BBD., Minneapolis |
| Cudahy Packing Co., Chicago | Delrich | Something to Talk About | Mon.-Fri., 4:30-4:45 P.M. | 14 | 5/24/43— | Grand Adv. Inc., Chicago |
| Curtis Candy Co., Chicago | Candy | Warren Sweeney | Sat., Sun., 11:00-11:05 A.M. | 114 | 1/2/43— | C. L. Miller Co., Chicago |
| P. Duff & Sons Inc., Pittsburgh | Duff's Ready-to-Bake Mixes | Galen Drake | Tues., Thurs., 5:00- 5:15 P.M. PWT | 8* | 9/28/43— | W. Earl Bothwell Adv. Agency, Pittsburgh |
| Dwight Edwards Co., Sar. Francisco | Dwight Edwards Coffee | World Today (10 min.) Chet Huntley (5 min.) | Mon., Wed., Fri., 3:45- 4:00 P.M. PWT | 10* | 4/12/43-6/18/43 | McCann-Erickson, San Francisco |
| Dwight Edwards Co., Sar. Francisco | Dwight Edwards Coffee | Chet Huntley | Mon.-Fri., 3:55-4:00 P.M. PWT | 10* | 6/21/43-9/10/43 | McCann-Erickson, San Francisco |
| Electric Companies Adv. Program, New York | Institutional | Report to the Nation | Tuesday, 9:30-10:00 P.M. | 125 | 7/27/43— | N. W. Ayer & Son., N. Y. |
| Elgin National Watch Co., Elgin, Ill. | Watches | The Man Behind the Gun | Sunday, 10:30-11:00 P.M. Saturday, 7:00-7:30 P.M. | 59 | 3/7/43-5/30/43 9/4/43— | J. Walter Thompson Co., Chicago |
| Emerson Drug Co., Baltimore | Bromo-Seltzer | Vox Pop | Monday, 8:00-8:30 P.M. | 72-120 | 8/3/42— | Ruthrauff & Ryan, N. Y. |
| Eversharp, Inc., Chicago | Pens & Pencils | Take It or Leave It | Sunday, 10:00-10:30 P.M. | 118 | 9/20/42— | The Biow Co., N. Y. |
| J. A. Folger & Co., San Francisco | Coffee | Harry W. Flannery | Saturday, 5:30-5:45 P.M. PWT | 7* | 1/23/43-5/29/43 | Raymond R. Morgan Co., Hollywood |
| General Cigar Co., New York | Van Dyck Cigars | Wm. Winter | Wed., Sun., 9:00-9:15 P.M. PWT eff 1/28/43 Thurs., 9:30-9:45 P.M. PWT Sun., 9:00-9:15 P.M. PWT eff 2/17/43 Wed., 9:30-9:45 P.M. PWT Sun., 9:00-9:15 P.M. PWT | 7* | 4/1/42-5/9/43 | Federal Adv. Agency Inc., N. Y. |
| General Cigar Co., New York | Van Dyck Cigars | Pacific Theater of War | Tuesday, 9:45-10:00 P.M. PWT | 7* | 5/11/43-6/27/43 | Federal Adv. Agency Inc., N. Y. |
| General Cigar Co., New York | Van Dyck Cigars | William Winter | Sunday, 9:00-9:15 P.M. PWT | 7* | 5/16/43-6/27/43 | Federal Adv. Agency Inc., N. Y. |
| General Electric Co., Bridgeport | Electronics Division of Radio & Television Department | Frazier Hunt | Tues., Thurs., Sat., 6:00- 6:15 P.M.; 10:45-11:00 P.M. | 57 | 3/3/42-5/29/43 | Maxon, Inc., N. Y. |
| General Electric Co., Bridgeport | Electronics Division of Radio & Television Department | The World Today | Mon.-Sat., 6:45-6:55 P.M. | 114 | 5/31/43— | Maxon, Inc., N. Y. |
| General Foods Corp., New York | Swansdown, Calumet | Kate Smith Speaks | Mon.-Fri., 12:00-12:15 P.M. | 74 | 9/28/42-6/29/43 10/4/43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties, Post's 40% Bran Flakes eff 10/1/43 Post's 40% Bran Flakes | Young Dr. Malone | Mon.-Fri., 2:00-2:15 P.M. | 35 | 10/6/42— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Post Toasties, Sanka eff 6/4 Post Toasties, & Post-Tens eff 7/23 Post Toasties, & Sanka | The Adventures of the Thin Man | Friday, 8:30-8:55 P.M.; 12:30-12:55 P.M. eff 10/3 Sun., 10:30-11:00 P.M. | 89-118 | 1/8/43— | Benton & Bowles, N. Y. Young & Rubicam, N. Y. |
| General Foods Corp., New York | Jell-O eff 10/1/43 Jell-O, Jell-O Puddings & Sanka | Kate Smith Hour | Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M. eff 1/8/43 Fri., 8:00-8:30 P.M.; rep. 12:00-12:30 A.M. eff 10/1/43 Fri., 8:00-8:55 P.M.; rep. 12:00-12:55 A.M. | 117 | 9/18/42-6/25/43 10/1/43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | Those We Love | Sunday, 2:00-2:30 P.M. | 116 | 10/11/42-5/30/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | We Love & Learn | Mon.-Fri., 2:30-2:45 P.M. | 91-118 | 4/6/42— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | William L. Shirer | Sunday, 5:45-6:00 P.M. eff 7/4/43 Sun., 10:30-10:45 P.M. | 82-117 | 6/27/43-9/26/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts & Grape Nuts Flakes | Kate Smith Speaks | Mon.-Fri., 12:00-12:15 P.M. | 80-117 | 6/30/43-10/1/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Sanka Coffee | William L. Shirer | Sunday, 5:45-6:00 P.M. | 82 | 8/30/42-6/20/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | LaFrance, Satina & Post Raisin Bran eff 9/27/43 LaFrance, Satina & Postum | Joyce Jordan, M.D. | Mon.-Fri., 2:15-2:30 P.M. | 51-118 | 8/31/42— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Birds Eye Frosted Foods | Dinah Shore Program | Thursday, 9:30-10:00 P.M. | 123 | 9/30/43— | Young & Rubicam, N. Y. |
| General Mills, Inc., Minneapolis | Bisquick | Valiant Lady | Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M. | 42 | 10/20/42— | Knox Reeves Adv., Minneapolis |
| General Mills, Inc., Minneapolis | Wheaties | Kitty Foyle | Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M. | 42 | 6/1/42— | Knox Reeves Adv., Minneapolis |
| General Mills, Inc., Minneapolis | Sperry Flour eff 3/15/43 Wheaties | Sam Hayes, News | Mon.-Fri., 4:15-4:30 P.M. PWT | 8* | 6/1/42— | Westco Adv. Agency, San Francisco |
| General Mills, Inc., Minneapolis | Wheaties | Nelson Pringle, News | Mon.-Fri., 7:45-8:00 A.M. PWT | 8* | 3/15/43— | Knox Reeves Adv., San Francisco |

(Continued on Page 254)

IT DOESN'T TAKE

Magic



**TO DO A BIG JOB IN THE
MAGIC CIRCLE... IT TAKES WBIG!**

You don't have to be a hypnotist, sorcerer or witch doctor to extract DOLLARS from AIR... providing that air is in the effective listening area of WBIG. It's not a matter of MAGIC... It's MATHEMATICS, and here are the figures:

Greensboro is geographically located in the center of the MAGIC CIRCLE. Within a radius of 50 miles is a population of 1,046,600 with an effective buying income of \$624,052,000.00! This population (exceeded by only 5 U. S. Cities) is enjoying one of its greatest booms in history... echoed in the merry tinkle of retail cash registers to the tune of \$303,856,000.00! These people are spending... Farm income is listed at \$99,596,000.00, and they are saving... War Bonds and Savings Accounts with an eye to the future. And they

are listening... to "The Prestige Station of the Carolinas"... WBIG. And here is the magical climax... the presto touch that makes the MAGIC CIRCLE an advertising paradox!

WBIG's small cost for consistently BIG results!

For further particulars:
Edney Ridge, Director,
WBIG - Greensboro, N. C.
George P. Hollingsbery Co.
National Representatives

WBIG

A COLUMBIA AFFILIATE



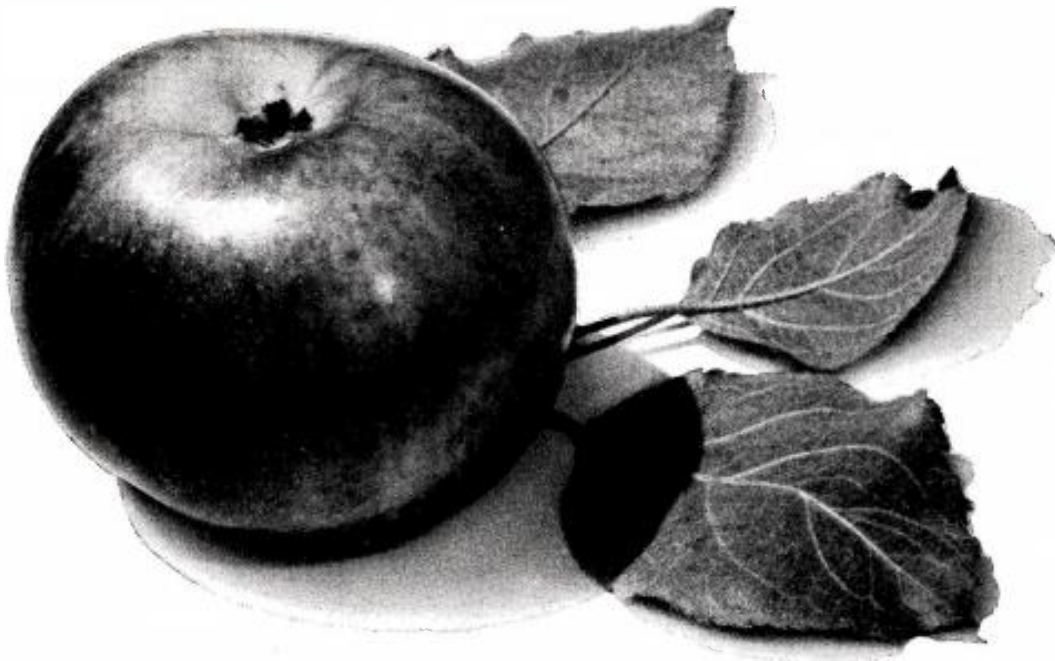
5000 WATTS DAY AND NIGHT

Advertisers Using CBS Network During 1943

[Continued from Page 252]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|-------------------------------------|--|--|-----------------|--------------------------------|--|
| Gerber Products Co., Freemont, Mich. | Baby Foods | Baby Food Rationing | Sunday, 1:30-1:45 P.M. | 116 | 2/28/43 Only | Federal Adv. Agency, N. Y. |
| Gillette Safety Razor Co., Boston | Razors, Blades | Orange Bowl Football Game | Friday, 1:45-4:15 P.M. | 62 | 1/1/43 Only | Maxon Inc., Detroit |
| Gillette Safety Razor Co., Boston | Razors, Blades | Kentucky Derby | Saturday, 6:15-6:45 P.M. | 122 | 5/1/43 Only | Maxon Inc., Detroit |
| Gillette Safety Razor Co., Boston | All Products | All-Star Baseball Game | Tuesday, 8:55-10:55 P.M. (Approx. Time) | 131 | 7/19/43 Only | Maxon Inc., N. Y. |
| B. F. Goodrich Co., Watertown, Mass. | Institutional | Joseph Harsch—News Analyst | Mon.-Fri., 6:55-7:00 P.M.; re. Mon., Wed., Thurs., 11:55-12:00 Mid. Tuesday, 12:25-12:30 Mid. Friday, 12:55-1:00 A.M. | 122 | 3/15/43— | BBDO., N. Y. |
| Grayson's Shops, Inc., Los Angeles | Women's Apparel | Stop or Go with Ken Murray | Sunday, 8:30-9:00 P.M. PWT | 7* | 3/14/43-6/6/48 | Milton Weinberg Adv. Co., Los Angeles |
| Great Atlantic & Pacific Tea Co., New York | A & P Store Services | Food News Roundup with Gunnar Back & Ruth Hadley | Wed., Fri., 11:00-11:15 A.M. | 32 | 2/17/48-5/14/43 | Paris & Peart, N. Y. |
| Grove Laboratories, Inc., St. Louis | All Products | 10 O'Clock Wire with Bob Greene | Mon.-Fri., 10:00- 10:05 P.M. PWT | 5* | 9/20/43— | Russel M. Seeds Co., St. Louis |
| Gulf Oil Corp., Pittsburgh | Gas & Oil | We the People at War | Sunday, 7:30-8:00 P.M. | 85 | 2/15/42— | Young & Rubicam, N. Y. |
| Holland Furnace Co., Holland, Mich | Heating & Air Conditioning Eqpt. | Smlin' Ed McConnell | Mon., Wed., Fri., 9:45- 10:00 A.M. | 85 | 5/3/43-7/30/43 | Roche, Williams & Cunningham, Chicago |
| Hudson Coal Co., Scranton, Pa. | D & H Anthracite | CBS News of the World | Sunday, 9:00-9:15 A.M. | 23 | 9/19/43— | I. W. Clements Agency, Philadelphia |
| Independent Citizens Committee | Political | Election of Wm. N. Haskell for Lt. Governor | Tues., Fri., 6:30-6:45 P.M. | 9** | 10/26/43 Only 10/29/43 Only | Leighton & Nelson, Schenectady |
| International Silver Co., Meriden | Sterling & 1847 Rogers Silver | Edw. R. Murrow | Sunday, 6:00-6:15 P.M. | 59 | 1/4/42-6/27/43 | Young & Rubicam, N. Y. |
| International Silver Co., Meriden | Sterling & 1847 Rogers Silver | Silver Theater | Sunday, 6:00-6:30 P.M. | 60 | 7/4/43— | Young & Rubicam, N. Y. |
| Johns-Manville Corp., New York | Building Material | Cecil Brown and the News eff 9/27/43 Bill Henry and the News | Mon.-Fri., 8:55-9:00 P.M. | 59 | 12/28/42— | J. Walter Thompson, N. Y. |
| Johnson & Johnson, New Brunswick | Red Cross Division Band-Aid | Edwin C. Hill | Tuesday, 6:15-6:30 P.M. eff 3/9/43 add repeat 12:30-12:45 A.M. | 68 | 8/31/42— | Young & Rubicam, N. Y. |
| Kay Jewelry Co., Oakland | Jewelry | Bob Anderson—News | Sunday, 5:45-5:55 P.M. PWT | 5* | 5/2/43— | Garfield & Guild, San Francisco |
| Kelite Products, Inc., Los Angeles | Kenn Cleanser | Agent V | Sunday, 7:45-8:00 P.M. PWT | 7* | 7/4/43-9/26/43 | Little & Co. |
| Lady Esther, Ltd., Chicago | Cosmetics | Screen Guild Players | Monday, 10:00-10:30 P.M. | 118 | 10/19/42— | Pedlar & Ryan, N. Y. |
| Lamont Corlies & Co., New York | Pond's Cold Cream | Eleanore King | Sunday, 9:00-9:15 P.M. PWT eff 10/2/43 Sat., 6:30-6:45 P.M. PWT | 8* | 7/4/43— | J. Walter Thompson, N. Y. |
| Lever Brothers Co., Cambridge | Rinso | The Mayor of the Town | Wednesday, 9:00-9:30 P.M. eff 5/12/43 add rep. 12:30-1:00 A.M. | 119 | 10/7/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Rinso | Big Sister | Mon.-Fri., 12:15-12:30 P.M. | 74 | 6/29/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Lux Toilet Soap | Lux Radio Theater | Monday, 9:00-10:00 P.M. | 122 | 9/14/42-7/12/43 9/13/43— | J. Walter Thompson, N. Y. |
| Lever Brothers Co., Cambridge | Spry | Aunt Jenny | Mon.-Fri., 11:45-12:00 Noon | 55 | 6/29/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Swan Soap | Bright Horizon | Mon.-Fri., 11:30-11:45 A.M. | 46 | 10/26/42— | Young & Rubicam, N. Y. |
| Lever Brothers Co., Cambridge | Lifebuoy | Aunt Jenny | Wednesday, 9:30-10:00 P.M. | 118 | 1/6/43 Only | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Lifebuoy | Big Sister | Wednesday, 9:30-10:00 P.M. | 118 | 1/13/43 Only | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Swan Soap | Burns & Allen | Tuesday, 9:00-9:30 P.M. | 116-127 | 10/6/42-6/29/43 8/31/43— | Young & Rubicam, N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Crumit & Sanderson eff 9/11 & 9/18 only Horace Heidt Orch. eff 9/25 Correction, Please with Jim McWilliams | Saturday, 8:00-8:30 P.M. eff 10/9/43 Sat., 10:15-10:45 P.M. | 53 | 10/3/42— | Roche, Williams & Cunningham, N. Y. |
| Liggett & Myers Tobacco Co., New York | Chesterfields | Harry James and His Music Makers | Tues., Wed., Thurs., 7:15- 7:30 P.M.; 11:15-11:30 P.M. | 118 | 5/5/42— | Newell-Emmett, N. Y. |
| Lockheed Aircraft Corp. | Institutional | Ceiling Unlimited eff 6/23/43 James Hilton, Author eff 8/8/43 Ceiling Unlimited eff 8/29/43 America-Ceiling Unlimited | Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M. eff 8/8/43 Sun., 2:00-2:30 P.M. | 57 | 11/9/42— | Foote, Cone & Belding, N. Y. |
| P. Lorillard Co., New York | Old Gold Cigarettes | Nelson Eddy eff 1/27/43 Sammy Kaye & His Orchestra | Wednesday, 8:00-8:30 P.M. eff 1/27/43 add rep. 12:00- 12:30 A.M. | 116 | 4/29/42— | J. Walter Thompson, N. Y. |
| Los Angeles Soap Co., Los Angeles | White King Soap | Bob Andersen | Mon.-Fri., 12:15- 12:30 P.M. PWT | 12* | 12/28/42— | Raymond R. Morgan Co., Los Angeles |
| Macfadden Publications, New York | Liberty | The Ghost Shift | Friday, 6:10-6:15 P.M. | 40 | 2/26/43-5/21/43 | Warwick & Legler, N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | Dick Joy—News | Mon., Wed., 8:55-9:00 P.M. PWT Sunday, 8:25-8:39 P.M. PWT | 5* | 8/2/42-2/28/43 | J. D. Tarcher & Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | William Winter—News | Tues., Thurs., Sat., 12:30- 12:45 P.M. PWT | 6* | 3/2/43— | J. D. Tarcher & Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | Chet Huntley—News | Mon.-Fri., 3:55-4:00 P.M. PWT | 8* | 9/20/43— | J. D. Tarcher & Co., N. Y. |
| Manhattan Soap Co., New York | Sweetheart Soap | Dick Joy—News eff 8/16/43 Bob Greene—News | Mon., Wed., Fri., 7:30- 7:45 A.M. PWT | 7* | 10/2/42— | Franklin Bruck Adv. Corp., N. Y. |
| Mennen Co., Newark | Shaving & Toilet Articles | Dick Joy—News eff 8/17/43 Bob Greene—News | Tues., Thurs., Sat., 7:30- 7:45 A.M. PWT | 7* | 8/13/42— | Russel M. Seeds Co., Chicago |

(Continued on Page 256)



We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these — that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel.

The CBS Station for the Coastal Carolinas

*P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.



Advertisers Using CBS Network During 1943

[Continued from Page 254]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|---|---|-----------------|----------------------|---|
| Mennen Co., Newark | Shaving & Toilet Articles | Ed. Sullivan Entertains | Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 118 | 9/18/43— | Russel M. Seeds Co., Chicago |
| The Mentholatum Co., Wilmington | Mentholatum Salve | Phil Stearns—News | Sunday, 5:45-5:55 P.M. PWT | 16* | 1/10/43-4/4/43 | J. Walter Thompson, N. Y. |
| The Mentholatum Co., Wilmington | Mentholatum Salve | William Winter—News | Sunday, 5:30-5:45 P.M. PWT | 16* | 10/11/42-1/3/43 | J. Walter Thompson, N. Y. |
| Minneapolis-Honeywell Regulator Co., Minneapolis | Temperature, Air-Cond. & Industrial Controls, Aircraft Controls, Electronics | Blue Jacket Choir with Danny O'Neil | Sunday, 11:05-11:30 A.M. | 120 | 10/10/43— | Addison Lewis & Assoc., Minneapolis |
| John Morrell & Co., Ottumwa | Red Heart Dog Food | Bob Becker Chats about Dogs | Thursday, 6:15-6:30 P.M.; 12:30-12:45 A.M. | 39 | 9/30/43— | Henri, Hurst & McDonald, Inc., Chicago |
| C. F. Mueller Co., Jersey City | Macaroni Products | Morning Market Basket | Mon., Wed., Fri., 9:45- 10:00 A.M. | 31 | 11/29/43— | Duane Jones Co., N. Y. |
| Owens-Illinois Glass Co. | Institutional | Home Front Reporter | Mon.-Fri., 4:00-4:25 P.M. | 118 | 5/10/43— | D'Arcy Adv. Co., N. Y. 11/8/43 J. Walter Thompson, N. Y. |
| Pabst Sales Co., Chicago | Pabst Blue Ribbon Beer | Blue Ribbon Town | Saturday, 10:15-10:45 P.M. eff 10/9 Sat., 8:00-8:30 P.M.; 10:15-10:45 P.M. | 107 | 3/27/43— | Warwick & Legler, Inc., N. Y. |
| Pacific Coast Borax Co., New York | Borax, Boraxo, Borax Flakes | Death Valley Days | Thursday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 60 | 7/2/42— | McCann-Erickson, N. Y. |
| Parker Pen Co., Janesville | Quink | Eric Sevareid—News eff 6/26/43 Ned Calmer and the News | Sat., Sun., 8:55-9:00 P.M. | 115 | 9/26/42— | J. Walter Thompson, N. Y. |
| Peter Paul, Inc., Naugatuck, Conn. | Candy Bars | Truman Bradley Bob Anderson eff 9/29/43 Truman Bradley | Mon., Fri., 5:45-5:55 P.M. PWT Wednesday, 5:45-5:55 P.M. PWT Mon., Wed., Fri., 5:45-5:55 P.M. PWT | 7* | 10/5/42— | Brisacher, Davis & Staff, San Francisco |
| Pet Milk Sales Co., St. Louis | Pet Milk | Mary Lee Taylor | Tues., Thurs., 11:00-11:15 A.M. | 69 | 10/27/42-11/18/43 | Gardner Adv. Co., St. Louis |
| Pet Milk Sales Co., St. Louis | Pet Milk | Mary Lee Taylor | Saturday, 10:30-11:00 A.M.; 2:00-2:30 P.M. | 69 | 11/27/43— | Gardner Adv. Co., St. Louis |
| Pet Milk Sales Co., St. Louis | Pet Milk | Saturday Night Serenade | Saturday, 9:45-10:15 P.M. | 63 | 10/10/42— | Gardner Adv. Co., St. Louis |
| Philco Corp., Philadelphia | Institutional | Our Secret Weapon eff 10/15/43 Dateline | Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 119 | 10/16/42— | Sayre M. Ramsdell, Assoc., Philadelphia |
| Philip Morris & Co., Ltd., New York | Philip Morris | Crime Doctor | Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M. | 115 | 5/3/42— | The Biow Co., N. Y. |
| Philip Morris & Co., Ltd., New York | Philip Morris | Philip Morris Playhouse | Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid | 116 | 2/6/42— | The Biow Co., N. Y. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | William Winter—News | Mon.-Fri., 12:30-12:45 P.M. PWT 7* eff 2/26/43 Mon., Wed., Fri., 12:30-12:45 P.M. PWT | 7* | 5/4/42— | Raymond R. Morgan Co., Los Angeles |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | William Winter—News | Sunday, 5:30-5:45 P.M. PWT | 11* | 1/10/43— | Raymond R. Morgan Co., Los Angeles |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Harry W. Flannery—News | Tues., Thurs., 5:30- 5:45 P.M. PWT eff 6/5 add Sat. 5:30-5:45 P.M. PWT | 7* | 1/19/43— | Raymond R. Morgan Co., Los Angeles |
| Plough, Inc., Memphis | St. Joseph's Aspirin | Don't You Believe It | Saturday, 9:45-10:00 P.M. PWT | 8* | 10/3/42— | Lake-Spiro-Shurman Co., Memphis |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 1:30-1:45 P.M. | 114 | 4/18/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 4:15-4:30 P.M. | 117 | 5/2/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 4:00-4:15 P.M. | 117 | 5/16/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 2:00-2:30 P.M. | 117 | 6/20/43 Only | Morse International Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Chipso, Camay eff 6/28/43 Camay & Ivory Flakes | Pepper Young's Family eff 10/18/43 Perry Mason | Mon.-Fri., 2:45-3:00 P.M. | 26 | 6/29/42— | Pedlar & Ryan, N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco, Ivory Flakes | Vic & Sade | Mon.-Fri., 1:30-1:45 P.M. | 44 | 12/28/42-9/17/43 | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 1:15-1:30 P.M. | 59 | 12/28/42— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory Soap | Life Can Be Beautiful | Mon.-Fri., 1:00-1:15 P.M. | 60 | 12/28/42— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Duz | The Goldbergs | Mon.-Fri., 1:45-2:00 P.M. | 60 | 12/28/42— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco | Bernardine Flynn—News | Mon.-Fri., 1:30-1:45 P.M. | 40 | 9/20/43— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Dash | Truman Bradley—News | Mon., Wed., Fri., 2:30- 2:45 P.M. PWT | 5* | 2/15/43-6/30/43 | Pedlar & Ryan, N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory & Oxydol | I Love a Mystery | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 66 | 3/22/43— | Compton Adv., N. Y. |
| Prudential Insurance Co. of America, Newark | Insurance Services | Prudential Family Hour | Sunday, 5:00-5:45 P.M. | 34 | 5/31/42— | Benton & Bowles, N. Y. |
| Quaker Oats Co., Chicago | Food Products | That Brewster Boy | Friday, 9:30-10:00 P.M. | 82-118 | 6/5/42— | Ruthrauff & Ryan, N. Y. |
| Quaker Oats Co., Chicago | Aunt Jemima Pancake Flour eff 5/2 Muffets eff 9/5 Aunt Jemima Pancake Flour | Aunt Jemima Program eff 5/2 The Muffet Show eff 9/5 Aunt Jemima | Sunday, 2:55-3:00 P.M. | 38 | 1/31/43-10/31/43 | Sherman K. Ellis, Chicago |
| Quaker Oats Co., Chicago | Aunt Jemima Pancake Flour | Aunt Jemima | Saturday, 1:30-1:45 P.M. | 39 | 11/6/43— | Sherman K. Ellis, Chicago |
| The Readers Digest Assoc., Inc., Pleasantville, N. Y. | Institutional | Victory Book Campaign | Sunday, 1:30-1:45 P.M. | 109 | 3/7/43 Only | BBDO, N. Y. |

(Continued on Page 258)

WJAS

PITTSBURGH

**Only CBS Basic Outlet
Serving Western Pennsylvania**

**Covering The Workshop of the
World - America's Sixth Market -
Where More Money Is Being Made
And Spent Than Ever Before.**

WJAS SUCCESS STORY

Kaufmann's, Pittsburgh's largest Department Store—beginning their 10th year of exclusive and continuous broadcasting over WJAS—carrying three programs daily.

Florence Sando, Women's Digest

10:45-11:00 A.M.

Beckley Smith, News

12:30-12:45 P.M.

Beckley Smith, News

6:15- 6:30 P.M.

**5,000 Watts
Day and Night**

Represented by Wm. L. Rambeau Co.

Advertisers Using CBS Network During 1943

[Continued from Page 256]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|--|-----------------|----------------------|---|
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Camel Caravan 1/28/43 Camel Comedy Caravan 10/8/43 Moore & Durante | Friday, 10:00-11:30 P.M. eff 1/8/43 Fri., 10:00-10:45 P.M. | 118 | 7/10/42-7/2/43 | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Thanks to the Yanks | Friday, 10:00-10:30 P.M. | | 10/8/43— | |
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Biondie | Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M. eff 7/9/43 Fri., 10:00-10:30 P.M. eff 10/9 Sat., 7:30-8:00 P.M.; 11:00-11:30 P.M. | 118 | 10/8/42— | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Biondie | Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M. | 117-127 | 9/28/42— | Wm. Esty & Co., N. Y. |
| Roma Wine Co., Fresno, Cal. | Roma Wines | Grapevine Rancho eff 6/3 Roma Program eff 6/17 Roma Show eff 12/2 Suspense | Thursday, 8:00-8:30 P.M.; 12:30-1:00 A.M. eff 6/3 shift rep. to Thurs., 12:00-12:30 A.M. eff 12/6 shift rep. only to Mon., 12:00-12:30 A.M. | 87 | 3/4/43— | McCann-Erickson, N. Y. |
| Schenley Import Corp., New York | Cresta Blanca Wine | Cresta Blanca Carnival | Wednesday, 10:30-11:00 P.M. | 68 | 4/14/43— | W. H. Weintraub & Co., N. Y. |
| Schutter Candy Co., Chicago | Candies | Col. Stoopnagles Stooproos eff 7/11 The Coronet Little Show eff 10/10 Curt Massey | Sunday, 1:45-2:00 P.M. | 40 | 1/10/43— | Roche, Williams & Cunnyngham, Chicago eff 7/11 Schwimmer & Scott, Chicago |
| Servel Inc., New York | Institutional | Fashions in Rations | Saturday, 11:30-12:00 Noon | 73 | 4/3/43— | BBDO, N. Y. |
| Shefford Cheese Co., Green Bay | Institutional | Navy "E" Award Ceremony | Thursday, 4:00-4:30 P.M. | 55 | 4/22/43 Only | Leo Burnett Co., Chicago |
| Signal Oil Co., Los Angeles | Gas & Oil | Signal's Question of the Week eff 9/5 Signal's Round Table | Sunday, 4:30-5:00 P.M. PWT | 10* | 6/18/43— | Barton A. Stebbins Adv. Agency, Los Angeles |
| Signal Oil Co., Los Angeles | Gas & Oil | Signal Round Table | Wednesday, 10:30- 11:00 P.M. PWT | 10* | 9/8/43 Only | Barton A. Stebbins Adv. Agency, Los Angeles |
| Smith Bros., Poughkeepsie | Cough Drops | Dick Joy—News | Tuesday, 9:25-9:30 P.M. PWT; Thursday, 8:55-9:00 P.M. PWT | 7* | 11/17/42-3/4/43 | J. D. Tarcher & Co., N. Y. |
| Smith Bros., Poughkeepsie | Cough Drops | Nelson Fringle—News | Mon., Wed., 7:45-8:00 A.M. PWT 7* | | 11/16/42-3/10/43 | J. D. Tarcher & Co., N. Y. |
| Soil-Off Mfg. Co., Glendale | Cleaning Fluid for Walls & Woodwork | Truman Bradley—News | Tues., Thurs., Sat., 5:45- 5:55 P.M. PWT | 9* | 2/3/42— | Buchanan & Co., Los Angeles |
| Soil-Off Mfg. Co., Glendale | Cleaning Fluid for Walls & Woodwork | Galen Drake | Mon., Wed., Fri., 5:00- 5:15 P.M. PWT | 8* | 9/27/43— | Buchanan & Co., Los Angeles |
| E. R. Squibb & Sons, New York | All Products | Keep Working, Keep Singing, America | Mon., Wed., Fri., 6:30- 6:45 P.M. | 61 | 12/28/42-6/11/43 | Geyer, Cornell & Newell, N. Y. |
| E. R. Squibb & Sons, New York | All Products | Calling America | Sunday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 120 | 6/18/43-10/8/43 | Geyer, Cornell & Newell, N. Y. |
| E. R. Squibb & Sons, New York | All Products | To Your Good Health | Mon., Wed., Fri., 6:15- 6:30 P.M. | 124 | 10/11/43— | BBDO, N. Y. |
| Southern Cotton Oil Co., New Orleans | Wesson Oil & Snowdrift | Crumit & Sanderson eff 9/8 Singing Sweethearts | Mon.-Fri., 3:00-3:15 P.M. | 42 | 3/1/43— | Kanyon & Eckhardt, N. Y. |
| Standard Brands, Inc., New York | Tenderleaf Tea | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M.; 5:00-5:15 P.M. | 33 | 9/27/43— | J. Walter Thompson, N. Y. |
| Sterling Products, Inc., New York | Ironized Yeast | Lights Out eff 10/5/43 Big Town | Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 76-116 | 10/6/42— | Ruthrauff & Ryan, N. Y. |
| Sterling Products, Inc., New York | Dr. Lyons, Bayer Aspirin | Second Husband | Mon.-Fri., 11:15-11:30 A.M. | 41 | 8/8/42— | Blackett-Sample-Hummert, N. Y. |
| Sterling Products, Inc., New York | Mulsified Oil Shampoo & Phillips Dental eff 7/28/43 Phillips Dental eff 9/1 Phillips Tablets & Dental | Amanda of Honeymoon Hill | Mon.-Fri., 10:30-10:45 A.M. eff 11/22/43 Mon.-Fri., 11:00- 11:15 A.M. | 41 | 8/8/42— | Blackett-Sample-Hummert, N. Y. |
| Sterling Products, Inc., New York | Bayer Aspirin | American Melody Hour | Tuesday, 7:30-8:00 P.M. | 77-117 | 7/28/42— | Blackett-Sample-Hummert, N. Y. |
| Sunnyvale Packing Co., San Francisco | Rancho Soups | Galen Drake | Mon., Wed., Fri., 1:00- 1:15 P.M. PWT | 10* | 7/6/42-1/1/43 | Lord & Thomas, San Francisco |
| Sun Oil Co., Philadelphia | Institutional | Address by Sec'y Ickes | Wednesday, 8:30-4:00 P.M. | 47 | 10/27/43 Only | Roche, Williams & Cunnyngham, Philadelphia |
| Joseph Tetley & Co., Inc., New York | Tetley Tea & Dehydrated Soups | Isabel Manning Hewson | Tues., Thurs., Sat., 9:45- 10:00 A.M. | 27 | 11/9/43— | Duane Jones Co., N. Y. |
| Texas Co., New York | Texaco Products | Fred Allen eff 7/4/43 Texaco Star Theater eff 12/12/43 Fred Allen | Sunday, 9:30-10:00 P.M. | 119 | 10/4/42— | Buchanan & Co., N. Y. |
| Union Oil Co., Los Angeles | Gas & Oil | Point Sublime | Sunday, 9:30-10:00 P.M. PWT | 11* | 8/1/43-10/24/43 | Foote, Cone & Balding, Los Angeles |
| United Air Lines Transport Corp., Chicago | Air Travel | In Time to Come | Sunday, 8:30-9:00 P.M. PWT | 8* | 11/7/43— | N. W. Ayer & Son, N. Y. |
| United States Rubber Co., New York | All Products | New York Philharmonic Symphony | Sunday, 3:00-4:30 P.M. | 117 | 5/28/43— | Campbell-Ewald Co., N. Y. |
| U. S. Tobacco Co., New York | Dill's Best & Model Tobacco | Gay Nineties Revue | Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 65 | 5/25/42— | Arthur Kudner, N. Y. |
| Vick Chemical Co., New York | All Products | Hello from Hollywood | Tues., Thurs., 4:00- 4:15 P.M. PWT | 5* | 9/28/43— | Morse International, N. Y. |
| Washington State Apple Adv. Comm., Wenatchee | Washington State Apples | The World Today | Mon., Wed., Fri., 3:45- 4:00 P.M. PWT | 9* | 1/18/43-3/6/43 | J. Walter Thompson, Seattle |
| Washington Cooperative Egg & Poultry Assn., Seattle | Institutional | Chet Huntley—News | Saturday, 8:55-4:00 P.M. PWT | 8* | 9/18/43— | Pacific National Adv. Agency, Seattle |
| Welch Grape Juice Co., Westfield | All Products | Irene Rich | Sunday, 6:15-6:30 P.M. | 66 | 8/16/42— | H. W. Kastor & Sons Adv., Chicago |
| Western Sugar Refinery, San Francisco | Sea Island Sugar | I Was There | Monday, 9:00-9:30 P.M. PWT | 8* | 6/21/43— | J. Walter Thompson, San Francisco |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | Sgt. Gene Autry eff 8/8/43 America in the Air | Sunday, 6:30-7:00 P.M. | 117 | 8/2/42— | J. Walter Thompson, Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | The First Line | Thursday, 10:00-10:30 P.M. | 116 | 12/31/42— | Arthur Meyerhoff & Co., Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | Ben Bernie eff 2/22/43 Keep the Home Fires Burning eff 8/2 American Women | Mon.-Fri., 5:45-6:00 P.M. | 117 | 6/15/42— | Arthur Meyerhoff & Co., Chicago |

Advertisers Using Blue Network During 1943

All times are EWT except Pacific Coast accounts which are PWT.

RR means recorded repeat.

Rpt. means live repeat.

(Pc)—Pacific.

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|---------------------------------------|--------------------------------|---|-----------------|---|--|
| Adam Hat Stores Inc., New York | Adam Hats | Boxing Bouts | Tuesday, 2/23/43 10:30-11:37 P.M. | 95 | Nov. 26, 1937— | Glicksman Adv. Agency, N. Y. |
| Adam Hat Stores Inc., New York | Adam Hats | That's A Good One | Sunday, 8:15-8:30 P.M. | 138 | Sept. 12, 1942— | Glicksman Adv. Agency, N. Y. |
| Alaska Pacific Salmon Co., Seattle (Wm. S. Scull—Distributors) Camden, N. J. | Minute-Man Soup | Breakfast at Sardi's | Mon.-Fri., 11:00-11:15 A.M. | 153 | May 3, 1942— | J. Wm. Sheets for Alaska Salmon, Seattle Compton Adv. Inc., for Scull, N. Y. |
| Alaska Pacific Salmon Co. (PC), Seattle | Minute-Man Soup | Breakfast at Sardi's | Mon.-Fri., 9:35-9:40 A.M. | 13 | May 31, 1942— | J. Wm. Sheets, Seattle |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Baseball | Friday, 3:15—Conclusion | 156 | July 9, 1943 Only | Bert S. Gittins Adv., Milwaukee |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Baseball | Tuesday, 3:15—Conclusion | 156 | July 27, 1943 Only | Bert S. Gittins Adv., Milwaukee |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Boston Symphony | Saturday, 8:15-9:15 P.M. | .. | Dec., 1943— | Compton Adv. Agency, N. Y. |
| American Cigarette & Cigar Co., New York | Pall Mall Cigarettes | Gracie Fields | Mon.-Fri., 9:55-10:00 P.M. | 138 | Oct. 12, 1942— Jan. 11, 1943 | Ruthrauff & Ryan Inc., N. Y. |
| American Cigarette & Cigar Co., New York | Pall Mall Cigarettes | Gracie Fields | Mon.-Fri., 10:15-10:30 P.M. | 138 | Jan. 11, 1943— July 9, 1943 | Ruthrauff & Ryan Inc., N. Y. |
| American Dairy Assn., Chicago | Institutional | Voice of Dairy Farmer | Sunday, 1:45-2:00 P.M. | 69 | Mar. 21, 1943— June 13, 1943 | Campbell-Mithun Inc., Chicago |
| American Home Products Co. (PC), Jersey City | Anacin | Inspector Hawkes & Son | Tues., Wed., Thurs., 9:00- 9:15 P.M. | 13 | Nov. 30, 1942— | Blackett-Sample-Hummert, Chicago |
| Austin Studios (PC), Los Angeles | Photographs | Hero of the Week | Sunday, 7:30-7:45 P.M. | 7 | Aug. 13, 1942— Nov. 28, 1943 | Glasser-Gailey & Co., Los Angeles |
| Austin Studios (PC), Los Angeles | Photographs | Hero of the Week | Tuesday, 9:15-9:30 P.M. | 7 | Dec. 7, 1943— | Glasser-Gailey & Co., Los Angeles |
| Barron-Gray Packing Co. (PC), San Jose, Cal. | Vegetable Cocktail | Breakfast at Sardi's | Saturday, 9:45-10:00 A.M. | 17 | Nov. 6, 1943— | Long Adv. Service, San Francisco |
| Best Foods Inc., New York | H-O Oats | Moylan Sisters | Sunday, 3:00-3:15 P.M. | 14 | Feb. 14, 1943— Aug. 8, 1943 | Arthur Kudner Inc., N. Y. |
| Bourjois Inc., New York | Evening In Paris, Cosmetics | Here's To Romance | Sunday, 6:05-6:30 P.M. | 124 | Apr. 18, 1943— Oct. 10, 1943 | Foote, Cone & Belding, N. Y. |
| Boyle Co., A S (PC), Jersey City | Old English Products | Breakfast at Sardi's | Mon.-Fri., 9:55-10:00 A.M. | 13 | Sept. 14, 1942— | J. Walter Thompson Co., Los Angeles |
| Bristol-Myers Co., New York | Mum | Dinah Shore | Friday, 9:30-9:45 P.M. | 119 | Nov. 2, 1941— Apr. 23, 1943 | Pedlar & Ryan Inc., N. Y. |
| Bristol-Myers Co., New York | Minit-Rub | Duffy's | Tuesday, 8:30-9:00 P.M. | 132 | Oct. 6, 1942— June 29, 1943 Oct. 5, 1943— | Young & Rubicam, N. Y. Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Sal-Hepatica, Minit-Rub | Noah Webster Says | Tuesday, 8:30-9:00 P.M. | 122 | July 6, 1942— Sept. 28, 1943 | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Mum | Parker Family | Friday, 8:15-8:30 P.M. | 131 | Apr. 30, 1943— | Pedlar & Ryan Inc., N. Y. |
| Calavo Growers of Calif. (PC), Los Angeles | Calavos | Breakfast at Sardi's | Tues., Fri., 9:45-9:50 A.M. | 13 | Dec. 1, 1942— Apr. 2, 1943 | J. Walter Thompson Co., Los Angeles |
| Carter Products Inc., New York | Carter's Little Liver Pills, Arrid | Inner Sanctum Mystery | Sunday, 8:30-9:00 P.M. | 76 | Jan. 7, 1941— Aug. 29, 1943 | Ted Bates Inc., N. Y. |
| Carter Products Inc., New York | Arrid | Jimmie Fidler | Sunday, 9:30-9:45 P.M. | 155 | Mar. 2, 1942— July 18, 1943 | Small & Seiffer Inc., N. Y. |
| Carter Products Inc., New York | Arrid | Jimmie Fidler | Sunday, 9:45-10:00 P.M. | 155 | July 18, 1943— | Small & Seiffer Inc., N. Y. |
| Carter Products Inc., New York | Carter's Little Liver Pills | Keepsakes | Sunday, 8:30-9:00 P.M. | 80 | Sept. 5, 1943— | Ted Bates Inc., N. Y. |
| Chef Boy-Ar-Dee Quality Foods, Milton, Pa. | Institutional | E Award | Thursday, 4:00-4:30 P.M. | 149 | June 17, 1943 Only | McJunkin Adv. Inc., Chicago |
| Chlorine Solutions Inc. (PC), Los Angeles | Hy-Pro | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 22 | Sept. 12, 1942— July 31, 1943 | Barton A. Stebbins Adv., Los Angeles |
| D. L. Clark Co., Pittsburgh | Candies & Gum | Where Do We Stand | Sunday, 5:00-5:30 P.M. | 161 | Feb. 28, 1943— | Walker & Downing, Pittsburgh |
| Coca Cola Co., Atlanta | Coca Cola | Spotlight Bands | Mon.-Sat., 9:30-9:55 P.M. | 168 | Sept. 21, 1942— | D'Arcy Adv. Co., N. Y. |
| Coca Cola Co., Atlanta | Coca Cola | Morton Downey | Mon.-Fri., 3:00-3:15 P.M. | 168 | Feb. 8, 1943— | D'Arcy Adv. Co., N. Y. |
| Crane Co., Chicago | Institutional | E Award | Friday, 4:30-5:00 P.M. | 142 | Jan. 29, 1943 Only | The Buchen Co., Chicago |
| Crawford Macgregor Canby Co., Dayton | Golf Equipment | Ryder Cup Golf Match | Sunday, 4:30-5:00 P.M. | 124 | Aug. 8, 1943 Only | Hugo Wagenseil Associates, Dayton |
| Cream of Wheat Corp., Minneapolis | Cream of Wheat | Breakfast Club | Fri., Sat., 9:45-10:00 A.M. | 75 | Oct. 2, 1942— May 8, 1943 | BBDO, Minneapolis |
| Cummer Products Co., New York | Energine | Manhattan at Midnight | Wednesday, 8:30-9:00 P.M. | 74 | Jan. 26, 1940— Sept. 1, 1943 | Young & Rubicam, N. Y. |
| Cummer Products Co., New York | Energine | Battle of the Sexes | Wednesday, 8:30-9:00 P.M. | 79 | Sept. 8, 1943— | Young & Rubicam, N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post Bond Show | Monday, 10:35-11:00 P.M. | 141 | Apr. 26, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post Bond Show | Thursday, 10:30-11:30 P.M. | 143 | June 3, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post 4 Freedoms Show | Wednesday, 10:15-10:45 P.M. | 77 | Nov. 10, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Dictograph Corporation (Acousticon Div. of New York) | Hearing Aids | Hear America | Saturday, 9:55-10:00 P.M. | 131 | Mar. 20, 1943— June 12, 1943 | Ruthrauff & Ryan, N. Y. |
| Dr. Pepper Co., Dallas | Soft Drinks | Fun Valley with Al Pearce | Sunday, 4:00-4:30 P.M. | 124 | Oct. 3, 1943— | Tracy-Locke-Dawson Inc., Dallas |
| Dubonnet Corp., New York | Dubonnet Vermouth | Alec Templeton Time | Mon., Wed., Fri., 10:30- 10:35 P.M. | 74 | Mar. 1, 1943— Aug. 27, 1943 | Wm. Weintraub & Co., N. Y. |
| Dubonnet Corp., New York | Dubonnet Vermouth | Your Dubonnet Date | Saturday, 11:00-11:30 A.M. | 80 | Sept. 4, 1943— Nov. 27, 1943 | Wm. Weintraub & Co., N.Y. |

(Continued on Page 260)

Advertisers Using Blue Network During 1943

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| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City. |
|--|--|-----------------------|-------------------------------------|-----------------|--|--|
| Fisher Flouring Mills Inc. (PC), Seattle | Wheat-Germ Cereal | Breakfast at Sardi's | Mon.-Thurs., 9:40-9:45 A.M. | 13 | July 30, 1942— | Pacific Nat. Adv. Agency, Seattle |
| Fisher Flouring Mills Inc. (PC), Seattle | Zoom-Cracked Wheat Cereal | James Abbe Observes | Mon.-Fri., 7:30-7:45 A.M. | 17 | Mar. 29, 1943— | Pacific Nat. Adv. Agency, Seattle |
| Fitch Co., F. W., Des Moines | Fitch Products | Fitch Bandwagon | Wednesday, 9:00-9:30 P.M. | 141 | Sept. 15, 1943— Dec. 8, 1943 | L. W. Ramsey Co., Davenport, Iowa |
| Folger Coffee Co. (PC), San Francisco | Coffee | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 17 | Aug. 14, 1943— | Raymond R. Morgan, San Francisco |
| Ford Motor Co., Dearborn | Ford Cars | Watch the World Go By | Mon.-Sun., 8:00-8:15 P.M. | 156 | July 12, 1942— | Maxon Inc., Detroit |
| General Aircraft Corp., Astoria, L. I. | Glider Planes | Victory Bond Rally | Saturday, 12:00-12:15 M | 121 | Mar. 20, 1943 Only | No Agency |
| General Mills Inc. (PC), Minneapolis | Cheerioats | Hop Harrigan | Mon.-Fri., 9:00-9:15 P.M. | 12 | Sept. 29, 1942— May 28, 1943 June 14, 1943— Sept. 3, 1943 | Blackett-Sample-Hummert, Chicago Blackett-Sample-Hummert, Chicago |
| General Mills Inc., Minneapolis | Cheerioats | Lone Ranger | Mon., Wed., Fri., 7:30-8:00 P.M. | 52 | May 4, 1942— | Blackett-Sample-Hummert, Chicago |
| General Mills Inc., Minneapolis | Wheaties | Jack Armstrong | Mon.-Fri., 5:30-5:45 P.M. | 118 | Aug. 31, 1942— | Knox Reeves Adv. Inc., Minneapolis |
| General Mills Inc., Minneapolis | Wheaties | John Gunther | Fri.-Sat., 10:00-10:15 P.M. | 64 | May 7, 1943— June 12, 1943 Sept. 24, 1943— | Knox Reeves Adv. Inc., Minneapolis Knox Reeves Adv. Inc., Minneapolis |
| General Mills Inc., Minneapolis | Wheaties | John Vandercook | Fri., Sat., 10:00-10:15 P.M. | 61 | June 18, 1943— Sept. 18, 1943 | Knox Reeves Adv. Inc., Minneapolis |
| Gillette Safety Razor Co., Boston | Safety Razors | Sugar Bowl Game | Friday, 3:15-6:07 P.M. | 134 | Jan. 1, 1943 Only | Maxon Inc., N. Y. |
| Hall Brothers, Kansas City | Greeting Cards | Meet Your Navy | Friday, 8:30-9:00 P.M. | 116 | Aug. 21, 1942— May 7, 1943 | Henri, Hurst & MacDonald, Chicago |
| Hall Brothers, Kansas City | Greeting Cards | Meet Your Navy | Friday, 8:30-9:00 P.M. | 156 | Oct. 15, 1943— | Henri, Hurst & MacDonald, Chicago |
| Harvel Watch Co., New York | Watches | John B. Kennedy | Sunday, 1:00-1:15 P.M. | 53 | Dec. 19, 1943— | A. W. Lewin Co. Inc., N. Y. |
| Hecker Products Co., New York | Force | Moylan Sisters | Sunday, 5:00-5:15 P.M. | 14 | Feb. 15, 1942— Feb. 7, 1943 | The Clements Co., Philadelphia |
| Heinz Co., H. J., Pittsburgh | Baby Foods | Baby Institute | Mon.-Fri., 10:30-10:45 A.M. | 25 | Apr. 5, 1943— Oct. 1, 1943 | Maxon Inc., Detroit |
| Ironized Yeast Co., Atlanta | Ironized Yeast | Good Will Hour | Sunday, 10:00-11:00 P.M. | 82 | Apr. 21, 1940— Oct. 10, 1943 | Ruthrauff & Ryan, N. Y. |
| Jenkins Brothers Inc., New York | Valves | Maritime M Award | Tuesday, 12:00-12:30 P.M. | 145 | Mar. 2, 1943 Only | Horton-Noyes Inc., Providence |
| Jergens Co., Andrew, Cincinnati | Jergens Lotion | Walter Winchell | Sunday, 9:00-9:15 P.M. | 158 | Sept. 2, 1943— | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woodbury Soaps & Cosmetics | Parker Family | Sunday, 9:15-9:30 P.M. | 114 | Oct. 1, 1939— Mar. 28, 1943 | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woodbury Soaps & Cosmetics | Chamber Music Society | Sunday, 9:15-9:30 P.M. | 156 | Apr. 4, 1943— July 18, 1943 | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woodbury Soaps & Cosmetics | Chamber Music Society | Sunday, 9:15-9:45 P.M. | ... | July 18, 1943— | Lennen & Mitchell Inc., N. Y. |
| Kelite Products Inc. (PC), Los Angeles | Kenu | Sam Hayes—Spectator | Sunday, 4:30-4:45 P.M. | 9 | Oct. 17, 1943— | Little & Co., Los Angeles |
| Kellogg Co., Battle Creek, Mich. | Pep | Breakfast at Sardi's | Mon.-Fri., 11:15-11:30 A.M. | 158 | May 3, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek, Mich. | Kellogg Products | Breakfast Club | Mon.-Fri., 9:45-10:00 A.M. | 173 | July 5, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek, Mich. | Gro-Pup | Kellogg News | Mon.-Fri., 11:30-11:45 A.M. | 165 | Aug. 9, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co. (PC), Battle Creek, Mich. | Pep | Breakfast at Sardi's | Mon.-Fri., 9:50-9:55 A.M. | 13 | Jan. 4, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kendall Foods Inc. (PC), Los Angeles | Dog Food | Andy & Virginia | Tuesday, 10:30-10:45 A.M. | 13 | May 18, 1943— Aug. 10, 1943 | The Mayers Co., Los Angeles |
| Kerr Glass Mfg. Co. (PC), Los Angeles | Mason Jars & Caps | Breakfast at Sardi's | Saturday, 10:00-10:15 A.M. | 17 | Apr. 3, 1943— Sept. 25, 1943 | Raymond R. Morgan Co., Los Angeles |
| Kerr Glass Mfg. Co. (PC), Los Angeles | Mason Jars & Caps | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | June 16, 1943— Sept. 18, 1943 | Raymond R. Morgan Co., Los Angeles |
| L B Laboratories (PC), Los Angeles | Hair Oil & Shampoo | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | Dec. 9, 1942— June 9, 1943 | Glasser-Galley & Co., Los Angeles |
| Langendorf United Bakeries (PC), San Francisco | Bakery Products | Red Ryder | Tues., Thurs., Sat., 7:30-8:00 P.M. | 6 | Feb. 10, 1942— | Ruthrauff & Ryan, San Francisco |
| Lehn & Fink Products, New York | Hinds Cream | Blind Date | Monday, 8:30-9:00 P.M. | 157 | Oct. 25, 1943— | Wm. Esty & Co., N. Y. |
| Loew's Inc., New York | MGM Pictures | MGM Presents V Borge | Mon.-Fri., 7:00-7:05 P.M. | 49 | Nov. 30, 1942— July 2, 1943 | Donahue & Coe Inc., N. Y. |
| Mail Pouch Tobacco Co., Wheeling, W. Va. | Melo Crown Stogies Mail Pouch Tobacco | Counterpsy | Monday, 9:00-9:30 P.M. | 101 | Sept. 28, 1942— | Walker & Downing, Pittsburgh |
| Masonite Corp., Chicago | Institutional | E Award | Wednesday, 4:00-4:30 P.M. | 143 | Feb. 24, 1943 Only | N. W. Ayer & Son, Chicago |
| Metropolitan Life Ins. Co., New York | Insurance | Anniv. Program | Wednesday, 9:30-10:00 P.M. | 144 | Mar. 24, 1943 Only | Young & Rubicam, N. Y. |
| Miles Laboratories Inc., Elkhart, Ind. | Alka-Seltzer & Vitamins | Quiz Kids | Sunday, 7:30-8:00 P.M. | 124 | Sept. 4, 1940— | Wade Adv. Agency, Chicago |
| Miles Laboratories Inc., Elkhart, Ind. | Alka-Seltzer & Vitamins | Lum and Abner | Mon.-Thurs., 8:15-8:30 P.M. | 102 | Sept. 29, 1941— | Wade Adv. Agency, Chicago |
| Minneapolis-Honeywell Reg. Co., Minneapolis | Automatic Controls | Alias John Freedom | Wednesday, 9:00-9:30 P.M. | 152 | Aug. 3, 1942— July 14, 1943 | Addison Lewis & Associates, Minneapolis |

(Continued on Page 262)



AT YOUR SERVICE

... like a Genie in the rich Mid-Mississippi Valley Region

This is radio station KXOK in St. Louis at your service. If you want to reach the rich, responsive Mid-Mississippi Valley area, you don't need a magic lamp as Aladdin had . . . you can use the facilities of this powerful station operating on 5000 watts.

You can get your message across in the Greater St. Louis area which has an estimated population of 1,504,407, an increase of 100,000 since 1940. In the same period, retail sales have increased at the rate of \$100,000,000 annually. Total retail sales now exceed \$675,000,000 annually.

Here is your opportunity to let KXOK tell your message and sell your product to people who have both the need and the money.

Now, more than ever before, is the time to add KXOK to your sales staff in this prosperous area. Write, wire or phone for the many advantages KXOK offers.



KXOK

SAINT LOUIS, MISSOURI

630 KILOCYCLES

5000 WATTS—FULL TIME

BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRL, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY

Advertisers Using Blue Network During 1943

(Continued from Page 260)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|-------------------------------|---|-----------------|----------------------------------|---|
| Moore Benjamin & Co., New York | Paints & Varnishes | Betty Moore | Saturday, 10:45-11:00 A.M. | 61 | Mar. 6, 1943— May 29, 1943 | No Agency |
| Mueller Co., C. F., Jersey City | Macaroni | Morning Market Basket | Mon., Wed., Fri., 10:00- 10:15 A.M. | 36 | Sept. 16, 1942— Nov. 26, 1943 | Duane Jones Co., N. Y. |
| National Battery Co., St. Paul | Batteries | E Award | Saturday, 4:30-5:00 P.M. | 151 | May 29, 1943 Only | Bronson West Adv. Associates, St. Paul |
| Neighbors of Woodcraft (FC) Portland, Ore. | Insurance | Grandpappy & His Pals | Sunday, 2:00-2:30 P.M. | 25 | May 3, 1942— Apr. 25, 1943 | Showalter-Lynch Adv. Agency, Portland, Ore. |
| New York Central Railroad, New York | Institutional | Bomber Donation | Sunday, 5:30-6:00 P.M. | 141 | Sept. 12, 1943 Only | Geyer-Cornell & Newell, N. Y. |
| Nestle's Milk Products (PC), New York | Nestle's Products | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | Sept. 9, 1942— Mar. 6, 1943 | Leon Livingston Adv. Agency, San Francisco |
| Nestle's Milk Products (PC), New York | Nestle's Products | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 13 | Sept. 9, 1942— Mar. 6, 1943 | Leon Livingston Adv. Agency, San Francisco |
| Northwestern Yeast Co., Chicago | Yeast Foam | Songs of a Dreamer | Mon., Wed., Fri., 10:00- 10:15 A.M. | 17 | Oct. 5, 1942— Dec. 31, 1943 | MacFarland, Aveyard & Co., Chicago |
| O'Cedar Corporation, Chicago | Mops & Floor Polishes | Hot Copy | Sunday, 3:30-4:00 P.M. | 160 | Aug. 29, 1943— | Aubrey, Moore & Wallace, Chicago |
| O'Sullivan Rubber Co., Winchester, Va. | O'Sullivan Heels | Leon Henderson | Saturday, 6:45-7:00 P.M. | 90 | Aug. 14, 1943— | Advertising & Sales Council, Winchester, Va. |
| Phileo Corporation, Philadelphia | Institutional | Phileo Radio Hall of Fame | Sunday, 6:00-7:00 P.M. | 112 | Dec. 5, 1943— | Sayre M. Ramsdell Associates, Philadelphia |
| Quaker Oats, Chicago | Quaker Puffed Rice & Quaker Puffed Wheat Sparkies | Terry & The Pirates | Mon.-Fri., 6:00-6:15 P.M. | 139 | Feb. 1, 1942— Apr. 30, 1943 | Sherman & Marquette Inc., Chicago |
| Quaker Oats, Chicago | Quaker Puffed Rice & Quaker Puffed Wheat Sparkies | Terry & The Pirates | Mon.-Fri., 6:00-6:15 P.M. | 163 | Aug. 2, 1943— | Sherman & Marquette Inc., Chicago |
| Radio Corp. of America, Camden, N. J. | Institutional | What's New | Saturday, 7:00-8:00 P.M. | 154 | Sept. 4, 1943— | J. Walter Thompson, N. Y. |
| Radio Corp. of America, Camden, N. J. | Institutional | World Pickups | Friday, 8:30-9:00 P.M. | 148 | July 23, 1943 Only | Kenyon & Eckhardt, N. Y. |
| Revlon Products Corporation, New York | Nail Polishes & Lipstick | Revlon Revue | Sunday, 10:00-10:30 P.M. | 79 | Sept. 30, 1943— | Wm. Weintraub & Co., N. Y. |
| Sales Builders Inc. (PC), Los Angeles | Max Factor Cosmetics | Breakfast at Sardi's | Friday, 9:40-9:45 A.M. | 13 | Nov. 6, 1942— Sept. 17, 1943 | Smith & Drum, Los Angeles |
| Safeway Stores Inc. (PC), Oakland, Cal. | Grocery Products | What's Doing Ladies | Mon., Wed., Fri., 2:00-2:15 P.M. | 9 | Nov. 15, 1943— | J. Walter Thompson, San Francisco |
| Seaboard Finance Co. (PC), San Francisco | Personal Loans | News | Mon.-Fri., 6:55-7:00 P.M. | 7 | Nov. 29, 1943— | Smith & Bull, San Francisco |
| Serutan Company, Jersey City | Serutan | Drew Pearson | Sunday, 7:00-7:15 P.M. | 111 | Oct. 12, 1941— | Raymond Spector Co., N. Y. |
| Sherwin-Williams Co., Cleveland | Paints | Metropolitan Auditions of Air | Sunday, 6:30-7:00 P.M. | 140 | Nov. 29, 1942— Mar. 14, 1943 | Warwick & Legler Inc., N. Y. |
| Sherwin-Williams Co., Cleveland | Paints | Metropolitan Auditions of Air | Sunday, 6:30-7:00 P.M. | 160 | Nov. 28, 1943— | Warwick & Legler Inc., N. Y. |
| Skinner & Eddy Corp. (FC), Seattle | Minute Man Soup | Breakfast at Sardi's | Mon.-Fri., 9:35-9:40 A.M. | 13 | June 1, 1942— May 28, 1943 | J. Wm. Sheets, Seattle |
| Sloan, Dr. Earl S., New York | Sloan's Liniment | Gangbusters | Friday, 9:00-9:30 P.M. | 95 | Sept. 13, 1942— | Warwick & Legler Inc., N. Y. |
| Socony-Vacuum Oil Co., New York | Petroleum Products | Raymond G. Swing | Mon.-Thurs., 10:00-10:15 P.M. | 130 | Sept. 28, 1942— | Compton Adv. Inc., N. Y. |
| Standard Oil of Calif. (FC), San Francisco | Petroleum Products | Lowell Thomas | Mon.-Fri., 9:30-9:45 P.M. | 15 | Nov. 1, 1943— | BBDO, San Francisco |
| Stokely Brothers & Co. (FC), Indianapolis | Van Camp Tenderoni | Breakfast at Sardi's | Saturday, 9:45-10:00 A.M. | 30 | Jan. 2, 1942— Sept. 25, 1943 | Calkins & Holden, N. Y. |
| Sun Oil Co., Philadelphia | Petroleum Products | Lowell Thomas | Mon.-Fri., 6:45-7:00 P.M. | 24 | June 13, 1932— | Roche, Williams & Cunningham, Philadelphia |
| Sun Oil Co., Philadelphia | Institutional | Dedication of Refinery | Tuesday, 3:30-4:00 P.M. | 53 | Oct. 27, 1943 Only | Roche, Williams & Cunningham, Philadelphia |
| Sweets Co. of America, Hoboken, N. J. | Tootsie Rolls | Dick Tracy | Mon., Wed., Fri., 5:15- 5:30 P.M. | 31 | Mar. 15, 1943— June 4, 1943 | Duane Jones Co., N. Y. |
| Sweets Co. of America, Hoboken, N. J. | Tootsie V-M | Dick Tracy | Tues.-Thurs., 5:15-5:30 P.M. | 13 | Sept. 14, 1943— | Duane Jones Co., N. Y. |
| Sweets Co. of America, Hoboken, N. J. | Tootsie V-M | Dick Tracy | Mon., Wed., Fri., 5:15- 5:30 P.M. | 46 | Sept. 13, 1943— Dec. 31, 1943 | Duane Jones Co., N. Y. |
| Swift & Co., Chicago | Swift's Products | Breakfast Club | Tues.-Sat., 9:30-9:45 A.M. | 171 | Feb. 8, 1941— | J. Walter Thompson, Chicago |
| Swift & Co. (FC), Chicago | Jewel Shortening | Breakfast at Sardi's | Tues., Wed., Fri., 9:40-9:45 A.M. | 13 | Dec. 21, 1943— | J. Walter Thompson, Chicago |
| Tetley & Co., Joseph, New York | Jiffy Soup | Morning Market Basket | Tues., Thurs., Sat., 10:00- 10:15 A.M. | 46 | Nov. 10, 1942— Nov. 6, 1943 | Duane Jones Co., N. Y. |
| Texas Co., New York | Gas & Oil | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 174 | Nov. 23, 1942— Apr. 24, 1943 | Buchanan & Co., N. Y. |
| Texas Co., New York | Gas & Oil | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 209 | Nov. 27, 1943— | Buchanan & Co., N. Y. |
| Trimount Clothing Co., Roxbury, Mass. | Clipper Craft Suits & Clothes | Dorothy Thompson | Sunday, 7:15-7:30 P.M. | 64 | Mar. 28, 1943— June 20, 1943 | Emil Mogul Co. Inc., N. Y. |
| Trimount Clothing Co., Roxbury, Mass. | Clipper Craft Suits & Clothes | Dorothy Thompson | Sunday, 7:15-7:30 P.M. | 67 | Sept. 26, 1943— | Emil Mogul Co. Inc., N. Y. |
| Wander Co., Chicago | Ovaltine | Captain Midnight | Mon.-Fri., 5:45-6:00 P.M. | 76 | Sept. 23, 1942— June 25, 1943 | Blackett-Sample-Hummert, Chicago |

(Continued on Page 264)

ADVERTISERS
classify it

5000 Watts Day
1000 Watts Night
Indianapolis, Indiana

WISH

The station that is recognized from coast to coast for SENSATIONAL PROGRESS...the station that never out-promises but always OUT-PERFORMS...the choice of shrewd time-buyers for results in Indiana.

WISH

WISH (wish) v.t. (AS. wýscan) To desire; long; usually used with an infinitive or for; as he wishes to go; they wish for the day - v.t. To long for; crave; desire. Syn. SEE desire.

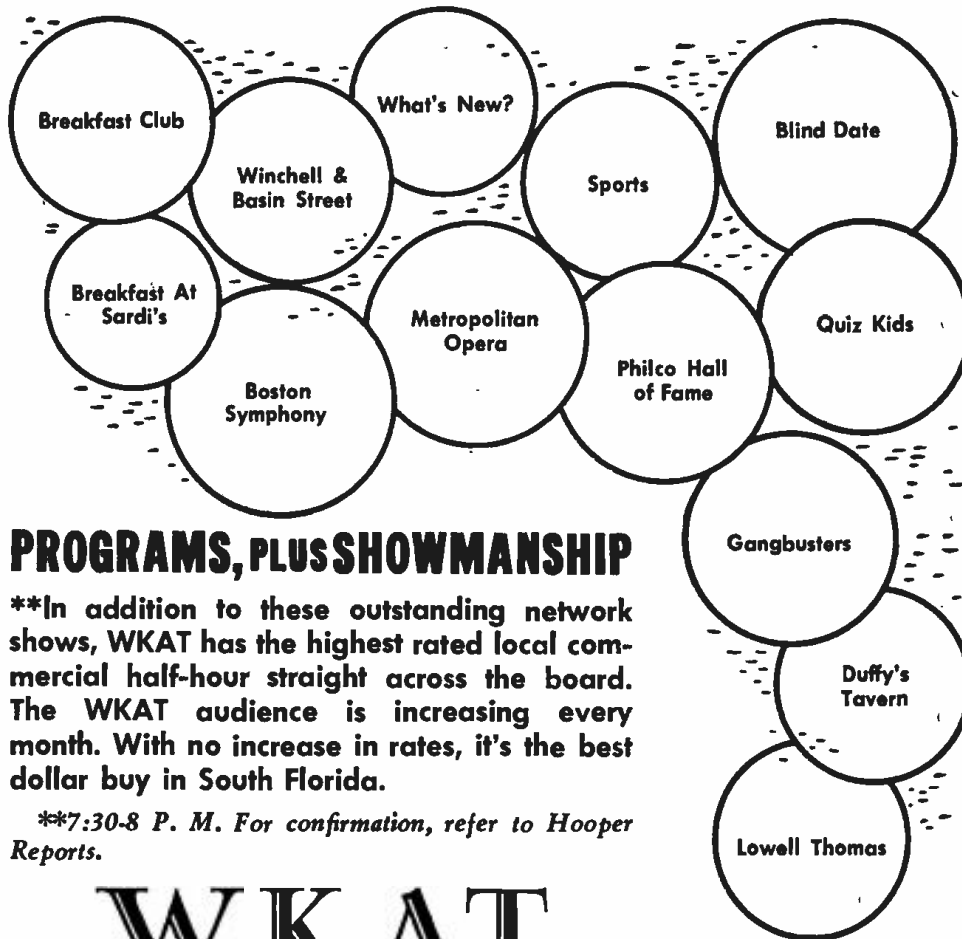
WEBSTER
defines it

Advertisers Using Blue Network During 1943

(Continued from Page 262)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|--------------------|--------------------------|-----------------------------------|-----------------|-------------------------------|-----------------------------------|
| Wander Co., Chicago | Ovaltine | Captain Midnight | Mon.-Fri., 5:45-6:00 P.M. | 77 | Sept. 27, 1943— | Blackett-Sample-Hummert, Chicago |
| Washington Cooperative Egg & Poultry Assn. (PC), Seattle | Lynden Chickens | Breakfast at Sardi's | Tuesday, 9:40-9:45 A.M. | 13 | Sept. 22, 1942—Sept. 14, 1943 | Pacific Nat. Adv. Agency, Seattle |
| Washington State Apple Com. (PC), Wenatchee, Wash. | Wash. State Apples | Breakfast at Sardi's | Tues., Wed., Fri., 9:40-9:45 A.M. | 13 | Sept. 21, 1943—Dec. 17, 1943 | J. Walter Thompson, San Francisco |
| Wheeling Steel Corp., Wheeling, W. Va. | Steel Products | Musical Steelmakers | Sunday, 5:30-6:00 P.M. | 78 | Oct. 4, 1942—June 27, 1943 | Critchfield & Co., Chicago |
| Wheeling Steel Corp., Wheeling, W. Va. | Steel Products | Musical Steelmakers | Sunday, 5:30-6:00 P.M. | 101 | Sept. 26, 1943— | Critchfield & Co., Chicago |
| Williams Co., J. B., Glastonbury, Conn. | Shaving Cream | True or False | Monday, 8:30-9:00 P.M. | 84 | Sept. 15, 1941—June 28, 1943 | J. Walter Thompson, N. Y. |
| Williams Co., J. B., Glastonbury, Conn. | Shaving Cream | Adventures of Nero Wolfe | Monday, 8:30-9:00 P.M. | 86 | July 5, 1943—Sept. 27, 1943 | J. Walter Thompson, N. Y. |
| Williamson Candy Co., Chicago | Candy | Famous Jury Trials | Tuesday, 9:00-9:30 P.M. | 75 | Nov. 11, 1940— | Aubrey Moore & Wallace, Chicago |
| Wilson Milk Co., Indianapolis | Evaporated Milk | Smile Awhile | Wed., Fri., 11:30-11:45 A.M. | 11 | Oct. 5, 1942—May 14, 1943 | Keeling & Co., Indianapolis |
| Wilson Sporting Goods Co., Chicago | Sporting Goods | Nat'l Tennis Champ | Saturday, Sunday, Monday | 157 | Sept. 4, 5, 6, 1943 Only | United States Adv. Corp., Chicago |

WHAT BUILDS A RADIO AUDIENCE?



PROGRAMS, PLUS SHOWMANSHIP

**In addition to these outstanding network shows, WKAT has the highest rated local commercial half-hour straight across the board. The WKAT audience is increasing every month. With no increase in rates, it's the best dollar buy in South Florida.

**7:30-8 P. M. For confirmation, refer to Hooper Reports.

WKAT

IN MIAMI

SPOT SALES, INCORPORATED, National Reps.

BLUE
1000 WATTS
1360 KC



**The Butcher...
The Baker...
The Candlestick Maker**

★ ★ ★
23 ADVERTISERS are now using WFCI **continuously** for the **THIRD consecutive** year.

★ ★ ★
11 ADVERTISERS (whose products or services are seasonable) have used WFCI **regularly** for the **THIRD consecutive** year.

★ ★
16 ADVERTISERS are now using WFCI **continuously** for the **SECOND consecutive** year.

ALSO there are **MORE NEW ADVERTISERS** whose history will be told later . . .

These local and national advertisers **buy** WFCI because they know the comparative sales value and program popularity of local stations. They **renew** on WFCI because they learn that WFCI produces definite sales results, and they do not wish to forfeit the valuable preferential positions they hold amid the rising tide of WFCI'S program popularity.

To this list should be added the entire roster of Blue Network Advertisers sponsoring the most outstanding programs in radio's history.

Basic Blue Network — 1,000 Watts — 1420 Kilocycles
PAWTUCKET BROADCASTING COMPANY
450 MAIN STREET, PAWTUCKET, RHODE ISLAND

National Representatives
WILLIAM RAMBEAU
NEW YORK — CHICAGO
LOS ANGELES

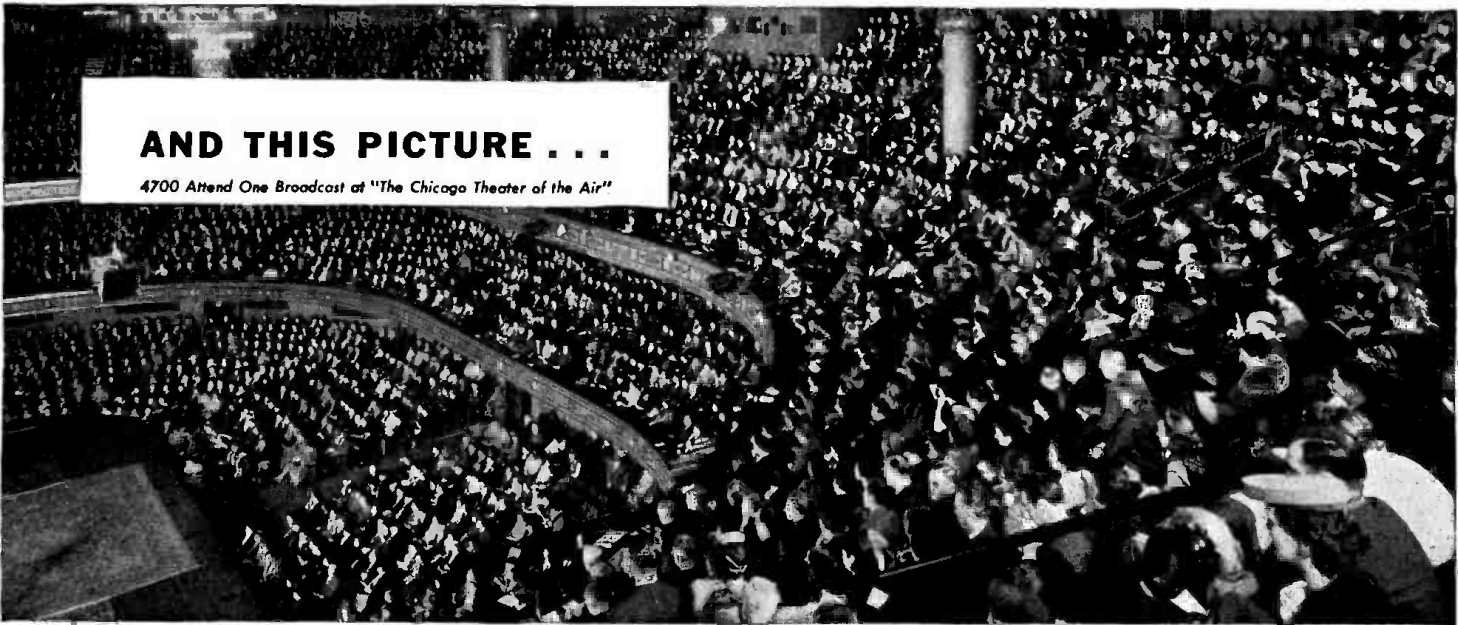
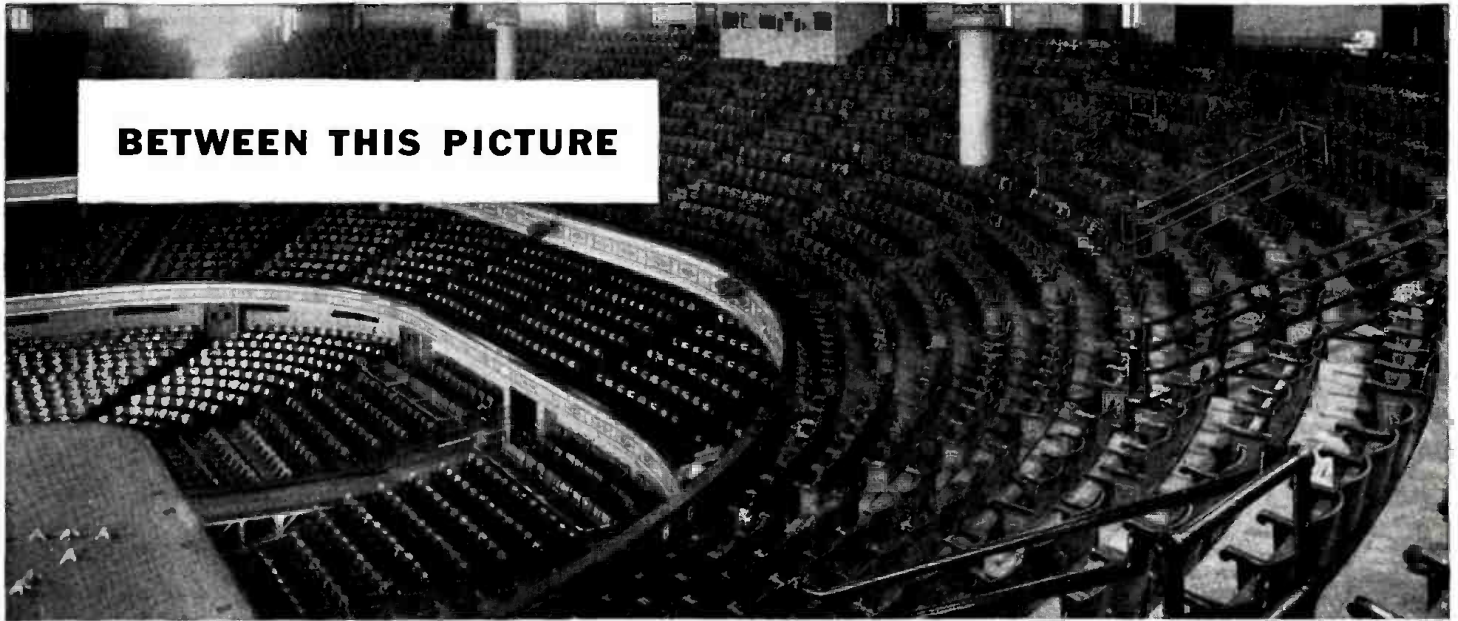
wfci
★ THE ECONOMY ROUTE TO NEW ENGLAND'S
SECOND LARGEST MARKET ★

Advertisers Using Mutual Network During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|--|--|-----------------|-----------------------------------|---|
| American Bird Products Inc., Chicago | Bird Food | American Radio Warblers | Sunday, 1:15-1:30 P.M. | 10 | 10/17/43— | Weston-Barnett Inc., Chicago |
| American Cigarette & Cigar Co. Inc., New York | Pall Mall Cigarettes | Gracie Fields' Victory Show | Mon.-Fri., 9:15-9:30 P.M. | 163 | 10/18/43-1/14/44 | Ruthrauff & Ryan Inc., N. Y. |
| Anacin Co., New York | Anacin | John B. Hughes, News Commentator | Wed. & Sat., 10:00-10:15 P.M. | 76 | 10/17/42-12/18/43 | Blackett-Sample-Hummert, N. Y. |
| Barbasol Co., Indianapolis | Barbasol | Gabriel Heatter | Sunday, 8:45-9:00 P.M. | 171 | 7/11/43— | Erwin Wasey & Co. Inc. N. Y. |
| Barbasol Co., Indianapolis | Barbasol | Singin' Sam | Mon. & Wed., 8:15-8:30 P.M. Tues. & Thurs., 8:00-8:15 P.M. | 55 | 4/26/43-6/30/43 1/5/43-4/22/43 | Erwin Wasey & Co. Inc., N. Y. |
| Bayuk Cigars Inc., Philadelphia | Phillies | Sizing Up the News, Sam Balter Sizing Up the News, Cal Tinney | Mon., Wed., Fri., 8:00-8:15 P.M. Mon., Wed., Fri., 8:00-8:15 P.M. | 73 | 7/28/43— 11/7/41-7/26/43 | Ivey & Ellington Inc., Philadelphia |
| Benson & Hedges Inc., New York | Virginia Rounds Cigarettes | The War News Analyst, Paul Schubert | Mon.-Fri., 10:30-10:45 P.M. | 7 | 8/17/42-11/12/43 | Arthur Kudner Inc., N. Y. Until 10/8/43 Duane Jones Co., N. Y. |
| Bridgeport Brass Co., Bridgeport | Brass | Army-Navy "E" Award | Saturday, 5:30-6:00 P.M. | 32 | 8/21/43 only | Direct |
| Campana Sales Co., Batavia, Ill. | Campana Balm, Hand Cream, Old South Toiletries, Dreskin, Coolies, etc. | First Nighter | Sunday, 6:00-6:30 P.M. | 121 | 11/7/43— 10/4/42-4/25/43 | Wallace-Ferry-Hanley Co., Chicago formerly Aubrey, Moore & Wallace Inc., Chicago |
| Chef Boy-Ar-Dee Quality Foods Inc., Milton, Pa. | Spaghetti Dinner | Boake Carter, News Commentator | Mon., Wed., Fri., 12:00-12:15 P.M. | 60 | 5/3/43— | McJunkin Adv. Co., Chicago |
| Clark Brothers Chewing Gum Co., Pittsburgh | Clark's Teaberry Gum | Good-Will Hour—John J. Anthony | Sunday, 10:15-11:00 P.M. | 62 | 12/5/43— | Walker & Downing, Pittsburgh |
| Consolidated Razor Blade Co. Inc. Jersey City, N. J. | Berkeley Razor Blades | The Better Half | Monday, 8:30-9:00 P.M. | 12 | 4/26/43-8/9/43 | Grey Adv. Agency Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | The Treasure Hour of Song | Thursday, 9:30-10:00 P.M. | 19 | 11/18/43— 1/21/43-6/3/43 | Birmingham, Castleman & Pierce, Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | Memo For Tomorrow, Charles Hodges | Sunday, 10:45-11:00 A.M. | 10 | 6/13/43-11/14/43 | Birmingham, Castleman & Pierce Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | Walter Compton, News Commentator | Sunday, 10:45-11:00 A.M. | 9 | 7/26/42-1/17/43 | Birmingham, Castleman & Pierce Inc., N. Y. |
| Converse Rubber Co., Malden, Mass. | Institutional | Army-Navy "E" Award | Monday, 5:00-5:30 P.M. | 21 | 1/4/43 only | Breanick & Solomont, Boston |
| Coronet Magazine, Chicago | Coronet Magazine | Coronet Little Show | Sunday, 6:45-7:00 P.M. | 55 | 11/7/43-1/30/44 | Schwimmer & Scott, Chicago |
| Curtis-Wright Corp., Buffalo | Institutional | He Does Not Fly Alone | Sunday, 3:30-4:30 P.M. | 11 | 4/11/43 only | Landsaft Inc., Buffalo |
| Delaware, Lackawanna & Western Coal Co., New York | Blue Coal | The Shadow | Sunday, 5:30-6:00 P.M. | 29 | 9/26/43— 9/27/42-3/21/43 | Ruthrauff & Ryan Inc., N. Y. |
| Detroit Bible Class (Changed name to Radio Bible Class effective 9/43) | Religion | Detroit Bible Class | Sunday, 10:00-10:30 A.M. | .. | 11/10/40— | Aircasters Inc., Detroit |
| W. L. Douglas Shoe Co., Brockton, Mass. | Shoes | Today's World News, John Stanley | Sunday, 11:45-12:00 Noon | 19 | 12/5/43— | Harold Cabot & Co. Inc., Boston |
| W. L. Douglas Shoe Co., Brockton, Mass. | Shoes | Tonight's World News, John Stanley | Sunday, 10:30-10:45 P.M. | 19 | 3/7/43-11/28/43 | Harold Cabot & Co. Inc., Boston |
| Dubonnet Corp., New York | Dubonnet Wine | Your Dubonnet Date with Xavier Cugat | Wednesday, 8:30-9:00 P.M. | 57 | 12/1/43— | Wm. H. Weintraub & Co. Inc., N. Y. |
| Duffy-Mott Co. Inc., New York | Mott Apple Products & Sunsweet Prune Juice | What's Your Idea, Imogene Wolcott | Mon., Wed., Fri., 11:45-11:55 A.M. Mon., Wed., Fri., 11:50-12:00 Noon | 58 | 9/13/43— 6/21/43-9/10/43 | Al Paul Lefton Co. Inc., Philadelphia |
| Employers' Group Insurance Co. of Boston, Mass. | Insurance | Cedric Foster, News Commentator | Sunday, 10:00-10:15 P.M. Friday, 10:00-10:15 P.M. | 183 | 11/7/43— 8/6/43-11/6/43 | H. B. Humphrey Co., Boston |
| Garrett & Co. Inc., Brooklyn | Virginia Dare Wine | Spirit of Christmas | Friday, 8:30-9:00 P.M. | 24 | 12/24/43 only | Ruthrauff & Ryan Inc., Chicago |
| General Cigar Co. Inc., New York | White Owl Cigars | Raymond Clapper | Mon., Thurs., 10:00-10:15 P.M. | 68 | 9/24/42— | J. Walter Thompson Co., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | Boxing | 10:00 P.M. to conclusion | 167 | 26 Sports Events | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | World Series | 1:15 P.M. to concl. fm N. Y. 2:15 P.M. to concl. fm St. Louis | 243 | 10/5, 6, 7, 10, 11 | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | East-West Football Game | Friday, following Cotton Bowl, approximately 4:45 P.M. | 159 | 1/1/43 only | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | Cotton Bowl Game | Friday, 2:00 P.M. to concl. | 150 | 1/1/43 only | Maxon Inc., N. Y. |
| Gospel Broadcasting Association | Evangelical Talks | Old Fashioned Revival Hour | Sunday, 7:00-8:00 P.M. Sunday, 9:00-10:00 P.M. | 203 | 10/10/43— 1/3/37-10/3/43 | R. H. Alber Co., Los Angeles |
| Gospel Broadcasting Association | Religion | Pilgrim Hour | Sunday, 2:00-3:00 P.M. | 160 | 9/6/42— | R. H. Alber Co., Los Angeles |
| Gotham Hosiery Co. Inc., New York | Hosiery | Strictly Personal, Pegeen Fitzgerald | Tues., Thurs., 11:55-12:00 Noon] | 85 | 10/5/43— | Sterling Adv. Agency Inc., N. Y. |
| Grove Laboratories Inc., St. Louis, Mo. | Grove's Cold Tablets & B Complex Vitamins | Ray Dady, News Commentator | Mon.-Fri., 1:00-1:15 P.M. | 56 | 11/1/43— | Russel M. Seeds Co. Inc., Chicago |
| Harvel Watch Co., New York | Watches | John B. Hughes, News Commentator | Sunday, 10:00-10:15 P.M. | 22 | 6/6/43-10/31/43 | A. W. Lewin Co., Inc., Newark, N. J. |
| Hercules Motor Corp., Canton, O. | Institutional | Army-Navy "E" Award | Monday, 3:00-3:30 P.M. | 15 | 1/11/43 only | Steel City Adv. Agency, Canton, O. |
| Hoover Co., Canton, O. | Institutional | Army-Navy "E" Award | Tuesday, 3:00-3:30 P.M. | 39 | 2/2/43 only | Leo Burnett Co. Inc., Chicago |
| Jones & Laughlin Steel Corp., Pittsburgh | Steel Products | Navy "E" Award | Monday, 4:30-5:00 P.M. | 8 | 6/14/43 only | Calkins & Holden, N. Y. |

(Continued on Page 268)

THE DIFFERENCE



IS WGN SHOWMANSHIP

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

A Clear Channel Station
CHICAGO
50,000 WATTS



ILLINOIS
720 KILOCYCLES



MUTUAL

BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 267

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|--|--|-----------------|--|--|
| Jones & Laughlin Steel Corp., Pittsburgh | Steel Products | March of Fighting Steels | Saturday, 7:00-7:30 P.M. | 16 | 5/22/43 only | Calkins & Holden, N. Y. |
| Kellogg Co., Battle Creek | Kellogg's All-Bran | Jack Berch and His Boys | Mon.-Fri., 1:15-1:30 P.M. | 23 | 9/20/43— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek | Kellogg's Pep | Superman | Mon.-Fri., 5:45-6:00 P.M. | 188 | 1/4/43— | Kenyon & Eckhardt Inc., N. Y. |
| Land O'Lake Creameries Inc., Minneapolis | Land O'Lake Butter, occasionally cheese & turkeys | Boake Carter, News Commentator | Tues., Thurs., 12:00-12:15 P.M. Mon., Wed., Fri., 12:00-12:15 P.M. | 18 | 2/2/43-7/15/43 4/6/42-1/29/43 | Campbell-Mithun Inc., Minneapolis |
| Frank H. Lee Co., New York | Lee Hata | Dale Carnegie (Little Known Facts about Well-known People) | Thursday, 10:15-10:30 P.M. | 29 | 9/2/43— | Birmingham, Castleman & Pierce, Inc., N. Y. |
| Lehn & Fink Products Co., New York | Hinds Honey & Almond Cream | Take A Card | Wednesday, 8:30-9:00 P.M. | 204 | 4/28/43-10/20/43 | Wm. Esty & Co. Inc., N. Y. |
| Lewis-Howe Co., St. Louis | Tums & NR Remedy | Let's Be Charming | Thursday, 1:30-2:00 P.M. | 181 | 12/2/43— | Roche, Williams & Cunyngnam Inc., N. Y. |
| Loyal Order of Moose, Mooseheart, Ill. | Insurance Benefits | Moose Fireside Party | Sunday, 5:00-5:30 P.M. | 61 | 10/17/43-1/9/44 | L. M. Ramsey Co., Davenport, Ia. |
| Lumbermen's Mutual Casualty Co., Chicago | Insurance | Upton Close, News Commentator | Sunday, 6:30-6:45 P.M. | 102 | 2/21/43— | Leo Burnett Co. Inc., Chicago |
| Lumbermen's Mutual Casualty Co., Chicago | Insurance | Upton Close, News Commentator | Sunday, 5:15-5:30 P.M. | 56 | 11/22/42-2/14/43 | Leo Burnett Co. Inc., Chicago |
| Lutheran Laymen's League, St. Louis | Religion | Lutheran Hour | Saturday, 8:30-8:45 P.M. | 226 | 3/20/43-6/5/43 | Leo Burnett Co. Inc., Chicago |
| Maryland Pharmaceutical Co., Baltimore | Rem & Rel | Words In The News | Sunday, 1:30-2:00 P.M. | 54 | 4/25/43— | Gotham Adv. Co. Inc., N. Y. |
| McElroy Mfg. Corp., Boston | Institutional | Army-Navy "E" Award | Monday, 4:30-5:00 P.M. | 41 | 10/25/42-4/18/43 | until 4/25/43 Kelly, Zahndt & Kelly, St. Louis |
| Metro-Goldwyn-Mayer Inc., New York | Motion Pictures | People's Reporter, Fulton Ounsler | Monday, 8:30-9:00 P.M. | 46 | 10/4/43— | The Joseph Katz Co., Baltimore |
| National Small Business Men's Association, Chicago | | Abe Lincoln's Story | Friday, 8:30-8:55 P.M. | 56 | 12/5/43— | Direct |
| People's Church Inc., Indianapolis | Religion | Cadle Tabernacle | Sunday, 4:30-5:00 P.M. | 56 | 11/15/43— | Donahue & Coe Inc., N. Y. |
| Petri Wine Co., San Francisco | Wine | Adventures of Sherlock Holmes | Sunday, 12:00-12:30 P.M. | 136 | 10/18/42-1/10/43 | Ivey & Ellington Inc., Philadelphia |
| Petri Wine Co., San Francisco | Wine | Adventures of Sherlock Holmes | Monday, 8:30-9:00 P.M. | 49 | 10/4/43— | Young & Rubicam Inc., N. Y. |
| Pharmaco Inc., Newark, N. J. (Formerly White Laboratories Inc.) | Feen-a-mint and/or Chooz | Double or Nothing | Friday, 8:30-10:00 P.M. | 204 | 4/30/43-10/1/43 | Co. Inc., San Francisco |
| Pharmaco Inc., Newark | Chooz | Hookey Hall | Friday, 9:30-10:00 P.M. | 204 | 5/8/42— | Ruthrauff & Ryan Inc., N. Y. |
| Pharmaco Inc., Newark | Chooz | Bobby Hookey (until 11/7/43) | Sunday, 1:30-2:00 P.M. | 34 | 11/7/43— | until 1/1/44 Wm. Esty & Co. Inc., N. Y. |
| Radio Bible Class (Formerly called Detroit Bible Class) | Religion | Radio Bible Class | Sunday, 10:45-11:00 P.M. | 34 | 4/4/43-10/31/43 | Clements Co. Inc., Philadelphia |
| Richfield Oil Corp. of New York, New York | Richfield Oil & Gasoline | Confidentially Yours, A. Hale | Sunday, 10:00-10:30 A.M. | 171 | 11/10/40— | Aircaster Inc., Detroit |
| Schenley Import Corp., New York | Cresta Blanca Wines | Cresta Blanca Carnival | Tues., Thurs., Sat., 7:30-7:45 P.M. | 27 | 1/6/42— | Hixson-O'Donnell Adv. Inc., N. Y. |
| R. B. Semler Inc., New Canaan, Conn. | Krem! Hair Tonic & Shampoo | Gabriel Heatter, News Commentator | Tues., Thurs., Sat., 7:30-7:45 P.M. | 74 | 10/14/42-4/7/43 | until 2/1/41 Sherman K. Ellis Co., N. Y. |
| Serutan Co., Jersey City | Serutan and/or affiliated products and publications | A. L. Alexander's Mediation Board | Monday, 8:30-9:00 P.M. | 179 | 8/7/40— | Wm. H. Weintraub & Co. Inc., N. Y. |
| Sherwood Bros. Inc., Baltimore, Md. | Richfield Oil & Gasoline | Confidentially Yours, Arthur Hale | Sunday, 8:00-8:45 P.M. | 48 | 7/11/43— | Raymond Spector Co. Inc., N. Y. |
| Sinclair Refining Co., New York | Oil & Gasoline | Confidentially Yours, Arthur Hale | Tues., Thurs., Sat., 7:30-7:45 P.M. | 3 | 10/1/40— | Van Sant, Dugdale & Co. Inc., Baltimore |
| Sinclair Refining Co., New York | Oil & Gasoline | Confidentially Yours, Arthur Hale | Tues., Thurs., Sat., 8:00-8:15 P.M. | 110 | 1/4/44— | Hixson-O'Donnell Adv. Inc., N. Y. |
| Studebaker Corp. of America (Pacific Division) | Studebaker Automobiles | John B. Hughes, News Commentator | Tues., Thurs., Sat., 7:45-8:00 P.M. | 110 | 3/16/43-1/1/44 | Hixson-O'Donnell Adv. Inc., N. Y. |
| Voice of Prophecy Inc., Washington, D. C. | Religion | Voice of Prophecy | Mon., Wed., Fri., 12:30-12:45 A.M. | 37 | 9/30/42-1/15/43 | Roche, Williams & Cunyngnam Inc., Chicago |
| Voice of Prophecy Inc., Washington, D. C. | Religion | Voice of Prophecy | Sunday, 9:30-10:00 A.M. | 179 | 10/10/43— | G. C. Hoskin Assoc., Chicago |
| Wesley Radio League | Religion | Rev. John E. Zoller | Sunday, 7:00-7:30 P.M. | 179 | 1/4/42-10/3/43 | until 10/4/42 Jack Parker & Assoc., Hollywood |
| Western Conference of Teamsters, Los Angeles | | Curtain, America | Sunday, 11:00-11:30 A.M. | 134 | 11/1/42— | Aircasters Inc., Detroit |
| Whitall Pharmaceutical Co., New York | Aspartane | Arthur Van Horn—AP News | Thursday, 9:30-10:00 P.M. | 2 | 12/17/42-2/18/43 | Clairence Juneau Agencies, Los Angeles |
| Wilson Sporting Goods Co., Chicago | Sports Equipment | Arch Ward's Sports Review | Monday, Wed., Fri., 1:30-1:35 P.M. | 92 | 4/20/42-1/15/43 | Blackett-Sample-Hummert, N. Y. |
| Wilson Sporting Goods Co., Chicago | Sports Equipment | Arch Ward's Sports Review | Wednesday, 10:15-10:30 P.M. | 69 | 1/5/44— | U. S. Adv. Corp., Chicago |
| Wright's Automatic Machinery Co. | Institutional | Army-Navy "E" Award | Friday, 10:15-10:30 P.M. | 69 | 10/22/43-12/31/43 | U. S. Adv. Corp., Chicago |
| Young People's Church of the Air, Philadelphia | Religion | Talks by Rev. Percy Crawford | Saturday, 4:15-4:45 P.M. | 66 | 4/17/43 only | Harvey-Masengale Co. Inc., Durham, N. C. |
| Zonite Products Corp., New York | Forhan's Toothpaste | Gabriel Heatter, News Commentator | Sunday, 9:00-9:30 A.M. Sunday, 4:30-5:00 P.M. | 189 | 12/5/43— | Ivey & Ellington Inc., Philadelphia |
| | | | Tues., Thurs., 9:00-9:15 P.M. | 177 | 10/19/41-11/28/43 | until 1/19/41 R. H. Alber Co., Los Angeles |
| | | | | | 7/8/41— | Erwin Wasey & Co. Inc., N. Y. |
| COOPERATIVELY SPONSORED MUTUAL NETWORK PROGRAMS | | | | | | |
| Local Sponsors | Various | Adventures of Bulldog Drummond | Sunday, 3:30-4:00 P.M. Sunday, 5:30-6:00 P.M. Monday, 8:30-9:00 P.M. | Varies | 9/26/43— 4/25/43-9/19/43 10/26/42-4/19/43 | Various |
| Local Sponsors | Various | Arthur Gaeth, News Commentator | Sunday, 12:30-12:45 P.M. Sunday, 10:45-11:00 A.M. Mon.-Fri., 11:00-11:15 A.M. Mon.-Fri., 3:00-3:15 P.M. | Varies | 6/13/43-9/12/43 5/2/43-6/6/48 10/18/43— 5/3/43-10/15/43 | Various |
| Local Sponsors | Various | Background for News, Walter Compton | Mon.-Fri., 4:00-4:15 P.M. Sunday, 10:45-11:00 A.M. | Varies | 5/18/43— 7/26/42-1/17/43 | Various |
| Local Sponsors | Various | Bill Hay Reads the Bible | Mon.-Fri., 12:15-12:30 P.M. | Varies | 9/2/42-11/26/43 | Various |
| Local Sponsors | Various | Boake Carter, News Commentator | Mon.-Fri., 12:00-12:15 P.M. | Varies | 6/8/42— | Various |
| Local Sponsors | Various | Cedric Foster, News Commentator | Mon.-Fri., 2:00-2:15 P.M. | Varies | 9/1/41— | Various |
| Local Sponsors | Various | Fulton Lewis Jr., News Commentator | Mon.-Fri., 7:00-7:15 P.M. | Varies | 10/17/38— | Various |
| Local Sponsors | Various | Johnson Family | Mon.-Fri., 7:15-7:30 P.M. | Varies | 1/2/41— | Various |
| Local Sponsors | Various | Ian Ross Macfarlane, News Commentator | Mon.-Fri., 5:00-5:15 P.M. Mon.-Fri., 10:00-10:15 A.M. | Varies | 12/29/43— 11/9/42-12/28/43 | Various |
| Local Sponsors | Various | Karl Zomar's Scrapbook | Mon.-Fri., 11:15-11:30 A.M. Mon.-Fri., 1:45-2:00 P.M. | Varies | 8/3/42-2/19/43 2/22/43-8/27/43 | Various |
| Local Sponsors | Various | Philip Keyne-Gordon | Mon.-Fri., 6:01-6:15 P.M. Sunday, 1:00-1:15 P.M. | Varies | 8/3/42-12/24/43 8/2/42-12/19/43 | Various |
| Local Sponsors | Various | Q. E. D., News Commentator | Mon.-Fri., 11:00-11:15 P.M. Mon.-Fri., 1:00-1:15 P.M. | Varies | 9/21/42— 6/22/42-9/18/42 | Various |
| Local Sponsors | Various | Stanley Dixon, News Commentator | Sunday, 1:00-1:15 P.M. Mon.-Fri., 11:00-11:15 A.M. | Varies | 5/16/43-10/10/43 5/24/43-10/16/43 | Various |
| Local Sponsors | Various | Sydney Moseley, News Commentator | Mon.-Fri., 5:00-5:15 P.M. Mon.-Fri., 1:00-1:15 P.M. | Varies | 10/18/43-12/24/43 5/24/43-10/15/43 7/20/42-5/14/43 | Various |
| Local Sponsors | Various | The Shadow | Mon.-Fri., 11:00-11:15 P.M. Sunday, 5:30-6:00 P.M. | Varies | 9/26/43— 9/27/42-3/21/43 | Various |
| Local Sponsors | Various | The World's Frontpage | Mon.-Fri., 6:30-6:45 P.M. | Varies | 9/20/43— | Various |

ride the tide of this national habit...

...the national habit of sta



millions and millions listen regularly to NBC

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



the greatest shows in radio are on NBC

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

it's NBC for "The Parade of Stars"

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



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

NBC service to the nation and the public

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



ing tuned to

NBC



the one best bet—the head
that wears the coronet

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



advertisers stick with NBC

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's cli-

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



the world's best-known chimes
identify NBC

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

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

It's a National Habit

America's No.1 Network



a service of Radio Corporation of America

Advertisers Using NBC Network During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|------------------------------------|--|--|-----------------|----------------------|---|
| Aluminum Co. of America, Pittsburgh | Aluminum Products | Lighted Windows | Saturday, 11:30-12:00 Noon | 128 | Dec. '43— | Fuller & Smith & Ross, N. Y. |
| American Dairy Assoc., Chicago | Dairy products | Voice of the Dairy Farmer | Sunday, 1:00-1:15 P.M. | 34 | July '43— | Campbell Mithun Co., Minneapolis |
| American Tobacco Co., New York | Lucky Strike | Kay Kyser's Kollege of Musical Knowledge | Wednesday, 10:00-11:00 P.M. | 128 | Nov. '38— | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Information Please | Friday, 8:30-9:00 P.M. | 109 | Nov. '40-Feb. '43 | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Your All Time Hit Parade | Friday, 8:30-9:00 P.M. 11:30-12:00 Mid | 129 | | Foote, Cone & Belding, N. Y. |
| Anacin Co., Jersey City | Anacin | Just Plain Bill | Mon.-Fri., 5:30-5:45 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Anacin Co., Jersey City | Anacin | Front Page Farrell | Thurs., Fri., 5:45-6:00 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | David Harum | Mon.-Fri., 11:45-12:00 Noon | 53 | Sept. '40— | Duane Jones Co., N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | Lora Lawton | Mon.-Fri., 10:00-10:15 A.M. | 37 | May '43— | Duane Jones Co., N. Y. |
| Bayer Co., New York | Bayer Aspirin | American Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 71 | Oct. '31— | Blackett-Sample-Hummert, N. Y. |
| Bayer Co., New York | Bayer Aspirin | Lorenzo Jones | Wed., Thurs., Fri., 4:30-4:45 P.M. | 56 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Bell Telephone System, New York | Telephone Service | The Telephone Hour | Monday, 9:00-9:30 P.M.; 12:00-12:30 A.M. | 125 | Apr. '40— | N. W. Ayer & Son, N. Y. |
| A. S. Boyle Co., New York | Old English Wax | Fleetwood Lawton | Mon., Fri., 8:15-8:30 P.M. PWT | 6 | May '43— | J. Walter Thompson Co., N. Y. |
| A. S. Boyle Co., New York | Old English Wax | Larry Smith | Mon.-Fri., 5:00-5:15 P.M. PWT | 7 | Aug. '43-Sept. '43 | J. Walter Thompson Co., N. Y. |
| Bristol-Myers Co., New York | Ipana, Sal Hepatica | Time to Smile | Wednesday, 9:00-9:30 P.M. | 125 | Sept. '43— | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Ipana, Sal Hepatica | A Date With Judy | Wednesday, 9:00-9:30 P.M. | 125 | June '43-Sept. '43 | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Vitals | Mr. District Attorney | Wednesday, 9:30-10:00 P.M. | 125 | June '40— | Pedlar & Ryan Inc. |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Red Skelton & Co. | Tuesday, 10:30-11:00 P.M. | 127 | Sept. '43— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Beat the Band | Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid | 125 | June '43-Sept. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Tommy Dorsey | Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid | 125 | Sept. '42-Sept. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Wings | People Are Funny | Friday, 9:30-10:00 P.M. | 125 | Apr. '42— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Bugler | Plantation Party | Friday, 9:30-9:53 P.M. | 83 | Nov. '42-Jan. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Avalon | Floyd Farr | Mon.-Fri., 7:00-7:15 A.M. PWT | 6 | Mar. '43-June '43 | Russel M. Seeds Co., Chicago |
| Bunte Brothers, Chicago | Candy | World Front | Sunday, 12:00-12:30 P.M. | 20 | June '43— | Presba, Fellers & Presba, Chicago |
| Campana Sales Co., Batavia, Ill. | Campana Balm | Campana Serenade | Saturday, 10:15-10:30 P.M. | 53 | Oct. '42-Apr. '43 | Aubrey, Moore & Wallace, Chicago |
| Carnation Co., Milwaukee | Carnation Milk | Carnation Contented | Monday, 10:00-10:30 P.M. | 63 | May '31— | Erwin Wasey & Co., Chicago |
| Chemicals Inc., Oakland, Cal. | Van-O Cleaner | Stories for Husbands and Wives | Friday, 10:15-10:30 P.M. PWT | 3 | July '43-Sept. '43 | Garfield & Guild Adv., San Francisco |
| Cities Service Co., New York | Gas and Oil | Cities Service Concert | Friday, 8:00-8:30 P.M. | 65 | Oct. '40— | Foote, Cone & Belding, N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Dental Cream | Can You Top This | Saturday, 9:30-10:00 P.M. | 126 | Oct. '42— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Shave Cream | Sports Newreel of the Air | Friday, 10:30-10:45 P.M. | 67 | Oct. '41— | Sherman & Marquette, Chicago |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Soap | Million Dollar Band | Saturday, 10:00-10:30 P.M. | 126 | May '43— | Ted Bates Inc., N. Y. |
| Council on Candy & Food in the War Effort, Chicago | Candy | Washington Reports On Rationing | Sunday, 3:00-3:15 P.M. | 48 | Feb. '43— | BBDO. Inc., Chicago |
| Cudahy Packing Co., Chicago | Old Dutch Cleanser | Helpmate | Mon.-Fri., 10:30-10:45 A.M. | 41 | Sept. '41— | Grant Advertising, Chicago |
| E. I. DuPont de Nemours Co., Wilmington, Del. | Institutional | Cavalcade of America | Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 125 | Apr. '42— | BBDO., N. Y. |
| Emerson Drug Co., Baltimore | Bromo-Seitzer | Ellery Queen | Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M. | 22 | Oct. '42— | Ruthrauff & Ryan, N. Y. |
| Firestone Tire & Rubber Co., Akron | Tires & Tubes | The Voice of Firestone | Monday, 8:30-9:00 P.M. | 133 | Dec. '28— | Sweeney & James Co., Cleveland |
| Fisher Flouring Mills Co., Seattle | Zoom Cereal | Louis P. Lochner | Wed., Thurs., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT | 21 | Mar. '43— | Pacific National Adv., Seattle |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | Fitch Bandwagon | Sunday, 7:30-8:00 P.M. | 132 | Sept. '38— | L. W. Ramsey Co., Davenport, Ia. |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | News of the World | Tues., Thurs., 7:15-7:30 P.M. | 75 | May '43— | L. W. Ramsey Co., Davenport, Ia. |
| General Electric Co., Cleveland | Lamps | Hour of Charm | Sunday, 10:00-10:30 P.M. | 124 | Sept. '39— | BBDO., N. Y. Foster & Davies, Cleveland |
| General Foods Corp., New York | Grapenut Flakes & Grapenuts | Jack Benny | Sunday, 7:00-7:30 P.M. | 182 | Oct. '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grapenut Flakes & Wheatmeal | Those We Love | Sunday, 2:00-2:30 P.M. | 125 | June '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties | Night Editor | Thursday, 8:15-8:30 P.M. PWT | 6 | Oct. '42— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Diamond Crystal & Bakers Chocolate | When a Girl Marries | Mon.-Fri., 5:00-5:15 P.M. | 74 | Sept. '41— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Post's 40% Bran Flakes | Portia Faces Life | Mon.-Fri., 5:15-5:30 P.M. | 85 | Apr. '41— | Benton & Bowles, N. Y. |

(Continued on Page 274)

Advertisers Using NBC Network During 1943

[Continued from Page 273]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|------------------------------|--|--|-----------------|----------------------|-------------------------------------|
| General Foods Corp., New York | Maxwell House Coffee | Maxwell House Coffee Time | Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 130 | Aug. '43— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Postum | The Aldrich Family | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 128 | Aug. '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Maxwell House Coffee | Blind Date | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 128 | July '43-Aug. '43 | Benton & Bowles, N. Y. |
| General Mills, Minneapolis | Cheerios | Light of the World | Mon.-Fri., 2:30-2:45 P.M. | 120 | March '40— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Kitchen Tested Flour | Lonely Women | Mon.-Fri., 2:15-2:30 P.M. | 119 | June '42— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Betty Crocker Soup | Guiding Light | Mon.-Fri., 2:00-2:15 P.M. | 120 | March '42— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour & Soup | Hymns of All Churches | Mon.-Wed., 2:45-3:00 P.M. | 29 | May '38— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour | Betty Crocker | Friday, 2:45-3:00 P.M. | 29 | May '38— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour & Soup | Melodies of Home | Thursday, 2:45-3:00 P.M. | 29 | Nov. '43— | Blackett-Sample-Hummert, Chicago |
| General Motors Corp., Detroit | Institutional | General Motors Symphony of the Air presenting the NBC Symphony | Sunday, 5:00-6:00 P.M. | 131 | Aug. '43— | Arthur Kudner Inc., N. Y. & Detroit |
| Gilmore Oil Co., Los Angeles | Gas & Oil | Furlough Fun | Friday, 9:00-9:30 P.M. PWT | 5 | Nov. '42— | Ruthrauff & Ryan, Hollywood |
| Goodyear Tire & Rubber Co., Akron | Institutional | Salute to Youth | Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. | 123 | Apr. '43— | Arthur Kudner Inc., N. Y. |
| Goodyear Tire & Rubber Co., Akron | Heels & Soles | Hook 'N Ladder Follies | Saturday, 11:00-11:30 A.M. | 125 | Nov. '43— | N. W. Ayer & Son, N. Y. |
| Grayson Shops of California, Los Angeles | Women's Clothes | Stop & Go | Sunday, 9:30-10:00 P.M. PWT | 6 | June '43-Sept. '43 | Milton Weinberg Adv., Los Angeles |
| Grove Laboratories Inc., St. Louis | Groves Cold Tablets | Reveille Roundup | Mon., Wed., Fri., 7:45-8:00 A.M.; 10:30-10:45 A.M. | 63 | Oct. '41— | Russel M. Seeds Co., Chicago |
| H. J. Heinz Co., Pittsburgh | Food Products | Information Please | Monday, 10:30-11:00 P.M. | 134 | Sept. '43— | Maxon Inc., Detroit |
| H. J. Heinz Co., Pittsburgh | Food Products | Vacation Serenade | Monday, 10:30-11:00 P.M. | 134 | July '43-Sept. '43 | Maxon Inc., Detroit |
| The Andrew Jergens Co., Cincinnati | Woodbury Face Cream & Powder | Mr. and Mrs. North | Wednesday, 8:00-8:30 P.M. | 103 | Dec. '42— | Lennen & Mitchell, N. Y. |

(Continued on Page 276)

In the Busy, Alert, Progressive
SALT LAKE MARKET
it's
KDYL
UTAH'S NBC STATION
 National Representative JOHN BLAIR & CO.

69%

LISTENER LOYALTY...



68.8%

DEALER PREFERENCE



An Unbeatable Combination

KOA, Denver's dominant station offers both... 69% Listener Loyalty* — 68.8% Dealer Preference — An unbeatable combination.

*NBC's Survey "A Tale of 412 Cities" revealed 69% nighttime-listener preference in Denver; 60% in Pueblo, Colorado's "second" city; 71% in Colorado Springs, third most important city in the state

** 68.8% of Colorado's Retailers, rural and urban, named KOA as the "first

choice" station to broadcast advertising of their merchandise.

Consumer buying of radio advertised items most accurately reflects customer-listening habits. Proven by repeated renewals of KOA Advertisers who listen to cash registers.

***Survey of 10 Different Classifications of Colorado Retailers Supplied to Advertisers Upon Request.*

Few Stations in the Nation Can Equal KOA's Dominance!

50,000 WATTS-850 KC.
KOA
First in Denver



REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Advertisers Using NBC Network During 1943

[Continued from Page 274]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|------------------------------|----------------------------------|---|-----------------|----------------------|---------------------------------------|
| S. C. Johnson & Son, Racine, Wis. | Floor Wax | Fibber McGee & Molly | Tuesday, 9:30-10:00 P.M. | 132 | Sept. '43— | Needham, Louis & Brorby, Chicago |
| S. C. Johnson & Son, Racine, Wis. | Floor Wax | Passing Parade | Tuesday, 9:30-10:00 P.M. | 132 | June '43-Sept. '43 | Needham, Louis & Brorby, Chicago |
| Kolynos Co., Jersey City | Toothpaste | Front Page Farrell | Mon., Tues., 5:45-6:00 P.M. | 50 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Kraft Cheese Co., Chicago | Cream Cheese | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 132 | July '40— | J. Walter Thompson, Chicago |
| Kraft Cheese Co., Chicago | Pabst & Kraft Mustard | The Great Gildersleeve | Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M. | 68 | Aug. '43— | Needham, Louis & Brorby, Chicago |
| Lever Bros. Co., Cambridge, Mass. | Rinso | Amos 'n' Andy | Friday, 10:00-10:30 P.M. | 126 | Oct. '43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Lifebuoy Soap | Bob Burns, The Arkansas Traveler | Thursday, 7:30-8:00 P.M.; 9:30-10:00 P.M. | 72 | Sept. '43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Lifebuoy | Life with Fred Brady | Thursday, 7:30-8:00 P.M.; 10:30-10:00 P.M. | 72 | July '43-Sept. '43 | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Swan Soap | Tommy Riggs & Betty Lou | Friday, 7:30-9:00 P.M.; 10:30-11:00 P.M. | 126 | Oct. '42-Oct. '43 | Young & Rubicam, N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Treasure Chest | Tuesday, 8:30-9:00 P.M. | 128 | June '42— | Roche, Williams & Cunnyngham, Chicago |
| Liggett & Myers Tobacco Co., New York | Chesterfield | Fred Waring | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 133 | June '39— | Newell-Emmett Co., N. Y. |
| P. Lorillard Co., New York | Old Gold | Bob Crosby & Co. | Sunday, 10:30-11:00 P.M. | 126 | July '43— | J. Walter Thompson Co., N. Y. |
| Los Angeles Soap Co., Los Angeles | Soaps | Art Baker—News | Mon.-Fri., 10:45-11:00 A.M. PWT | 16 | Oct. '42— | Raymond R. Morgan Co., Hollywood |
| MacMillan Petroleum Corp., Los Angeles | Gas & Oil | H. V. Kaltenborn | Mon., Wed., Fri., 4:45-5:00 P.M. PWT | 6 | May '43— | Logan & Arnold, Los Angeles |
| Manhattan Soap Co., New York | Sweetheart Soap | Scramby Amby | Wednesday, 9:30-10:00 P.M. PWT | 6 | Apr. '43— | Franklin Bruck Adv. Corp., N. Y. |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | News of the World | Sunday, 11:15-11:30 P.M. Mon., Wed., Fri., 7:15-7:30 P.M. Tues., Thurs., 7:15-7:30 P.M. | 88 126 82 | Mar. '41— | Wade Adv. Agency, Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | National Barn Dance | Saturday, 9:00-9:30 P.M. | 58 | June '42— | Wade Adv. Agency, Chicago |
| Modern Food Process Co., Philadelphia | Vogt's Philadelphia Scrapple | The Little Betsey Ross Girl | Sunday, 11:45-12:00 Noon | 7 | Oct. '43— | The Clements Co. Inc., Philadelphia |
| Modern Food Process Co., Philadelphia | Thrive | Olivio Santoro | Sunday, 11:45-12:00 Noon | 13 | Sept. '42-Oct. '43 | The Clements Co. Inc., Philadelphia |

(Continued on Page 278)



DOING A
**DOUBLE
JOB**
IN THE MAGIC
VALLEY



TWIN FALLS · IDAHO

KTFI-KSEI

“THE ONLY SURE WAY TO THE IDAHO MARKET”

Affiliated
**National Broadcasting
Company**
United Press News



KSEI
POCATELLO · IDAHO

Represented by

THE WALKER CO. - NEW YORK - CHICAGO

HOMER GRIFFITH CO. - HOLLYWOOD - SAN FRANCISCO

MARKET DATA OF DAY COVERAGE OF

★ **W M C**
MEMPHIS
TENN.

| POPULATION | HOME UNITS | RADIO UNITS | EFFECTIVE BUYING INCOME | RETAIL SALES | FOOD SALES | DRUG SALES |
|------------|------------|-------------|-------------------------|---------------|---------------|--------------|
| 3,092,108 | 777,206 | 393,518 | \$896,976,000 | \$615,979,000 | \$112,935,000 | \$21,225,000 |

The South's Biggest Market
✓ Biggest Area....

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

✓ Biggest Population....

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

✓ Biggest Retail Sales....

Retail sales total \$615,979,000 with an effective buying income of \$896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

★ **W M C**
MEMPHIS

- ★ **N B C**
- ★ **5,000 WATTS DAY AND NIGHT**
- ★ **OWNED AND OPERATED BY**
THE COMMERCIAL APPEAL
- ★ **REPRESENTED NATIONALLY BY**
THE BRANHAM COMPANY

Advertisers Using NBC Network During 1943

(Continued from Page 276)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|----------------------------------|--|---|-----------------|----------------------|----------------------------------|
| The Molle Co., Rahway, N. J. | Shaving Cream | Mystery Theatre | Tuesday, 9:00-9:30 P.M. | 55 | Sept. '43— | Young & Rubicam Inc., N. Y. |
| The Molle Co., Rahway, N. J. | Shaving Cream | Battle of the Sexes | Tuesday, 9:00-9:30 P.M. | 55 | Jan. '43-Aug. '43 | Young & Rubicam Inc., N. Y. |
| John Morrell & Co., Ottumwa, Ia. | Red Heart Dog Food | Bob Becker Pet Parade | Saturday, 10:45-11:00 A.M.; 12:00-12:15 P.M. | 81 | Oct. '43— | Henri, Hurst & McDonald, Chicago |
| Philip Morris & Co., New York | Philip Morris Cigarettes | Johnnie Presents—Ginny Simms | Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 130 | Apr. '33— | Blow Co. Inc., N. Y. |
| Northern Pump Co., Minneapolis | Institutional | Upton Close | Saturday, 5:45-6:00 P.M.; 7:45-8:00 P.M. | 125 | Oct. '42-Jan. '43 | BBDO., Chicago |
| Packard Bell Co., Los Angeles | Radio & Phonocords | News Makers | Sunday, 3:45-4:00 P.M. PWT | 5 | Oct. '42— | Barton A. Stebbins, Los Angeles |
| The Peppodent Co., Chicago | Toothpaste & Toothbrushes | Johnny Mercer's Music Box | Tuesday, 10:00-10:30 P.M. | 131 | June '43-Sept. '43 | Foote, Cone & Belding, Chicago |
| The Peppodent Co., Chicago | Toothpaste & Toothbrushes | Bob Hope | Tuesday, 10:00-10:30 P.M. | 131 | Sept. '43— | Foote, Cone & Belding, Chicago |
| Chas. H. Phillips Co., New York | Haley's M-O | Backstage Wife | Mon., Tues., 4:00-4:15 P.M. | 61 | Sept. '36— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Phillips Creams Milk of Magnesia | Stella Dallas Stella Dallas | Mon., Tues., 4:15-4:30 P.M. Wed., Thurs., Fri., 4:15-4:30 P.M. | 56 56 | June '38— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Milk of Magnesia | Young Widder Brown | Mon.-Fri., 4:45-5:00 P.M. | 56 | Jan. '40— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Milk of Magnesia | Waltz Time | Friday, 9:00-9:30 P.M. | 75 | Sept. '33— | Blackett-Sample-Hummert, N. Y. |
| Planters Nut & Chocolate Co., Wilkes Barre | Peanuts & Peanut Oil | Louis P. Lochner | Fri., Sat., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT | 21 | May '43— | Raymond R. Morgan Co., Hollywood |
| Prince Matchabelli Inc., New York | Perfumes & Cosmetics | Stradivari Orchestra Under Direction of Paul Lavalle | Sunday, 12:30-1:00 P.M. | 42 | Oct. '43— | Morse International, N. Y. |
| Procter & Gamble Co., Cincinnati | Dreft | Lone Journey | Mon.-Fri., 10:45-11:00 A.M. | 40 | June '42-June '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory Flakes | Brave Tomorrow | Mon.-Fri., 11:30-11:45 A.M. | 69 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Camay Soap | Pepper Young's Family | Mon.-Fri., 3:30-3:45 P.M. | 78 | June '42— | Pedlar & Ryan Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco | Vic & Sade | Mon.-Fri., 11:15-11:30 A.M. | 73 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Dreft | Dreft Star Playhouse | Mon.-Fri., 10:45-11:00 A.M. | 50 | June '43— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Dux | Road of Life | Mon.-Fri., 11:00-11:15 A.M. | 80 | June '42— | Compton Adv. Inc., N. Y. |

(Continued on Page 280)

Miami

WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun



National Representative
GEORGE P. HOLLINGBERRY COMPANY

5,000 WATTS * 610 KC * NBC

FIGURES TELL THE STORY! WILLIAMSPORT LISTENS TO **WRAK**

HOOPER STATION LISTENING INDEX — FALL 1943

| Station | A | B | C | D | Other | WRAK |
|-----------|-----|-----|------|-----|-------|------|
| Morning | 1.2 | 3.2 | 8.8 | 1.5 | 3.0 | 82.3 |
| Afternoon | 2.2 | 3.9 | 5.4 | 1.8 | 2.8 | 83.9 |
| Evening | 8.9 | 6.1 | 13.5 | 5.9 | 3.4 | 62.2 |

WRAK is the ONLY STATION with Primary Coverage, DAY and NIGHT, in the WILLIAMSPORT area!

WRAK is affiliated with the National Broadcasting Company and carries a heavy network commercial schedule.

WRAK is proud of a long list of National Accounts with Satisfied Advertisers.

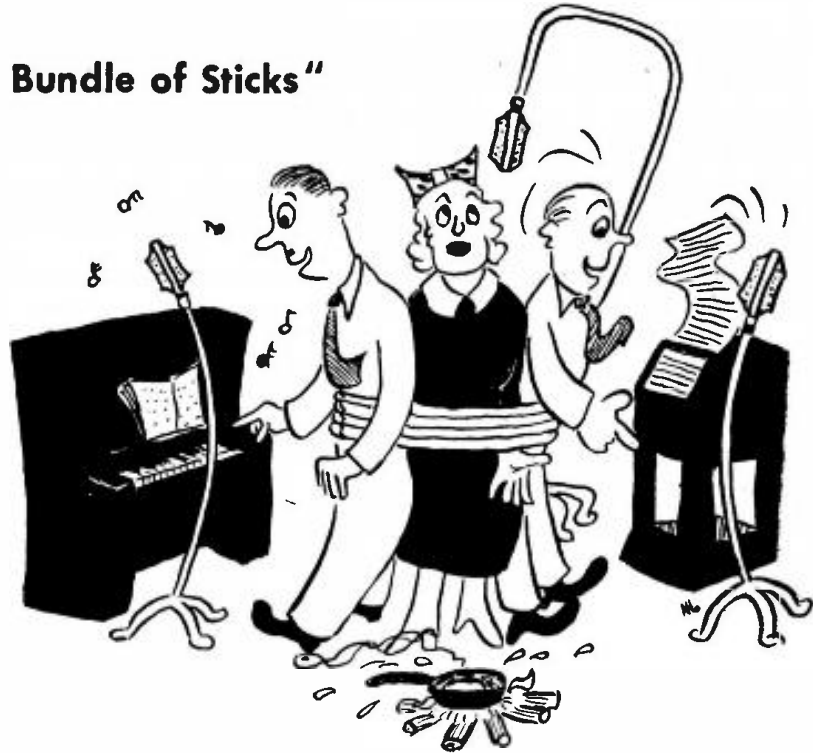
If YOU want to talk to Williamsport, do it on WRAK, "1400 on the Dial"

WRAK, WILLIAMSPORT, PENNA.

National Representatives,
J. P. McKinney and Son,
New York - Chicago.

"union gives strength"

AEsop's "The Bundle of Sticks"



Here at WRC it's the union of personalities that makes us Washington's number 1 station.

There's Cousin Mary Mason, Director of the WRC Home Forum (Mondays thru Fridays, 1:00-1:30 P.M.). Cousin Mary is Washington's second busiest woman. She holds extra-curricular jobs ranging from Secretary-Treasurer of Mrs. Roosevelt's Press Conference Association to Assistant Chief Air Raid Warden for the District of Columbia. For nine years her broadcasts have been first choice of Washington housewives.

And there's Bill Herson, WRC's TIME-KEEPER (Mondays thru Saturdays, 6:00-

9:00 A.M.), Washington's early morning man *par excellence!* Bill's program reaches more people (with announcements and music) at less cost per listener than any competing program.

Another headliner is Kenneth Banghart, WRC's *ace* aireporter. Ken has one of the most truly pleasing voices on the air. Proof is in the renewal of one of his news period sponsors for the third successive year . . . and of course his rating, 3.5!

These are but three of predominant WRC's *predominant* personalities. Each gives *strength* to every advertising campaign on WRC.

Trans Lux Bldg.
Washington's



WRC

pre-dominant Station

Advertisers Using NBC Network During 1943

(Continued from Page 278)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|-----------------------------------|------------------------------|---|-----------------|----------------------|--|
| Procter & Gamble Co., Cincinnati | Duz & Ivory Soap | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 127 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Snow | Woman of America | Mon.-Fri., 3:00-3:15 P.M. | 126 | Jan. '43— | Benton & Bowles Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Snow | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M. | 64 | June '42-Sept. '43 | Benton & Bowles Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 3:15-3:30 P.M. | 127 | Dec. '38— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | White Laundry Soap | Snow Village | Mon.-Fri., 11:30-11:45 A.M. | 67 | Dec. '42-Oct. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Drene | Able's Irish Rose | Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 126 | Aug. '43— | H. W. Kastor & Sons Adv., Chicago |
| Procter & Gamble Co., Cincinnati | Dreft | Star Playhouse | Mon.-Fri., 10:45-11:00 A.M. | 50 | Oct. '43— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory | Truth or Consequences | Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M. | 126 | Aug. '43— | Compton Adv. Inc., N. Y. |
| Pure Oil Co., Chicago | Gas & Oil | H. V. Kaltenborn | Mon.-Fri., 7:45-8:00 P.M. | 84 | May '42— | Leo Burnett Co., Chicago |
| Purina Mills, St. Louis | Purina Foods | Grand Ole 'Opry | Saturday, 7:30-8:00 P.M.; 9:00-9:30 P.M. | 26 | Jan. '43— | Gardner Adv. Co., St. Louis |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Camel Cigarettes | Abbott & Costello | Thursday, 10:00-10:30 P.M. | 130 | Oct. '43— | William Esty & Co. Inc., N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Prince Albert Tobacco | Grand Ole 'Opry | Saturday, 10:30-11:00 P.M. | 128 | Sept. '41— | William Esty & Co. Inc., N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Camel Cigarettes | Moore-Durante-Cugat | Thursday, 10:00-10:30 P.M. | 180 | Mar. '43-Oct. '43 | William Esty & Co. Inc., N. Y. |
| Richfield Oil Corp., Los Angeles | Gas & Oil | Richfield Reporter | Sun.-Fri., 9:30-9:45 P.M. PWT 10:00-10:15 P.M. PWT | 10 | Apr. '31— | Hixson-O'Donnell Adv. Inc., Los Angeles |
| San-Nap-Pak Mfg. Co., New York | Cleansing Tissues | What's My Name | Sunday, 10:30-11:00 P.M. | 13 | Feb. '43-June '43 | Blow Co., N. Y. |
| Schuckl & Co. Inc., Sunnyvale, Calif. | Rancho Soups | Rancho News | Saturday, 10:00-10:15 P.M. PWT | 6 | July '43— | Erwin-Wasey & Co., San Francisco |
| Schutter Candy Co., Chicago | Candy | Curt Massey & Co. | Saturday, 6:45-6:00 P.M.; 6:30-6:45 P.M. | 74 | July '43— | Schwimmer & Scott, Chicago |
| Sealtest Inc., New York | Milk & Ice Cream | Joan Davis & Jack Haley | Thursday, 9:30-10:00 P.M. | 70 | July '43— | McKee & Albright Inc., Philadelphia |
| Sealtest Inc., New York | Milk & Ice Cream | Rudy Vallee | Thursday, 9:30-10:00 P.M. | 70 | July '40-July '43 | McKee & Albright Inc., Philadelphia |
| Sealy Mattress Co., Los Angeles | Mattresses | A Layman's Views of the News | Sunday, 10:00-10:15 P.M. | 6 | Nov. '43— | Alvin Wilder Adv., Los Angeles |
| W. A. Sheaffer Pen Co., Fort Madison, Ia. | Pens, Pencils & Skrif | World News Parade | Sunday, 3:15-3:30 P.M. | 126 | Sept. '42— | Russel M. Seeds Co. Inc., Chicago |
| Skelly Oil Co., Kansas City, Mo. | Petroleum Products | Alex Dreier | Mon.-Sat., 8:00-8:15 A.M. | 24 | Sept. '42— | Henri, Hurst & McDonald Inc., Chicago |
| Southern Spring Bed Co., Atlanta, Ga. | Beds & Bedding | Robert St. John | Tues., Thurs., 9:45-10:00 A.M. | 19 | Aug. '43— | Tucker Wayne Co. Inc., Atlanta |
| A. G. Spalding & Bros., Chicopee, Mass. | Sporting Goods | Babe Ruth in Person | Saturday, 10:30-10:45 A.M. | 28 | Aug. '43-Nov. '43 | Ferry Hanley Co., N. Y. |
| Sperry Flour Co., San Francisco | Drifted Snow Flour | Sam Hayes | Mon.-Sat., 7:45-8:00 A.M. PWT | 6 | Jan. '40— | Knox Reeves Adv. Inc., San Francisco |
| Sperry Flour Co., San Francisco | Cereals & Flour | Dr. Kate | Mon.-Fri., 4:00-4:15 P.M. PWT | 8 | May '38— | Knox Reeves Adv. Inc., San Francisco |
| Standard Brands Inc., New York | Royal Desserts | The O'Neills | Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M. | 126 | Oct. '42-June '43 | Ted Bates Inc., N. Y. |
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Stams | Charlie McCarthy | Sunday, 8:00-8:30 P.M. | 135 | Aug. '43— | J. Walter Thompson Co., N. Y. |
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Tea | Paul Whiteman's Orchestra | Sunday, 8:00-8:30 P.M. | 133 | June '43-Aug. '43 | J. Walter Thompson Co., N. Y. |
| Standard Brands Inc., New York | Yeast | One Man's Family | Sunday, 8:30-9:00 P.M. | 131 | Sept. '42— | Kenyon & Eckhardt Inc., N. Y. |

(Continued on Page 282)



LOREN L. WATSON
EXECUTIVE VICE PRESIDENT—GENERAL MANAGER

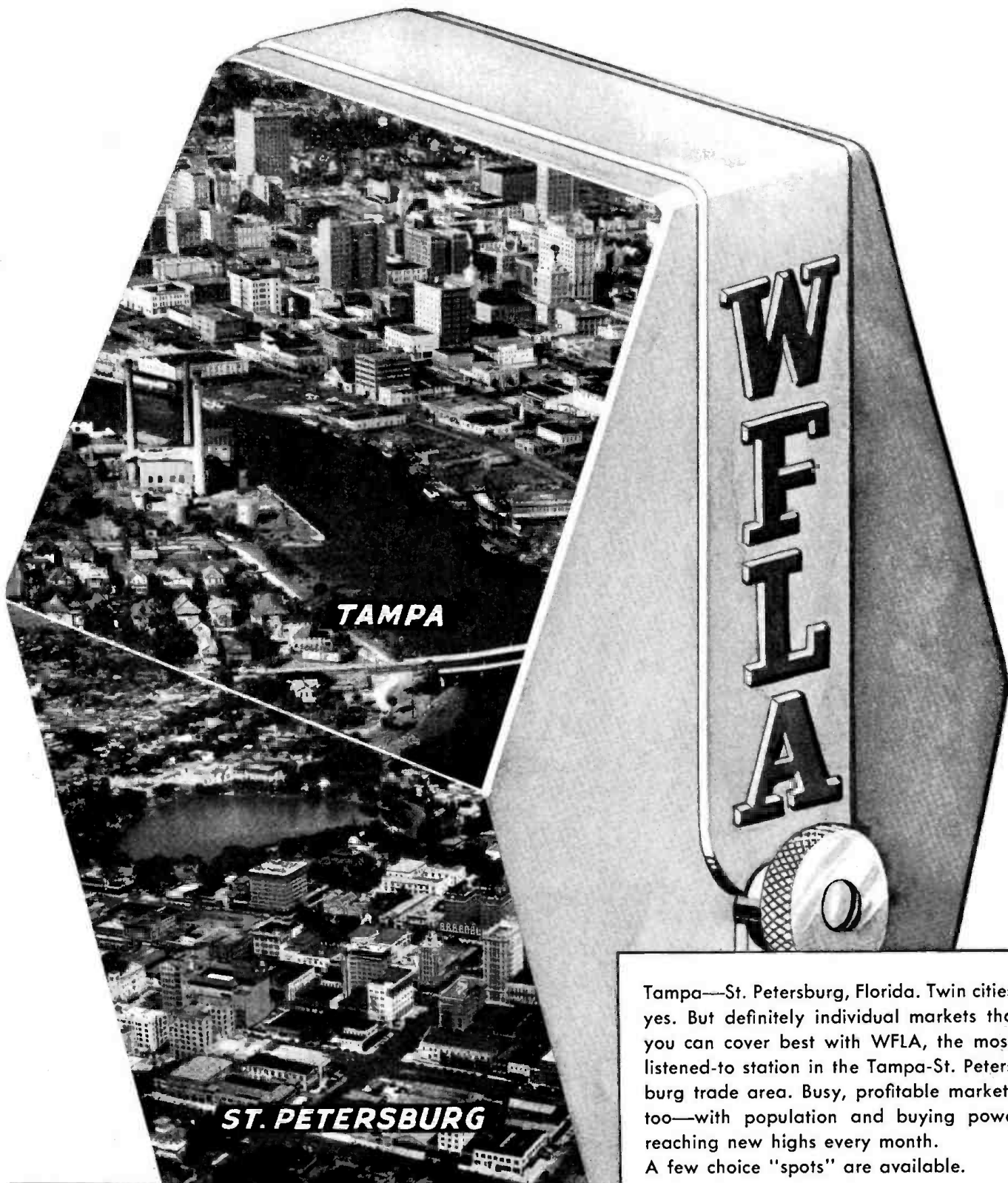
New York: 400 MADISON AVENUE
PEGGY STONE, District Mgr. Jack Koste Stanley King

Eldorado 5-5040
Stanley King

San Francisco: 5 THIRD STREET
JOHN LIVINGSTON, District Mgr. Douglas 2536

Chicago: 360 N. MICHIGAN AVENUE
MARTIN J. MCGEEHAN, District Mgr. Franklin 8520 Willie Kissick

Hollywood: HOLLYWOOD BLVD. at COSMO ST. Hollywood 6928
JOHN LIVINGSTON, District Mgr. GRACE GIBSON, Office Mgr.



Tampa—St. Petersburg, Florida. Twin cities, yes. But definitely individual markets that you can cover best with WFLA, the most-listened-to station in the Tampa-St. Petersburg trade area. Busy, profitable markets, too—with population and buying power reaching new highs every month. A few choice "spots" are available.

WFLA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

NBC PROGRAMS

Advertisers Using NBC Network During 1943

[Continued from Page 280]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|---|-----------------------------------|---|-----------------|----------------------|---|
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Royal Desserts | The Open Door | Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M. | 126 | June '43— | Ted Bates Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard School Broadcast | Thursday, 10:00-10:30 A.M. PWT | 15 | | BBDO Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard Hour | Sunday, 8:30-9:30 P.M. PWT | 7 | Sept. '42— | BBDO Inc., N. Y. |
| Sun-Maid Raisin Growers | Raisins | David Gilmore | Thursday, 7:30-7:45 A.M. PWT | 3 | Apr. '43-July '43 | Foote, Cone & Belding, San Francisco |
| Tillamook County Creamery Assoc. Tillamook, Ore. | Cheese | Bennie Walker's Tillamook Kitchen | Friday 10:00-10:15 A.M. PWT | 6 | Oct. '41— | Botsford, Constantine & Gardner, Portland, Ore. |
| Time Inc., New York | Publications | The March of Time | Thursday, 10:30-11:00 P.M. | 51 | Aug. '43— | Young & Rubicam Inc., N. Y. |
| Union Oil Co., Los Angeles | Gas & Oil | Point Sublime | Wednesday, 9:00-9:30 P.M. PWT | 11 | Sept. '42-July '43 | Foote, Cone & Belding, Los Angeles |
| Vick Chemical Co., New York | Vitamin Plus Capsules | Dr. I Q | Monday, 9:30-10:00 P.M. | 129 | Apr. '42— | Grant Adv. Inc., N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Manhattan Merry-Go-Round | Sunday, 9:00-9:30 P.M. | 70 | Nov. '32— | Blackett-Sample-Hummert, N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Backstage Wife | Wed., Thurs., Fri., 4:00-4:15 P.M. | 61 | Sept. '36— | Blackett-Sample-Hummert, N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Lorenzo Jones | Mon., Tues., 4:30-4:45 P.M. | 56 | | Blackett-Sample-Hummert, N. Y. |
| Wesson Oil & Snowdrift Sales Co. Inc., San Francisco | Salad Oil | Hawthorne House | Monday, 9:30-10:00 P.M. PWT | 6 | Sept. '41— | Fitzgerald Adv. Agency Inc., New Orleans |
| Westinghouse Mfg. Co., Pittsburgh | Institutional | Westinghouse Program | Sunday, 2:30-3:00 P.M. | 131 | Jan. '43— | Young & Rubicam Inc., N. Y. |
| Wyeth Chemical Co., New York | Hill's Cold Tablets | Front Page Farrell | Mon., Tues., Wed., 5:45-6:00 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |

IT TAKES ONLY 4 TO COVER TEXAS

The four powerful stations making up the Texas Quality Network cover the state—adequately and economically. And healthy portions of neighboring Oklahoma, Arkansas and Louisiana are thrown in for extra measure!

If you want to reach the war-booming population centers of Dallas-Fort Worth, San Antonio and Houston—plus the many thriving smaller cities and the prosperous rural sections of the great Southwest—place your schedule with the Texas Quality Network. TQN has a 10-year record of performance in this big and wealthy area.

TEXAS QUALITY NETWORK

WFAA-WBAP Dallas-Ft. Worth, **WOAI** San Antonio, **KPRC** Houston

EDWARD PETRY & CO. National Representatives



**THE
POWER
OF
Habit**

*Practically every action involved in driving your car is a habit.
You don't really think about it. You do it automatically.*

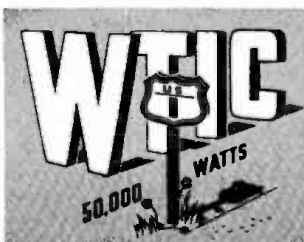
The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare.

The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a

constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

**IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC**



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,

Chicago, Detroit, San Francisco and Hollywood

Advertisers Using Canadian Broadcasting Corp. Networks During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|------------------------------|---|-----------------|---|--------------------------------------|
| British American Oil Co. Ltd., Toronto | B. A. Products | Fighting Navy | Thursday, 9:30-10:00 P.M. | 32 | Feb. '43-June '43 Sept. '43— | J. Walter Thompson Co. Ltd., Toronto |
| British American Oil Co. Ltd., Toronto | Dedication | New Refinery | Monday, 9:00-9:30 P.M. | 18 | Nov. 15, '43 | J. Walter Thompson Co. Ltd., Toronto |
| Campbell Soup Co. Ltd., New Toronto | Campbell Soups | Jeunesse Doree | Mon.-Fri., 12:00-12:15 P.M. | 3 | Jan. '43-Dec. '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Big Town | Tuesday, 8:00-8:30 P.M. | 32 | Oct. '43— | Ruthrauff & Ryan, N.Y. |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Canadian Theatre of the Air | Friday, 9:30-10:00 P.M. | 32 | Jan. '43-Sept. '43 | Ruthrauff & Ryan, N. Y. |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Les Secrets du Dr. Morhanges | Tuesday, 8:00-8:30 P.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, N. Y. |
| Carnation Co. Ltd., Toronto | Carnation Milk | Le Quart d'Heure de Detente | Tues., Thurs., 10:45-11:00 A.M. | 4 | Jan. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Chrysler Corporation, Windsor | Mobile Equipment | Major Bowes | Thursday, 9:00-9:30 P.M. | 17 | Aug. 5, '43 | Walsh Adv. Agency, Windsor |
| Coca Cola Co. of Canada Ltd., Toronto | Coca Cola | Victory Parade | Mon., Fri., 8:00-8:30 P.M. | 36 30 | Feb. '43-Dec. '43 | D'Arcy Adv. Agency, Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Princess Soap Flakes | Happy Gang | Mon.-Fri., 1:15-1:45 P.M. | 33 | Jan. '43-June '43 Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | Penny's Diary | Friday, 8:30-9:00 P.M. | 33 | Jan. '43-June '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | Musical Mail Bag | Friday, 8:30-9:00 P.M. | 33 | Oct. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Shave Cream Cue Dentifrice | Share the Wealth | Saturday, 8:30-9:00 P.M.; 11:30-12:00 Mid. | 32 | Jan. '43-June '43 Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | La Mine d'Or | Tuesday, 8:30-9:00 P.M. | 4 | Jan. '43-June '43 Oct. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Soap Colgate Tooth Paste Halo Shampoo | Les Joyeux Troubadours | Mon.-Fri., 11:30-12:00 Noon | 5 | Jan. '43-June '43 Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Dominion Government Dept. of Agriculture | Prairie Farm Assistance | Talk | Monday, 10:30-10:45 P.M. | 12 | May 8, '43 | J. J. Gibbons, Ltd., Regina |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | Highlights for Today | Sunday, 7:30-8:00 P.M. | 50 | Feb. '43-May '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | Notre Canada | Friday, 8:00-8:30 P.M. | 18 | Jan. '43-May '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | Victory Loan Hour | Wednesday, 9:00-10:00 P.M. | 56 | April '43-May '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | Victory Loan Hour | Sunday, 8:00-9:00 P.M. | 15 | April '43-May '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | They Tell Me | Mon.-Fri., 1:45-2:00 P.M. | 70 | Jan. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | La Metairie Rancourt | Mon.-Fri., 11:15-11:30 A.M. | 14 | Jan. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | All Star Show | Wednesday, 9:00-10:00 P.M. | 71 | Oct. '43-Nov. '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | Measure of Achievement | Sunday, 7:30-8:00 P.M. | 71 | Oct. 17, '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | L'Heure de la Victoire | Sunday, 8:00-9:00 P.M. | 14 | Oct. '43— | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | Horizon 1943 | Friday, 8:00-8:30 P.M. | 14 | Oct. '43— | Canadian Adv. Agency, Montreal |
| Dominion Government War-time Prices & Trade Board | Government Wartime Regulations | Soldier's Wife | Mon.-Fri., 11:30-11:45 A.M.; 12:30-12:45 P.M.; 2:30-2:45 P.M. | 49 | Jan. '43-Dec. '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government War-time Prices & Trade Board | Government Wartime Regulations | Le Courier du Jour | Mon.-Fri., 10:15-10:30 A.M. | 11 | Jan. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | R.C.A.F. Quiz Show | Tuesday, 8:05-8:30 P.M. | 45 | Jan. '43-April '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | R.C.A.F. Quiz Show | Wednesday, 9:00-9:30 P.M. | 46 | May '43-Sept. '43 | Baker Adv. Agency, Toronto |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | East-West Quiz | Friday, 9:30-10:00 P.M. | 46 | Oct. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Dominion Government, R.C.A.F. | Recruiting | L for Lanky | Sunday, 7:30-8:00 P.M. | 54 | Oct. '43 | Baker Adv. Agency, Toronto |
| Dominion Government, R.C.A.F. | Recruiting | R.C.A.F. Program | Mon., Wed., Fri., 7:55- 8:00 P.M. | 11 | Aug. '43 | Vickers & Benson, Ltd., Montreal |
| Dominion Government Joint Services | Women's Recruiting | Recruiting Program | Mon.-Fri., 6:10-6:15 P.M. | 11 | Oct. '43-Nov. '43 | Vickers & Benson, Ltd., Montreal |
| F. W. Fitch Co. Ltd., Toronto | Fitch Shampoo | Fitch Band Wagon | Sunday, 7:30-7:55 P.M. | 28 | Sept. 12, '43 | Spitzer & Mills, Ltd., Toronto |
| General Foods Ltd., Toronto | Grapenuts Flakes, Baker's Cocoa | Jack Benny | Sunday, 7:00-7:30 P.M. | 27 | Jan. '43-May '43 Oct. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| General Foods Ltd., Toronto | Post Bran Flakes, Postum | Aldrich Family | Thursday, 8:30-9:00 P.M. | 28 | Jan. '43-July '43 Sept. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades, Razors | Boxing Bouts | Various Days, 10:00-10:30 P.M. | 27 | Jan. '43-Dec. '43 | Maxon, Inc., N. Y. |
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades, Razors | World Series | 1:45 P.M. or 2:15 P.M. to Conclusion | 47 | Oct. 5, 6, 7, 10, and 11, '43 | Maxon, Inc., N. Y. |

Advertisers Using Canadian Broadcasting Corp. Networks During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|-------------------------------------|---------------------------------|--|-----------------|---|---|
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades, Razors | All-Star Baseball | Tuesday, 9:00 P.M. to Conclusion | 28 | July 13, '43 | Maxon, Inc., N. Y. |
| L. O. Grothe Ltd., Montreal | Tobacco | Melodies Masquees | Tues., Thurs., 7:45-8:00 P.M. | 10 | Jan. '43-May '43 Oct. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| H. J. Heinz Co. of Canada Ltd., Toronto | 57 Varieties | Information Please | Monday, 10:30-11:00 P.M. | 9 | Nov. 22, '43— | MacLaren Adv. Co. Ltd., Toronto |
| Houde Grothe Ltd., Montreal | Tobacco | Tommy Duchesne | Saturday, 7:30-8:00 P.M. | 9 | Feb. '43-June '43 | Canadian Adv. Agency, Montreal |
| Houde Grothe Ltd., Montreal | Tobacco | Program Alouette | Saturday, 7:30-8:00 P.M. | 10 | Oct. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Hudson Bay Co., Winnipeg | Raw Fur Buying | Red River Barn Dance | Saturday, 11:00-11:30 P.M. | 15 11 | Jan. '43-May '43 Oct. '43-Dec. '43 | Cockfield, Brown & Co. Ltd., Winnipeg |
| Imperial Oil Ltd., Toronto | Imperial Oil Products | N.H.L. Hockey | Saturday, 9:05-10:30 P.M. | 52 | Jan. '43-Mar. '43 Oct. '43-Dec. '43 | MacLaren Adv. Co. Ltd., Toronto |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Fibber McGee and Molly | Tuesday, 9:00-9:30 P.M. | 32 | Jan. '43-June '43 Oct. '43-Dec. '43 | Needham, Louis & Brorby, Inc., Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Passing Parade | Tuesday, 9:00-9:30 P.M. | 32 | July '43-Sept. '43 | Needham, Louis & Brorby, Inc., Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Pierre Guerin | Mon., Wed., Fri., 10:45-11:00 A.M. | 4 | Jan. '43-Dec. '43 | Vickers & Benson, Ltd., Montreal |
| Kelly Douglas & Co. Ltd., Vancouver | Nabob Coffee, Baking Powder, Spices | Harmony House | Monday, 11:30-12:00 Mid. | 15 | Sept. '43— | Stewart Lovick Ltd., Vancouver |
| Kraft Cheese Co., Toronto | Kraft Cheese, Salad Dressing | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 29 | Jan. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Montreal |
| Lamont Corliss & Co. Ltd., Toronto | Ponds Creams | John & Judy | Tuesday, 9:00-9:30 P.M. | 30 | Jan. '43-June '43 Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Lever Brothers Ltd., Toronto | Rinso | Big Sister | Mon.-Fri., 12:15-12:30 P.M. | 32 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Rinso | Grande Soeur | Mon.-Fri., 11:00-11:15 A.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Lucy Linton's Stories from Life | Mon.-Fri., 11:45-12:00 Noon; 12:30-12:45 P.M. | 33 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Vers le Soleil avec Tante Lucie | Mon.-Fri., 1:30-1:45 P.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Lux Soap | Lux Radio Theatre | Monday, 9:00-10:00 P.M. | 32 | Jan. '43-July '43 Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Thos. J. Lipton Ltd., Toronto | Tea | Lipton's Tea Musicale | Sunday, 6:00-6:30 P.M. | 34 52 | Jan. '43-Mar. '43 Sept. '43-Dec. '43 | Vickers & Benson Ltd., Toronto |
| Maple Leaf Milling Co., Toronto | Red River Cereal | Good Luck | Mon., Wed., Fri., 7:00-7:15 P.M. | 32 | Jan. '43-April '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Maple Leaf Milling Co., Toronto | Red River Cereal Brex Cereal | Jolly Miller Time | Saturday, 8:00-8:30 P.M. | 32 | Oct. '43— | Cockfield, Brown & Co. Ltd., Toronto |
| McCull-Fontenac Oil Co., Montreal | McCull-Fontenac Products | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 38 | Jan. '43-Mar. '43 Nov. '43— | Ronalds Adv. Agency, Montreal |
| McCull-Fontenac Oil Co., Montreal | McCull-Fontenac Products | Star Theatre | Sunday, 9:30-10:00 P.M. | 15 19 | Jan. '43-June '43 Sept. '43— | Ronalds Adv. Agency, Montreal |
| Metropolitan Life Insurance Co., London | Insurance | 75th Anniversary Program | Wednesday, 9:30-10:00 P.M. | 15 | Mar. 24 '43 | Young & Rubicam, Ltd., Toronto |
| Mireille Inc., Montreal | Beauty Products | Pour Votre Beaute | Mon., Wed., Fri., 10:00-10:15 A.M. | 6 | Jan. '43-Feb. '43 | No Agency |
| Mireille Inc., Montreal | Beauty Products | Professeur Mireille | Tues., Fri., 10:00-10:15 A.M. | 6 | Mar. '43-June '43 | Canadian Adv. Agency, Montreal |
| Mireille Inc., Montreal | Beauty Products | Mireille Program | Tues., Fri., 1:45-2:00 P.M. | 10 | Oct. '43 | No Agency |
| Procter & Gamble Co., Toronto | Ivory Bar | Life Can Be Beautiful | Mon.-Fri., 3:45-4:00 P.M. | 15 | Jan. '43-Mar. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Snow & Crisco | Mary Marin | Mon.-Fri., 3:00-3:15 P.M. | 27 | Jan. '43-Sept. '43 | Benton & Bowles, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Snow & Crisco | Woman of America | Mon.-Fri., 3:00-3:15 P.M. | 27 | Sept. '43— | Benton & Bowles, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol | Ma Perkins | Mon.-Fri., 3:15-3:30 P.M. | 27 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Camay & Chipso | Pepper Young's Family | Mon.-Fri., 3:30-3:45 P.M. | 27 | Jan. '43-Dec. '43 | Pedlar & Ryan, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol & Ivory Bar | Road of Life | Mon.-Fri., 11:00-11:15 A.M.; 10:45-11:00 A.M. | 28 | Jan. '43-June '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Ivory Bar & Oxydol | Road of Life | Mon.-Fri., 11:00-11:15 A.M. | 28 | July '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Snow Village | Mon.-Fri., 4:00-4:15 P.M. | 19 | Jan. '43-June '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Snow Village | Mon.-Fri., 3:45-4:00 P.M. | 16 | July '43-Oct. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 11 | July '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 16 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Chipso | Vie de Famille | Mon.-Fri., 10:30-10:45 A.M. | 4 | Jan. '43-Dec. '43 | Pedlar & Ryan, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Barsalou | Quelles Nouvelles | Mon.-Fri., 12:15-12:30 P.M. | 4 | Jan. '43-Dec. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol | La Rue Principale | Mon.-Fri., 1:00-1:15 P.M. | 4 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Ivory Bar | La Vie Commence Demain | Mon.-Fri., 7:15-7:30 P.M. | 3 | Jan. '43-Sept. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar | Metropole | Mon.-Fri., 7:15-7:30 P.M. | 3 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Radio Manufacturers Association, Toronto | Goodwill | Yesterday Today Tomorrow | Sunday, 5:30-6:00 P.M. | 32 | Feb. '43-May '43 | MacLaren Adv. Co. Ltd., Toronto |
| Radio Manufacturers Association, Toronto | Goodwill | Yesterday Today Tomorrow | Wednesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 32 | Sept. '43— | MacLaren Adv. Co. Ltd., Toronto |
| Radio Manufacturers Association, Toronto | Goodwill | Hier Aujourd'hui et Demain | Friday, 9:30-9:45 P.M. | 7 | Oct. '43— | MacLaren Adv. Co. Ltd., Toronto |

(Continued on Page 286)

Advertisers Using Canadian Broadcasting Corp. Networks During 1943

[Continued from Page 285]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|---|---------------------------|---|-----------------|--|---|
| Radiomonde, Montreal | Radio Weekly | Le Moulin de la Chanson | Thursday, 1:45-2:00 P.M. | 3 | Nov. '42-Nov. '43 | No Agency |
| RCA Victor Co., Montreal | Goodwill | Voice of Victor | Thursday, 8:00-8:30 P.M. | 32 | Jan. '43-Apr. '43 Oct. '43— | Spitzer & Mills, Ltd., Toronto |
| RCA Victor Co., Montreal | Goodwill | Les Romans Lyrique Victor | Thursday, 8:00-8:30 P.M. | 6 | March '43-May '43 | Spitzer & Mills, Ltd., Toronto |
| RCA Victor Co., Montreal | Goodwill | Les Romans Lyrique Victor | Monday, 9:00-9:30 P.M. | 6 | Oct. '43— | Spitzer & Mills, Ltd., Toronto |
| St. Lawrence Starch Co. Ltd., Port Credit | Beehive Corn Syrup, Corn Starch | Wes McKnight | Saturday, 7:00-7:15 P.M. | 43 | Jan. '43-Mar. '43 Oct. '43— | McConnell, Eastman & Co. Ltd., Toronto |
| Standard Brands Ltd., Montreal | Chase & Sanborn Coffee, Tenderleaf Tea | Chase & Sanborn Program | Sunday, 8:00-8:30 P.M. | 36 | Jan. '43-May '43 Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Montreal |
| Sterling Drug Inc., Windsor | Phillips Milk of Magnesia | Waltz Time | Friday, 9:00-9:30 P.M. | 36 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, N. Y. |
| Sterling Drug Inc., Windsor | Bayer Aspirin | Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 35 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, N. Y. |
| Tucketts Ltd., Hamilton | Buckingham Cigarettes | Alan Young | Tuesday, 8:30-9:00 P.M. Wednesday, 9:30-10:00 P.M. | 44 | Jan. '43-June '43 Sept. '43-Nov. '43 Nov. '43— | MacLaren Adv. Co. Ltd., Toronto |
| Wm. Wrigley Jr. Co. Ltd., Toronto | Gum | Treasure Trail | Tuesday, 10:15-10:45 P.M. | 9 | Jan. '43-Dec. '43 | Tandy Adv. Agency, Toronto |
| York Knitting Mills Ltd. | Institutional | Singing Star of Tomorrow | Sunday, 5:03-5:30 P.M. | 29 | Nov. '43— | Cockfield, Brown & Co. Ltd., Toronto |

Unions And Labor Groups Dealing in Radio Fields

| Name of Organization | Affiliation | Address Telephone No. | Executive | Name of Organization | Affiliation | Address Telephone No. | Executive |
|---|-------------|--|--|---|-------------|---|--|
| American Federation of Labor | AFL | 901 Mass. Ave. N.W. Washington, D. C. National 3870 | William Green, Pres. | Screen Actors Guild | AFL | 7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311 | James Cagney, Pres. John Dale, Jr., Ex. Secy. |
| Congress of Industrial Organizations | CIO | 718 Jackson Pl., N.W. Washington, D. C. Executive 5581 | Philip Murray, Pres. | | | 545 Fifth Ave. New York City Murray Hill 2-0184 | Mrs. Florence Marston, Eastern Representative |
| American Communications Association | CIO | 5 Beekman St. New York City Courtland 7-1374 | Joseph Selly, Pres. | United Office & Professional Workers of America | CIO | 8 W. 40th St. New York City Lackawanna 4-8392 | Lewis Merrill, Pres. |
| International Brotherhood of Electrical Workers | AFL | 1200 15th St. N.W. Washington, D. C. District 3766 | E. J. Brown, Pres. | <h3 style="text-align: center;">1944 Committees of Congress Dealing With Radio Legislation</h3> <p>HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*</p> <p><i>Committee Clerk: Elton J. Layton</i></p> <p>DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Lyle H. Boren, Oklahoma; Martin J. Kenendy, New York; Lindley Beckworth, Texas; Thomas D'Alesandro Jr., Maryland; Francis J. Myers, Pennsylvania; J. Percy Priest, Tennessee; Oren Harris, Arkansas; George G. Sadowski, Michigan; Richard F. Harless, Arizona; John P. Newsome, Alabama.</p> <p>REPUBLICANS—Charles A. Wolverton, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; Charles A. Halleck, Indiana; Carl Hinshaw, California; Clarence J. Brown, Ohio; Evan Howell, Illinois; Harve Tibbott, Pennsylvania; Leonard W. Hall, New York; Thomas D. Winter, Kansas; Joseph P. O'Hara, Minnesota.</p> <p>HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC</p> <p><i>General Counsel: Eugene L. Garey</i></p> <p>DEMOCRATS—Clarence F. Lea,</p> <p>California, chairman; Edward J. Hart, New Jersey; Warren G. Magnuson, Washington.</p> <p>REPUBLICANS—Louis E. Miller, Missouri; Richard B. Wigglesworth, Massachusetts.</p> <p>SENATE INTERSTATE COMMERCE COMMITTEE*</p> <p><i>Committee Clerk: Edward Jarrett</i></p> <p>DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T. Bone, Washington; Harry S. Truman, Missouri; Edwin C. Johnson, Colorado; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.</p> <p>REPUBLICANS — Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois; Albert W. Hawkes, New Jersey; E. H. Moore, Oklahoma.</p> <p><small>* In which radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.</small></p> | | | |
| American Federation of Musicians | AFL | 370 Lexington Ave. New York City Plaza 8-0600 | James C. Petrillo, Pres. | | | | |
| International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators | AFL | 630 Fifth Ave. New York City Circle 5-4370 | Richard F. Walsh, Pres. | | | | |
| Radio Writers' Guild of the Authors League of America | | 6 E. 39th St. New York City Murray Hill 5-6930 | Louis Schofield, Pres. | | | | |
| American Newspaper Guild | CIO | 63 Park Row New York City Rector 2-0491 | Milton Murray, Pres. | | | | |
| Associated Actors & Artistes of America | AFL | 45 W. 47th St. New York City Bryant 9-3550 | Paul Dullzell, Pres. | | | | |
| National Assn. of (NABET) Broadcast Engineers & Technicians | | 1509 N. Vine St. Hollywood, Cal. Granite 7273 | J. H. Brown, Pres. | | | | |
| <i>Organizations affiliated with Associated Actors & Artistes of America</i> | | | | | | | |
| Actors Equity Assn. | AFL | 45 W. 47th St. New York City Bryant 9-3550 | Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas. | | | | |
| American Federation of Radio Artists | AFL | 2 W. 45th St. New York City Vanderbilt 6-1810 | Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy. | | | | |
| American Guild of Musical Artists Inc. | AFL | 2 W. 45th St. New York City Murray Hill 2-5644 | Lawrence Tibbett, Pres. Mrs. Blanche Witherspoon, Ex. Secy. | | | | |
| American Guild of Variety Artists | AFL | 1697 Broadway New York City Circle 6-7130 | Matt Shelvey, National Director | | | | |

REGIONAL NETWORKS OF THE UNITED STATES

(For rates and details, consult stations or headquarters indicated)

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: A. L. Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KFFA, Helena, Ark.; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

ATLANTIC COAST NETWORK—Comprising WNEW, New York; WWDC, Washington; WPEN, Philadelphia; WELI, New Haven; WNBC, Hartford; WCOP, Boston; WFCL, Pawtucket-Providence (basic stations). Headquarters: 501 Madison Ave., New York. Officials: Harold A. Lafount, president; G. Bennett Larson, Washington manager.

BLUE RIDGE NETWORK—Regional hookup comprising WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. Represented nationally by Weed & Co.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. General Manager: Hugh Feltis, KOIL.

CONNECTICUT STATE NETWORK—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

DANIEL BOONE REGIONAL NETWORK—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General Manager, Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc. and (Southeast) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. Northern California: KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSJ, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KXRO, Aberdeen; KGY, Olympia; KEA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KWAL, Wallace, Idaho. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

HEARST RADIO Inc.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WINS, New York City; WISN, Milwaukee. Headquarters: 25 W. 43rd St., New York City 18. General Manager: E. M. Stoer.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KVNU, Logan; KSUB, Cedar City, all in Utah. General Manager: George C. Hatch, KLO. General Sales Manager: Lynn L. Meyer, KLO. Represented nationally by Joseph Hershey McGillvra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City. Representative: Don Davis.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; K TSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Tower-Petroleum Bldg., Dallas. Operating Committee: O. L. Taylor, K TSA, chairman; Tilford Jones, KXYZ-KRIS; Harold Hough, KGKO. Managing Director: Ken L. Sibson.

MARYLAND COVERAGE NETWORK—Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON DIXON RADIO GROUP—Regional group comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELI, Battle Creek; WLA V, Grand Rapids; WSOO, Sault Ste. Marie. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beuwkes, advertising, sales promotion and publicity director; Bess Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

MINNESOTA RADIO NETWORK—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Key station: KSTP, St. Paul. Represented nationally by Edward Petry & Co.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEA, Manchester, N. H.; WRDO, Augusta, Me. Available with WEA F, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

(Continued on page 288)

Mason • Dixon Radio Group



6 Stations Covering One of Today's Greatest Sales-Producing Areas

This group of stations offers advertisers rich sales opportunities. The markets covered are diversified—industrial and agricultural—now booming with activity. For information write main office or national representative.

WDEL Wilmington, Del. **WKBO** Harrisburg, Penna.
WORK York, Penna. **WAZL** Hazleton, Penna.
WGAL Lancaster, Penna. **WEST** Easton, Penna.

NATIONAL REPRESENTATIVES

WKBO • WORK • WGAL • WDEL: Paul H. Raymer Co.
WAZL • WEST: Radio Advertising Company

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNQ, Winona, Minn.; KVOK, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGPU, Mandan, N. D.; KLPF, Minot, N. D.; KABR, Aberdeen, S. D.; KVFD, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; KILQ, Grand Forks, N. D.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Outlets in other regional cities available on order. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: 8 E. 41st., New York; 860 N. Michigan Ave., Chicago. Officers: John W. Bolter, president and treasurer; Edythe Iverson, secretary; Don Clayton, vice-president; Lillian Lessman, comptroller.

NORTHERN NETWORK—Regional Michigan network comprising WDMJ, Marquette; WDBC, Escanaba; WSOO, Sault Ste. Marie. Headquarters: WSOO, Sault Ste. Marie. Stanley R. Pratt, WSOO, manager.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFVR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Radisson, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRK, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSQ, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: Ramsey Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Officers: Robert D. Enoch, president; Tams Bixby Jr., vice-president; Milton B. Garber, secretary-treasurer. Represented nationally by Radio Advertising Corp.

PACIFIC BROADCASTING Co.—Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System. *Washington Outlets:* KOL, Seattle; KMO, Tacoma; KRKO, Aberdeen; KFIO, Spokane; KELE, Centralia; KRKO, Everett; KGY, Olympia; KRT, Yakima; KWLK, Longview. *Oregon Outlets:* KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJL, Klamath Falls; KAST, Astoria; KWIL, Albany; KUIN, Grants Pass. KWAL, Wallace, *Idaho Outlet.* Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAP, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAL, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Hall, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPIT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOV, Austin; KFYO, Lubbock; KFDA, Amarillo; KVWC, Vernon; KRLH, Midland. Ruth G. Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTM, Wilson; WGTG, Greenville; WGBR; Goldsboro; WRAL, Raleigh; WFNC, Fayetteville. Executives: Paul Moyle, WFNC, president; Fred Fletcher, WRAL, vice-president; Harry Bright,

WGBR, secretary; Allen Wannamaker, WGTM, treasurer; Durham Moore, WRAL, sales manager; Ray Reeve, WRAL, program director. Headquarters: P. O. Box 1150, Raleigh. Represented nationally by Weed & Co.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WBBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poyntette-Madison; WRJN, Racine; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis.

WOLVERINE NETWORK—Regional network comprising WLAV, Grand Rapids (key station); WTCM, Traverse City; WHLS, Port Huron; WJLB, Detroit; WKBZ, Muskegon. All in Michigan. WJJD, Chicago and/or WIND, Gary, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

YANKEE NETWORK—Comprising WNAC, Boston; Mass.; WTHT, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WEYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLN, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer.

Z-NET (Z-BAR NETWORK)—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director: Ed Craney, KGIR.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City, Telephone Longacre 3-2221

MICHAEL M. SILLERMAN, *President and General Manager*

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman. Chicago Office—134 No. LaSalle St.; telephone, State 4690; sales manager, Naylor Rogers. Hollywood Office—6321 Hollywood Blvd.; telephone, Hemstead 0460; program director, Sylvia Young.

DESCRIPTION OF SERVICE: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available spot periods of five minutes duration down to 25-word "chain breaks". The list of stations affiliated with Keystone as of Jan. 1, 1944, is as follows:

ALABAMA—WJLD, Opelika; WMSL, Dacatur; WBHP, Huntsville; WJHO, Opelika; WJRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARIZONA—KWJB, Globe; KCRJ, Jerome.

ARKANSAS—KFFA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff; KUOA, Siloam Springs.

COLORADO—KGIW, Alamosa; KIUP, Durango; KFJX, Grand Junction; KOKO, La Junta.

FLORIDA—WAAC, Fort Myers; WTMC, Ocala; WDLF, Panama City; WSPB, Sarasota; WTAL, Tallahassee.

GEORGIA—WGAI, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WJMJ, Cordele; WBLJ, Dalton; WGGA, Gainesville; WKUE, Griffin; WLAG, La Grange; WMGA, Moultrie; WRLC, Toccoa; WGOV, Valco; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KRIC, Lewiston; KWAL, Wallace.

ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WBEQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WTRC, Elkhart; WKMO, Kokomo; WKBV, Richmond; WAOV, Vincennes; WLBC, Muncie.

IOWA—KVFD, Fort Dodge; KBIZ, Ottumwa.

KANSAS—KVAK, Atchison; KGNO, Dodge City; KIUL, Garden City; KVGB, Great Bend.

KENTUCKY—WCMI, Ashland; WLBZ, Bowling Green; WHLN, Harlan; WOMI, Owensboro.

MAINE—WAGM, Presque Isle.

MARYLAND—WFMD, Frederick.

MASSACHUSETTS—WHAL, Greenfield; WESX, Salem.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WTCM, Traverse City.

MINNESOTA—KWLM, Willmar.

MISSISSIPPI—WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg.

MISSOURI—KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCX, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFV, Kearney; KODY, North Platte; KGKY, Scotts Bluff.

NEW HAMPSHIRE—WLNH, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KREW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.

NEW YORK—WMBO, Auburn; WBTA, Batavia; WKNY, Kingston; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFE, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WEGO, Concord; WCNC, Elizabeth City; WGNB, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFE, High Point; WFTC, Kinston; WRAL, Raleigh; WCBT, Roanoke Rapids; WEED, Rocky Mount; WGTM, Wilson; WRRF, Washington.

NORTH DAKOTA—KOVG, Valley City.

OHIO—WMRN, Marion.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHGB, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBKR, Baker; KBND, Bend; KLBH, La Grande; KMED, Medford; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WISR, Butler; WCED, DuBois; WMRP, Lewistown.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFV, Pierre; KOBH, Rapid City; KWAT, Watertown.

TENNESSEE—WOPI, Bristol; WHUB, Cookeville.

TEXAS—KNEL, Brady; KEEW, Brownsville; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPND, Pampa; KIUN, Pecos; KTEM, Temple; KVWC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan; KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

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A New Sum in the Northwest Sky...

THE TEN audience-dominating NBC and Blue stations of the Northwest Network add up to the only sales-wise coverage of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this urban-and-rural market via the Northwest Network. Any combination of stations or the entire group may be used without line charges or the usual extra costs for network service.

KSTP—Minneapolis-St. Paul
WEBC—Duluth-Superior
WHLB—Virginia

WMFG—Hibbing
KROC—Rochester
KYSM—Mankato
KFAM—St. Cloud

WEAU—Eau Claire
WDAY—Fargo
KFYR—Bismarck

The NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.

NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

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STATIONS OWNED AND OPERATED BY

NATIONAL BROADCASTING CO.

| | |
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93%

OF NIGHTTIME LISTENERS TUNE TO WFBC



During the recent every county survey of wartime listening, radio listeners in the Greenville area were asked, "What station do you listen to most at night?" 93% answered "WFBC".

This same survey also revealed that 77% of daytime listeners in the area were tuned to WFBC.

This report leaves no question as to the predominant popularity of WFBC among radio listeners of South Carolina's richest and most populous market!

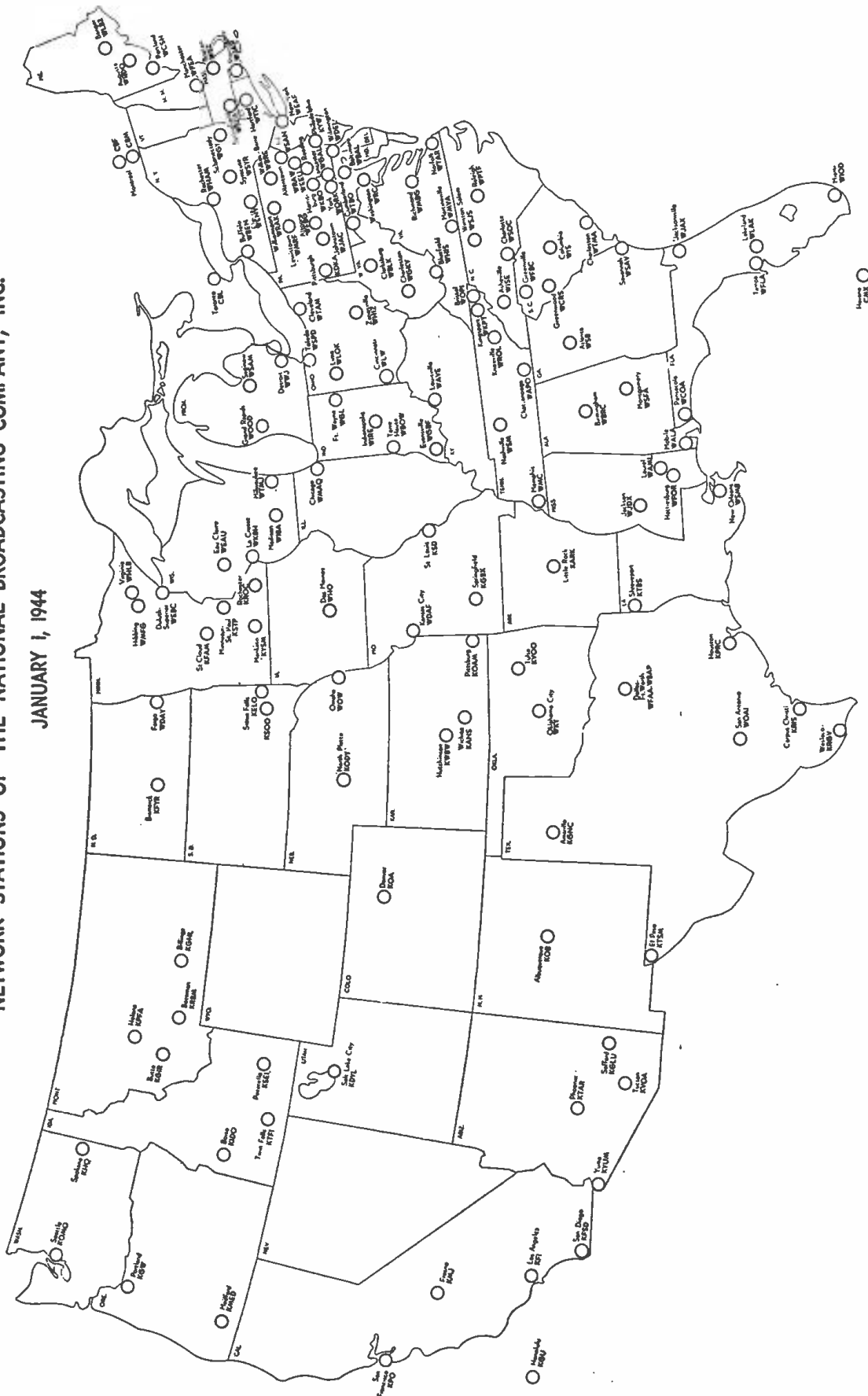
WFBC

Weed & Company, National Representatives

NBC NETWORK • 5000 WATTS • GREENVILLE, SOUTH CAROLINA
Western Carolina's Most Powerful Station

NETWORK STATIONS OF THE NATIONAL BROADCASTING COMPANY, INC.

JANUARY 1, 1944



This advertisement originally appeared in the October 1, 1937 issue of BROADCASTING. — It holds today!

I am the American Radio Listener!



FOR me, genius has slaved.

For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.

Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.

To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what's about me.

To my farm come prices from the world's market places that I may, each day, receive fair exchange for my labors in the field.

To my home comes the music of the world's greatest masters; the thoughts of the world's greatest men—without compulsion or cost.

At my finger tips is the world's finest entertainment, to take or leave as I wish—for many compete for my favor.

No person decrees to what I shall listen; no government taxes me. In America radio is free.

This is the American System of Broadcasting.

I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn't interest me.

There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.

When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.

When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.

I am the beginning and end of every radio consideration, for I am the American radio listener!

I am pleased because I am well served. That is why I own ~~50,000,000~~ radio sets—that I may listen to what I choose, when I choose.

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, President

HARRY STONE, General Manager

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

BROADCASTING • Broadcast Advertising

October 1, 1937 • Page 29

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BROADCASTING • Broadcast Advertising

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

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IN THE NORTHWEST
NCBS Gives More For Less

Here's a wired network to deliver maximum coverage of a two billion dollar area at less cost. For instance, seven NCBS stations carried a daytime program that pulled more than 75,000 letters (each containing a boxtop) at a cost of less than one cent per letter. These stations are available in any combination to fit your particular needs, and NCBS will back your campaign with a strong merchandising service which includes guaranteed displays of your product in over 1000 retail stores as well as other jobber and retailer cooperation.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
LExington 2-6892

Chicago, Illinois
360 North Michigan Avenue
State 4214

St. Paul, Minnesota
1st Nat'l Bank Bldg.



WIDE WORLD

DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Fort Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

W R R

D A L L A S

5000 WATTS — 1310 KC

K F J Z

F T . W O R T H

5000 WATTS — 1270 KC

Affiliated with the Mutual Broadcasting System and the Texas State Network.

NATIONAL REPRESENTATIVES

W E E D A N D C O M P A N Y

NEW YORK • SAN FRANCISCO • BOSTON
CHICAGO • HOLLYWOOD • DETROIT



thumbprints

all over us...

and we

love it!

MUTUAL
BROADCASTING
SYSTEM
→



Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them.

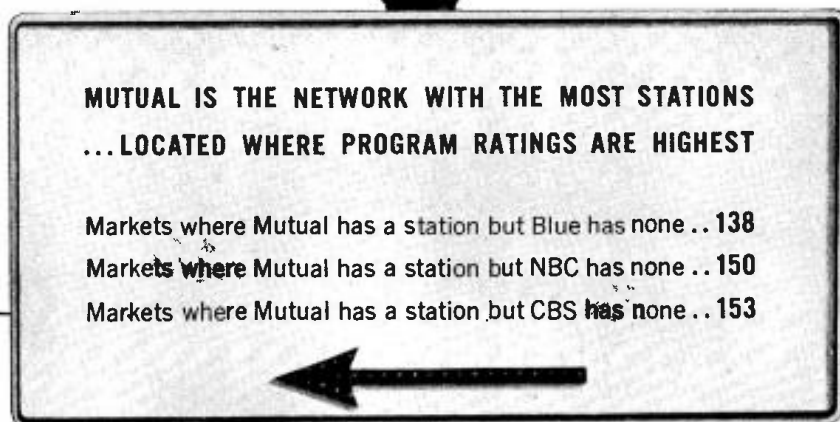
Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

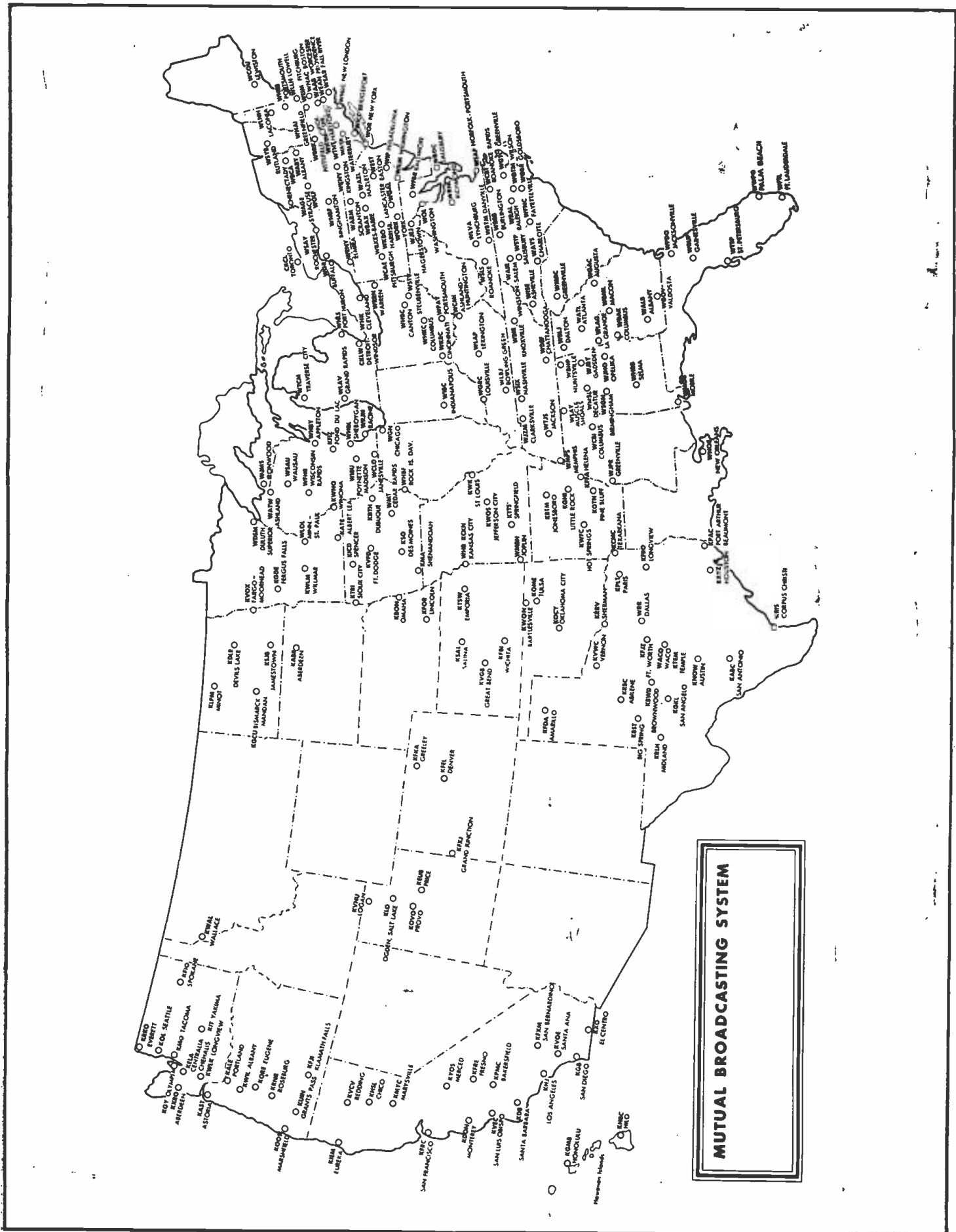
1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .

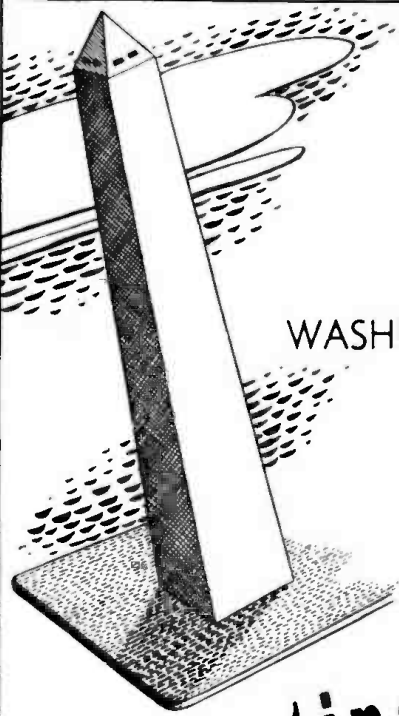
2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

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

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







WASHINGTON, D. C.
IS TODAY'S
MOST
POWERFUL

Ad-Testing City!

Washington has opened its arms to squeeze in over 1,300,000 consumers. Washington is "home" to them today . . . for the duration. Washington is where they buy . . . where they are influenced by what they see, read and hear. But someday they'll go home . . . and if you've concentrated on Washington you've done more than measure the pull of your new national campaign . . . you've created buying habits that will travel to the corner store of every town in America.

IF YOU WANT TO TELL
ALL AMERICA TOMORROW
. . . TELL IT TODAY ON



WOL

WASHINGTON, D.C.
Represented by Spot Sales, Inc.
New York, Chicago, San Francisco

WASHINGTON'S ONLY 24-HOUR STATION

q.

Who is America's "Most Listened to" News Reporter? The man who is heard all over America from Maine to California. The man who is quoted more than any other news reporter.

q.

What News Reporter Has Won More Awards Than Any Other News Reporter?

. . . including the coveted DuPont Radio Commentator Award for outstanding reporting of the news.

q.

What News Reporter Has More Current Sponsors Than All The Others Combined?

. . . he is currently sponsored on over 168 stations by more than 130 satisfied sponsors, selling every type of merchandise.

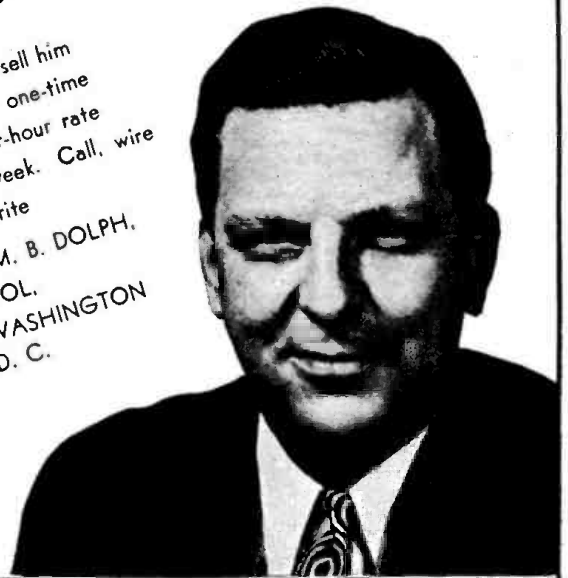
★ Also Available on 32 Additional Mutual Stations.

ans. . .

Fulton Lewis, jr.

You can sell him
at your one-time
quarter-hour rate
per week. Call, wire
or write

WM. B. DOLPH,
WOL,
WASHINGTON
D. C.



ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

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

Telephone: Wickersham 2-2000

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| | | | |
|------|------------------|------|-------------------|
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| WBBM | Chicago, Ill. | KMOX | St. Louis, Mo. |
| WBT | Charlotte, N. C. | KNKX | Los Angeles, Cal. |
| WCCO | Mnpls.-St. Paul | WEEL | Boston, Mass. |

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 Detroit Office Network Sales—Fisher Building,
 Arthur J. Kemp, *Manager*

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 William Finckelstein, *Acting Assistant Director of Broadcasts*
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 I. S. Becker, *Asst. Director of Operations*
 R. R. Ray, *Asst. to Director of Operations*

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 Winifred Law, *Casting Director*

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 Wendell Adams, *In Charge of Light Music*
 Lucile Singleton, *In Charge of Vocalists, Auditions and Record Library*

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Julius Mattfeld, *Director*

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Horace Guillotte, *Manager*

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 Everett Holles, *Assistant Director of News Broadcasts*
 Henry Weing, *Night News Editor*
 J. W. Gerber, *Supervisor of Shortwave Listening*
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 Quincy Howe
 Bob Trout
 Major George Fielding Elliot
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 Albert R. Perkins, *Manager of Writing Staff*

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Harriet Hess, *Supervisor of Program Typing*

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 Max Uhlig, *Assistant Manager*

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 James Kane, *Assistant to the Director*
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 Anne Harding, *Manager Service Division*
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 Stanford Mirkin, *Manager of Program Research Division*
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 Terig Tucci—*Music Director and Arranger*
 Roberto Unanue, *Assistant Director of Latin American Relations*
 Margaret Kennedy, *Director of Press Information for Latin American Network*

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 Worthington Miner, *Manager of Television*

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 R. G. Thompson, *Eastern Division Operations Engineer*

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 A. H. Peterson, *Traffic Manager*

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WABC and WABC-FM, 485 Madison Ave.

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 John S. Knell, *News Editor and Supervisor of Special Events*
 Edward J. DeGray, *Supervisor of Accounting and Personnel*

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 Walter Preston, *Program Director*
 Urban Johnson, *Chief Sound Technician*
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 Alvin Sheehan, *Assistant General Manager*
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 Mary Doherty, *Accountant*
 Sam H. Kaufman, *Director of Press Information and Manager of Sales Promotion*

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 Lester Bowman, *Western Division Operations Engineer and Chief Engineer of KNX*
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 Hal Hudson, *Western Program Director*
 Lloyd Brownfield, *Director of Press Information*
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 Howard Stanley, *Director of Press Information and Sales Promotion*

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Serving 2,000,000* people in the

SAN FRANCISCO OAKLAND

Lucrative WAR MARKET

**not including Army and Navy personnel*

KQW

The Columbia Station

740

ON THE DIAL

San Francisco Studios • Palace Hotel

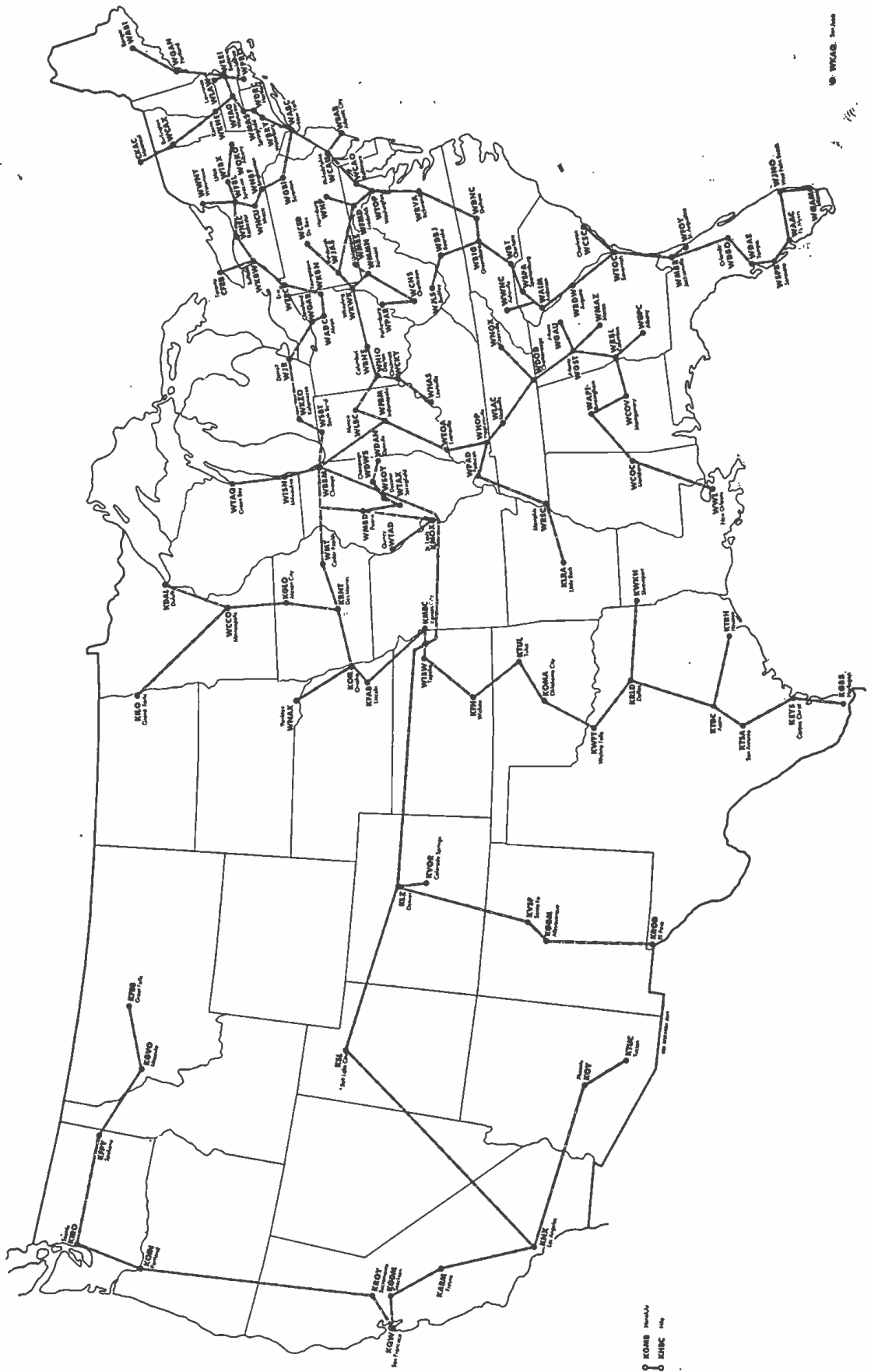
Nationally Represented by

EDWARD PETRY & CO., INC.

PACIFIC AGRICULTURAL FOUNDATION LTD., SAN JOSE, CALIFORNIA

THE COLUMBIA BROADCASTING SYSTEM

Network facilities as of February 15, 1944



IN MILWAUKEE IT'S

Basically Sound

TO USE

WISN

Basically Sound . . . Because WISN has achieved the ideal I-I-I distribution of commercial programs:

| | |
|--------------------------------|-------|
| Local Programs..... | 33.9% |
| National Programs..... | 32.9% |
| Columbia Network Programs..... | 33.2% |

Basically Sound . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

| | |
|------------------------------|-----|
| 1941 Increase Over 1940..... | 5% |
| 1942 Increase Over 1941..... | 20% |
| 1943 Increase Over 1942..... | 39% |
| 1943 Increase Over 1940..... | 73% |

Basically Sound . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN:

| 1943 | % of Year's Total |
|---------------------|-------------------|
| First Quarter..... | 19.2% |
| Second Quarter..... | 24.7% |
| Third Quarter..... | 25.8% |
| Fourth Quarter..... | 30.3% |

All of which means . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG!

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

5000 WATTS DAY & NIGHT

WISN

MILWAUKEE, WISCONSIN

A Columbia Network Station

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

BLUE NETWORK COMPANY INC.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-5700

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Thomas B. Ellsworth, *Promotion Research*
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Merchandise Mart, Chicago, Illinois
Telephone—Delaware 7190

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G. W. Vernon, *Research*
M. S. Wetzel, *Production Manager*

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6285 Sunset Boulevard, Hollywood, California
Telephone—Hillside 8231

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Leo B. Tyson, *Program Manager*

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Taylor & O'Farrell Streets, San Francisco, Cal.
Telephone—Graystone 6565

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Clote Roberts, *Manager, Blue News Office Sydney, Australia*
Henry T. Gorrell, *Cairo, Egypt (United Press)*
Frederick B. Oppen, *Chungking, China*
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William Ewing, *Honolulu*

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(Two vacancies)

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Peter Ayles, *Program Liaison Officer*

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Charles Jennings, *Asst. Supervisor of Programs*
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O. J. W. Shugg, *Supervisor of Farm Broadcasts*
J. Frank Willis, *Supervisor of Feature Broadcasts*
(805 Davenport Rd.)
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B. Austin, *Budget Clerk*

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Edgar Stone, *Supervisor of Program Clearance*
W. J. Dunlop, *Commercial Representative*
Arthur Barr, *Commercial Billing*
Anne Dickson, *Network Booking Clerk*

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G. W. Ritchie, *Press and Information Representative*
S. W. Griffiths, *Press and Information Assistant*

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D. M. Neill, *Asst. to Supervisor of Station Relations*
C. MacIn, *Statistics and Program Distribution*
Gloria Hill, *Food and Drug Continuity Clearance*

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W. A. Nichols, *Plant Construction Engineer*
W. G. Richardson, *Transmission and Development Engineer*
C. E. Stiles, *Supervisor of Purchasing and Stores*
A. B. Ellis, *Studio Supervising Engineer*
R. D. Cahoon, *Transmitter Supervising Engineer*
E. C. Stewart, *Supplies Engineer (Victoria Bldg., Ottawa)*
H. E. S. Hamilton, *Technical Liaison Officer (55 York Street, Toronto 2)*

REGIONAL OFFICES

Maritime Region, United Service Bldg., Box 175, Halifax, N.S.

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H. M. Smith, *Regional Engineer (CBA, Sackville, N. B.)*

Quebec Region, 1231 St. Catherine St. W., Montreal, Que.

Omer Renaud, *Supervisor of Programs and Manager of CBF and CBM*
John de B. Payne, *Program Administrative Officer*
Paul Leduc, *Asst. Program Director*
Aurele Seguin, *Supervisor of Educational Broadcasts*
Armand Erube, *Supervisor of Farm Broadcasts*
J. Arthur Dupont, *Commercial Manager*
Leopold Houle, *Supervisor of Press and Information*
M. Goudrault, *Supervisor of Station Relations (Keefe Bldg.)*
L. L'Allier, *Regional Engineer (Keefe Bldg.)*

Ontario Region, 805 Davenport Road, Toronto 4, Ont.

D. Claringbull, *Regional Representative and Manager of CBL*
R. H. Gluns, Jr., *Asst. to Regional Representative*
M. L. Poole, *Regional Engineer (Star Bldg., 80 King W.)*
Miss H. M. Ball, *Press and Information Assistant*

Prairie Region, 300 Manitoba Telephone Bldg., Winnipeg, Man.

H. G. Walker, *Regional Representative*
C. E. L'Ami, *Press and Information Representative*

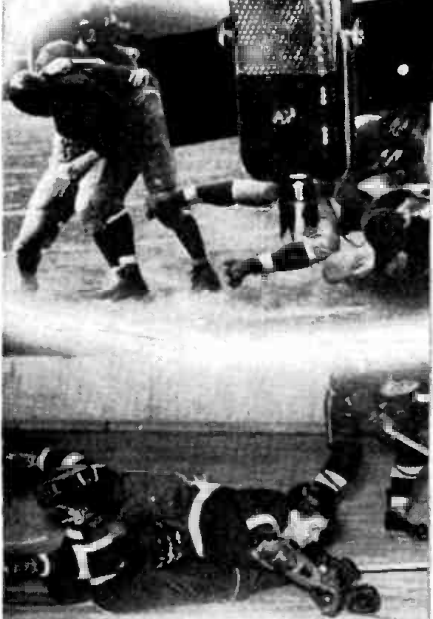
British Columbia Region, Hotel Vancouver, Vancouver, B. C.

Ira Dilworth, *Regional Representative*
Ernest Morgan, *Program Director*
Norman R. Olding, *Regional Engineer*
Patrick Keatley, *Press and Information Assistant*



... standard equipment!

When thousands congregate . . . at ringside prices . . . a million will listen . . . free. WJW listens to that million listeners! Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job — bringing "Cleveland" closer to Clevelanders. They serve also in bringing Clevelanders closer to WJW. . . . And should serve finally in bringing the advertiser closer to both of us.



PLAIN DEALER.
BIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his descriptions.

THE CLEVELAND PRESS.
 The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulations on a big-time sports-cast, Earl.

CLEVELAND NEWS
 Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.



BASIC
Blue Network
 CLEVELAND, O.

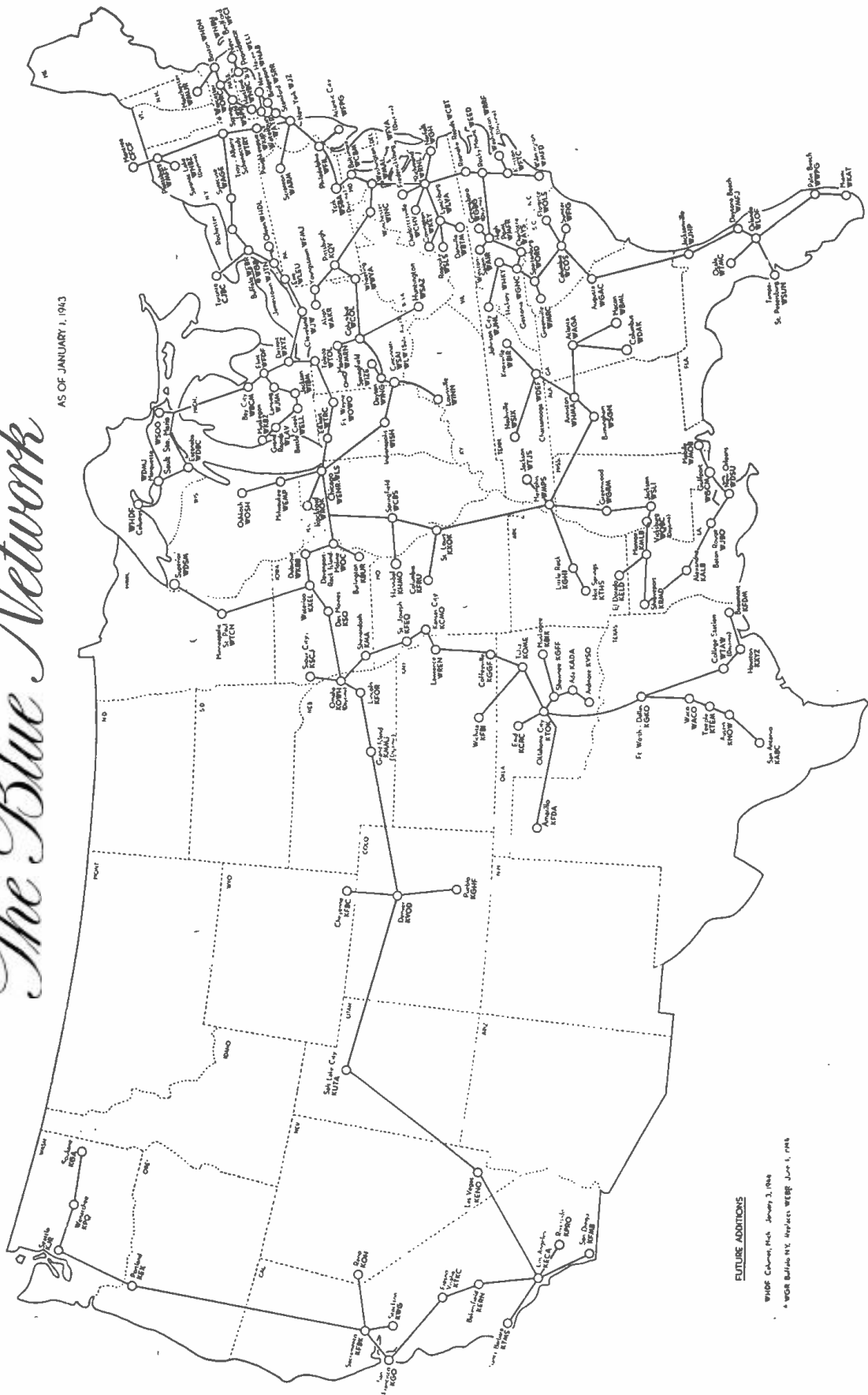


850 KC
5000 Watts
 DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

The Blue Network

AS OF JANUARY 1, 1943



By National Bureau of Broadcasters

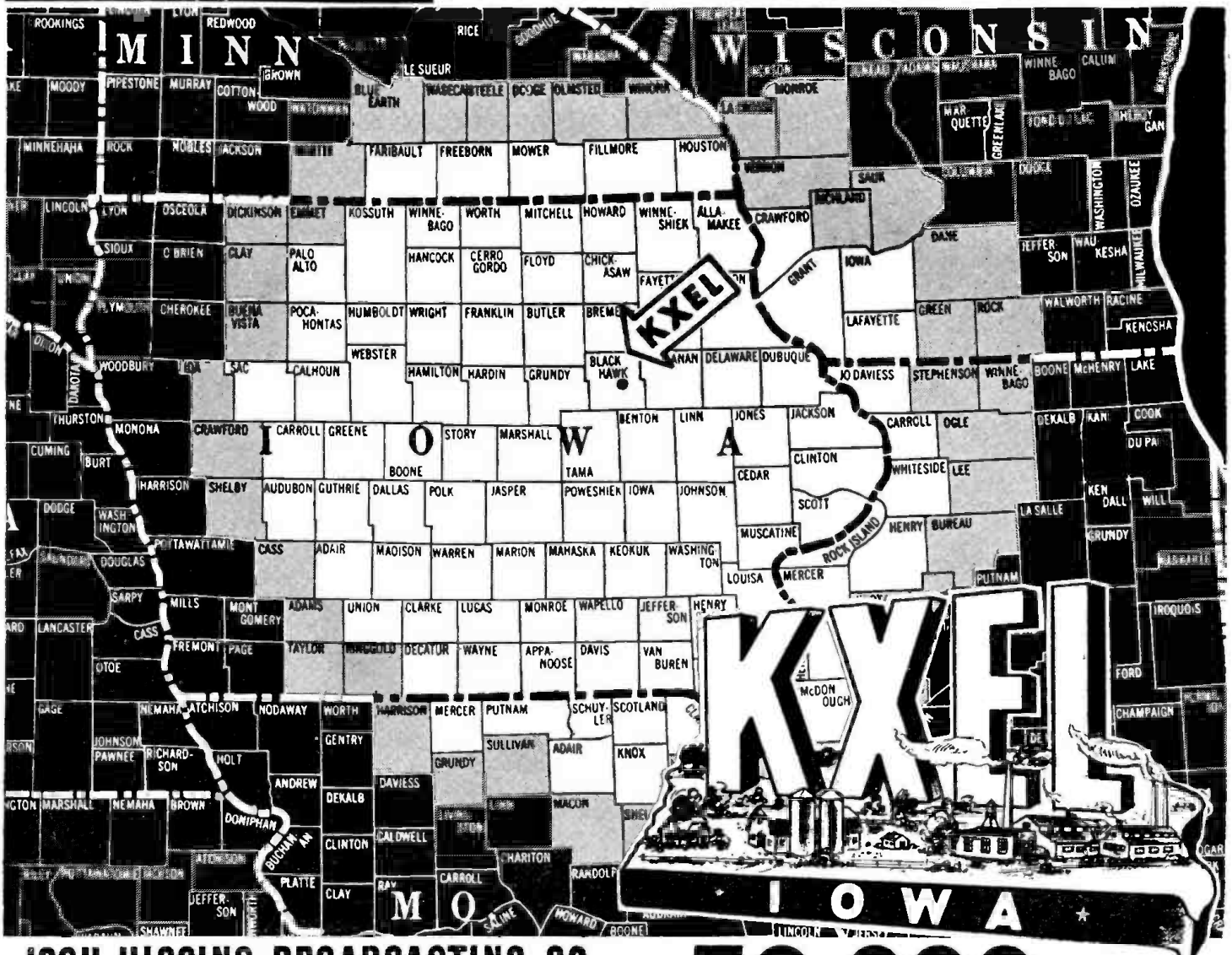


Iowa is Listnin!

"Folks out here look upon K X E L as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to K X E L!"

Josh Higgins

DAYTIME LISTENING AREA



JOSH HIGGINS BROADCASTING CO.
WATERLOO, IOWA

Studios In Waterloo and Cedar Falls

Represented by John Blair & Company

50,000 WATTS
CLEAR CHANNEL .. BASIC BLUE
... 1540 On the Dial ...

Directory of 1943
NATIONAL AND REGIONAL RADIO ADVERTISERS
And Their Agencies
United States and Canada

n. Network programs rn. Regional network programs ss. Local studio announcements sp. Local studio programs t. Transcriptions ta. Transcription announcements
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A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sa*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store). Agency: Neff-Rogow, N. Y. *sa*

SIMON ACKERMAN CLOTHES, N. Y. Agency: Ehrlich & Neuwirth, N. Y. *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Van Norden, San Francisco. *ta sa sp t n*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glickman Adv. Co., N. Y. *ta sp*

ADAM HATS (Canada), Toronto. Agency: MacLaren Adv. Co., Toronto.

ADLER Inc., Chicago (dress materials). Agency: Gourfain-Cobb Adv. Agency, Chicago. *sp*

ADLER SHOES (for men), New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

ADMIRACION LABS., Harrison, N. J. (shampoo). See NATIONAL OIL PRODUCTS Inc., Harrison, N. J. Agency: Charles Dallas Reach, Newark, N. J. *sa*

AETNA LIFE INSURANCE Co., Hartford (and affiliates). Agency: Arthur Kuder Inc., N. Y. *ta*

AFFILIATED PRODUCTS, New Jersey (Edna Wallace Hopper cosmetics). Agency: Blackett-Sample-Hummert, New York. *n sp*

AGASH REFINING Co., Brooklyn (Royal Cook Salad Oil). Agency: Diener & Dorskind, N. Y. *sa*

AIRPORT GROUND SCHOOLS Inc., Hollywood (technical training). Agency: West-Marquis, Los Angeles. *t ne sa*

ALAMEDA COUNTY NURSERY, Oakland. Agency: Emil Reinhart Adv., Oakland. *sp*

ALASKA PACIFIC SALMON Co., Seattle. Agency: J. William Sheets Co., Seattle. *sp*

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *ne*

ALBA, S. A. (paints, enamels and varnishes), enterprise of Bunge & Born, Argentina. Agency: McCann-Erickson, Buenos Aires.

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Lord & Thomas, San Francisco. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Van Norden, Los Angeles. *sp*

ALICE FROCK Co., Oakland (women's dresses). Agency: Garfield & Guild, San Francisco.

ALKINE LABS., New Brunswick, N. J. (Flemolyn cough remedy). Agency: Redfield-Johnstone, N. Y. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

ALLEGHENY-LUDLUM STEEL Corp., Brackenridge, Pa. Agency: Walker & Downing, Pittsburgh. *sp*

ALLIANCE BOOK Corp., New York. Agency: Burnet-Kuhn Adv. Co., Chicago. *sa*

ALLIED DRUG PRODUCTS Co., Chattanooga, Tenn. Agency: Liller, Neal & Battle, Atlanta. *t*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *n sa sp*

ALLCOCK'S PLASTER, Ossining, N. Y. Agency: Small & Seiffer, N. Y. *ta*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALTA WINERY, Dinuba, Cal. (St. Charles Wine). Agency: Barton A. Stebbins Adv. Los Angeles. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago. *sa*

AMERICAN AIRCRAFT INSTITUTE, Chicago (trade school). Agency: M. A. Ring Co., Chicago. *sp sa*

AMERICAN AUTOMOBILE INSURANCE Co., St. Louis & Cincinnati. Agency: Oakleigh R. French & Assoc., St. Louis. *sp*

AMERICAN BEAUTY MACARONI Co., Kansas City. Agency: R. J. Potts-Calkins & Holden, Kansas City. *ta*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BREWING Co., New Orleans (Regal beer). Agency: Walker Saussy Adv., New Orleans. *n sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: Badger, Browning & Hersey, N. Y.; Grant Adv., N. Y.; Badger & Browning, Boston. *ta sa*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN CRAYON Co., Sandusky, Ohio (children's story book). Agency: Triangle Agency, Chicago. *sp*

AMERICAN CYANAMID Co., N. Y. (Calco Chemical Division—Bleachette). Agency: J. M. Mathes Inc., N. Y.

AMERICAN DAIRY ASSN., Chicago. Agency: Campbell-Mithun Adv., Minneapolis. *sp*

AMERICAN DIET AIDS Co., New York. Agency: Small & Seiffer, N. Y. *sa*

AMERICAN EXPRESS Co., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolykos Co., Mystic Labs., Blackstone Products Co., Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agencies: Blackett-Sample-Hummert, N. Y. (Kolykos Bi-So-Dol); John F. Murray Adv. Agency, N. Y. (Anacin); Compton Adv. N. Y. (Aspertane). *n t sa ne sp ta*

AMERICAN JEWISH BROADCASTING Co., Los Angeles. Agency: Dean L. Simmons, Hollywood. *sp*

AMERICAN KITCHEN PRODUCTS Co., New York. Agency: Raymond Spector Co., New York. *sa*

AMERICAN MOLASSES Co., New York (GranCma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sa*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

AMERICAN POULTRY JOURNAL, Chicago. Agency: Schaffer-Brennan-Margulies Adv. Co., St. Louis. *sp*

AMERICAN RED CROSS, Agency: Ruthrauff & Ryan, N. Y. *t*

AMERICAN SCHOOL, Chicago (home study courses). Agencies: Equity Adv., N. Y.; Buchanan & Co., Chicago. *ne sa sp*

AMERICAN SNUFF Co., Memphis (Garrett's Snuff). Agency: Simon & Gwynn, Memphis. *t*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half); L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall); Foote, Cone & Belding. *n t sp*

AMERICAN TRUST Co., San Francisco (savings). Agency: Leon Livingston Adv., San Francisco. *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t sp*

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio (glass containers & closures). Agency: William H. Weintraub & Co., N. Y. *sp*

E. O. ANDERSON Co., Los Angeles (Shontex). Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *ne*

ANDES CANDIES, Chicago. Agency: George Hartman Adv. Co., Chicago. *ne sa*

THE AQUARIUM RESTAURANT, New York. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sp ta*

ARCO PUBLISHING Co., N. Y. (books). Agency: J. R. Kupsick Adv., N. Y. *sa*

ELIZABETH ARDEN OF CANADA, Toronto (cosmetics). Agency: Ronalds Adv. Agency, Toronto. *sa*

ELIZABETH ARDEN, N. Y. (Velva Jég film, cosmetics). Agency: Duane Jones Co., N. Y. *sa*

ARMAND Co., Des Moines (leg make-up). Agency: Ivan Hill Adv., Chicago. *sa*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Lord & Thomas. Chicago. *sa t sp ta*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *n sp*

ARMSTRONG PACKING Co., Dallas (Bird-Brand shortening). Agency: Couchman Adv., Dallas.

ARRID Co., New York (deodorant). Agency: Small & Seiffer, N. Y. *t*

THE ARROW STORE, Philadelphia (clothes). Agency: Harry Feigenbaum, Philadelphia. *ta*

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. *ne*

ARTRA COSMETIC Co., Bloomfield, N. Y. (Sultra Sunfilter Cream). Agency: Murray Breese Assoc., N. Y. *sa*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *ne*

ASSOCIATED LABS., Long Island City (Vitamin Quota Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., San Francisco. Agencies: Lord & Thomas, San Francisco; Buchanan & Co., San Francisco. *sp*

ASSOCIATED SERUM PRODUCERS Co., Des Moines (cattle remedies). Agency: Fairall & Co., Des Moines. *sa*

ASTONE PRODUCTS Co., Toronto (Fruit-Kepe). Agency: F. H. Hayhurst Co., Toronto.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa sp*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC SYRUP REFINING Co., Philadelphia (Quaker Malt syrup). Agency: May Adv., Phila. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff, Chicago. *sa ne sp*

AUERBACH Co., Salt Lake City (cept. store). *sp*

AUNT JEMINA (Flour), Agency: Sherman K. Ellis. *pgw st*

AUSTIN STUDIOS, Los Angeles (photographers). Agency: Glasser-Gailey & Co., Los Angeles. *n sp*

AUTOMOBILE CLUB OF MICHIGAN, Agency: Stockwell & Marcuse, Detroit. *ne*

AVOSET Inc., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta, sp sa*

AXTON-FISHER TOBACCO Co., Louisville (All Americans, 20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago; Blackett-Sample-Hummert, Chicago. *sp n sa*

B

B. C. REMEDY Co., Durham, N. C. (headache powder). Agency: Charles W. Hoyt Co., N. Y. *ne*

B. T. BABBITT Co., New York (Bab-O-cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Messingale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp*

BALI BRASSIERE Co., New York. Agency: Lester Harrison Assoc., N. Y. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa*

P. BALLANTINE & SONS, Newark (beer) (owners of Christian Feigenapan Brewing Co.). Agency: J. Walter Thompson Co., N. Y. *sa ta sp n*

BALLARD & BALLARD Co., Louisville (Obelisk Flour). Agency: Henri, Hurst & MacDonald, Chicago. *sp*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *rn sp to sa*

BARBARA ANN BAKING Co., Los Angeles (bread). Agencies: Heintz, Pickering & Co., Los Angeles; Scholts Adv. Service, Los Angeles. *sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., N. Y. *ne sa*

BARKER BAKERIES, Toronto (regional). Agency: Tandy Adv. Agency, Toronto. *sp*

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soups). Agencies: Glasser-Gailey & Co., Los Angeles; Erwin, Wasey & Co., Los Angeles. *sp*

BARNES & NOBLE, New York (books) *sa sp*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa sp ne ta*

BARR'S JEWELERS, Philadelphia. Agency: Edward Prager, Baltimore. *sa*

BARRON-GRAY PACKING Co., San Jose, Cal. (Here's Health vegetable juice). Agency: Long Adv. Service, San Jose, Cal. *sa*

BASIC FOODS Inc., Los Angeles (vitamin products). Agency: Elucidator Publications Inc., Hollywood. *sp*

BATEMAN-EICHLER & Co., Los Angeles (stocks, bonds). Agency: Elwood J. Robinson Adv., Los Angeles. *ne sp*

WHEN YOU BUY

LOUISVILLE-AND

OF COURSE YOU

MOST CERTAINLY

WILL-BUY WINN

BECAUSE WINN

GIVES YOU THE

MOSTEST FOR THE

LEASTEST AND DOES

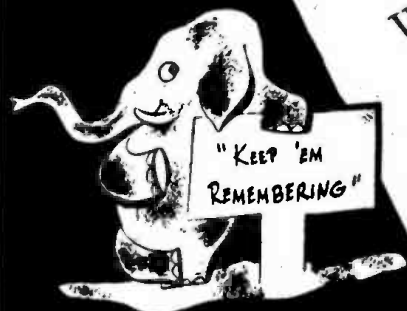
THE JOB BESTEST

WINN
LOUISVILLE



with

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BLUE
NETWORK
STATION

in

LOUISVILLE
KENTUCKY

DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

- BATHASWEET Corp.**, New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp n*
- BAYER Co.**, New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*
- BAYER-SEMESAN Co.**, Wilmington, Del. (seed inoculator). Agency: Thompson-Koeh Co., Cincinnati. *sa*
- BAYUK CIGARS**, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa ne sp n t*
- BEACON CHEMICAL Corp.**, Philadelphia (Zero Cleaning Fluid). Agency: James G. Lamb, Philadelphia. *sa*
- BEAM SALES Co.**, Chicago (money belt). Agency: Paul Grant Adv., Chicago. *sp*
- BEAU BRUMMELL TIES Inc.**, Cincinnati. O. Agency: Key Adv. Co., Cincinnati. *sa*
- BEAUMONT LABS.**, St. Louis (4-Way cold tablets). Agencies: H. W. Kastor & Sons, Chicago; (4-Way Vaporizing Rub). Russel M. Seeds Co., Chicago; Donahue & Coe, N. Y. *ta ne*
- A. S. BECK SHOES**, N. Y. Agency: Pettigill & Fenton, N. Y.
- BEECH-NUT PACKING Co.**, Canaioharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa ta*
- BEECHAM'S PILLS**, Bloomfield, N. J. Agency: Atherton & Currier, N. Y. *sa*
- BEEBMAN'S LABORATORY**, Atlanta (BGO, BQR remedies). Agency: Harvey Massengale Co., Atlanta. *sp ta*
- PAUL F. BEICH Co.**, Bloomington, Ill. (Whiz candy bar). Agencies: Ferry-Hanley Co., Chicago; Kane Adv. Agency, Bloomington; Arthur Meyerhoff, Chicago. *sp rm ta*
- BEKINS VAN & STORAGE Co.**, Los Angeles. Agencies: Brooks Adv. Agency, Los Angeles; Charles N. Stahl Adv. Agency, Hollywood. *sa sp n ne*
- BELGIAN INFORMATION CENTER**, New York. Agencies: Gotham Adv., New York; Albert Frank-Guenther Law, N. Y. *sa*
- BELL BAKERS Inc.**, New York. Agency: Harry Jacobs Productions, N. Y. *t*
- BELL BROOK DAIRIES**, San Francisco (milk). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sa*
- BELL TELEPHONE Co.**, of Canada, Montreal (Yellow Directory Pages). Agencies: Lord & Thomas of Canada Ltd., Montreal; Cockfield Brown & Co., Montreal. *sa*
- BELL TELEPHONE SYSTEM**, New York. Agency: N. W. Ayer & Son, N. Y. *n sp*
- BELL TELEPHONE Co.**, of Pa., Pittsburgh (service). Agency: Gray & Rogers, Phila. *sa*
- BENEFICIAL CASUALTY INSURANCE Co.**, Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *ne*
- BENEFICIAL SAVINGS FUND SOCIETY**, Philadelphia. Agency: Richard A. Foley, Philadelphia. *sa*
- BEN-HUR PRODUCTS Inc.**, Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n ne*
- BENRUS WATCH Co.**, New York. Agency: J. D. Tarcher & Co., N. Y. *sa*
- BENSINGER'S**, Louisville (department store). *sp*
- BENSON & HEDGES**, New York (Virginia rounds). Agency: Arthur Kudner Inc., N. Y. *ne sa*
- BERKSHIRE KNITTING MILLS**, Reading, Pa. (hosiery). Agency: Geare-Mars-ton, Philadelphia. *sp sa*
- BEST BREWING Co.**, Chicago. *sp*
- BEST FOODS**, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*
- BETHLEHEM STEEL Co.**, Bethlehem, Pa. Agency: Jones & Brakeley, N. Y. *sp*
- BEVERAGES OF AMERICA**, Hollywood (Chukker). Agency: Barnes Chase Co., Los Angeles. *t*
- BIBLE INSTITUTE**, Los Angeles (religious). Agency: Smith & Bull Adv., Los Angeles. *sp*
- BIBLE MISSION Co.**, New York. *sa*
- BICKFORD'S**, New York (restaurants). Agency: Roberts & Reimers, N. Y. *sa*
- BISCEGLIA BROS. WINE Corp.**, Philadelphia. Agencies: J. M. Korn & Co., Phila.; Pettinella Adv., N. Y. *sp ne sa*
- L. BLAU & SONS**, L. I. City, N. Y. (dry cleaner). Direct. *sp*
- BLOCK DRUG Co.**, Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal capsules); J. Walter Thompson, N. Y. (Dentu Grip). *ta t sp sa*
- BLOOMINGDALE BROS.**, New York (department store). Agency: H. W. Fairfax Adv., N. Y. *sa sp*
- BLOSSER Co.**, Atlanta (medicated cigarettes). Agency: Atherton & Currier, N. Y. *sa*
- BLUE MOON FOODS Inc.**, Thorp, Wis. (cheese). Agency: Reinecke, Ellis, Younggreen & Finn, Chicago. *ta*
- BLUE RIBBON BOOKS**, N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle. *t sa*
- BOEING AIRCRAFT Corp.**, Seattle. *sp*
- BOEKE FEED Co.**, Des Moines. Agency: Wallace Adv. Agency, Des Moines. *sa*
- H. C. BOHACK Co.**, New York (Tenderay Beef). Agency: E. M. Freystadt Assoc., N. Y. *sp sa*
- BOHEMIAN DISTRIBUTING Co.**, Los Angeles (Acme Beer). Agency: Brisacher, Davis & Staff, Los Angeles. *ta t*
- BOND STORES**, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*
- BOOK LEAGUE OF AMERICA**, New York (subsidiary of Doubleday-Doran & Co., N. Y.). Agencies: Huber Hoge & Son, New York; Raymond Spector Co., N. Y. *sp sa*
- BOOKHOUSE FOR CHILDREN**, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sp sa*
- BOOK-OF-THE-MONTH CLUB**, New York.
- BORDEN Co.**, New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y.; (Reid's Ice Cream) Pedlar & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *sa*
- BORDEN Co.**, Toronto (milk products). Agency: Young & Rubicam, Toronto. *sp*
- BOSCO Co.**, New York (milk amplifier). Agencies: Kenyon & Eckhardt, N. Y.; McCann-Erickson Inc., N. Y. *sa sp*
- BOTANY WORSTED MILLS**, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sp te*
- BOURJOIS Inc.**, N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*
- A. S. BOYLE Co.**, Jersey City (Old English wax, Rug-Sta. Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n sp*
- A. S. BOYLE Co.**, Los Angeles (Harmony vitamins, Aspartene) (Pacific Coast branch). Agencies: J. Walter Thompson Co., San Francisco; Brisacher, Davis & Van Norden, Los Angeles. *ne sp sa*
- WALTER N. BOYSEN Co.**, Oakland, Cal. (paint). Agency: Emil Reinhardt Adv., Oakland. *sa*
- E. J. BRACH & SONS**, Chicago (candy). Agencies: U. S. Adv. Corp., Chicago; Sherman K. Ellis & Co., Chicago. *sa ta*
- BRANDRAM-HENDERSON Ltd.** (paints). Agency: Stanfield & Blaikie, Montreal. *ta*
- BRAUN BAKING Co.**, Pittsburgh. Agency: W. E. Long Co., Chicago. *sp*
- BREAKFAST CLUB COFFEE**, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*
- BREYER ICE CREAM Co.**, Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*
- C. A. BRIGGS Co.**, Cambridge, Mass. (H-B cough drops). Agencies: Horton-Noyes Co., Providence; Samuel C. Croot, N. Y. *sa ta sp*
- BRISTOL-MYERS Co.**, Canada, Montreal (Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sa*
- BRISTOL-MYERS Co.**, New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Mint Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberet products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ne*
- BRITISH-AMERICAN OIL Co.**, Toronto (gasoline). Agency: J. Walter Thompson Co., Toronto. *sp*
- BROADWAY DEPT. STORE**, Los Angeles. Agency: Lee Ringer Adv., Los Angeles. *ne sp sa*
- BROOKSIDE DISTILLING Corp.**, Scranton, Pa. Agency: Henry W. Gann, Scranton. *ta*
- BROWN & WILLIAMSON TOBACCO Corp.**, Louisville (Raleigh, Kool, Avalon, Wags cigarettes, Butler cigarette tobacco). Agencies: BBDO, N. Y.; (Avalon cigarette) Russel M. See's Co., Chicago. *t sp n*
- BROWNSTEIN-LOUIS Co.**, Los Angeles (Hedon shirts). Agency: The Mayers Co., Los Angeles. *ta*
- BRUCKMANN BREWING Co.**, Cincinnati. *sp*
- LANE BRYANT**, New York (clothing). Agencies: Huber Hoge & Son, N. Y.; E. H. Brown, Chicago; Erland Adv., N. Y.; Cramer-Tobias-Meyer, N. Y. *sa ne*
- W. K. RUCKLEY Ltd.**, Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta*
- BUITONI PRODUCTS**, New York (spaghetti & sauce). Agency: Carlo Vinti Adv., N. Y. *ta*
- BULLOCK'S Inc.** (dept. store). Los Angeles. Agency: Dana Jones, Los Angeles. *ta sp*
- BULOVA WATCH Co.**, New York (Bulova timepieces). Agency: Blow Co., N. Y. *sa*
- BULOVA WATCH Co.**, Toronto. Agency: MacLaren Adv. Co., Toronto. *sa*
- BUNGE & BORN**, Argentina parent company of S. A. Alba (Paints, enamels and varnishes). Agency: McCann-Erickson, Buenos Aires.
- BUNTE BROS. CANDY Co.**, Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*
- BURMA-VITA Co.**, Minneapolis (Burma-Shave). Agencies: Hays MacFarland & Co., Chicago; MacFarland, Aveyard & Co., Chicago. *ta sa n*
- JOSEPH BURNETT Co.**, Boston (flavoring extracts). Agency: H. B. Humphrey Co., Boston. *sa*
- BURNHAM & MORRILL Co.**, Portland, Me. (B & M baked beans). Agency: Charles W. Hoyt Co., Boston. *ta sa*
- BURRUS MILL & ELEVATOR Co.**, Fort Worth (flour). Agencies: Cy Leland, Fort Worth; Rowland Broiles Co., Fort Worth. *t sp ne*
- BURTON'S FOODS**, Chicago (Burton's Mustard). Agency: Burton Browne Inc., Chicago.
- BUSCH CREDIT JEWELERS**, N. Y. (chain). Direct. *sa*
- BU-TAY PRODUCTS**, Los Angeles (Raindrops detergent). Agency: Glasser-Gailey & Co., Los Angeles. *sa*
- BUTLER MFG. Co.**, Kansas City (oil & farm equipment). Agency: R. J. Potts-Calkins & Holen, Kansas City. *sp*
- BYERS FOUR MILLS**, Camrose, Alta. (cereals). Agency: Stewart-McIntosh, Calgary, Alta. *t*
- C**
- CALAVO GROWERS OF CALIFORNIA**, Los Angeles (avacados). Agencies: Lord & Thomas, Los Angeles; J. Walter Thompson Co., San Francisco. *rm sp sa*
- DR. W. B. CALDWELL Inc.**, Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta t*
- CALIFORNIA CONSERVING Co.**, San Francisco (cucumber seed). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*
- CALIFORNIA DAIRY COUNCIL**, San Francisco. Agency: BBDO, San Francisco. *sa*
- CALIFORNIA FIGGO Co.**, Los Angeles (Figgo, coffee substitute). Agency: Culbreth Co., Los Angeles. *sa*
- CALIFORNIA FRUIT GROWERS EXCHANGE**, Los Angeles (Sunkist oranges). Agencies: Lord & Thomas, Los Angeles & Toronto; Foote, Cone & Belding, Los Angeles. *n ne*
- CALIFORNIA PROCESSORS & GROWERS**, San Francisco. Agency: Foote, Cone & Belding, San Francisco. *sa*
- CALIFORNIA SPRAY CHEMICAL Co.**, Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Francisco, Cal. *sa*
- CALIFORNIA WINE Co.**, Chicago (Barloma wines). Agency: Erwin Meyerson Co., Chicago. *ne*
- CALLITE TUNGSTEN Corp.**, Union City, N. J. Agency: Albert Frank-Guenther Law, New York.
- CALO FOOD PRODUCTS**, San Francisco (dog food). Agencies: Theodore H. Segall Adv., San Francisco; Frank Wright & Assoc., Oakland. *sp sa*
- WM. CAMERON & Co.**, Waco, Texas (lumber). *sa*
- CAMPANA SALES Corp.**, Batavia, Ill. (Italian Balm). Agencies: Aubrey, Moore & Wallace, Chicago; Wallace, Ferry, Hanley, Chicago. *n sa sp*
- CAMPBELL CEREAL Co.**, Minneapolis (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa ta sp ne*
- CAMPBELL SOUP Co.**, Camden (Campbell soups, Franco-American foods). Agencies: Ward Wheelock Co., Philadelphia; Ruthrauff & Ryan, N. Y. *sp n*
- CANADA BREAD Co.**, Toronto (chain bakers). Agency: James Fisher Co., Toronto. *t*
- CANADA DRY GINGER ALE**, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta sp t sa*
- CANADA DRY GINGER ALE**, Toronto. Agency: MacLaren Adv. Co. Ltd., Toronto. *sp*
- CANADA PACKERS Ltd.**, Toronto (meat products). Agency: Cockfield, Brown & Co., Winnipeg. *ne*
- CANADA STARCH Co.**, Toronto (corn syrup). Agency: Vickers & Benson, Toronto. *sp sa t*
- CANADIAN CHEWING GUM Co.**, Toronto (Dentyne). Agency: Baker Adv. Agency. *sa*
- CANADIAN MARCONI Co.**, Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. *sa ta*
- CANADIAN WATERPAINTS**, Montreal. Agency: J. J. Gibbons Ltd., Montreal. *sa*
- CAPITOL THEATRE**, New York. *sa*
- CAPWELL, SULLIVAN & FURTH**, Oakland, Cal. (dept. store). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *ne*
- CAREY SALT Co.**, Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t sa sp*
- CARGILL Inc.**, Minneapolis (livestock feeds). Agency: Olmstead & Foley, Minneapolis. *sa*
- CARLETON & HOVEY Co.**, Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa*
- CARNATION Co.**, Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *sp t*
- CARNATION Co.**, Toronto (milk). Agency: Baker Adv. Agency, Toronto. *t sp*
- CARSON, PIRIE, SCOTT & Co.**, Chicago (dept. store). Agencies: Wade Adv. Agency, Chicago; Smith, Benson & McClure, Chicago. *sp*
- CARTER COAL Co.**, New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rm t*
- CARTER PRODUCTS**, New York (liver pills, Arri). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin, Aspirin); Stack-Goble, N. Y.; Roche, Williams & Cunningham, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arri). *sp ta t*
- CARUSA & RINELLA Inc.**, Schenectady (Blue Bird Citrus Fruits). Agency: Robert C. Russell Inc., Schenectady. *sa*
- THE CASITE Corp.**, Hastings, Mich. (Casite). Agency: Keeling & Co., Indianapolis. *ta*
- GEO. W. CASWELL & Co.**, San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. *n*
- CELANESE CORP. OF AMERICA**, New York. Agency: Young & Rubicam, N. Y. *n sp t*
- CENTAUR Co.**, Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies: Pedlar & Ryan, New York (Molle); Young & Rubicam, N. Y. *sa sp*
- CENTLIVRE BREWING Corp.**, Fort Wayne. Agency: Westheimer & Co., St. Louis. *ne sp*



The SUPER-MARKET of Recorded Radio Shows

IF you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

The Weird Circle—spine-tingling mysteries by master storytellers of the past;

Modern Romances—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of *Modern Romances Magazine*;

Stand by for Adventure—tales of exciting happenings in far places, among strange people;

Through the Sport Glass—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

Also see advertisement page 335

National Broadcasting Co.



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS



RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.



America's 40th Market

When your pencil hovers over "ROCK ISLAND", or "MOLINE, Ill.", or "DAVENPORT, Iowa", in running through the list of cities possible for that radio campaign . . .

By All Means, STOP! . . .

Because you're really considering the TRI-CITIES, America's 40th Market! Yes, eleven contiguous cities and towns, making up one unbroken market city, just like greater New York and its boroughs. Here's a city area of 211,000 wor prosperous customers! Here's a city market larger than the cities of Dayton, Syracuse, Oklahoma City, and many other important points, —"musts" on most advertisers' lists! That's why your schedule should include . . .

THE TRI-CITIES America's 40th Market

| | |
|-----------------------------|----------------|
| San Antonio | 253,504 |
| Providence | 244,791 |
| Akron | 223,844 |
| Omaha | 211,000 |
| TRI-CITIES | 211,000 |
| Dayton | 210,718 |
| Syracuse | 205,967 |
| Oklahoma City | 204,424 |
| San Diego | 203,341 |
| Worcester | 193,694 |
| Richmond | 193,042 |

*Census Bur. Est. (1942)

For best results in America's 40th Market, use the station a big majority of the "local" advertisers use. Avail yourself of the proved value of intensive coverage "from within". Place that radio schedule on the TRI-CITIES' popular, right-at-home "salesman", in Illinois and Iowa, Radio Station . . .

WHBF

5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

1943 NATIONAL-REGIONAL RADIO ADVERTISERS

- CENTRAL BUILDING & LOAN Co.**, Oakland, Cal. (loans). Agency: Ryder & Ingram, Oakland. *ne*
- CENTRAL PAINT & VARNISH Co.**, Brooklyn. Agency: A. W. Lewin & Co., N. Y.
- CENTRAL WINERY**, Fresno, Cal. (Legend: Largo, Golden Wine brands). Agencies: Weiss & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. *sa*
- CEROPHYL LABS**, Kansas City (Vitamin tablets). *ne*
- CERTIFIED EXTRACTS**, New York (Dolan's Cakes). Agency: Duane Jones Co., New York. *sa*
- CHAMBERLAIN SALES Corp.**, Des Moines (cosmetics). Agency: Cary-Ainsworth, Des Moines. *sa ta*
- CHAMBERLIN LABS**, Des Moines (hand lotion). Agency: Cary-Ainsworth, Des Moines. *n sp sa*
- CHARMS CANDY Co.**, Bloomfield, N. J. (Tastyeast). Agency: C. L. Miller Co., N. Y. *sa*
- DR. A. W. CHASE MEDICINE Co.**, Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *ta sa*
- CHATTANOOGA MEDICINE Co.**, Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*
- CHEESE BOX**, Lake Geneva, Wis. (assorted cheeses). Agency: Caples Co., Chicago. *sa*
- CHEF BOY-AR-DEE QUALITY FOODS**, Milton, Pa. (spaghetti). Agency: McJunkin Adv. Co., Chicago. *ne*
- CHEMEX Corp.**, N. Y. *sa*
- CHEMICALS Inc.**, San Francisco and Oakland (Vano). Agencies: Botsford, Constantine & Gardner, San Francisco; Sidney Garfinkle A. A., San Francisco; Garfield & Guild, San Francisco. *sp sa*
- CHESEBROUGH MFG. Co.**, New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa sp*
- CHEVROLET MOTOR Co.**, Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa ne*
- CHICAGO DAILY NEWS**, Chicago (newspaper). Agency: Schwimmer & Scott, Chicago. *t sp sa*
- CHICAGO MAIL ORDER Co.**, Chicago. Agency: Buchanan & Co., Chicago. *sp*
- CHICAGO, MILWAUKEE & ST. PAUL & PACIFIC RY.**, Chicago. Agency: Roche, Williams & Cunningham, Chicago. *ta*
- CHICAGO SUN**, Chicago (newspaper). Agencies: Ware Adv. Agency, Chicago; MacFarland-Aveyard & Co., Chicago. *ne*
- CHILDREN'S BIBLE HOUR**, Grand Rapids (Wolverine Network, Grand Rapids). *sp*
- CHLORINE SOLUTIONS Inc.**, Los Angeles (Hy-Pro). Agency: Barton A. Stebbins Adv., Los Angeles. *sa sp n*
- CHOCOLATE PRODUCTS Co.**, Chicago (candy products). Agency: McCord Co., Minneapolis. *sp*
- CHRISTIAN SCIENCE MONITOR**, Boston. Agency: A. W. Ellis Co., Boston. *sa*
- CHRISTIAN SCIENCE CHURCHES**, New York (direct). *sp*
- CHRISTIE-BROWN & Co.**, Toronto (bread). Agency: Cockfield Brown & Co., Toronto. *sp*
- CHRISTMAS CLUB**, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*
- CHRYSLER BLDG. CORP.**, New York *sa*
- CHRYSLER Corp.**, Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSoto); Lee Anderson Adv. Co., Detroit; McCann-Erickson, Detroit (sales div.). *n sa ta*
- CHURCH & DWIGHT**, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*
- CHURCH OF THE COVENANTS**, Dayton (religious). Agency: Stanley G. Boynton Detroit. *t*
- CHURNGOLD Corp.**, Cincinnati (margarine). Agency: W. F. Holland Agency, Cincinnati. *sa*
- CHURNO FOOD PRODUCTS**, Hollywood (butter substitute). *sa*
- CITIES SERVICE Co.**, New York (petroleum products, power). Agency: Foote, Cone & Belding, N. Y. *n sa sp*
- CITIES SERVICE OIL Co.**, Toronto. Agency: Spitzer & Mills, Toronto. *sp sa*
- CITRUS PRODUCTS Co.**, Chicago. *t*
- HAROLD H. CLAPP Inc.**, Rochester. Agencies: Young & Rubicam, N. Y.; McCann-Erickson Inc. *n ta*
- D. L. CLARK Co.**, Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*
- CLARK BROS. CHEWING GUM Co.**, Pittsburgh. Agency: Walker & Downing, Pittsburgh.
- F. W. CLEMENTS Products Co.**, Rochester, N. Y. (patent medicine). Agencies: Hutchins Adv. Co., Rochester; Armand S. Well Co., Buffalo. *sp*
- CLIQUOT CLUB Co.**, Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*
- CLUB ALUMINUM PRODUCTS Co.**, Chicago (aluminum cleaner). Agency: Blackett-Sample-Hummert, Chicago. *sa*
- COCO COLA Co.**, Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*
- COCHOCO BOTTLING Co.**, Rochester (orange crush). *ta*
- COCILANA Inc.**, N. Y. (cough nips). Agency: Al Paul Lefton, Philadelphia. *sa ne*
- COLGATE-PALMOLIVE-PEET Co.**, Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave creams); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octagon, Klek, Palmolive soap, Vel); Ward Wheelock Co., N. Y.; Wm. Esty & Co., N. Y. (Super Suds); Leon Livingston Adv. San Francisco. *n sa sp ta t*
- COLGATE-PALMOLIVE-PEET Co.**, Toronto. Agencies: L. J. Haegarty & Assoc.; Lord & Thomas, Toronto. *n rn*
- COLLEGE INN FOOD PRODUCTS Co.**, Chicago (College Inn Chili). Agency: Weiss & Geller, Chicago. *sa*
- COLONIAL DAMES Corp.**, Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta ne n sp*
- COLUMBIA BAKING Co.**, Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*
- COLUMBIA PICTURES Corp.**, New York. Agency: Weiss & Geller, N. Y. *sa*
- COLUMBIA RECORDING Corp.**, Bridgeport (phonograph records). Agency: Benton & Bowles, N. Y. *n sp ta sa t*
- COMET RICE Co.**, New York. Agency: Leche & Leche, Dallas. *sa*
- COMMERCIAL ALCOHOLS**, Montreal (anti-freeze). Agency: McConnell Eastman Co., Montreal. *sa*
- CAMPAGNE PARISIENNE**, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t sa sp*
- G. E. CONKEY Co.**, Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*
- CONSOLIDATED BISCUIT Co.**, Chicago. Agency: Mitchell-Faust, Chicago. *sp*
- CONSOLIDATED BOOK PUBLISHERS**, Chicago. *t*
- CONSOLIDATED CIGAR Corp.**, New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. W. *n sa sp ta*
- CONSOLIDATED DRUG Co.** *sa*
- CONSOLIDATED DRUG TRADE PRODUCTS**, Chicago (perfumes). Agencies: Benson & Dall, Chicago (Velure hand lotion, Zymole Trokeys); Arthur Meyerhoff & Co., Chicago. *sp*
- CONSOLIDATED DRUG TRADE PRODUCTS (Proprietaries)**. Agency: United Adv. *sp t*
- CONSOLIDATED HAIR GOODS Co.**, Chicago (Fiji-Oil Shampoo). Agency: Malcolm-Howard, Chicago.
- CONSOLIDATED MERCHANTS**, Los Angeles. Agency: Charles H. Stahl Adv., Hollywood. *sp*
- CONSOLIDATED ROYAL CHEMICAL Corp.**, Chicago (proprietary). Agencies: Benson & Dall, Chicago (Krank's Shave Cream); Arthur Meyerhoff, Chicago. *t*
- CONSOLIDATED TEA Co.**, Brooklyn (Sweet Touch Tea). Agency: Peck Adv., N. Y.
- CONSUMERS POWER Co.**, Kalamazoo. Agency: N. W. Ayer & Son, N. Y. *sa*
- CONTI PRODUCTS Corp.**, New York (soap). Agency: Birmingham, Castleman & Pierce, N. Y. *n ne*
- CONTINENTAL BAKING Co.**, New York (Wonder bread & Hostess cake). Agencies: Benton & Bowles, N. Y.; Ted Bates Inc., N. Y. *sa sp ta*
- CONTINENTAL OIL Co.**, Ponca City, Okla. (Conoco). Agency: Tracy-Locke-Dawson, New York. *ta sa sp*
- CONTINENTAL RADIO & TELEVISION Corp.**, Chicago (radios). Agencies: Crutenden & Eger, Chicago; Radio Adv. & Service Bureau, N. Y. *n sp*
- COOPER & COOPER Inc.**, Brooklyn (razor blades). Agencies: Heffelfinger Agency, N. Y.; Casanave & Pearson, N. Y. *sa*
- COOPER BREWERY**, Manayunk, Pa. Agency: Earle Buckley, Phila. *sp*
- COOPERATIVE LEAGUE OF THE USA**, New York (regional co-op groups representative). Agency: Atherton & Currier, N. Y. *sp*
- DR. B. L. CORLEY'S PRODUCT**, San Francisco (medicinal). Agency: Rhodes & Davis Adv., San Francisco. *sp*
- CORN PRODUCTS SALES Co.**, New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. J. Miller Co., N. Y. (Kremel, Mazola, Linit). *sa*
- CORONET MAGAZINE**, Chicago. Agency: Schwimmer & Scott, Chicago. *ta*
- THE CORSETERIUM**, Brooklyn, N. Y. (chain store). Agency: A. W. Lewin Inc., N. Y. *sa*
- G. N. COUGHLAN Co.**, West Orange, N. J. (Chimney Sweep Soot destroyer). Agency: Advertising Associates, Newark. *sa*
- COUNCIL OF CANDY**, Chicago. Agency: BBDO, Chicago. *sp ne*
- CRAWFORD CLOTHES**, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp ne*
- CRAZY WATER Co.**, Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*
- CREAM OF WHEAT Corp.**, Minneapolis (cereal). Agency: BBDO, Minneapolis. *n sp*
- B. CRIBARI & SONS**, San Francisco (Cribari wines). Agency: J. H. Diamond Inc., San Francisco. *sa*
- CROSSE & BLACKWELL**, Baltimore (food). Agency: Van Sant, Dugdale & Co., Baltimore. *sa*
- CROWELL PUBLISHING Co.**, New York (American Woman's Home Companion, Colliers). Agency: McCann-Erickson, N. Y. *sp*
- CROWN DIAMOND PAINT Co.**, Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*
- CROWN DOMINION Oil Co.**, Hamilton, Ont. Agency: E. W. Reynolds Co., Toronto. *sa*
- CROW'S HYBRID CORN Co.**, Millford, Ill. Agency: Critchfield & Co., Chicago.
- CUBBISON CRACKER Co.**, Los Angeles. Agencies: Adv. Arts. Agency, Los Angeles; Elwood J. Robinson Adv., Los Angeles. *sp*
- CUDAHY PACKING Co.**, Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cunningham, Chicago; Reiwitz & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. *n sp t sa*
- CUMMER PRODUCTS Co.**, New York & Bedford, O. (Molle shaving cream, Energene, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n sp*
- CUNNINGHAM DRUG Co.**, Detroit. Agency: Simons-Michelson Co., Detroit. *ne*
- CURTIS PUBLISHING Co.**, Philadelphia (Saturday Evening Post). Agencies: BBDO, N. Y.; MacFarland, Aveyard, Chicago. *ta*
- CURTISS CANDY Co.**, Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. *n ta sa*
- CURTISS-WRIGHT Co.**, N. Y. Agency: McCann-Erickson, N. Y. *sp*

1943 NATIONAL-REGIONAL RADIO ADVERTISERS

D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcolm-Howard, Chicago; J. M. Korn & Co., Philadelphia. *sa ta*

DAGGETT & RAMSDELL (Canada), Toronto (cosmetics). Agency: Cockfield, Brown & Co., Toronto. *sp*

DAIRY ASSN. Co., Lyndonville, Vt. (Kow-Kare). Agency: Hays Adv. Agency, Burlington, Vt. *t sa*

DALGLISH & Co. Ltd., Toronto (Javex). Agency: MacLaren Adv. Co., Toronto. *sa sp*

VIRGINIA DARE EXTRACT Co., Brooklyn (flavoring extracts). Agency: Scheck Adv. Agency, Newark. *sa*

D'ARRIGO BROS. Boston (Andy Boy broccoli). Agency: Chambers & Wiswell, Boston. *sa*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Brees Assoc.; Charles Dallas Reach, Newark (Cut-Rite waxed paper, Davis baking powder); Charles W. Hoyt Co., N. Y. (O. K. baking powder); Sherman K. Ellis & Co., N. Y. *n sp t sa*

DAY & NIGHT WATER HEATER Co., Monrovia, Cal. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DeFREE CHEMICAL Co. Agency: Roche, Williams & Cunningham, Chicago. *ns*

DEHYDRATED YEAST SALES (Hi-do Yeast). Agency: Tandy Adv. Agency, Toronto *ta*

DeKALB AGRICULTURAL Assn. DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wisc. *sa sp t*

DELANEY SALES CORP., Los Angeles (Spark-O-Lite food supplement). Agency: Warren P. Fehlman Adv. Co., Los Angeles. *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n sp*

DELAWARE PUNCH Co., San Antonio (soft drinks). Agency: Payne Adv., San Antonio *sp*

DeLONG INSULATION Co., N. Y. (Rock Wool insulation). Agency: Moss Associates, N. Y. *sa*

DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Bodger, Browning & Hersey, N. Y. *sa*

DePREE Co., Holland, Mich. Agency: Roche, Williams & Cunningham, Chicago

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

DERMICO LABS, San Francisco. Agency: Lyon Agency, San Francisco. *sa*

DETROLA Corp., Detroit (radio & electronics mfg.). Agency: Zimmer-Keller Inc., Detroit.

DIAMOND CRYSTAL SALT Co., N. Y. Agency: Benton & Bowles, N. Y. *sa*

DIF Corp., Garwood, N. J. (cleansers). Agency: Grey Adv., New York *sa*

DIMPLE TIE Corp., New York. Agency: Morton Freund, New York. *sp*

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. *sa ta*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne & Co., Toronto. *ta*

PETER DOELGER BREWING Corp., N. Y. Agency: J. M. Mathes Inc., N. Y. *sa*

DOMINION GOVERNMENT, Ottawa (electric power conservation). Agency: E. W. Reynolds & Co., Toronto. *sa*

DOMINION OF CANADA (Dept. of Agriculture), Ottawa. Agency: J. J. Gibbons, Ltd., Regina. *n sp*

DOMINION OF CANADA (Dept. of Finance), Ottawa. (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. *n sp*

DOMINION OF CANADA (Dept. of Munitions & Supply), Ottawa. Agency: Adv. Agencies of Canada, Toronto. *sa n*

DOMINION OF CANADA (Prices & Trade Board), Ottawa. Agency: Adv. Agencies of Canada, Toronto. *n sp*

DOSSIN'S FOOD PRODUCTS (Pepsi-Cola Bottlers), Detroit, Grand Rapids & Toledo. Agency: Simons-Michelson Co., Detroit.

DOUBLE MIX, Kansas City. Agency: Jerome G. Galvin Adv. Co., Kansas City, Mo. *sp*

DOUBLEDAY, DORAN & Co., New York (books). Agencies: Huber Hoge & Sons, N. Y.; Raymond Spector Co., N. Y. *ta sp sa*

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. Agencies: Biow Co., Hollywood; Essig Co., Los Angeles. *ta*

DOZIER LABS, Bessemer, Ala. (Alcozema). *sp*

DRAKE BAKING Co., Pittsburgh. Agency: Ketchum, MacLeod & Grove, Pittsburgh. *sa*

DREWERY Ltd. of USA, South Bend (beer). Agency: R. A. Moritz Co., Davenport, Ia. *rn ta*

DREZMA, Inc., New York (Drezma). Agency: Blaine-Thompson Co., N. Y. Direct. *sa*

DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. See also Consolidated Drug. *sp*

DRUG TRADING Co., Toronto. Agency: A. McKim, Ltd., Toronto.

DRYDEN & PALMER, N. Y. (Gravy Master, seasoning). Agency: Samuel C. Croot Co., N. Y. *sa*

DRYDOCK SAVINGS INSTITUTION, New York. Agency: Anderson, Davis & Platte, N. Y. *sp sa*

DRYGOODS RETAILERS, Inc., New York (Ruby Lane stores). Agency: Neff-Rogow, Inc., N. Y. *sa*

DUBONNET Corp., New York (wine). Agency: William H. Weintraub & Co., N. Y.

DUCHESS D'ANDRE PERFUME Co., Chicago. Agency: J. L. Stewart Agency, Chicago. *sa*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sp ta sa*

DUFFY-MOTT Co., New York (Sunsweet Prune Juice, apple juice). Agency: Al Paul Lefton Co., Philadelphia. *rn sp*

DUGAN BROS. OF NEW JERSEY, Newark (bakers). Agency: Charles Dallas Reach Co., Newark.

DUNN SHOE STORES, Philadelphia (retail shoes). *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sp*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE FAMOUS FOODS, Elmhurst, N. Y. Agency: Duane Jones Co., N. Y.

E

EAGLE FLOUR MILLS, Denver. Agency: Woolley & Hunter, Denver. *sa*

EAGLE PENCIL Co., N. Y. (pencils). Agency: Albert Frank-Guenther Law, N. Y. *t*

EAGLE VINEYARDS, San Francisco (Baronet wine). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Frederick Seid, San Francisco. *ta*

ECKHARDT & BECKER BREWING Co., Detroit. Agency: Martin Frank, Inc., Detroit. *sa*

EDELBRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New York. *sp sa*

DWIGHT EDWARDS Co., San Francisco (Safeway coffee subsidiary). Agency: McCann-Erickson, San Francisco. *sa*

JOHN EICHLER BREWING Co., New York. Agency: Geare-Marston, Inc., Philadelphia. *sp sa*

JOHN EICHLER BREWING Co., N. Y. Agency: Geare-Marston, N. Y. *sp*

EL MODELO MEDICINE Co., San Antonio (Fir-vita-tone tonic). *sp*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *n*

ELLIS AIR TRANSPORT, Ketchikan, Alaska. *sa*

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sa sp*

ELWAY FOOD PRODUCTS, New York (Vitamalt). Agency: H. A. Salzmann Associates, N. Y. *t*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

EMMCO INSURANCE Co., South Bend. Agency: MacDonald-Cook Co., South Bend. *ns sp*

EMPIRE GOLD BUYING SERVICE, New York. Agencies: Harry Oppenheimer, N. Y.; Furman, Feiner & Co., N. Y.; Carl Colman, Inc., N. Y. *sa*

EMPIRE WALL PAPERS, Toronto. Agency: A. McKim, Ltd., Toronto. *sa*

J. C. ENO, Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *sa ta t*

J. C. ENO, Ltd., Toronto (toothpaste, Eno's salts). Agency: Atherton & Currier, Toronto. *sa sp t*

ESQUIRE PUBLICATIONS, Inc., Chicago (Coronet). Agency: Schwimmer & Scott, Chicago. *t sa*

ESSLINGER, Inc., Philadelphia (beer). Agency: Gray & Rogers, Philadelphia.

ETHYL GASOLINE Corp., New York (petroleum products). Agency: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n sa*

ETON PUB. Corp., New York (pub. "Young America"). Direct.

GEORGE B. EVANS LABS., Philadelphia (eye lotion). Agency: John Falkner Arndt & Co., Philadelphia. *sa*

EVER-DRY Corp., Los Angeles (deodorant). Agency: Glasser-Gailey & Co., Beverly Hills, Cal. *sa*

EVERGLO VITAMIN Co., New York. Agency: Director & Lane, New York. *sa*

EVERS HARP, Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n sp*

EX-LAX MFG. Co., Brooklyn (laxative). Agencies: Joseph Katz Co., Baltimore; Cockfield & Brown, Montreal. *t ta sa*

F

FABIAN THEATRES, New York. *sa*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agencies: Ruthrauff & Ryan, N. Y.; Blackett-Sample-Hummert, Chicago. *sp sa n*

FANNY FARMER CANDY SHOPS, Rochester (candy). Agency: J. Walter Thompson Co., N. Y. *sa*

FARM JOURNAL MAGAZINE, San Francisco. Agency: Clarence E. Juneau Agencies, Los Angeles. *sa*

FARRAR & RINEHART, N. Y. (publishers). Agency: Franklin Spier and Aaron Sussman, Inc., N. Y. *sa*

FASHION FROCKS, Cincinnati. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

FATHER JOHN'S MEDICINE Co., Lowell, Mass. Agencies: McConnell, Eastman & Co., Ltd., Montreal; Bertha Banan, Boston; John W. Queen, Boston. *t sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp ta*

SAL FAYNE Corp., Dayton. Agency: Douglas Hall, Dayton. *ta*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL INSURED SAVINGS & LOAN Assn., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

FEDERAL LIFE & CASUALTY Co., Elgin, Ill. Agency: J. L. Stewart Agency, Chicago.

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agencies: Heintz, Pickering & Co., Los Angeles; Allied Adv. Agencies, San Francisco. *ns sp*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. See P. Ballantine Co. *sp n*

FELS & CO., Philadelphia (Fels Naptha soap). Agency: S. E. Roberts, Inc., Philadelphia. *n sp t sa*

FEMININE PRODUCTS, New York (Arid deodorant). Agencies: Strcet & Finney, N. Y.; Small & Seiffer, N. Y. *ta sa*

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MARSHALL FIELD & Co., Chicago. Agency: Charles Daniel Frey Adv. Agency, Chicago. *sa sp*

J. H. FILBERT, Inc., Baltimore (margarine). Agency: Courtland D. Ferguson, Inc., Baltimore. *sa*

FILBERT'S OLD TIME ROOT BEER Co., Chicago. *sa*

WILLIAM FILENE'S SONS Co., Boston. Agency: John C. Dowd, Boston. *sa*

FILLMORE FARMS, Bennington, Vt. (certified milk). Agency: Hevenor Adv. Agency, Albany, N. Y. *sa*

FILTREX Co., Elizabethtown, N. J. (Heatrex boiler-cleaning compound). Direct. *sa*

FILTREX Corp., Jackson, Mich. (vacuum cleaner) (sub. of Sparks-Withington Co.). Agency: Guy C. Core Co., Jackson. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agencies: Sweeney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *sp t*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn sa sp*

FISCHER BAKING Co., Newark. Agencies: W. E. Long Co., Chicago; Scheck Adv. Agency, Newark. *ta*

FISHER FLOURING MILLS Co., Seattle (Biskit-Mix flour). Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *sp sa ne n*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp*

FITZSIMMONS STORES, Los Angeles (chain grocers). Agency: McElroy Adv., Los Angeles. *ne*

THE FLAG PET FOOD Corp., New York (dog and cat food). Agencies: Sternfield-Godley, Inc., N. Y.; Peck Adv., N. Y.; Harry Salow Agency, N. Y. *ta sa*

FLEET'S CHAP STICK Co., Lynchburg, Va. Agency: Sherman K. Ellis & Co., New York. *ne*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Preba, Fellers & Priaba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; Blackett-Sample-Hummert, N. Y.; W. W. Garrison & Co., Chicago. *sa t n rn*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sa sp*

J. A. FOLGER & Co., San Francisco (Coffee, food). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, Chicago. *t sp n*

J. A. FOLGER & Co., Kansas City (coffee). Agencies: Lord & Thomas, Chicago; Raymond R. Morgan Co., Hollywood; Grant Adv., Chicago. *sp*

FOND HOUSEHOLD CLEANER, Los Angeles. Agency: Raymond Morgan, Hollywood. *sa*

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

JAMES FORBES TEA & COFFEE Co., St. Louis. *sa*

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon, Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal. *n sp sa t rn*

FOREMAN & CLARK, Chicago (clothing). Agency: Firestone Adv. Agency, St. Paul. *sa sp*

FORT PITT BREWING Co., Sharpsburg, Pa. Agency: BBDO, N. Y. & Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

42 PRODUCTS, Inc., Los Angeles (toilettries). Agency: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t ta*

FOSTER-MILBURN Co., Buffalo (Doan's pills, ice mint). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *sa ta ne*

E. FOUGERA & Co., New York (Vapex, etc., Don Juan lipstick). Agencies: Small & Seiffer, N. Y.; Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham, Castleman & Pierce, N. Y.; Spot Broadcasting, Inc., N. Y. *sa*

FOUR-WAY LABS., St. Louis. Agency: Donahue & Coe, N. Y. *sa*

I. J. FOX, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. Direct. *sa sp*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa sp ta*

FOX HEAD WAUKESHA Corp., Waukesha, Wis. (beer). Agency: Hoffman & York, Milwaukee. *sa*

FRANK & SEDER, Inc., Pittsburgh (department store). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

FREIHOFER BAKING Co., Philadelphia (Hollywood Bread). Agency: Richard A. Foley Adv., Philadelphia. *sa*

FRENCH KITCHEN FOODS Corp., Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *ta*

FRESNO MACARONI Co., Fresno (Perfection macaroni). Agency: Ennis Anderson Adv., Fresno. *sp*

FRITO Co., Dallas (salted corn chips). Agency: Ray K. Glenn Adv. Co., Dallas. *sp ne*

ART FROST, Glendale, Cal. (DeSoto & Plymouth distr.). Agency: Lockwood-Shackleford Adv., Los Angeles. *sp*

FROSTED FOODS Corp. (Birds Eye frosted foods), New York. Agency: Young & Rubicam, New York. *sa*

FROZEN FOODS, Oakland, Cal. (Honor Brand frozen foods). Agency: Tomaschke-Elliott, Oakland. *sa*

F. H. FUNDER, Inc., Minneapolis. Agency: Sorenson & Co., Chicago. *t*

FUNK BROS. SEED Co., Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

F. J. GALLO WINE Co., Modesto, Cal. Agency: Charles H. Mayne Co., Los Angeles. *ta sp n*

G

GALVIN MFG. Corp., Chicago (radio equipment). Agency: Gourfain-Cobb, Chicago. *sp*

GAMBARELLI & DAVITTO WINE Co., New York. Agency: De Biasi Adv., New York. *sa*

GAMBLE STORES, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

GARDEN CITY PUBLISHING Co., New York (business encyclopedias). Agencies: Huber Hoge & Sons, N. Y.; Northwest Radio Adv. Co., Seattle. *sp*

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *n sp t ta sa*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson, Inc., Toledo; Ruthrauff & Ryan, Chicago & N. Y. *ta sa*

GENERAL BAKING Co., New York (Bond bread). Agencies: BBDO, N. Y.; Newell-Emmett Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. *n sp sa t ta*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl) *ne*

GENERAL DRY BATTERIES OF CANADA, Toronto. Agency: A. McKim, Ltd., Toronto. *sp sa*

GENERAL ELECTRIC Co., Schenectady, N. Y. & Bridgeport, Conn. (electrical devices). Agencies: Maxon, Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland; N. W. Ayer & Son, N. Y. *n sa t sp ne*

GENERAL FOODS Corp., New York (Maxwell House Coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Sanka, La France, Postum); Benton & Bowles, N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's, Certo, Diamond Crvstal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

GENERAL FOODS, Ltd., Toronto (Certo, Palmolive soap, Co'srats toothpaste, Halo shampoo). Agency: Baker Adv. Ltd., Toronto. *n sa*

GENERAL MILLS, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago (Kix); Knox Reeves Adv., Minneapolis (Wheaties); Westco Adv. Co., San Francisco (Sperry flour); BBDO, N. Y. *sp sa ta*

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner, Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y. *n sa sp rn ta t*

GENERAL PETROLEUM Corp., Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*

GENERAL SEAFOODS Corp., Boston. (Forty Fathom Fish). Agency: Alley & Richards Co., Boston & N. Y. *sa*

GENERAL TIRE & RUBBER Co., Akron. Agency: D'Arcy Adv., N. Y. *Sp*

GERBER Co., Memphis (dept. store). Direct. *ne*

GILCHRIST DEPARTMENT Store, Boston. Agency: Richard Salinger Co., Boston. *ne*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon, Inc., N. Y. *sp*

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: Maxon, Inc., Detroit. *n*

L. H. GILMER Co., Philadelphia (help wanted). Agency: Geare-Marston, Philadelphia. *sa*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agencies: Botsford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. *rn sa ta sp*

GILSON MFG. Co., Guelph, Ont. (furnaces). Agency: R. C. Smith & Son, Toronto. *sp*

GIMBEL BROS., Pittsburgh (dept. store). Agency: J. Grant Co., Philadelphia. *ta sa*

GLADIOLA FLOUR MILLS, Sherman, Texas (flour). Agency: Couchman Adv., Dallas. *ne*

GLIDDEN Co. (Durkes Famous Foods), Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*

GLOBE BREWING Co., Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. *sp ne t*

GLOBE GRAIN & MILLING Co., Los Angeles (A-1 flour). Agency: McCann-Erickson, Los Angeles. *t*

GLOBE MILLS, Seattle (flour). Agency: McCann-Erickson, San Francisco. *sp sa*

GOEBEL BREWING Co., Detroit (Gold Label beer, Goebel Bantam beer). Agency: Brooke, Smith, French & Dorrance, Detroit. *sp*

GOLAN WINES, Los Angeles. Agencies: Brown & Thomas, N. Y.; Weiss & Geller, N. Y. *sa sp*

GOLDBLATT BROS., Chicago (department store). Agency: Vanderbilt & Rubens, Chicago. *sp*

GOLDEN AGE Corp., Los Angeles (macaroni). Agencies: Brisacher, Davis & Staff, Los Angeles; Hillman-Shane-Breyer, Los Angeles. *sa*

GOLDEN STATE Co., San Francisco (dairy products). Agencies: Ruthrauff & Ryan, San Francisco; Ned Newman Adv., Los Angeles; BBDO, San Francisco. *sp ta ne*

GOLDMEDAL PRODUCTS Co. (Scheer liquid hosiery), Brooklyn. Agency: W. L. Vomack Co., N. Y. *sa*

SAMUEL GOLDWYN, Inc., New York. Agency: Donahue & Coe, New York. *sa*

GOOCH MILLING & ELEVATOR Co., Lincoln, Neb. Agency: Potts-Turnbull, Kansas City, Mo. *sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*

A. GOODMAN & SONS, N. Y. (noodles). Agency: Al Paul Lefton Co., N. Y. *sa ne*

N. C. GOODWIN'S LABS., New York (Tobene). Agency: Ray-Hirsch Co., N. Y. *sa*

GOODYEAR SERVICE STORES, Los Angeles (Southern Cal. auto accessories chain). Agency: Smith & Bull Adv., Los Angeles. *ne sa t*

GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner, Inc., N. Y. *sp*

GORDEN BAKING Co., Chicago (Silvercup bread). Agency: C. L. Miller Co., N. Y. *sa*

GORDON BREAD Co., Los Angeles (bread). Agency: The Mayers Co., Los Angeles. *sa*

GORDON GORDON, Ltd., Toronto (Princess Pat cosmetics). Agency: Frank R. Steel Assoc., Chicago. *sa*

GOSPEL BROADCASTING Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp*

GOTHAM SILK HOSIERY, New York. Agency: Sterling Adv. Agency. *sp*

GRABOSKY BROS., Philadelphia (cigars). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sa*

GRACE BROS., Santa Rosa, Cal. (beer). Agency: Ralph Jewell, Oakland. *sp*

GRAGNANO Products, San Francisco (spaghetti sauce). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*

GRAHAM Co., New York (Redbow dried grocery products). Agencies: Blaine-Thompson Co., N. Y.; Emil Mogul Co., N. Y.; Commercial Radio Service, N. Y. *sa sp*

GRAYSON Co., New York (clothes). *sa*

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. *ra sa ta*

GREAT WEST DISTRIBUTERS, Calgary, Alta. Agency: Stewart-McIntosh Ltd., Calgary. *ne*

GRENNAN BAKERIES, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sp sa*

GRIESEDECK Bros., Brewery, St. Louis. Agencies: Ruthrauff & Ryan, N. Y. BBDO, Chicago. *sp sa ne*

GRIESEDECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Birmingham, Castleman & Pierce, N. Y. *sa n ne sp t ta*

GROCERY STORE PRODUCTS MFG. Corp., New York (Kitchen Bouquet). Agency: Duane & Jones Co., N. Y. *ta*

L. O. GROTHE Ltd., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *n sp*

GROVE LABS., St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago; Donahue & Coe, N. Y. (Vitamins). *ne*

GRUEN WATCH Co., Cincinnati. Agencies: Compton Adv., N. Y.; McCann-Erickson, N. Y. *t sa*

GRUEN WATCH Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp ne*

GULF OIL Corp., Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. *n t sp*

GUM LABS., Clinton Hgts., Pa. (Ivoryne Peroxide medicated gum). Agency: McCann-Erickson, N. Y.

GUNTHER BREWING Co., Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. *sp sa t*

CHARLES GURD & Co., Montreal (soft drinks). Agency: Stevenson & Scott, Montreal. *sa*

H

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp n*

HALICRAFTERS Co., Chicago (institutional). Burton Browne Adv., Chicago. *sp*

PETER HAND BREWING Co., Chicago (Meister Brau beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

CHRIS HANSEN LABS., Little Falls, N. Y. (Rennet, Junket). Agency: Mitchell-Faust Adv. Chicago, Chicago. *sp sa*

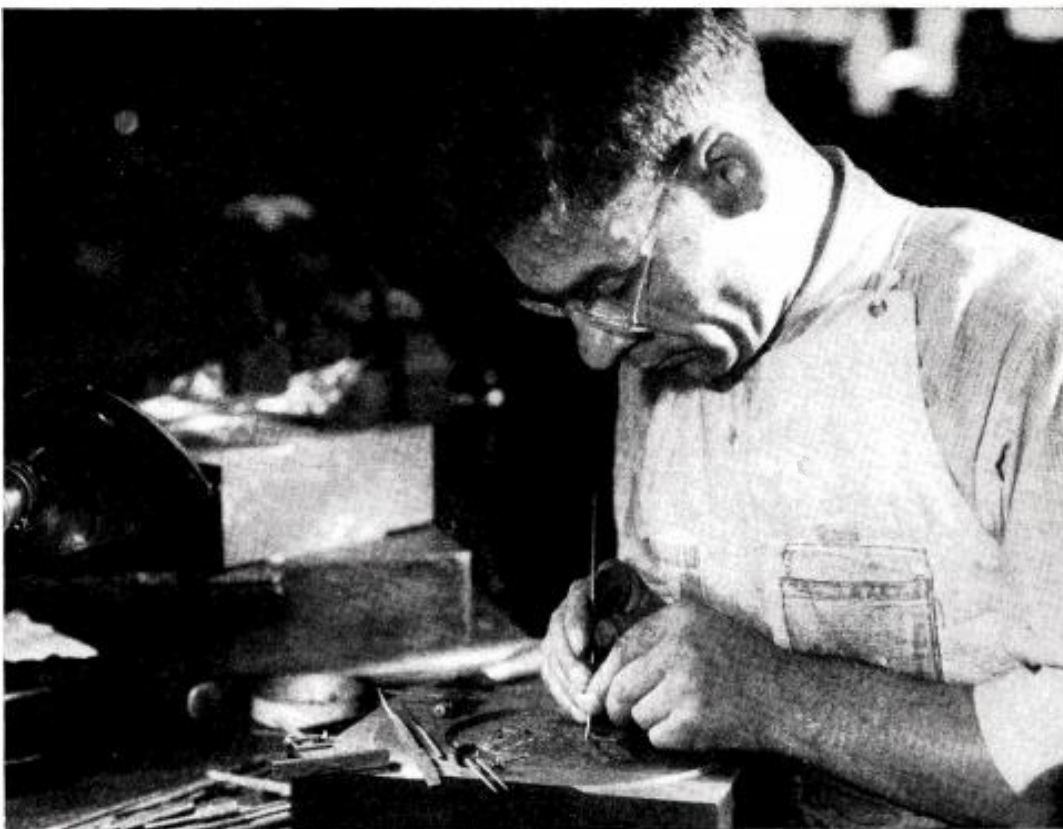
CHR. HANSEN'S LABORATORY, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ta*

HAPPY TUMBLING BLOCK Co., Osage, Ia. (toys). Agency: Northwest Radio Adv., Seattle. *sp ta*

HARDWICK & MAGEE, Philadelphia (rug & carpet). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp*

HARLEYSVILLE MUTUAL CASUALTY Co., and MUTUAL AUTO FIRE INSURANCE Co., Harleysville, Pa. (insurance). Agency: Carter-Thompson Co., Philadelphia.

HARMON WATCH Co., N. Y. Agency: Moss Associates, N. Y. *ne*



THIS IS JOE RIZUNSKI

Joe is a die setter. He makes \$115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

* * * * *

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales

messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

IN THE PRIMARY SERVICE AREA OF WBNX THERE ARE:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons



DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

HARTZ MOUNTAIN PRODUCTS, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEL Co., New York (watches). Agency: A. W. Lewin, N. Y. *sp ns sa*

FRED HARVEY RESTAURANTS, Chicago. Agency: George H. Hartman Co., Chicago. *sa*

HASKINS BROS. & Co., Omaha (soap). Agencies: Presba, Fellers & Presba, Chicago; Sidney Garfinkel Adv. Agency, San Francisco. *sa sp t ns*

HASSENSTEIN Co., Hollywood (movie wavel). Agency: Lou Sterling Assoc., Hollywood. *sa*

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*

HAWTHORNE MELODY FARMS DAIRY, Chicago (dairy products). Agency: Harry E. Clarke, Chicago. *sa*

HEALTHAIDS, Jersey City (Serutan, vitamin beverage). Agencies: Raymond Specator Co.; Ruthrauff & Ryan, N. Y.; (Kelp-I-Dine vegetable products) William N. Scheer Adv., Newark. *t n sp ns sa*

THE HECHT Co., Washington (dept. store). Agency: Koster Adv., Washington. *sp*

HECKER PRODUCTS Co., New York (H-O oats). Agency: Clements Co., Philadelphia. *sp n*

H. J. HEINZ CO. OF CANADA, Toronto. Agency: MacLaren Adv. Co.

H. J. HEINZ Co., Pittsburgh (Swirl soap). Agency: Maxon Inc., Detroit. *sa*

HELBROS WATCH Co., N. Y. Agency: William H. Weintraub & Co., N. Y.

GEORGE W. HELME Co., New York (snuff). Agency: Frank Best & Co., New York. *ns sp*

JOSHUA HENRY IRON WORKS, San Jose, Cal. (help wanted). *sa*

HERSHEL CALIFORNIA FRUIT PRODUCTS Co. Tomato paste). Agency: E. L. Brown, Philadelphia. *sa*

DR. HESS & CLARK Inc., Ashland, O. (liverstock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*

CHR. HEURICH BREWING Co., Washington, D. C. Agency: Romer Adv. Co., Washington. *ns*

HI-V VITAMIN Corp., N. Y. (vitamins). Agency: Applied Merchandising, N. Y. *sa*

HILLS BROS., New York (dates, bread mix). Agency: Blow Co., N. Y. *sa*

HILLS BROS., San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*

CHARLES E. HIRES Co., Phila. (root beer). Agency: Sheldon, Quick & Melroy, N. Y. *sa*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HOFFMAN BEVERAGE Co., Newark (soft drinks). Agency: BBDO, N. Y. *ta sp*

HOHENADEL BREWING Co., Philadelphia. Agency: Benjamin Eshleman Co., Philadelphia. *sp*

HOLLAND FURNACE Co., Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Goble Adv. Agency, Chicago; Roche, Williams & Cunningham, Chicago. *n t*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot & Co., Boston. *ta ns t*

HORN & HARDART, Philadelphia. Agency: Clements Co., Philadelphia. *sp*

JOSEPH HORNE Co., Pittsburgh (department store). Agency: Walker & Downing, Pittsburgh. *sp*

JACOB HORNUNG BREWING Co., Philadelphia (beer). Agency: John Falkner Arndt, Phila. *t sp*

HOROWITZ - MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y. *sa sp*

HOTEL & RESTAURANT COOPERATIVE COMMITTEE, Chicago. Agency: Sorenson & Co., Chicago. *sa*

HOUSE OF BRISTOL, Milwaukee (Bristol Red Water Wax). Agency: Hal A. Salzmann Associates, N. Y.

HOUSEHOLD CHEMISTS, New York (Shyn-O-Way). Agency: Pettingell & Fenton, N. Y.

HOUSEHOLD FINANCE Corp., Toronto (small loans). Agency: BBDO, Chicago. *ta*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp n*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*

HUDSON CANADIAN FUR Co., Brooklyn. Direct *sp*.

HUDSON PULP & PAPER Corp., New York & Philadelphia (paper napkins). Agencies: Joseph Katz Co., N. Y.; Lawrence Fertig & Co., N. Y. *sa*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Polyea Adv., Terra Haute. *sa ta*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schivetz, Houston. *n sa sp rn*

HUMCO Co., Memphis (shortening). Agency: Simon & Gwynn, Memphis. *sp*

HUMPHREYS HOMEOPATHIC MEDICINE Co., New York. Agency: Atherton & Currier Inc., N. Y. *sa*

HYDE PARK BREWERIES, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*

HY-TROUS Corp., Boston (plant food). Agency: Broadcast Adv., Boston. *sa*

I

IGLEHART BROTHERS Co., New York (flour) subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*

ILLINOIS BELL TELEPHONE Co. Agency: N. Y. Ayer & Son, N. Y. *sa*

IMPERIAL OIL LTD., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL OPTICAL Co., Toronto. Agency: Vickers & Benson, Toronto. Direct. *sp*

IMPERIAL TOBACCO Co., Montreal (Winchester cigarettes). Agency: Whitehall Bestg. Ltd., Montreal. *ta sp*

INDEPENDENT WALLPAPER Co., Pittsburgh. Agency: Charles E. Yost, Pittsburgh. *sa*

INDIAN RIVER Cannery, Indian River, Fla. (Ind-Rio Brand Indian River Grapefruit Juice). Agency: Samuel C. Croot Inc., N. Y. *sa*

INDIANA BELL TELEPHONE Co., Indianapolis. Direct. *sa*

INDIANA FLOUR Co., Evansville, Ind. (Tenderflake flour). *sa*

INDUSTRIAL TAPE Corp., New Brunswick, N. J. (Texcel). (Johnson & Johnson subsidiary). M. H. Hackett & Co., N. Y.

INDUSTRIAL TRAINING INSTITUTE, Chicago (aircraft training). Agency: Roche, Williams & Cunningham, Chicago. *t*

INDUSTRIAL UNDERGARMENT Corp., New York (smocks). Agency: Norman D. Waters & Assoc., New York. *sa*

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agencies: Lord & Thomas, Chicago; Joseph Jacobs Jewish Market Organization. *n ns sa*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes Inc., N. Y. *n sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n ns*

INTERNATIONAL VARNISH Co., Toronto (paint). Agency: A. McKim Ltd., Toronto. *sa*

INTER-OCEAN CASUALTY Co., Dallas. Agency: Direct. *ns*

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake). Agencies: Potts-Turnbull Adv. Co., Kansas City, Mo.; Potts, Calkins & Holden, Kansas City; R. J. Potts & Co., Kansas City. *ns*

INTERSTATE BAKERIES Corp., Los Angeles. Agencies: Sholtz Adv. Services, Los Angeles; Dan B. Miner Co., Los Angeles. *rn ta sa*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv., Dallas. *rn sp*

INTERSTATE LABS., Louisville, Ky. (Vitawine and Ouline). Agency: Farson & Huff, Louisville. *t*

INTERWOVEN STOCKING Co., New Brunswick, N. J. *sa*

IOWA MASTER BREEDERS IOWA PACKING Co., Des Moines (Old Homestead meats). Agency: Coolidge Adv. Co., Des Moines. *ns*

IOWA SOAP Co., Burlington, Ia. Agency: James G. Lamb Co., Phila. *sp t*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n rn sa sp*

ISALY DAIRY Co., Pittsburgh. Agency: Ketchum, MacClead & Grove, Pittsburgh. *sp*

ITALIAN-SWISS COLONY, San Francisco (wines). Agency: Leon Livingston Adv., San Francisco. *t ns sa sp*

IVEL FUR Co., New York. *sa*

J

JACKSON BREWING Co., New Orleans. Agency: Angfenger Adv. Agency, New Orleans & St. Louis. *sp*

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Adv. Agency, Chicago. *sa*

JAX BREWING Co., Jacksonville. Agency: Angfenger Adv. Agency, St. Louis. *ns*

DR. D. JAYNE & Son, Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*

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National Representatives

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JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t sa*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergen's lotion). Agency: Lennen & Mitchell, New York. *sa n sp ne*

JEWEL TEA Co., Barrington, Ill. (groceries). Agency: Schwimmer & Scott, Chicago.

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *n ne sp*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n sw*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agencies: Ferry-Hanly Co., N. Y.; (Band-Aid) Young & Rubicam, N. Y. *n ta sa*

WM. G. JOHNSTONE Co., Pittsburgh (printing). Agency: Walker & Downing, Pittsburgh. *ne*

JOHN WILEY JONES Co., Caledonia, N. Y. (Sunny Sol). *sa*

JONES & LAUGHLIN STEEL CORP., Pittsburgh. Agency: Calkins & Holden, N. Y. *sp*

K

KALAMAZOO STOVE Co. Direct.

KASCO MILLS, Waverly, New York (dog food). Agency: Campbell-Sanford Adv. Co., Cleveland. *sp sa*

KASKEL'S, New York (department store, loan brokers). Agency: J. R. Kupsick Adv., N. Y. *sp*

KAY Preparations Co., New York (Formula 301 for skin blemishes). Agencies: Director & Lane, N. Y.; Eriand Adv., N. Y. *sa*

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner). Agency: Little & Co., Los Angeles. *sp ne*

KELLOGG Co., Battle Creek, Mich. (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits, All-Bran, Pep, Gro-Pup, Bran Flakes, Wheat Krispies and feeds). Agency: Kenyon & Eckhardt, N. Y. *t ta sp sa*

KELLOGG CO. OF CANADA, London, Ont. (corn flakes). Agency: J. Walter Thompson Co., Toronto. *ta sa*

KENMORE PUBLISHING Co., New York. Agency: Weiss & Geller, New York. *sa*

KENNEDY MFG. Co., Toronto (Vapex). Agency: Cockfield, Brown & Co., Toronto. *ta*

KENDALL FOODS, Los Angeles (dog foods). Agency: Mayers Co., Los Angeles. *sa*

KENTON PHARMACAL Co., Covington, Ky. (Histene tablets). Agency: Roche, Williams & Cunningham, Chicago.

KERR GLASS MFG. CORP., Los Angeles (Mason jars). Agency: Raymond R. Morgan Co., Hollywood. *n sa*

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. J. *sa*

KEYSTONE AUTOMOBILE CLUB CASUALTY Co., Phila. (auto ins.). Agency: Gray & Rogers, Phila. *sp*

KEYSTONE MACARONI Co., Phila. Agency: James G. Lamb, Phila. *sa*

KIBBLETS Inc., Newark (dog food). Agency: Al Paul Lefton Co., N. Y. *sa*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt Adv. Agency, Oakland. *sp*

KING'S X FLAVOR AND EXTRACT Co., Los Angeles (S-M Butter Flavor). Agency: Raymond R. Morgan Co., Hollywood.

KINSLOW'S MILLING Co., Los Angeles (Wheat Nuts). Agency: Associated Adv. Agency, Los Angeles. *sp*

KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son Inc., N. Y.; Newell-Emmett Co., N. Y. *sa sp*

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast). Agency: Earle Ludgin Inc., Chicago.

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Chas. W. Hoyt Co., N. Y. *sa*

KNOX Co., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp sa ne*

KNOX GELATINE Co., Johnstown, N. Y. (gelatin). Agency: Kenyon & Eckhardt, N. Y. *sp sa*

KOKAN Co., St. Louis (Vanish, dandruff remover). *sa*

KOLYNOS Co., New Haven (toothpaste). Agencies: Blackett-Sample-Hummert, New York and Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*

KOPPERS Co., Pittsburgh, Pa. (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

HARRY KROUSE, Philadelphia (used cars). Agency: Samuel Taubman, Philadelphia. *sa*

KURTZ BROS., Bridgeport, Pa. (spaghetti products). Agency: Harry Feigenbaum, Philadelphia.

L. B. LABS., Hollywood (hair oil). Agency: Glasser-Galley & Co., Los Angeles. *sa ne*

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Lord & Thomas, N. Y.; Biow Co., N. Y. *n sa sp*

L

DR. J. O. LAMBERT Ltd., Montreal (medicinal). Agency: J. E. Hout Reg., Montreal. *n sp t*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine toothpaste). Agencies: Lambert & Feasley Inc., N. Y.; Ruthrauff & Ryan, Chicago (Beams vitamins). *n sa t sp*

LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa ra*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sp t n ne*

LAND-O-NOD Co., Minneapolis (bedding). Agency: MacKenzie Inc., Minneapolis. *ne*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco. *rn sa sa*

LANTEEN MEDICAL LABS., Chicago (VITeans vitamin tablets). Agency: Vanden Co., Chicago. *sa*

V. LAROSA & SONS, New York. Agencies: M. H. Hackett, N. Y.; Commercial Radio Service, N. Y. *sa sp*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *ta sa sp*

LEAF CHEWING GUM Co., Chicago (Leaf Spearmint Gum). Agency: Bozell & Jacobs, Chicago.

WILLIAM W. LEE, Watervliet, N. Y. (Save-the-Baby cold remedy). Agency: Leighton & Nelson, Schenectady. *sp*

THOMAS LEEMING & Co., New York (Baume Bengue). Agencies: Wm. Esty & Co., N. Y.; Kenyon & Eckhardt, N. Y. *C sa ta*

DR. LEGEAR MEDICINE Co., St. Louis (poultry remedy). Agencies: Simmonds & Simmonds, Chicago; Pondrom & Collins, Dallas. *sp*

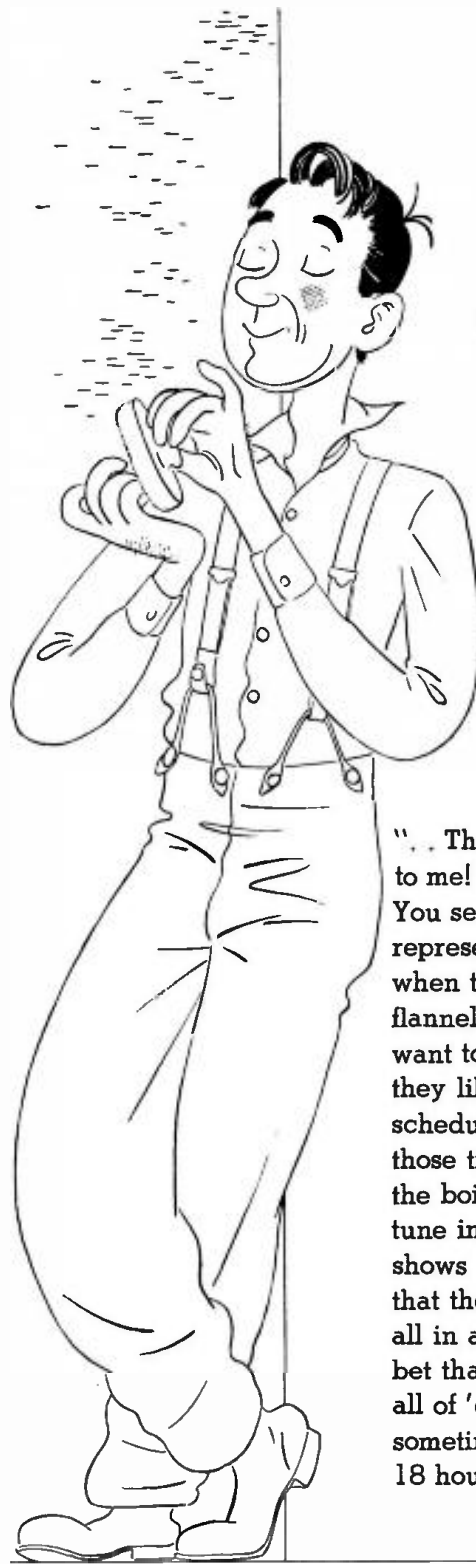
LEHN & FINK PRODUCTS Co., New York. Agencies: Wm. Esty & Co., N. Y. (Hinds Honey & Almond Cream); Lennen & Mitchell, N. Y. (Lysol). *ta sp*

LEHN & FINK, Canada, Toronto (Hinds Honey & Almond Cream). Agency: Spitzer & Mills, Toronto. *sa*

LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*

LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinso), Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap), BBDO, N. Y.; (Vimms), Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Spry, Lipton tea, Swan soap). *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y.; Joseph Hershey McGill-vra, N. Y. *t n sa*



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LEWIS CIGAR Co., New York (Seidenberg cigars). Agency: Lewis Adv., New York. *ns*

LEWIS HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kasstor & Sons Adv. Co., Chicago; Stack-Goble Adv., Chicago; J. Walter Thompson Co., Chicago; Roche, Williams & Cunyngnam, Chicago & N. Y. *sp n*

LEXINGTON MILLS, Lexington, Neb. (flour feeds). Agency: France & Duff Adv. Agency, Omaha. *sp*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: Eastman & Co., Toronto. *t ss sp*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

LIBERTY MAGAZINE, N. Y. Agency: Warwick & Legler, N. Y. *sp*

LIFE OF WHEAT Co., Monticello, Ill. (wheat germ). Agency: Rogers & Smith, Chicago. *sa*

LIFE SAVERS Corp., Port Chester, N. Y. (Alkaid). Agency: Young & Rubicam, N. Y. *sa*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*

LINCO PRODUCTS DIST. Co., Chicago (disinfectant). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

LINCOLN SPECIALTY SALES Co., Chicago. Agency: Rocklin Irving & Assoc., Chicago. *sp*

LINHALL Co., Minneapolis (Chic Permanent Wave). Agency: McCord Co., Minneapolis. *sa*

LINK AVIATION DEVICES, Birmingham, N. Y. Agency: Craven & Hedrick, N. Y. *t*

LION OIL Co., El Dorado, Ark. Agency: Anfenger Adv., St. Louis. *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea, Continental soup mix). Agency: Young & Rubicam, N. Y. *sa n*

LIT BROTHERS, Philadelphia (department store). *sp*

LITTLE CROW MILLING Co., Warsaw, Ind. (Coca Wheat flour). Agency: Rogers & Smith, Chicago. *sp t*

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health food). Agency: Little & Co., Los Angeles. *sa*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t sp*

DR. LOCKE SHOE STORES, Philadelphia. Agency: Aaron & Brown, Philadelphia. *sa*

LOCKHARDT SEED Co., San Francisco. *sa*

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. Agencies: Lord & Thomas, Los Angeles; Foote, Cone & Belding, Los Angeles. *sp n*

LOCK'S LABS., N. Y. (corn remover & foot baln). Agency: H. C. Morris & Co., N. Y. *sa*

LOEW'S THEATRES, New York ("I Wanted Wings"). Agency: Donahue & Coe, N. Y. *sa*

LOG CABIN BREAD Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *ta sa*

LOGIN Corp., San Francisco (Alsopure orange juice). Agency: M. E. Harlan Adv., San Francisco. *sp*

LOMA LINDA FOOD Co., Arlington, Cal. (cereal). Agencies: Lisle Sheldon Adv., Los Angeles; Gerth-Knollin Adv., Los Angeles; Gerth-Pacific Adv. Agency, Los Angeles. *rn sa sp*

LOOK, INC., Des Moines (magazine). Agency: Raymond Spector Co., N. Y. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. *n*

P. LORILLARD Co., New York (Old Gold, Beech Nut cigarettes, etc.) Agencies: Lennen & Mitchell, N. Y.; J. Walter Thompson Co., N. Y. *sa ne*

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter). Agency: Western Adv. Agency, Los Angeles. *t sp*

LOS ANGELES RAILWAY Co., Los Angeles (transportation). Agencies: Smith & Bull, Los Angeles; Hammel & Hammel Adv., Los Angeles. *sa sp*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *ne*

ANDY LOTSHAW Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. *sp n ne*

WALTER M. LOWNEY Co., Montreal (candy). Agency: Harry E. Foster Agencies, Toronto. *sp*

LUDENS, Inc. (Cough Drops). Agency: J. M. Mathes, N. Y. *sa sp*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *sa sp*

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. *ta n ne sa*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Zahndt & Kelly, St. Louis. *n t sp*

LYMANS AGENCIES, Toronto (Fellows syrup). Agency: Ronalds Adv., Toronto. *ne*

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, Hollywood and N. Y. *ne*

LYONS FINANCE SERVICE Co., Phila. (personal loans). Agency: J. M. Korn, Phila. *sa*

M

MacFADDEN CEREAL Co., N. Y. (Mealene). Agency: Jasper, Lynch & Fisel, N. Y. *sa*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris Co., N. Y.; Raymond Spector Co., N. Y. *n sa sp rn*

WALTER G. MACHINE Co., Jersey City. Agency: Roy S. Durstine, N. Y.

MacMILLAN PETROLEUM Corp., Los Angeles. Agency: Logan & Arnold, Los Angeles. *t*

R. H. MACY, New York (department store). Agency: Young & Rubicam, N. Y.; (direct). *sp*

MAGGI Inc., New York (seasoning & bouillon cubes). Agency: Needham & Grohmann, N. Y. *sa*

MAGNOLIA OIL Co., Dallas. Agency: Ratcliffe Adv. Agency, Dallas. *sp*

MAIL POUCH TOBACCO Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp n*

MAJOR VITAMINS Inc., New York. Agencies: Grey Adv., New York; Peck Adv., N. Y. *sa sp n*

DR. MALLAS, Philadelphia (dental service). Agency: Harry Feigenbaum, Philadelphia. *sa*

MALTEX Co., Burlington, Vt. (Maltex cereal). Agency: Samuel C. Croot Co., N. Y. *sa ne*

MANCHESTER BISCUIT Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. *ne*

MANGELS-HEROLD Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia. *sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n t*

MANNINGS Inc., San Francisco (coffee). Agency: Gerth-Pacific Adv. Agency, San Francisco. *sa*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp t*

MANUFACTURER'S TRUST Co., New York City. Agency: McCann-Erickson, New York. *t*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield-Brown & Co., Toronto. *sp t n*

MARCH OF TIME Inc., New York. Agency: Lord & Thomas, N. Y. *sa*

MARLIN FIREARMS Co., New Haven (razor blades, shave cream). Agency: Craven & Hedrick, N. Y. *ta sa*

MARROW'S Inc., Los Angeles & Chicago (Msr-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

JORDAN MARCH Co., Boston (dept. store). Agency: John C. Dowd, Boston. *sp*

BOB MARTIN LTD., Southport, England (dog medicines). Agency: A. McKim Ltd., Toronto. *sa*

JOSEPH MARTINSON, New York (coffee). Agency: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. *ne sp*

MARY LEE CANDY SHOPPES, Montreal (chain). Agency: Associated Broadcasting Co., Montreal. *sp*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem. Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASON, AU & MAGENHEIMER CONFECTORY MFG. Co., Chicago. Agency: Erwin, Wasey & Co., N. Y. *sa*

MASON SHOE MFG Co., Chippewa Falls, Wis. Agency: Huber Hoge & Sons, N. Y. *t*

MASSEY-HARRIS Co., Toronto (farm implements). Agency: Cockfield, Brown & Co., Toronto.

C. MATTELAGE SALES Co., N. Y. (You-all French Salad Dressing). Agency: St. George & Keyes, N. Y. *sa*

MAY Co., Los Angeles (Department Store). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne sp*

OSCAR MAYER & Co., Madison, Wis. (meat packers). Agency: Mitchell-Faust Adv. Co., Chicago.

McCANN LABS., New York (foods). Direct. *sp*

McCOLL FRONTENAC OIL Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. *n sp*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agencies: McCord Co., Minneapolis; Cramer-Krassel Co., Milwaukee. *sp sa*

McCORMICK SALES, Baltimore (Bee-Brand Insecticide). Agency: Jones & Brakely, N. Y. *ta*

McDONNELL NURSERY, Oakland, Cal. (nursery products). *sa*

McFADDEN PUBLICATIONS, New York (True Story Magazine). Agency: Arthur Kudner, N. Y. *sa*

McGREGOR SPORTSWEAR Co., N. Y. Agency: Hirshon-Garfinkel Inc., N. Y.

McILHENNY Co., Avery Island, La. (sausages). Agencies: Aubrey, Moore & Wallace, Chicago; Huber Hoge & Sons, N. Y. *sa ta*

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher & Co., N. Y.; Ivey & Ellington, N. Y. *sa sp rn ta ne*

McLAUGHLIN & Co., Chicago (Manor House coffee). Agency: Ivan Hill Adv. Agency, Chicago.

McMAHAN FURNITURE STORES, Santa Monica, Cal. Agency: Direct. *ne t*

McMILLAN PETROLEUM Co., Los Angeles (Ring Free Oil). Agency: Roy S. Durstine Inc., New York. *sa*

MEDAW GOLD DAIRIES Inc., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *sp*

MEDUSA PRODUCTS OF CANADA, Toronto (paints). Agency: McConnell-Eastman, Toronto. *sa*

MEGOWAN-EDUCATOR FOOD Co., Boston (Toasterettes) (Crax). Agency: Badger & Browning, Boston. *sa*

B. MEIER & Co., New York (Broadcast Redi-Meat Dist.) (Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc., H. C. Morris, N. Y. *sa*

MEIERS Co., Appleton, Wis. (Ad-A-Da Vitamin capsules). Agency: Cramer-Krassel Co., Milwaukee.

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. *ne*

MEM Inc., New York. Agencies: Lee Sohn Adv., New York; John W. Loveton Inc., N. Y.

LOUIS MELIND Co., Chicago (Justrite drawing ink). Agency: Brandt Adv., Chicago. *sp*

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MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n ne sp*

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. *sa n ne*

MENTHOMULSION Co., Atlanta *sp*

MESA COUNTY PEACH GROWERS, Palisade, Colo. (Colorado Elbertas Peaches). Agency: Conner Adv. Agency, Denver.

METRO-GOLDWYN-MAYER Corp., New York (motion pictures). Agency: Donahue & Coe, New York. *sp sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Coe, N. Y. *sa ta sp*

METROPOLITAN CERTIFIED MILK ASSN. Agency: Clements Co., Phila. *sa*

MEYENBURG MILK PRODUCTS Co., San Jose, Cal. (dairy products). Agency: M. E. Harlan, San Francisco. *sp*

MIAMI MARGARINE Co., Cincinnati (Nu-Maid Margarine). Agency: Ralph H. Jones Co., Cincinnati. *ta*

MICHAEL-LEONARD CORN, Sioux City (seed corn). Agency: Allen & Reynolds Inc., Omaha.

MICHEL COSMETICS Co., Long Island City, N. Y. Agency: Irwin Vladimir & Co., New York. *t*

MICHIGAN CASUALTY Co., Detroit. Agency: First United Broadcasters, Chicago. *ne*

MICHIGAN CONSOLIDATED GAS Co. Agency: Ben Dean Adv., Grand Rapids. *sa*

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts-Calkins & Holden, Kansas City. *sp ta ne*

MID-TOWN CATERING Co., Los Angeles (restaurant chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne*

MILES LABS., Elkhart, Ind., Chicago, Ill. (Nervine, anti-pain pills, Alka-Seltzer, One-A-Day). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILK DEALERS BOTTLE EXCHANGE, Chicago Agency: Newby & Peron, Chicago. *sa*

MILLER & Co. (telescopes). Agency: United Adv. Co., Chicago. *sp*

RUSSELL MILLER MILLING Co., Minneapolis (Enriched Occident flour). Agency: Campbell-Mithun, Minneapolis. *t*

MIM'S DOG FOOD Co., Los Angeles. Agency: Milton Weinberg Adv., Los Angeles. *ne sp*

MINERS INC., New York (cosmetics). Agency: Arthur Rosenberg, N. Y.

MINNEAPOLIS BREWING Co., Minneapolis (Grain Belt Beer). Agency: BRDO, N. Y. *sp*

MINNEAPOLIS-HONEYWELL REGULATORY Co., Minneapolis. Agencies: Lewis, Addison & Assoc., Minneapolis; Ronalds Adv. Toronto. *sp n*

DAVE MINOR PIANO COURSE, Chicago. Agency: United Adv. Co., Chicago.

P. W. MINOR & SON, Batavia, N. Y. (Treadeasy Shoes). Agency: Stewart, Hanford & Casler, Rochester, N. Y. *ta sa*

MINWAX Co., New York (Green floor wax). Agency: R. T. O'Connell Co., N. Y. *sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIREILLE Co., Montreal (beauty lotion). Agencies: Ronalds Adv. Ltd., Toronto; General Broadcasting, Montreal. *n*

MISSION PACKING Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv. Agencies, Los Angeles. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food, Phila. scrapple). Agency: Clements Co., Philadelphia. *n sp*

MONOGRAM PICTURES Corp., Agency: Weiss & Geller, New York.

MONTGOMERY WARD & Co., Oakland & Chicago. Direct. *sa*

MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. *sa*

BENJAMIN MOORE & Co., New York (paint). Direct. *n sp*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp sa*

AMERICA'S NO. 1 FARM MARKET

Maybe you've never realized it before, but the area served by KMA—152 rich, productive counties in Iowa, Nebraska, Missouri and Kansas—is one of the *great* markets of America. With 2,905,224 people, the KMA primary area normally accounts for \$154,991,000 in grocery store sales; \$31,082,000 in drug store sales; and \$806,654,000 in total retail sales!

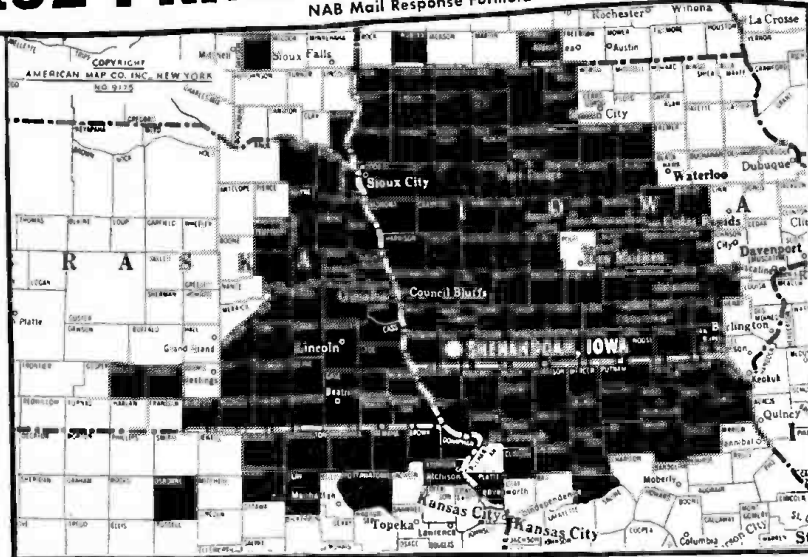
Take a good look at the map below. KMA's 152 primary counties are right in the heart of the world's greatest agricultural region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! Here are 294,313 fertile farms . . . here the average Iowa farmer's 1942 income was \$6,490 . . . here

1,938,949 rural people have more money to spend than ever before!

This tremendous market is covered completely by KMA—the only regional station serving the entire area with two major networks—the area's *only* full-time farm station. Devoting 13½ out of 19½ hours daily to the specific needs of its people, KMA is *listened* to as most stations would like to be! For full details of the KMA market, audience, mail pull, etc., write now for our market data brochure. We would also be happy to send you the new KMA Mail Study—largest ever made—giving a tremendous amount of data on mail returns and how to get them. A *complete* study of 493,479 actual returns recently received by KMA. Why not write—today?

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PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Dunhill Major cigarettes, Revelation tobacco). Agency Blow Co., N. Y. *n rn sp*

MORTON SALT Co., Chicago. Agencies: Blackett-Sample-Hummert, Chicago; Klau-VanPierson-Dunlap Assoc., Milwaukee; Kenyon & Eckhart Adv., Chicago. *sp t sa ta*

MOSHER, ED, San Jose, Cal. (farm produce). *sa*

MOTHER HUBBARD DISTRIBUTORS, New York (Golden Center Toasted Wheat Germ). Agency: H. C. Morris & Co., New York. *sa*

MOTHER PARKER TEA Co., Toronto. Agency: A. J. Denne & Co., Toronto. *sa*

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. *ne sp*

MT. EDEN WINE Co., New York (San Gabriel Wines). Agency: Emil Mogul Co., N. Y. *sa*

MOVIE COSMETICS Co., Hollywood. Agency: Lou Sterling & Assoc., North Hollywood. *ta*

MOXIE Co., Boston (soft drink). Agency: Alley & Richards Co., Boston. *sa ta*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhart, N. Y.; Duane Jones, N. Y.; Maxon Inc. *ne n sp sa*

MURINE Co., Chicago (eye drops). Agency: BBDO, N. Y. *sa ta*

MURPHY PAINT Co., Toronto. Agency: Cockfield, Brown & Co., Montreal. *ta*

MURPHY & HOLZER, N. Y. (used cars). Agency: J. R. Kupsick Adv., N. Y. *sa*

MURPHY FEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

ARTHUR MURRAY SCHOOL OF DANCING, New York (instruction by mail). Agency: Ruthrauff & Ryan, New York. *sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Detroit. Direct. *sa*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Toronto. Agency: Harry E. Foster Agencies, Toronto.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta sp*

MYER PRODUCTS, N. Y. (beverages). Agency: Arthur Rosenberg Inc., N. Y. *ne sp*

F. E. MYERS & BRO. Co., Ashland, O. (Mfrs. pumps, water systems, cylinders, hay tools, door hangers). Agencies: Mumm, Romer, Robbins & Pearson, Columbus; Mc'drum & Fewsmith, Cleveland. *sp*

MYSTIC FOAM Corp., Los Angeles, Cleveland (cleaner). Agencies: Fred R. Johnson, Los Angeles; Glasser-Galley & Co., Los Angeles. *t*

NATIONAL DRUG & CHEMICAL CO. OF CANADA, Montreal & Toronto. Agencies: A. McKim Ltd., Montreal; Cockfield-Brown & Co., Toronto *sa ta*

NATIONAL FUR Co., Toronto (fur coats). Agency: R. C. Smith & Son, Toronto *sa*

NATIONAL LEAD Co., New York & San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. *sa sp rn t*

NATIONAL OATS Co., Cedar Rapids, Ia. (oats). Agency: Irwin Vladimir & Co., N. Y. *ta*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiral shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta sa*

NATIONAL SHOE STORES, N. Y. Agency: Emil Mogul, N. Y. *sp*

NATIONAL SOAP SERVICE, Los Angeles (soap). *sa*

NATIONAL SMALL BUSINESSMEN'S ASSN., Akron, O. Agency: Schwimmer & Scott, Chicago. *sp*

NATIONAL SOAP & REFINING Co. (Linal granulated soap). Agency: Son De Regger & Brown Adv., Des Moines. *sp*

NATURE FRIEND Inc., N. Y. (magic bird food & accessories). Direct. *sa*

NEDICK'S STORES, New York (orange drink, refreshment stands). Agency: Weiss & Geller, N. Y. *sp n sa*

NEHI Corp., Baltimore (Royal Crown Cola). Agency: BBDO, New York. *sa ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n t sa ta*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa ne*

NELSON DOUGLAS Co., Los Angeles (investment). Agency: Barton A. Stebbins Adv., Los Angeles. *sp*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agencies: Walter K. Neill Inc., Los Angeles; Kelso Adv. Agency, Los Angeles. *t n ne sa*

NESTLE'S MILK PRODUCTS, New York. Agency: Leon Livingston Adv. Agency, San Francisco. *sp n rn sa*

NEWARK STAR LEDGER, Newark. Agency: Scheck Adv., N. Y. *sa*

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agencies: M. E. Harlan Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco. *sa sp ne*

NEW ENGLAND FEDERAL SAVINGS & LOAN ASSNS. Agency: Bresnick & Solomont, Boston. *sp*

NEW ENGLAND FISH Co., Seattle. Direct. *sa*

N. Y. JOURNAL-AMERICAN, New York. *sa*

NEW YORK SAVINGS BANK, N. Y. Agency: Ruthrauff & Ryan. *sa*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *n t sa*

NEW YORK TELEPHONE Co., New York. Agency: BBDO, N. Y. *ta sa*

NEW YORK TUNNEL AUTHORITY, New York (Queens Midtown Tunnel Authority). Agency: Grey Adv. *sa*

NEWSPAPER INSTITUTE, New York. Agency: Rose-Martin Inc., N. Y. *ne*

NITRAGIN Co., Milwaukee. Agency: Western Adv. Agency, Racine, Wis. *sa*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

NORTH AMERICAN AVIATION Inc., Inglewood, Cal. Agency: BBDO. *sa*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Barrington hand cream). Agency: Atherton & Currier, N. Y. *sa*

NORTHERN MUTUAL CASUALTY Ins. Co., Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

NORTHERN PUMP Co., Minneapolis. Agency: BBDO, Minneapolis & Chicago. *n ne*

NORTHROP, KING & Co., Minneapolis (seed, feed). Agencies: Olmsted-Hewitt, Minneapolis; Sidney Garfinkel Adv. Agency, San Francisco. *sp sa*

NORTHWESTERN CHERRY GROWERS ASSN., Seattle. Agency: Pacific Natl. Adv. Seattle. *sa*

NORTHWESTERN BELL TELEPHONE, Des Moines. Direct. *sa*

NORTHWESTERN YEAST Co., Chicago (Yeastfoam, Magic Yeast). Agencies: Benson & Dall, Chicago; Hays MacFarland-Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol). Agencies: Lawrence C. Gumbinner Adv. Agency, N. Y.; Export Adv. Agency, N. Y. *t sa sa*

NORWICH PHARMACAL Co., Toronto (vitamin tablets). Agency: A. McKim Ltd., Toronto. *sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

NOXON Inc., New York (metal polish). Agency: Raymond Spector Co., N. Y. *sa*

NU-ENAMEL Corp., Chicago. Direct. *sa*

NU-OX PRODUCTS Co., New York (Klenzo cleaning products). Direct. *sa sp*

NUTRENA MILLS, Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne sp*

NUTRI-MONE Co., Los Angeles (plant foods). *sp sa*

NYAL DRUG Co. Ltd., Toronto (chain stores). Agency: A. McKim Ltd., Toronto. *ta*

N

NABOB PRODUCTS, Vancouver (coffee). Agency: Cockfield, Brown & Co., Toronto. *sp*

NACOR MEDICINE Co., Indianapolis. Agency: E. H. Brown Adv. Agency, Chicago. *sa*

NATL. BIRTH CERTIFICATE ADVISORY SERVICE, Los Angeles. Agency: United Adv. Cos., Chicago. *sp*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency (Cubs, NBC bread); Botsford, Constantine & Gardner, San Francisco. *sp t n sa ta*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t sp*

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PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. n sp

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann-Erickson, San Francisco. sp

PACIFIC NATL. BANK OF SEATTLE, Seattle. Direct. sa

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). Direct. sa

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A. Stebbins, Los Angeles. n ne

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. & Hollywood. t

PAL BLADE Co., New York. Agency: Al Paul Lefton Co., N. Y. sa

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. sa

PANATE Co., Chicago (hair treatment). Agency: Salem E. Baskin Adv. Agency, Chicago.

PAR SOAP Co., Oakland, Cal. Agencies: Tomaschke-Elliott, San Francisco; Brisacher Davis & Staff, San Francisco; Long Adv. Service. n ne

PARA MFG. Co., Newark, N. J. (shower curtains & window drapes). Agency: United Adv., Newark. sa

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Schaffer Brennan Margulis Adv. Co., St. Louis.

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholts Adv., Service, Los Angeles. sa

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: Landsheft Inc., Buffalo, N. Y. sp

PARKER PEN Co., Janesville, Wis. (pen, Quink). Agencies: Blackett-Sample-Hummert, Chicago; J. Walter Thompson Co., Chicago. ne n

PARKWAY BAKING Co., Philadelphia (Parkway Bread). Agency: J. M. Korn, Philadelphia. sa

PARR VITAMIN Co., Chicago. Agency: United Adv. Cos., Chicago. sp

PARROTT & Co., San Francisco (Simi wines). Agency: Blum's Adv. Agency, San Francisco. sa

PARTMAR Corp., Los Angeles (Paramount theatres). Agency: Sholts Adv. Service, Los Angeles. ne

PATENT CEREALS Co., Geneva, N. Y. (Dic-a-doo paint cleaner, brush bath). Agency: Moser & Cotkins, Utica. sa

PATHFINDER MAGAZINE, Washington. Agency: United Adv. Cos., Chicago.

PAXTON & GALLAGHER, Omaha (Buttermut coffee). Agency: Buchanan-Thomas Co., Omaha. sp ne

PEABODY Co., Mendenhall, Miss. (hosiery). Agency: Southern Adv. Co., Mendenhall, Miss. sp

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). ta rn t sa

PENN SALT MFG Co., Philadelphia (smoked salt). Agency: Sherman K. Ellis & Co., Chicago. sa

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julip, Kentucky Winners cigarette, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kiesewetter Adv. Agency, N. Y. sp n

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. & Chicago. sa rn ta

PENNZOIL Co., Los Angeles (petroleum products). Agencies: Mayers Co., Los Angeles; Fuller & Smith & Ross, Cleveland. t

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. ta ne sp

DR. PEPPER (Dr. Pepper), Agency: Direct. sa t

DR PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. sa t rn

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agencies: Newell-Emmett Co., N. Y. sp n ta sp

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. sa

PERFECT PACKED PRODUCTS, Long Island City, N. Y. (Colonial brand pickles, relishes). Agency: H. A. Salzmand, New York. sa

PERSONAL FINANCE Co., Los Angeles & Newark. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lefton Co., Los Angeles. sa

PERSONNA BLADE Co., N. Y. Agency: Amos Paris, N. Y. ne

PERTUSSIN MEDICINE Co., New York (cough syrup). Agency: Erwin, Wasey & Co. ta

PET MILK Co., St. Louis (Pct evaporated milk). Agency: Gardner Adv., St. Louis. t

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bars, Ten Crown gum). Agencies: Platte-Forbes, N. Y.; Brisacher Davis & Van Norden, San Francisco. sa sp ne n

PETERSON BAKERIES, Omaha. Agency: W. E. Long Co., Chicago. ta

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors). Direct. sp ne

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. t sa sp

PETRI WINE Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. sa sp ta

PEFSTER ASSOCIATED GROWERS, El Paso, Ill. (hybrid corn). Agency: Kenneth B. Butler & Associates, Mendota, Ill. sp

F. H. PFUNDER Co., Minneapolis (stomach tablets). Agency: Sorensen & Co., Chicago. sp

PHARMACAL PRODUCTS Co., N. Y. (Packard Lektro Shaver Sales & Service). Agency: Ray-Hirsch Co., N. Y. sa

PHARMACO Inc., New York & Newark (Feen-a-mint). Agencies: Wm. Esty & Co., N. Y.; Baker Adv., Toronto. sp

PHILADELPHIA CERTIFIED MILK PRODUCERS, Phila. (milk). Agency: Clements Adv., Phila. sp

PHILADELPHIA DAILY NEWS. sa

PHILADELPHIA Co., Pittsburgh (utility). sa sp

PHILADELPHIA ELECTRIC Co., Philadelphia (appliances). Al Paul Lefton Co. (agency), Phila. sp

PHILADELPHIA EVENING BULLETIN. ne

PHILADELPHIA NEWS. Agency: First United Broadcasters, Chicago. sp

PHILA. & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. sa

PHILADELPHIA RETAIL COAL MERCHANTS ASSN., Phila. Agency: Larry I. Everling, Philadelphia. ta

PHILCO CORP. OF CANADA, Toronto. Agency: Sayre M. Ramsdell Associates, Philadelphia. sp

PHILCO RADIO & TELEVISION Corp., Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia: n t sp

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Blackett-Sample-Hummert, N. Y. sp n t

PHILLIPS-JONES Corp., New York (Van Heusen Shirts). Agency: Grey Adv., N. Y. ta

PHILLIPS PACKING Co., Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. sa sp

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. n ne sp sa

PIEL BROS., Brooklyn (bøer). Agency: Wm. Esty & Co., New York. n t sp

PIERCE-PHELPS Inc., Philadelphia (insulation). Agency: Adrian Bauer Adv. Agency, Philadelphia. sa

DR. PIERCE (Fav. Prescription). Agency: Duane Jones. sa t

PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; F. H. Hayhurst Co., Toronto. ta sa t

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago & Minneapolis. n sp sa

PINE FOREST Co., Chicago (cosmetics, medical products). Agency: Goodkind, Joice & Morgan, Chicago. t

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. t sa sp

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| WMC | Memphis, Tenn. |
| KTBC | Austin, Texas |
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LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasely & Co., N. Y. *sa*

PIONEER BEVERAGE Co., Oakland, Cal. (Golden Bridge). Agency: Ryder & Ingram, Oakland. *sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PIONEER HIBRED CORN Co., Princeton, Ill. (seeds). Agency: R. J. Potts-Calkin & Holden, Kansas City. *sp*

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. *sa ta*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Taylor & Jenkins, Pittsburgh. *sp*

PLANNED FOODS, New York (Rose Mill Pate Gras). Agency: Blaker Adv., New York. *sa*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles. *ne sp*

PLANTERS EDIBLE OIL Co., Wilkes-Barre. Agency: Goodkind, Joice & Morgan, Chicago. *ne sp*

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. *sp sa rn*

PLOUGH, Inc., Memphis (St. Joseph's asPirin, Brethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Inc., Toronto. *sp ta*

POST QUALITY FOODS, Los Angeles (Cera-co). Agency: Glasser-Gailey & Co., Los Angeles. *sa*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. *sa*

POTOMAC ELECTRIC POWER Co., Washington, D. C. Agency: Henry J. Kaufman Adv. Agency, Washington. *sp*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *t ta sa*

POULTRY TRIBUNE, Mount Morris, Ill. Agency: First United Broadcasters, Chicago. *sa*

PRIMA-BISMARCK BREWING Co., Chicago. Agency: Newby, Peron & Fliccraft, Chicago. *sp*

PRINCE MATCHABELLI, New York (Stradivari perfume). Agency: Morse International, N. Y. *sp n*

PROCINO-ROSSI Corp., Auburn, N. Y. (macaroni). Agency: Flack Adv. Agency, Syracuse. *sp*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Fluffo, P & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chippo, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene & Teel, Kirks, American Family); Benton & Bowles, N. Y. (Ivory Snow); Biow Co., N. Y. (Lava, Teel, Duz); Compton Adv., N. Y. (White Naptha, White Laundry Soap, Ivory, Duz, Crisco). *n sp sa t ta*

PROCTER & GAMBLE Co., OF CANADA, Toronto. Agencies: Pedlar & Ryan, N. Y. (Camay, Chippo); Blackett-Sample-Hummert, Chicago (Oxydol); Compton Adv., N. Y. (P & G Soap Ivory bar); Benton & Bowles, N. Y. (Ivory Snow & Crisco). *t n sp*

PRUDENTIAL INSURANCE CO. OF AMERICA, Newark and New York. Agency: Benton & Bowles, N. Y. *n sp*

PUGET SOUND POWER & LIGHT Co., Washington. *sa*

PURE FOOD Co., Mamaroneck, N. Y. (Herb-Ox bouillon). Agency: J. M. Mathes, N. Y. *sa sp*

PURE GOLD MFG. Co., Toronto (prepared food). Agency: Cockfield, Brown & Co., Toronto. *t*

PURE OIL Co., Chicago (Puroil gasoline). Agency: Leo Burnett Co., Chicago. *ne n sa*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *ne*

PUREX Co., Los Angeles (bleaching solution). Agencies: Lord & Thomas, Los Angeles; BBDO, Hollywood; Foote, Cone & Belding, Los Angeles. *sa sp*

PURITY BAKERIES Corp., Chicago (tastee bread). Agencies: Campbell-Ewald of N. Y.; Direct, Campbell-Mithun, Minneapolis. *ne*

Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (oatmeal, Little Kernels, Puffed Rice, Wheat); Sherman & Marquette, Chicago (Quaker Oats, Mother's Oats, Full O'Pep); Schumacher, Leeds, Chicago (Sparkies, Farina); Sherman K. Ellis & Co., N. Y. (Aunt Jemima, Pettijohn's cereals, Muffets); Mitchell-Faust Adv. Co., Chicago (macaroni); Campbell-Ewald Co., Chicago (concentrated soup); Benton & Bowles, Chicago (Farina); Sherman K. Ellis & Co., Chicago (pancake flour). *n sp sa t ta*

QUAKER OATS Co., Peterboro, Ont (Ful-O-Pep Feed). Agencies: Lord & Thomas, Toronto; Spitzer & Mills Ltd., Toronto. *t sp*

QUALITY BAKERS OF AMERICA CO-OP Inc., New York. Direct. Harry Jacobs Productions, N. Y. *ta*

QUEEN MAKE DRESS Co., New York. Agency: Abbott Kimball Co., N. Y. *sa*

R

RADBILL OIL Co., Philadelphia. Agency: Harry Feikenbaum Adv. Agency, Philadelphia. *sp*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). Agencies: Lord & Thomas, N. Y.; Ruthrauff & Ryan, N. Y. *n sp sa t ta su*

RAINBOW BREAD Co., Denver. *sa sp*

RAINIER BREW (Beer). Agency: Buchanan & Co. *sa sp*

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa sp*

RALADAM Co., Detroit (Marmola). Agencies: Street & Finney, N. Y.; Spot Broadcasting, N. Y. *ta*

RALSTON PURINA Co., St. Louis (Ry-Krisp, cereal and feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*

RALSTON PURINA Co., Toronto (feed, dog food). Agency: James Fisher Co., Toronto. Gardner Adv. Co. *t*

RCA VICTOR Co., Montreal (radios, records). Agency: Lord & Thomas of Canada, Toronto. *sp n*

READER'S DIGEST Assn., Pleasantville, N. Y. (magazines). Agency: BBDO, N. Y. S. A. Grant Adv., Mexico City. *sa*

RED & WHITE FOOD STORES, Denver. *ne*

RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa ta*

RED-EE FOODS (Cinch cake mix). Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *sa*

TAYLOR REED Corp., Mamaroneck, N. Y. (jumbo pudding, cocoa marsh milk booster). Agency: Tracy, Kent & Co., N. Y.

REGAL AMBER BREWING Co. (Beer). Agency: M. E. Harlan. *sa t*

REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa*

REID, MURDOCH & Co., Chicago & Medford, Mass. (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles; U. S. Adv. Co., Chicago. *sa*

REID NATIONAL CORN Co., Anamosa, Ia. (hybrid corn). Agency: Fairall & Co., Des Moines. *sa*

WM. B. REILY & Co., New Orleans (coffee and tea). Agency: Walker Saussy, New Orleans. *sa*

RELIANCE MANUFACTURING Co., Chicago. Agency: Ruthrauff & Ryan, N. Y.

RENAULT, L. N., & Sons, Egg Harbor City, N. J. (wines). Agency: Gray & Rogers, Philadelphia. *sp*

REPUBLIC DRUG Co., Denver. Agency: Raymond Keane Adv. Agency, Detroit. *t*

REPUBLIC PICTURES Corp., New York. Agency: Donahue & Coe, New York.

RESEARCH DES-TEX Corp., Miami & Evanston (dry cleaner & foam rug shampoo). Agency: Earl Ludgin Co., Chicago. *t*

RESINOL Co., Baltimore (ointment). Agency: Courtland D. Ferguson Inc., Washington and Baltimore.

REVERIE Inc., New York (cosmetics). Agency: Craven & Hedrick, N. Y. *sa*

REVLON PRODUCTS (cosmetics). Agency: William H. Weintraub & Co., N. Y. *sp*

REX RESEARCH Corp., Toledo (Fly-Tox). Agency: Miller Agency Co., Toledo. *ta sa*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel, Tops cigarettes, Prince Albert Tobacco). Agency: Wm. Esty & Co., N. Y. *sa sp*

RICHFIELD OIL Co., of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. Sherman K. Ellis Co., N. Y. *n sa t ta sp*

RICHFIELD OIL CORP. OF N. Y. Agency: Sherman K. Ellis & Co., N. Y. Hixson-O'Donnell Co., Los Angeles. *ne n t sp ta*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp ne*

RICH'S DEPARTMENT STORE, Atlanta. *sp*

RIDD LABS., San Francisco (Riddfoot powder). Agency: Rhoades & Davis Adv., San Francisco. *sp*

RIESEER Co., N. Y. (Venida leg make-up). Agency: E. T. Howard Co., N. Y. *sa*

RINGLING BROS. & BARNUM & BAILEY CIRCUS, George H. Hartman & Co., Chicago; Caples Co., Chicago. *sa*

RIT PRODUCTS Corp., Chicago (dyes). Agency: Earle Ludgin Inc., Chicago. *ta t sa*

RKO-RADIO PICTURES Corp., New York (movies). Agency: Lord & Thomas, N. Y.; Donahue & Coe, N. Y. *sa sp*

ROBERTS BIOLOGICAL LABS., Toronto (Vitavex cold caps.). Agency: MacLaren Adv., Toronto. *sa*

ROBERTSHAW THERMOSTAT Co., Youngwood, Pa. (heat control). Agency: Hixson-O'Donnell Adv., N. Y. *sa*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp sa*

FRANCIS ROGERS & SONS, New York (department store). Agency: Callo, McNamara & Schoeneich, N. Y. *ne*

ROHM & HAAS Co., Philadelphia (sulphur dust). Agency: T. J. Maloney, N. Y.; Newell-Emmett Co., N. Y. *sa*

ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Birmingham, Castleman & Pierce, N. Y.; Robert Kahn & Associates, Chicago; Cesana & Assoc., San Francisco; Biow Co., N. Y. *t sa sp rn ne*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa rn*

RONZONI MACARONI Co., N. Y. (macaroni, spaghetti sauce). Agency: Emil Mogul Co., N. Y. *sa*

ROSE MFG. Co., Beacon, N. Y. (Trigogen rose spray). Agency: Picard Adv., N. Y. *sa*

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *t*

ROSICRUCIAN FELLOWSHIP, Santa Monica, Cal. (religious). Agency: Dean L. Simmons, Los Angeles. *sp*

ROYAL CROWN BOTTLING Co., Opelika, Ala. (Royal Crown beverage) (made by Nehi). Agency: BBDO, N. Y. *ta sp*

ROYAL LACE PAPER WORKS (paper dollies). Agency: Lawrence C. Gumbiner, N. Y. *sa sp*

RUBEL BAKING Co., Cincinnati. Agency: Campbell-Mithun Agency, Minneapolis. *sp*

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RUM & MAPLE TOBACCO Corp., New York. Agency: Raymond Spector Co., N. Y. *sa*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sa sp t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t ne*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agency: N. W. Ayer & Son, Chicago; Campbell-Mithun, Minneapolis. *sp t sa ta*

S

S. & W. FINE FOODS, San Francisco. Agency: Brisacher, Davis & Staff, San Francisco; S. C. Croot Inc., N. Y. *sa*

IRVING SACHS, Philadelphia (used cars). Agency: H. M. Dittman, Philadelphia. *sp*

SACHS QUALITY FURNITURE, New York. *t sa sp*

MORRIS B. SACHS, Chicago (clothing stores). Agency: Wade Adv., Chicago. *sp*

SAFEBAY STORES, Oakland, Cal. (grocery chain). Agency: Lord & Thomas, Los Angeles (institutional); McCann, Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Brown Derby beer, Lucerne milk). *rn sa sp ta*

SAF-KIL Co., Benton Harbor, Mich. (rat poison). Agency: United Adv. Co., Chicago. *sp*

SALES BUILDERS Inc., Los Angeles (Max Factor & Co., Hollywood) (cosmetics). Agencies: Ted H. Factor Agency, Los Angeles; Smith & Drum, Los Angeles. *sa*

SAL-FAYNE Corp., Dayton (Sal-Fayne). Agency: Douglas Hall, Dayton. *ta*

DR. SALSBUARY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa ta*

SAMS CUT RATE Inc., Detroit (dept. store). *sp*

D. E. SANFORD Co., Los Angeles (cleaner). Agency: Dana Jones Co., Los Angeles. *sa*

SAN GABRIEL WINE Co., L. I. City, New York. Agency: Emil Mogul Co., N. Y. *ta*

SAN-NAP-PAK MFG. Co., New York (Lydia Grey cleaning tissues). Agency: Biow Co., New York. *sa*

SANTA MONICA FLAVOR & EXTRACT Co., Santa Monica. Agency: Raymond R. Morgan Co., Hollywood. *sp*

SANTE CHEMICAL Co., (Sul-Ray colloidal sulphur mineral bath). Agency: H. A. Salzmann Inc., N. Y. *ne sp t*

SARATOGA PRODUCTS, Toronto (potato chips). Agency: F. H. Hayhurst Co., Toronto. *sa*

SARATOGA VICHY SPRING Co., Saratoga Springs, N. Y. (spring water). Agency: Leighton & Nelson, Schenectady, N. Y. *ne*

SARDICK FOOD PRODUCTS, New York (dried & dehydrated foods). Agency: Hill Adv., N. Y.

SANTYER BISCUIT Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa sp*

SAWYER, H. E., CABINET Co., Los Angeles (kitchen cabinets). *sa*

F. & M. SCHAEFER BREWING Co., Brooklyn. Agency: BBDO, N. Y. *sp*

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer). Agency: Lawrence I. Everlin, Philadelphia. *t sa*

SCHENLEY DISTILLERS Corp., New York (Cresta Blanca wines). Agencies: William H. Weintraub Co., N. Y.; Peck Adv., N. Y. *n sp*

SCHOLL MFG. Co., Chicago (Zono-pads, Foot Balm, foot appliances, remedies). Agency: Donahue & Coe, N. Y.

S. A. SCHONBRUM & Co., N. Y. (Savin coffee). Agencies: M. H. Hackett Inc., N. Y.; Ruthrauff & Ryan, N. Y. *sa*

SCHUCKL & Co., Sunnyvale, Cal. (Rancho soup). Agency: Erwin, Wasey & Co., San Francisco. *ne*

SCHULZE & BURCH BISCUIT Co., Chicago (crackers). Agency: Reinke, Ellis, Younggreen & Finn, Chicago. *ta*

SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago; Roche, Williams & Cunnyngham, Chicago. *sa*

SCUDDER FOOD PRODUCTS (Monterey Park, Cal. (potato chips, peanut butter, toasted nuts). Agency: Brisacher, Davis & Van Norden, Los Angeles. *ne*

WILLIAM S. SCULL & Co., Seattle (Minute Man soup). Agency: Compton Adv., N. Y. *sa*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ne*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan Co., Los Angeles. *sa t*

SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n sp*

SEALY MATTRESS Co., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp*

SEAMAN BROS., New York. *sa*

SEARS FOOD DISTRIBUTING Co., Los Angeles (Buttr-Strutch). *sp*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.); Wiltman & Pratt, Pittsburgh. *t rn sd*

SEASONETTE DISTRIBUTING AGCY., Pasadena, Cal. (food seasoning). Agency: Eugene Rouse & Co., Los Angeles. *sp*

SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co., Seattle. *ne*

SEATTLE RUBBER STAMP, Seattle. Agency: Northwest Radio Adv. Co., Seattle. *sa*

SECURITY FIRST NATIONAL BANK, Los Angeles (investments). Agency: Dana Jones Co., Los Angeles. *sa*

SECK & KADE, New York (Pertussin). Agency: Erwin, Wasey & Co., N. Y. *ta*

SEEMAN BROS., New York (Lava-Bake White Rose tea, Kitchen Magic). Agencies: J. D. Tarcher & Co., N. Y.; Al Paul Lefton Co., N. Y. *sp ne*

SELECT THEATRES Corp., New York (plays). Agency: Blaine-Thompson Co., N. Y. *sp sa*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp ne*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t ne*

SERVEL Inc., N. Y. (meats). Agency: BBDO, N. Y. *sp*

SERVUS CLOTHES, N. Y. (men's clothes). Agency: Klinger Adv., N. Y. *sp sa*

SEVEN-UP BOTTLING Co., Durham, N. C. (beverage). Agencies: Glasser, Los Angeles; Rhoades & Davis, San Francisco; Raymond Keave, Denver; Harvey-Massengale Co., Durham. *sa sp*

SEYDEL CHEMICAL Co., Jersey City (Subenol Medical). Agency: Victor Van der Linde Inc., New York.

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (pens, pencils, Skrip). Agency: Russel M. Seeds, Chicago.

SHALER Co., Waupun, Wis. (Rislon motor oil). Agency: Kirkgasser-Drew Adv. Agency, Chicago. *sa ta*

SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Davis & Staff, San Francisco. *ne sa*

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seeds Co., Chicago. *sp t sa n ne*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL Corp., N. Y. Agency: J. Walter Thompson Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (Kem-tone paint). Agencies: Warwick & Legler, N. Y.; Newell-Emmett Co., N. Y. *sa sp*

SHERWIN-WILLIAMS Co. (paints), Cleveland. Agency: Warwick & Legler, N. Y. *sp*

SHILLITO, JOHN, Co., Cincinnati (department store). Direct. *sp*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

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- SIMONIZ Co.**, Chicago (auto polish). Agency: George H. Hartman Co., Chicago *sa sp t*
- SIMONS & HEWITT**, Chicago (Lovely Lady Burde Cologne). Agency: Malcolm-Howard Adv., Chicago. *t*
- SINCLAIR REFINING Co.**, New York (H-C gasoline, etc.). Agency: Hixson-O'Donnell Adv., N. Y. *n sp*
- SKELLY OIL Co.**, Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *ne sp n*
- SKINNER & EDDY Corp.**, Seattle (Minute Man soap mixes). Agency: J. M. Mathes Inc., N. Y.; J. William Sheets Co., Seattle. *sp n*
- SKINNER MFG. Co.**, Omaha (Skinner's raisin bran, macaroni products). Agency: Ferry-Hanly Co., Kansas City. *sa ta*
- DR. EARLE S. SLOAN Inc.**, New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*
- THE SMILING IRISHMAN**, Los Angeles (used cars). Agency: Advertising Bureau of America. *sa*
- ALLEN V. SMITH Co.**, Marcellus, N. Y. (Puritan Brand split peas). Agency: Alley & Richards Co., N. Y. *sa*
- SMITH BROTHERS Co.**, Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*
- EPPENS SMITH Co.**, N. Y. (Holland House Coffee, Challenge Tea). Agency: Scheck Adv., Newark.
- SOCONY-VACUUM OIL Co.**, New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *ta n ne*
- SOILOFF MFG. Co.**, Glendale, Cal. (paint cleaner). Agencies: Hillman-Shane Adv., Los Angeles; Buchanan & Co. *sa sp n ne*
- SOLVENTOL CHEMICAL PRODUCTS Co.**, Detroit (Solventol). Agency: Holmes Associates, Detroit. *t*
- SOUTHERN CALIFORNIA N A V A L UNIFORM DISTRIBUTORS**, Los Angeles (uniforms). Agency: Hillman-Shane-Breyer, Los Angeles. *sp*
- SOUTHERN CALIFORNIA TELEPHONE Co.**, Los Angeles. Agency: Mayers Co. *sa*
- SOUTHERN COTTON OIL Co.**, New Orleans. Agency: Tracey-Locke-Dawson, N. Y. & Dallas. *sp*
- SOUTHERN PACIFIC Co.**, San Francisco (railway). Agency: Lord & Thomas, San Francisco. *sa*
- SOUTHERN SPRING BED Co.**, Atlanta. Agency: Tucker Wayne & Co., Atlanta. *ue*
- SOY FOOD MILLS Co.**, Chicago (Golden Mix). Agency: Jim Duffy, Chicago.
- SOYA WHEAT Co.**, Redwing, Minn. (soya-wheat flour). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*
- A. G. SPALDING & BROS.** (sports goods), Chicopee, Mass. Agency: Ferry-Hanly Co., N. Y. *sp*
- SPARKLETT'S DRINKING WATER Corp.**, Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp t ne*
- SPERRY FLOUR Co.**, San Francisco (flour, cereals). Agencies: Westco Adv. Co., San Francisco, and Knox Reeves Adv., Minneapolis. *n sp t ne*
- SPIEGEL'S Inc.**, Chicago (mail order). Agency: J. L. Stewart Agency, Chicago. *sp*
- SPRATTS PATENT Ltd.**, Newark (dog foods). Agency: Paris & Peart, N. Y. *sa*
- SPOOL COTTON Co.**, N. Y. (spoolthread booklet). Agency: Kenyon & Eckhardt, N. Y. *sa*
- SPRECKLES SUGAR Co.**, San Francisco. Agency: J. Walter Thompson Co., San Francisco. *sp*
- E. R. SQUIBB & SONS**, New York (dental cream). Agencies: Geyer, Cornell & Newell, N. Y.; Dorland International Inc., N. Y. (for foreign adv.); BBDO, N. Y. *n sp*
- J. H. STAFFORD INDUSTRIES**, Toronto (dehydrated). Agency: Commercial Broadcasting Service, Toronto. *t*
- A E. STALEY MFG. Co.**, Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*
- STANBACK Co.**, Salisbury, N. C. (headache remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C.; Klinger Adv. Corp., N. Y.; Dave Lodge, Philadelphia. *sp sa t ta n*
- STANCO PRODUCTS**, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *t ta*
- STANDARD B VITAMINS Inc.**, New York (Major "B" B complex tablets). Agency: Charles W. Hoyt Co., New York.
- STANDARD BEVERAGES**, San Francisco (Par-T-Pak). Agency: Brisacher, Davis & Staff, San Francisco. *sp*
- STANDARD BRANDS**, New York (Fleischmann, Chase & Sanborn, etc.). Agencies: J. Walter Thompson Co., N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. (Fleischmann's, Chase & Sanborn coffee); Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatin and puddings, baking powder, Fleischmann's liquors). *n sp t ra sa*
- STANDARD BRANDS**, Montreal (Fleischmann's food products). Agencies: J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa ta*
- STANDARD ENCYCLOPEDIA Co.**, New York. Agency: Airmart Co., New York. *sp*
- STANDARD OIL Co. of Cal.**, San Francisco. Agency: BBDO San Francisco. & Direct. *sp*
- STANDARD OIL Co. of Indiana**, Chicago. Agency: McCann-Erickson, Chicago. *ta ra sp n*
- STANDARD OIL Co. of N. J.**, New York (Esso). Agency: Marschalk & Pratt, N. Y. *n sp su*
- STAR FURNITURE Co.**, Portland, Ore. *sp*
- STARKIST Co.**, San Antonio (toothpaste, vitamins). Agency: Pitluk Adv., San Antonio. *sp*
- STARLINE Inc.**, Harvard, Ill. (barn equipment). Agency: L. W. Ramsey Co., Davenport. *sa*
- START SOUND ENGINEER Corp.** (radio school). Direct. *t*
- STATIONERS SPECIALTY Co.**, New York. Agency: Carl Calman Inc., New York. *sa sp*
- FREDERICK STEARNS & Co.**, Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto. *sa*
- STEPHANO BROS.**, Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp sa t*
- STERLING DISTRIBUTORS**, Windsor, Ont. (Bayer aspirin). Agencies: Blackett-Sample-Hummert, Chicago; Ruthrauff & Ryan, N. Y. (Irontized Yeast, Molle Shaving Cream). *n*
- STERLING INSURANCE Co.**, Chicago (Penny-A-Day insurance). Agencies: Neal Adv. Agency, Chicago; E. H. Brown Adv., Chicago. *sp ne*
- STERLING PRODUCTS**, New York (Bayer aspirin, Danderine, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer Products); Sherman & Marquette. *n t sp*
- STERN & Co.**, Philadelphia (furniture). Agency: Frank, Welman, Philadelphia. *sa*
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- STOKELY BROS. & Co.**, Indianapolis (Van Camp's Tenderoni, beans). Agency: Calkins & Holden, N. Y. *sa n*
- STORZ BREWING Co.**, Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*
- STRAWBRIDGE & CLOTHIER**, Philadelphia (department store). *sa*
- STREET & SMITH PUBLICATIONS**, New York (magazines). Agency: Victor Van der Linde Adv. Agency, N. Y. *sa*
- STRIETMANN BISCUIT Co.**, Cincinnati (Dixie Vanilla Wafers). Agencies: Harry M. Miller Inc., Cincinnati; Stockton-West-Burkhart. *sp t*
- JOHN STUART SALES**, Toronto (Dunhill cigars). Agency: Harry E. Foster Agencies, Toronto. *sp*
- STUDEBAKER SALES Corp. of America**, South Bend, Ind. (autos). Agency: Roche, Williams & Cunningham, Chicago; Schrimmer & Scott, Chicago. *t ne*
- SUDBURY LABS.**, S. Sudbury, Mass. (Chaperone). Agencies: Mason L. Ham Adv., Boston; Bresnick & Solomon, Boston. *sa*
- SULFA PRODUCTS Co.**, Kansas City, Mo. (Psoriasis remedy). Agency: Merritt Owens, Kansas City.
- SUN DRUG STORES**, Pittsburgh. *ne n*
- SUN OIL Co.**, Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunningham, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa t ta ne*
- SUN SHIPBUILDING & DRYDOCK Co.**, Chester, Pa. *sp*
- SUNLITE BAKERY**, San Francisco (bread). Agency: W. E. Long Co., Chicago. *sp t*
- SUNNY SALLY VEGETABLE GROWERS**, Vernon, Cal. Agency: Tyler T. Smith Adv., Hollywood. *sp*
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JOHN SURREY LTD., New York (Snow Apple pipe tobacco). Agency: Jasper, Lynch & Fishel, N. Y. *ne*

SUTHERLAND LIVESTOCK COMMISSION Co., Sutherland, Neb. *sa sp*

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes). Agency: Gotham Adv. Co., N. Y. *t*

SWEETS CO. OF AMERICA, New York (Tootsie Rolls). Agencies: Biow Co., N. Y.; Duane Jones Co., N. Y. *ta sa*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese); Needham, Louis & Brorby, Chicago. *ta sa n sp*

T

TALBOT MFG. Co., Los Angeles (bath powder). Agency: J. Russel Miller Co., Los Angeles. *sp*

DR. LOUIS T. TALBOT, Los Angeles (religious). Agency: Smith & Bull Adv., Los Angeles. *sp*

G. TAMBLYN Ltd., Toronto (drug store chain). *sp*

TAPPINS, Philadelphia (Jewelers). Agency: Cox & Tanz, Philadelphia. *sa*

TAYLOR AUTO Co., Los Angeles (used cars). Agency: Elwood J. Robinson Adv., Los Angeles. *sp*

JOHN TAYLOR DRY GOODS Co., Kansas City. Agency: R. J. Potts-Calkins & Holden Agency, Kansas City. *sp*

TAYTON Co., Los Angeles (cosmetics). Agencies: Allen C. Smith Adv. Co., Kansas City; Barton A. Stebbins Adv., Hollywood; BBDO, Los Angeles. *sp rn*

TERMINAL BARBERSHOPS, New York. Agency: Maxon Inc., New York. *sp sa*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne Velvet beer). Agency: Wm. Polyea Adv. Agency, Terra Haute and direct. *t sp*

JOSEPH TETLEY & Co., New York (soup mix, tea). Agencies: Maxon Inc., N. Y.; Duane Jones Co., N. Y. *rn sa t sp*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sw*

S. B. THOMAS Inc., Long Island City, N. Y. (Protein Bread and English Muffins). Agencies: Merrill Anderson Co., N. Y.; Sherman K. Ellis & Co., N. Y. *sp ne*

THOMAS SUPPLY & EQUIPMENT Co., Ottawa (cosmetics). Agency: Stanfield & Blaikie, Montreal.

THOMPSON HYBRID CORN Co., Des Moines (Hybrid corn). Agency: Cary-Ainsworth, Des Moines. *sa*

THREE SISTERS, New York (women's apparel). Agency: Aubrey, Moore & Wallace, Chicago. *sp*

THRIFTY DRUG Co., Los Angeles (chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t sp ne*

TIDE WATER ASSOCIATED OIL Co., San Francisco and New York (Veedal & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TIDY HOUSE PRODS., Des Moines (household cleaners). Agency: Cary-Ainsworth, Des Moines. *sa sp*

TILLAMOOK COUNTY CREAMERY ASS'N., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *rn sp n*

TIME Inc., New York (magazines, news-reel). Agencies: Young & Rubicam, N. Y.; Grant Adv. S. A., Mexico City. *n sp*

TOBENE, N. Y. Agency: Joseph Katz Co., N. Y. *sa*

TRAVELERS CASUALTY INSURANCE Co., Chicago. Agency: First United Broadcasters, Chicago. *sa sp*

JOHN F. TROMMER Inc., Brooklyn, N. Y. (White Label Beer). Agency: Federal Adv. Agency, N. Y. *ta sp*

TRYCO Co., Hollywood (foot ointment). Agency: T. Tyler Smith, Hollywood. *sp*

TUCKETT'S LTD., Hamilton Ont. (Buckingham, Wings cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *t ta n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Fehiman Adv., Huntington Park, Cal. *sp t*

TWENTIETH CENTURY FOX FILM Corp., New York. Agency: Martin-Spiro, N. Y. *n sa*

TWIN CITY SHELLAC Co., Brooklyn. Agency: Diener & Dorskind, New York. *sa t*

U

UNION OIL CO. OF CAL., Los Angeles (Aristo oil). Agencies: Lorenz & Thomas, Los Angeles; Foote, Cone & Belding, Los Angeles. *n sp rn*

UNITED AIR LINES, Chicago. Agency: N. W. Ayer & Sons. *sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Co., N. Y.; Lawrence Fertig & Co., N. Y.; M. M. Fisher Assoc., Chicago. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t ta*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa sp*

U. S. BREAKFAST FOOD Co., Omaha. Agency: Buchanan-Thomas Adv., Omaha. *sa*

UNITED STATES ENTERPRISES, Los Angeles (first aid kits). Agency: Charles H. Mayne, Los Angeles. *t*

U. S. RUBBER Co., N. Y. Agency: Campbell-Ewald Co., N. Y. *sp*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED WALLPAPER Co., Chicago. Agency: MacFarland, Aveyar & Co., Chicago. *sa*

UNIVERSAL ENTERPRISES, Los Angeles (paint). Agency: Adolph Wenland Adv., Los Angeles. *sp*

UTAH OIL REFINING Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa ta*

V

VAN CAMP MILK Co., New York (evaporated milk). Agency: William Douglas McAdams, N. Y. *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

VAN DE KAMP'S HOLLAND-DUTCH BAKERS, Los Angeles. Agency: California Adv. Agency, Los Angeles. *t*

VAPO-CRESOLENE Co., New York (vaporizers). Agency: Irwin V. Admir & Co., N. Y. *sa*

VAPOR CHEMICAL Corp., New York. Agency: Abbott, Kimball & Co., N. Y.

VARLEY PRODUCTS Co., Chicago (flavoring). Agency: Hoffman & York, Milwaukee. *sa*

VEGETRATE Co., Los Angeles (Vegebroth, Lax-a-trate, VFI, Dehydrated products). Agency: Charlie Day, Los Angeles. *sa*

VERLEY PRODUCTS Co., Chicago (imit. butter flavor). Agency: Hoffman & York, Milwaukee. *sa*

VERNON'S GINGER ALE Co., Toronto (soft drinks). Agency: W. A. W. Adv. Co., Toronto. *sp*

VESS BEVERAGE Co. (Coca-Cola), St. Louis, Mo. Agency: Russel C. Comer Adv. Co., Kansas City, Mo. *ta*

VICK CHEMICAL Co., New York (Vick's Voratone, Vaporub, Vatron). Agencies: Morse International, N. Y.; Grant Adv., Chicago. *n sa sp rn t ne*

VICK CHEMICAL (cough drops). Agency: Morse International. *sa*

VINTON HYBRID CORN Co., Vinton, Ia. Agency: Weston-Barnett, Waterloo, Ia. *sa*

VIO-BIN Corp., Monticello, Ill. (cattle remedies). Agency: Rogers, Chicago. *sa*

VITA POWER PRODUCTS (Vita Plus Gasoline Tablets). Agency: Broder, New York. *sa*

VITAMIN NUTRITION PRODUCTS, Chicago (Vitapac). Agency: Schwimmer & Scott, Chicago.

The Sales Managers' Station!

• WWDC is known as the sales managers' station! Those who work with careful cost-per-sale tables—those who demand measurable pay-out results—elect WWDC to do a job in the nation's capitol.

Ask, for instance, leading mail-order merchandisers. They'll tell you this uninhibited independent chalks up a bigger "net"... produces sales at low advertising cost.

For efficient selling, try WWDC in '44!

WWDC

WASHINGTON, D. C.

National Representatives: Weed and Company

NEW YORK • DETROIT • CHICAGO • HOLLYWOOD
SAN FRANCISCO • BOSTON

1943 NATIONAL-REGIONAL RADIO ADVERTISERS

**TOPS IN
ERIE, PA.
A TOP
MARKET**

**A
RECENT SURVEY
GIVES
W E R C
75%
of the night
listeners**

Source on Request

W E R C
Erie, Pa.
CBS
1490 Kc. 250 Watts
National
Representative
SPOT SALES, INC.

F. G. VOGT & SONS, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOICE OF PROPHECY Inc., (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

N. Y. VON Co., N. Y. (Von's Pink Tablets). Agency: Roy S. Durstine Inc., N. Y. *sa sp*

W

W. H. Y. & KEVO PRODUCTS, Azusa, Cal. Agency: Barton A. Stebbins Adv., Los Angeles. *sp*

WADDELL COFFEE Co., Atlanta (Riverdale Club coffee). *sa*

WAGNER BOTTLING Co. *sp*

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp*

WALKER'S AUSTEX CHILI Co., Austin, Tex. Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walker poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa sp*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman K. Ellis & Co.; J. Walter Thompson Co., N. Y.; W. E. Long Co., Chicago. *t*

WARD BAKING Co., Chicago. Agency: W. E. Long Co., Chicago. *sa*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sa t*

WASHINGTON COOPERATIVE EGG & POULTRY ASSN., Seattle. Agency: Pacific National Adv. Agency, Seattle; direct. *sa*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. Agency: Cecil & Presby, N. Y. *sp*

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. Agency: J. Walter Thompson Co., Seattle and San Francisco. *sp sa*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark. *sp ne*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder, etc.). Agency: Blackett-Sample-Hummert, Chicago. *n sp t*

THOMAS J. WEBB Co., Chicago (coffee). Agency: Schwimmer & Scott, Chicago. *t*

WEBER SHOWCASE & FIXTURE Co., Los Angeles. Direct. *ne*

WEILER FOODS, Chicago (soup). *sp*

WEINSTEIN Co., San Francisco (department store chain). *sa*

FOX WEIS Co., Philadelphia (furs). Agency: Harry Feigenbaum, Philadelphia. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta sp*

WELCH GRAPE JUICE Co., Toronto (beverage). Agency: Cockfield, Brown & Co. Ltd., Toronto. *sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner, San Francisco. *n sa*

M. WERK Co., St. Bernard, O. (soap). Agency: Frederic W. Ziv Adv. Agency, Cincinnati. *t*

WESLEY RADIO LEAGUE, Detroit (religious). Agencies: Aircasters, Detroit; Stanley G. Boynton, Detroit. *n sp*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Davis & Staff, San Francisco. *sa sp*

WESTCRAFT LABORATORIES (Perm Wave Kit). Agency: Lou Sterling. *sa sp*

WEST DISENFECTING Co., Long Island City (CN). Agency: Alfred J. Silberstein Inc., N. Y. *sp*

WESTERN AUTO SUPPLY Co., Los Angeles. Agency: BDDO, Los Angeles. *sa*

WESTERN BOOK & TRACT Co., Oakland, Cal. (Bibles). Agency: Direct. *sa*

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. *sa*

WESTERN ELECTRIC Co., New York (Audiphone). Agency: Newell-Emmet Co., New York. *ne*

WESTERN PROCESSED FOOD Co., Los Angeles. *sa*

WESTERN STOVE Co., Culver City, Cal. (institut.) Agency: Mays & Bennett Adv., Los Angeles. *sp*

WESTERN UNION TELEGRAPH Co., San Francisco. Direct. *sa*

WESTINGHOUSE E & M Co., E. Pittsburgh, Pa. and Philadelphia. Agencies: Fuller & Smith & Ross, N. Y.; Young & Rubicam, N. Y. *n ra sp*

WESTLAND LIFE INSURANCE Co., San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. *sp*

WHEAT NUT DISTRIBUTING Co., Los Angeles (cereal). Agency: Assoc. Advertisers, Los Angeles. *sa*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t sp*

WHEATLEY MAYONNAISE Co., Louisville. Agency: M. R. Kopmeyer Co., Louisville. *sp*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n sp*

WHELAN DRUG Co., N. Y. (drug store chain). Agency: Neff-Rogow, N. Y.

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n ra t ta*

WHITING-MEAD Co., Los Angeles (building materials). Agency: Stellar Millar Adv., Los Angeles. *sa*

WIEBOLT STORES, Chicago (dept. store chain). Agency: Needham, Louis & Brorby, Chicago. *sp t*

WILBERT PRODUCTS, New York, (wax). Agencies: W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. *t sp ta sa*

WILCO Co., Los Angeles (Biff). Agency: Elwood J. Robinson Adv. Los Angeles.

WILDROOT Co., Buffalo (hair tonic). Agency: BDDO, Chicago. *sp*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *ne sp*

WILLIAMS Co., Kokomo, Ind. (Bouffont washing agent, O-Gee cleanser). Agency: Macdonald-Cook Co., South Bend.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n sw*

J. B. WILLIAMS Co., (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t n sp*

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. *sp sa*

WILLIAMS WATERPROOFING & PAINT Co., Los Angeles (waterproofing, paint). Agency: Allied Adv., Los Angeles. *sp*

WILLIAMSON CANDY Co., Chicago (O Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa n sp*

WILSON & Co., Chicago (lard, Mor dog food). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WILSON & Co., Los Angeles (o'co). Agency: Brisacher, Davis & Staff, San Francisco.

WILSON MILK Co., Indianapolis. Agency: Keeling & Co., Indianapolis. *n sp ta*

WILSON SPORTING GOODS Co., Chicago (athletic equip.). Agency: U. S. Advertising Corp., Chicago. *sp*

WINSTON-NEWELL Co., Minneapolis (R-d Rooster Coffee). Agency: Campbell-Mithun, Minneapolis. *ta*

WINTERINE MFG. Co., Denver (Antarctic Antifreeze). *sa*

WISCONSIN DEPT. OF AGRICULTURE. Agency: Bert S. Gittins Adv., Milwaukee. *sa*

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *n sa*

WONDER BAKERIES, Toronto. Agency: J. J. Gibbons Ltd., Toronto. *sa*

CAMPBELL WOODS Co., Pittsburgh (coffee, Breakfast Cheer). Agency: J. Grant Agency, Pittsburgh. *sp*

HUGH M. WOODS MERCANTILE Co., Denver (lumber). Direct.

WORCESTER COOPERATIVE FEDERAL SAVINGS & LOAN ASSN., Worcester. Direct. *sp*

WORCESTER SALT Co., N. Y. (owned by Morton's Salt Co.). Agency: J. Walter Thompson Co., N. Y.

WORLD'S PRODUCTS Co., Spencer, Ind. (Laymon's Vitamins). Agency: Phil Gordon, Adv. Agency, Chicago. *sa*

WRIGHT AERONAUTICAL Corp., Paterson, N. J. *sp*

WM. WRIGLEY JR. Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vanderbie & Rubins, Chicago; J. Walter Thompson Co., Chicago. *sp t*

WM. WRIGLEY CO. OF CANADA, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. *sp n*

ALLEN B. WRISLEY DISTRIBUTING Co., Chicago (Olivio soap). Agency: George H. Hartman Co., Chicago. *t*

WYANDOTTE CHEMICALS Co., Wyandotte, Mich. Agency: N. W. Ayer & Son, N. Y. *t*

WYETH CHEMICAL Co., New York and Jersey City (Hill's cold tablets). Agency: Blackett-Sample-Hummert, New York. *sp n*

WYLER & Co., Chicago (dehydrated soups, vegetable flakes, bouillon cubes). Agencies: Goodkind, Joyce & Morgan, Chicago; Aubrey, Moore & Wallace, Chicago. *sa ne*

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

YELLOW CAB Co., Philadelphia (taxicabs). Agencies: Aaron & Brown Adv. Agency, Philadelphia; E. L. Brown Agency, Philadelphia. *sp*

YAMI YOGURT PRODUCTS Co., Los Angeles (dairy products). Agency: Erwin, Wasey & Co., Los Angeles. *sa*

W. F. YOUNG Inc., Springfield, Mass. (Absorbine Jr.). Agency: J. Walter Thompson Co., N. Y. *ta*

Z

ZERBST PHARMACAL Co., St. Joseph's, Mo. (capsules). Agency: Pott-Turnbull, Kansas City. *sa*

ZONITE PRODUCTS Corp., New York (Forban's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *n ne*

K F N F

SHENANDOAH, IOWA

1000 watts

920 kc

Frank Stubbs, Mgr.

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

BLUE NETWORK OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

H. J. BRENNAN STATIONS—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

ARDE BULOVA STATIONS—WOV and WNEW, New York; WCOP, Boston; WFEN, Philadelphia; WNBC, Hartford; WELI, New Haven. Chief executive: Harold A. Lafount, 501 Madison Ave., New York.

A. L. CHILTON STATIONS—KLRA and KGHI, Little Rock; KSKY, Dallas.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (minority interest).

CBS OWNED AND OPERATED STATIONS—Owned: WABC, New York; WTOP, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEL, Boston. All affiliates of CBS network; all represented nationally by Radio Sales Inc.

THE COWLES STATIONS (Including Iowa Broadcasting System)—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.-Sioux City, Ia. Available as a group. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, vice-president; KSO-KRNT: Robert Dillon, commercial manager; KSO-KRNT: William Quarton, commercial manager; WMT: Phil Hoffman, general manager and vice-president; WNAX: Ted Enns, national sales manager.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara. Vice-President and General manager: Lewis Allen Weiss, KHJ.

GENE T. DYER STATIONS—WSBC, WAIT and WGES, Chicago.

FORT INDUSTRY CO. STATIONS (George B. Storer-John H. Ryan)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMBY, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (minority). Headquarters: New Center Bldg., Detroit.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WBNY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHTT, Hartford; W DAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newsPapers.

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., executive manager. Represented nationally by Spot Sales Inc.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard Jr. interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3rd. [See Yankee Network.]

JOHN A. KENNEDY STATIONS—WCHS, Charleston, W. Va.; WBLK, Clarkburg, W. Va.; WPAR, Parkersburg, W. Va.; WS AZ, Huntington, W. Va. (minority).

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

McCLATCHY BROADCASTING CO. STATIONS—Stations owned by McClatchy Newspapers: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La.

NBC MANAGED AND OWNED STATIONS—Owned: WEAJ, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

J. LINDSAY & GILMORE DUNN STATIONS—WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; KFDA, Amarillo, Tex.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.)

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.

PHOENIX REPUBLIC & GAZETTE STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz. (minority); KYCA, Prescott, Ariz. (minority).

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC Beverly Hills, Cal. (Stock in WJR publicly held.)

ADELINE B. RINES STATIONS—WCSH, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, Memphis, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPJ, Memphis. Scripps-Howard Radio Inc. headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president (on leave U. S. Navy); James C. Hanrahan, WMPJ, executive vice-president (on leave U. S. Army); Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president in charge.

SYMONS-CRANEY STATIONS—KGIR, Butte; KXL, Portland, Ore.; KPYY, Spokane, Wash.; KFPA, Helena, Mont. (Craneley only); KRBM, Bozeman, Mont.

TAYLOR-HOWE-SNOWDEN STATIONS—KGNC, Amarillo; KTSA, San Antonio; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex. Operating executive: O. L. Taylor, KGNC.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLJ, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA, Lynchburg.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Also shortwave station WBOS, Boston. Also FM stations WBZ-FM, Boston; KDKA-FM, Pittsburgh; WOWO-FM, Fort Wayne; KYW-FM, Philadelphia; WBZA-FM, Springfield, Mass. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter Evans, vice-president; Lee B. Wailes, manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; F. A. Logue, auditor; Gordon Hawkins, program supervisor.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.

Kermit-Raymond CORPORATION

745 FIFTH AVENUE
NEW YORK 22, N. Y.
Eldorado 5-5511

Mr. Program Buyer
Wherever You May Be

My dear Mr. Program Buyer:

Would you be interested in buying a TESTED, MIRTH-FILLED, HUMAN INTEREST, BIG NAME transcribed radio program . . . FOR NO MONEY?

Naturally!

Well, we believe that radio stations are constantly on the lookout for good radio programs; and naturally, producers are always on the lookout for a market to sell their wares. Yet, unfortunately for both radio station and producer, advertisers are very often either unable or unwilling to pay a fair price to get the top-notch radio shows.

So, up pops a problem—a problem for both producer and radio station, and it's a tough problem, too. For, after all, any station wants good program schedules because good program schedules mean more listeners—and more listeners mean more advertisers—and you know what more advertisers

mean. Which brings us back to the advertisers and "that problem."

However, we figured, all problems must have a solution, and so we got busy to work one out in this case—and sure enough we hit on one! We think it's a good solution—for the simple reason that it solves the problem. It gives you a good show; it provides us with an outlet for our show; we get paid—BUT IT COSTS YOU NO MONEY! AND WHAT'S MORE—THIS PLAN ENABLES YOU TO MAKE TWO TIME SALES SIMULTANEOUSLY!

We are offering THREE of our big name fifteen-minute transcribed shows to you "practically as a gift" for NO MONEY as outlined above—Famous Fathers, with such great stars as Deems Taylor, Admiral Byrd, Ozzie Nelson, Jimmy Dorsey, Lauritz Melchior, Col. Roosevelt, Lowell Thomas and others. . . . The Meal of Your Life, with such great guest stars as Gertrude Lawrence, E. S. Maxwell, Burgess Meredith, Ilka Chase, George Jessel and others. . . . The Woman, a half-hour show with such great personalities as Hildegard, Mayor La Guardia, John Bales, Ted Col'ins, Grace Moore, and others of equal name caliber. You will want to know how to get these terrific "NAME" transcribed shows for NO MONEY, and how you can sell them and keep the revenue. Write, wire or telephone us today for complete details on "exclusive" for your market.

Most cordially yours,

"Ray" Green,
General Manager.

• Radio Productions

Directory of Transcription, Recording, Program Producing, Script, Talent and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined.
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Acoustic Equipment Co. | Atlanta 3, Ga. | Walton Bldg. | Walnut 6714 | P. C. Bangs | Transcriptions, recording |
| John Adaskin Productions | Toronto, Ont. | 67 Yonge St. | Elgin 7062 | John Adaskin | Production, scripts |
| Advance Television Pictures Service Inc. | New York City | 729 Seventh Ave. | Bryant 9-5600 | Robert Matthews | Production of motion pictures for television stations |
| Advertisers Recording Service Inc. | New York City | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Production, recording |
| Nicholas T. Agneta | New York City 20 | 9 Rockefeller Plaza | Columbus 5-2142 | Nicholas T. Agneta | Production, talent |
| J. T. Ainley Co. | Chicago 11, Ill. | 55 E. Superior St. | Superior 5310 | J. T. Ainley | Production |
| Air Features Inc. | New York City | 247 Park Ave. | Wickersham 2-0077 | J. E. Sauter | Production |
| All-Canada Radio Facilities Ltd. | Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. | Southam Bldg. Dominion Square Bldg. Victory Bldg. Electric Ry. Chambers 543 Seymour St. | M-7691 Lancaster 6400 Elgin 2464 96-861 Marine 9542 | H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin | Transcriptions |
| Charles H. Allen Agency | New York City | 1270 Sixth Ave. | Circle 7-4124 | Charles H. Allen | Talent |
| Alton Alexander Productions | New York City 20 | Radio City | Columbus 5-7085 | Alton Alexander | Production, scripts |
| Norman Alexandroff & Co. | Chicago 5, Ill. | 410 So. Michigan Ave. | Wabash 6762 | Norman Alexandroff | Talent, production |
| Allied Record Mfg. Co. | Hollywood 38, Cal. Washington 4, D. C. | 1041 N. Las Palmas Ave. Earle Bldg. | Hollywood 5107 Executive 3792 | Louis I. Goldberg M. J. Mara | Transcription processing, phonograph records, apparatus |
| American Foundation for the Blind | New York City | 15 West 16th St. | Chelsea 3-2821 | R. B. Irwin | "Talking book" records and machines |
| American Institute of Food Products | New York City 6 | 75 West St. | Bowling Green 9-9188 | Robert A. Bories | Production |
| American Jewish Broadcasting Co. | New York City 7 | 270 Broadway | Worth 2-3322 | Herman Younglieh | Jewish programs |
| American Radio Syndicate | New York City 17 | 1 E. 44th St. | Murray Hill 6-3488 | Horton Hards | Scripts, production |
| F. D. Anderson | St. Louis 1, Mo. | Paul Brown Bldg. | Garfield 1055 | F. D. Anderson | Production |
| Arey Agency | New York City | 1619 Broadway | Columbus 5-7374 | Robert H. Calvert | Talent |
| Laura Arnold | New York City | 545 Fifth Ave. | Murray Hill 2-2795 | Laura Arnold | Talent |
| Arts Recording Studios | New York City | 29 W. 57th St. | Plaza 8-0407 | M. Wankel | Foreign language scripts |
| ASCAP Radio Program Service | New York City | 30 Rockefeller Plaza | Columbus 5-7464 | Robert L. Murray | Syndicated scripts for use with live talent for recorded musical programs |
| Aech Recording Studios | New York City 19 | 117 W. 46th St. | Bryant 9-3137 | | Transcriptions, records, scripts |
| Arthur H. Ashley | New York City | 457 W. 57th St. | Columbus 5-1348 | Arthur H. Ashley | Foreign language programs |
| Associated Broadcasting Co. | Chicago, Ill. | 817 E. 92nd St. | Triangle 2244 | Frank J. Kovach | Production, scripts, recording |
| Associated Broadcasting Co. Ltd. | Montreal, Que. Toronto, Ont. | Dominion Sq. Bldg. Central Bldg. | Belair 3325 Adelaide 3248 | M. Maxwell K. H. Gregory | Production, scripts, recording |
| Associated Music Publishers Inc. | New York City 19 | 25 W. 45th St. | Bryant 9-0845 | Clinton M. Finney | Transcription library, production, scripts |
| Associated Releases | Hollywood 28, Cal. | P. O. Box 1213 | Hillside 0101 | Arthur Solomon | Production, scripts |
| Audio Recording Studio | Vancouver, B. C. | 850 W. Hastings St. | Marine 9058 | Walt Shinnick | Production, recording, scripts |
| Audio-Scriptions Inc. | New York City 19 | 1619 Broadway | Circle 7-7690 | Ezekiel Rabinowitz | Transcriptions (Library of Voices), recording |
| Clarence J. Austin | New York City | 218 W. 14th St. | Chickering 2-7128 | C. J. Austin | Talent |
| Basch Radio Productions | New York City 22 Chicago, Ill. Cleveland, O. Boston, Mass. | 17 E. 45th St. 223 N. La Salle St. Bulkeley Bldg. Statter Bldg. | Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225 | Charles J. Basch Jr. F. R. Jones Alonzo Hawley Robert C. Foster | Transcriptions, production, scripts |
| Don Bassett Productions | Toronto, Ont. | 891 Bay St. | Kingsdale 7924 | Don Bassett | Production, scripts |
| Batchelor Enterprises Inc. | New York City | 30 Rockefeller Plaza | Circle 6-4224 | Walter Batchelor Howard Reilly | Production, talent, scripts |
| Baudry-Harwood Radio Productions | Montreal, Que. | 1434 St. Catherine St. W. | Plateau 9811 | Yvette Baudry | Scripts, production |
| Marcel Baulu-Laboratoire de Redaction | Montreal, Que. | 1434 St. Catherine St. W. | Lancaster 9572 | Madeleine Painchaud | Productions, scripts |
| Irene Beasley Radio Production Service | New York City | 501 Madison Ave. | | Irene Beasley | Production |
| Beck Recording Studios | Minneapolis 3, Minn. | 1722 Hennepin Ave. | Atlantic 8901 | R. C. Brown | Sound-slide films, production, scripts |
| M. S. Bentham | New York City | 48 W. 48th St. | Bryant 9-1227 | M. S. Bentham | Production, scripts |
| Phil Berg-Bert Allenberg Inc. | Beverly Hills, Cal. New York City | 121 S. Beverly Drive 501 Madison Ave. | Crestview 6-3131 Eldorado 5-1076 | Phil Berg Nelson Hesse | Talent, production |
| Stanley Bergerman & Co. | Beverly Hills, Cal. | 9629 Brighton Way | Crestview 6-3196 | Stanley Bergerman | Talent |
| Harry Bestry | New York City | 1776 Broadway | Circle 6-7094 | Harry Bestry | Talent |
| Beverly Radio | Chicago, Ill. | 1805 W. 95th St. | Cedarcrest 4677 | Roy Young | Recording |
| Walter Biddick Co. (Radio Programs Division) | Los Angeles 15, Cal. | 1151 So. Broadway | Richmond 6184 | L. Hill | Recording, production |
| G. C. Bird & Assoc. | Los Angeles 28, Cal. | 1745 N. Gramercy Pl. | Hollywood 3981 | G. C. Bird | Transcriptions |
| Fritz Blocki Productions | New York City | 655 Fifth Ave. | Plaza 9-6180 | Fritz Blocki | Package shows, scripts |

(Continued on Page 332)

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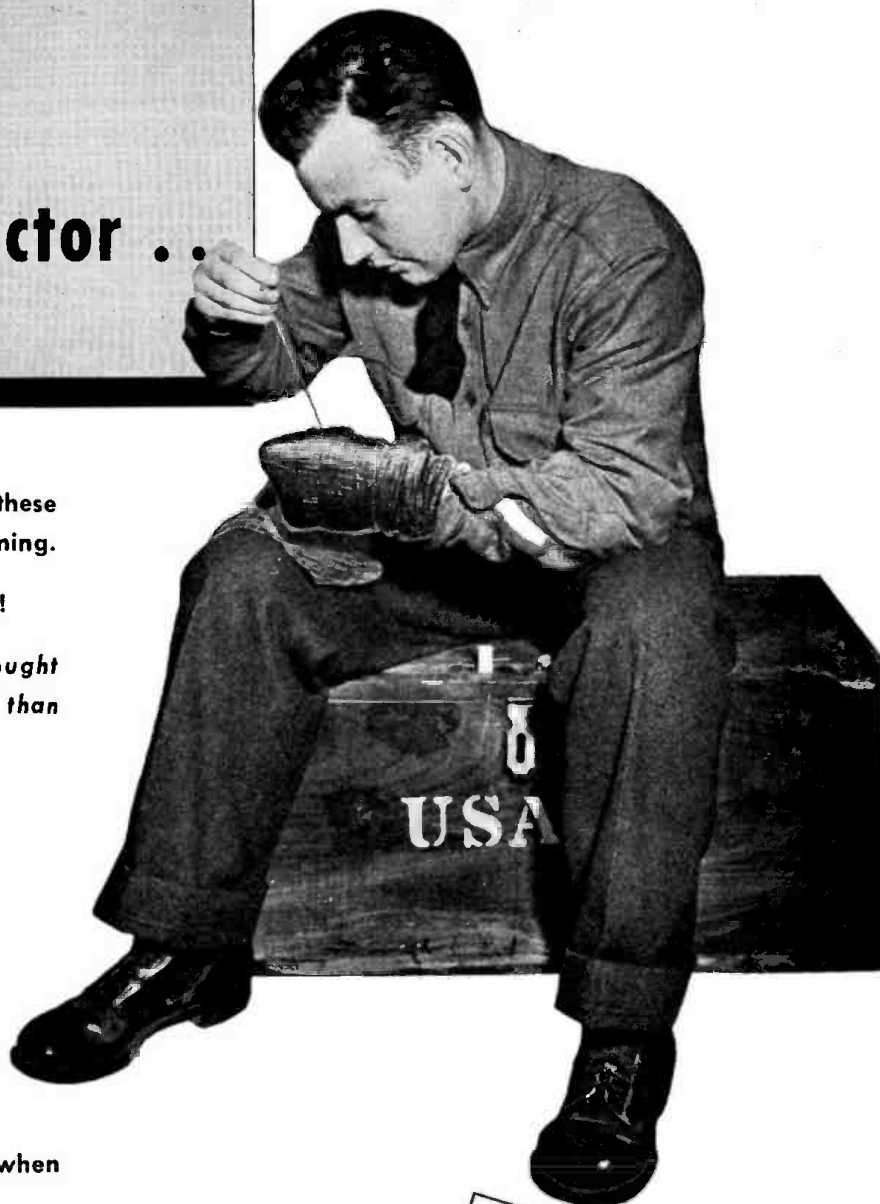
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| ALABAMA Anniston ----- WHMA Birmingham ----- WAPI ----- WBRG-WAGN Decatur ----- WWSL Dothan ----- WAGF Gadsden ----- WJBY Mobile ----- WALA-WMOB Montgomery ----- WCOV-WSFA Muscle Shoals City ----- WLAY Selma ----- WHBB Tulocaloosa ----- WJRD Opelika ----- WJHO Bessemer ----- WJLD | ARIZONA Lowell ----- KSUN Phoenix ----- KOY-KPHO-KTAR Prescott ----- KYCA Safford ----- KGLU Tucson ----- KTUC-KVOA Yuma ----- KYUM | ARKANSAS Blytheville ----- KLCN El Dorado ----- KELD Fort Smith ----- KFPW Helena ----- KFFA Hot Springs ----- KTHS-KWFC Little Rock ----- KARK ----- KGH-KLRA Pine Bluff ----- KOTN Siloam Springs ----- KUOA | CALIFORNIA Bakersfield ----- KERN-KPMC Berkeley ----- KRE Beverly Hills ----- KMPC Chico ----- KHSL El Centro ----- KXO Eureka ----- KJEM Fireano ----- KARM-KFRE-KMJ Glendale ----- KIEV Hollywood ----- KHJ-FM Long Beach ----- KFOX-KGER Los Angeles ----- KECA ----- KFAC-KFI-KFWB-KFVD KGFJ-KHJ-KMTR-KNX KRKD Marysville ----- KMYC Merced ----- KYOS Modesto ----- KTRB Monterey ----- KDON Oakland ----- KLS-KROW-KIX Pasadena ----- KPAS-KWKW Redding ----- KVCV Riverside ----- KPRO Sacramento ----- KFBK-KROY San Bernardino ----- KFXM San Diego ----- KFMB-KFSD-KGB San Francisco ----- KFRC ----- KGO-KJBS-KPO- KSAN-KSFO-KYA San Jose ----- KQW San Luis Obispo ----- KTRB Santa Ana ----- KVQE Santa Barbara ----- KDB-KTMS Santa Rosa ----- KSRO Stockton ----- KCDM-KWG Visalia ----- KTKC Watsonville ----- KHUB | COLORADO Colorado Springs ----- KVOR Denver ----- KFEL ----- KLZ-KMYR-KOA-KVOD Durango ----- KIUP Grand Junction ----- KFXJ Greeley ----- KFKA Fueblo ----- KGHF | CONNECTICUT Bridgeport ----- WICG-WNAB Hartford ----- WDRC ----- WTHT-WTIC-WNBC- WTIC-FM-WDRC-FM New Haven ----- WELI New London ----- WNLG Stamford ----- WSRB Waterbury ----- WATR-WBRY | DELAWARE Wilmington ----- WDEL-WILM | DISTRICT OF COLUMBIA Washington ----- WINX ----- WTOP-WMAL-WOL- WRC-WWDC | FLORIDA Daytona Beach ----- WMFJ Ft. Lauderdale ----- WFTL Gainesville ----- WRFU Jacksonville ----- WJAX ----- WJHP-WMBR-WFLO Lakeland ----- WLAK Lake Worth ----- WWFG Miami ----- WIOD-WQAM | Miami Beach ----- WKAT Orlando ----- WTMG Panama City ----- WDBO-WLOF Pensacola ----- WDLF ----- WCOA St. Augustine ----- WFOY St. Petersburg ----- WSUN-WTSP Tallahassee ----- WTAL Tampa ----- WDAE-WFLA West Palm Beach ----- WJNO | GEORGIA Albany ----- WALB-WGPC Athens ----- WAGA ----- WATL-WGST-WWSB Augusta ----- WGAC-WDWS Brunswick ----- WMOG Cedartown ----- WCAA Columbus ----- WDAK-WRBL Cordele ----- WJIM Dalton ----- WBLJ Gainesville ----- WCGA Griffin ----- WKEU La Grange ----- WLAG Macon ----- WBML-WMAZ Moultrie ----- WMGA Rome ----- WTOG Savannah ----- WPAX Thomasville ----- WRLC Tooeo ----- WGOV Valdosta ----- WYIX Waycross ----- WYIX | IDAHO Boise ----- KIDO Wallace ----- KWAL Lewiston ----- KRLC Nampa ----- KFSD Pocatello ----- KSEI Twin Falls ----- KTFI | ILLINOIS Aurora ----- WMRO Chicago ----- WKRO ----- WDWB ----- WAAF ----- WENR-WGES ----- WGN-WJIB-WLS- WMAQ-WIBC-WGNB- WBBM-FM Cicero ----- WFHC Danville ----- W DAN Decatur ----- WSOY East St. Louis ----- WTMV Galesburg ----- WGIL Harrisburg ----- WBEQ Herrin ----- WLDL Jacksonville ----- WCIS Joliet ----- WMBD Quincy ----- WTAD Rockford ----- WROK Rock Island ----- WHBF Springfield ----- WCBS-WTAX Tuscola ----- WDZ | INDIANA Anderson ----- WTHU Elkhart ----- WTRC Evansville ----- WEOA ----- WGBF-WMLL Fort Wayne ----- WGL ----- WOWO-WOWO-FM Gary ----- WIND Hammond ----- WJOB Indianapolis ----- WFBM ----- WIBC-WISH-WIRE Kokomo ----- WKMO Lafayette ----- WSKK Muncie ----- WLBC South Bend ----- WSBT Terre Haute ----- WBOW Vincennes ----- WAOV | IOWA Burlington ----- KBUR Cedar Rapids ----- WMT Clinton ----- KRCS Davenport ----- WOC Des Moines ----- KRNT-KSO-WHO Dubuque ----- KDTH-WKBB Fort Dodge ----- KFVD Marshalltown ----- KFJB Mason City ----- KGLD Ottumwa ----- KBIZ Shenandoah ----- KMA-KFNF Sioux City ----- KSCJ-KTRI Spencer ----- KICD Waterloo ----- KXEL | KANSAS Atchison ----- KVAK Coffeyville ----- KCGF Dodge City ----- KGNB Emporia ----- KTSV Great Bend ----- KYGB Hutchinson ----- KBBW | KANSAS CITY ----- KCKN Lawrence ----- WREN Pittsburgh ----- KOAM Salina ----- KSAL Topeka ----- WJWB Wichita ----- KANS-KFH-KFBI | KENTUCKY Ashland ----- WCM1 Bowling Green ----- WBLJ Harlan ----- WHLN Henderson ----- WSON Hopkinsville ----- WHOP Lexington ----- WLAP Louisville ----- WAVE ----- WGRC-WHAS-WINN WOMI Owensboro ----- WPAD | LOUISIANA Alexandria ----- KALB Baton Rouge ----- WJBO Lafayette ----- KVOL Lake Charles ----- KPCL Monroe ----- KMLE New Orleans ----- WSMB-WVL-WDSU Shreveport ----- KRMD ----- KTBS-KWKH | MAINE Augusta ----- WRDO Bangor ----- WLBZ Lewiston ----- WCOU Portland ----- WCSH-WGAN | MARYLAND Baltimore ----- WBAL ----- WCAO-WCBM-WFBR ----- WTH Cumberland ----- WTBO Hagerstown ----- WJEJ Salisbury ----- WBOC | MASSACHUSETTS Boston ----- WBZ-WBZA ----- WCOP-WEEI-WHDH ----- WMEX-WNAC-WORL ----- WCTR-WBZ-FM Fall River ----- WSAR Fitchburg ----- WEIM Greenfield ----- WHAI Holyoke ----- WHYN Lawrence ----- WLAW Lowell ----- WLOH New Bedford ----- WNBH Pittsfield ----- WBRK Salem ----- WESX Springfield ----- WMAS ----- WSPR-WBZA-FM Worcester ----- WAAB ----- WORC-WTAG | MICHIGAN Battle Creek ----- WELL Bay City ----- WBCM Calumet ----- WDBK Detroit ----- WJR ----- WJL-WENA ----- WJWJ-WJYZ Escanaba ----- WDBC Flint ----- WFDF Grand Rapids ----- WLAV ----- WWOOD-WASH Ironwood ----- WJMS Jackson ----- WIBM Kalamazoo ----- WKZO Lansing ----- WJIM Marquette ----- WDMJ Muskegon ----- WKBZ Port Huron ----- WCAR Saginaw ----- WSAM Sault St. Marie ----- WSOO Traverse City ----- WTCM | MINNESOTA Albert Lea ----- KATE Duluth ----- KDAL-WBEC Hibbing ----- WMFG Mankato ----- KYSM Minneapolis ----- WCCO ----- WDCY-WLOL-WTCN Moorhead ----- KVOX Rochester ----- KRCC St. Cloud ----- KFAM St. Paul ----- KSTP-WMIN Virginia ----- WHLB Winona ----- KWNO Willmar ----- KWLM | MISSISSIPPI Columbus ----- WCBI Greenville ----- WJPR Hattiesburg ----- WFOR Jackson ----- WJDX-WSLI Laurel ----- WABL McComb ----- WSKB Meridian ----- WCOC Vicksburg ----- WQBC | MISSOURI Cape Girardeau ----- KFF Columbia ----- KFR Hannibal ----- KHM Jefferson City ----- KWO Kansas City ----- KCM ----- KMBC-WDAF-WH ----- KOZY Poplar Bluff ----- KWO St. Joseph ----- KFE St. Louis ----- KMO ----- KSD-KWK-KXOK- WEW-WIL Springfield ----- KCB ----- KTT-KWT | MONTANA Billings ----- KGH Bozeman ----- KRB Butte ----- KGI Great Falls ----- KFF Helena ----- KPF Kalispell ----- KGI Miles City ----- KR1 Missoula ----- KGV | NEBRASKA Fremont ----- KOF Grand Island ----- KHI Hastings ----- KGF Kearney ----- KFAB-KFC Lincoln ----- WJ Norfolk ----- KOI North Platte ----- KBC Omaha ----- KOIL-KOWH-WO Scottsbluff ----- KGB | NEVADA Reno ----- KO Las Vegas ----- KEN | NEW HAMPSHIRE Keene ----- WKI Laconia ----- WLN Manchester ----- WFEA-WMI Mt. 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| CBJ | Chicoutimi, Que. | CHLN | Summerside, P.E.I. | CKCK | Regina, Sask. |
| CBK | Watrous, Sask. | CHLT | Three Rivers, Que. | CKCL | Toronto, Ont. |
| CBL | Toronto, Ont. | CHMT | Montreal, Que. | CKCO | Ottawa, Ont. |
| CBM | Montreal, Que. | CHNL | Sherbrooke, Que. | CKCR | Kitchener, Ont. |
| CBQ | Ottawa, Ont. | CHNC | Hamilton, Ont. | CKCV | Quebec, Que. |
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| CFCN | Calgary, Alta. | CHWK | Chilliwack, B. C. | CKNB | Campbellton, N. B. |
| CFCO | Chatham, Ont. | CJAT | Trail, B. C. | CKNY | Wingham, Ont. |
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| CFNB | Fredericton, N. B. | CJCS | Calgary, Alta. | CKRC | Winnipeg, Man. |
| CFOS | Owen Sound, Ont. | CJCS | Stratford, Ont. | CKRN | Rouyn, Que. |
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| CFRB | Toronto, Ont. | CJLS | Yarmouth, N. S. | CKVD | Vai d'Or, Que. |
| CFRC | Kingston, Ont. | CJOC | Lethbridge, Alta. | CKWS | Kingston, Ont. |
| CFRN | Edmonton, Alta. | CJOR | Vancouver, B. C. | CKWX | Vancouver, B. C. |
| CHAB | Moose Jaw, Sask. | CJRL | Kenora, Ont. | CKX | Brandon, Man. |
| CHAD | Amos, Que. | CJVI | Victoria, B. C. | CKY | Winnipeg, Man. |
| CHEX | Petersborough, Ont. | CKAC | Montreal, Que. | VOCM | St. John's, Newfnd |
| | | | | VONF | St. John's, Newfnd |

BROADCAST MUSIC, INC.
 Los Angeles New York Chicago

Directory of Transcription, Production and Related Services

(Continued from page 328)

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|---|--|---|---|---|
| Joseph Bloom | New York City 18 | 19 W. 44th St. | Vanderbilt 6-5080 | Joseph Bloom | Production |
| Bost Records Co. | New York City 19 | 29 W. 57th St. | Plaza 3-8676 | Herbert H. Borchardt | Transcriptions, recording, production |
| Richard Bradley & Associates | Chicago 6, Ill. | 20 N. Wacker Drive | Randolph 3549 | Ronald R. Mills | Sound and sound film projection service |
| Brinckerhoff Studios Productions Inc. | New York City 19 | 29 W. 57th St. | Plaza 3-3015 | D. Vanston | Production, recording, talent |
| Briscoe & Goldsmith Inc. | New York City | 522 Fifth Ave. | Murray Hill 2-6244 | Johnson Briscoe George Goldsmith | Talent |
| Broadcasters Mutual Transcription Service | St. Louis 10, Mo. | 818 So. Kingshighway | Franklin 2060 | Charles E. Harrison | Recording, production, transcriptions |
| Broadcast Music Inc. (BMI) | New York City | 580 Fifth Ave. | Pennsylvania 6-5466 | Merritt E. Tompkins | Owners and distributors of music catalogues, licensed for radio |
| Broadcast Productions | Chicago, Ill. | 25 E. Jackson Blvd. | Wabash 0711 | John Stamford | Production |
| Broadcasting Program Service | New York City 19 | 45 W. 45th St. | Bryant 9-4324 | Herbert Rosen | Transcriptions, production, (Heroservice) sound effects |
| Chamberlain Brown | New York City | 145 W. 46th St. | Bryant 9-8480 | Chamberlain Brown | Production, talent, scripts |
| Curtis Brown-Alan Collins Inc. | New York City | 347 Madison Ave. | Murray Hill 6-6170 | Alan Collins | Scripts |
| Carl Byoir & Associates | New York City | 10 E. 40th St. | Ashland 4-3466 | Dick Davis | Transcribed production, scripts |
| Capital Records Inc. | Hollywood 28, Cal. Chicago 1, Ill. New York City 19 Dallas 1, Tex. Atlanta 3, Ga. | 1483 Vine St. 322 N. Michigan Ave. 619 10th Ave. 1500 Young St. 427 Peachtree St., N. E. | Hempstead 3148 Franklin 2555 Longacre 3-2087 Central 8188 Atwood 4433 | Glenn E. Wallichs R. R. Howard Lester Walters Lee Palmer Robert Stabler | Phonograph records |
| Bruce Chapman Co. | New York City 18 | 145 W. 41st St. | Wisconsin 7-1183 | Bruce Chapman | Production |
| Mary D. Chase | New York City | 875 Fifth Ave. | Regent 7-1120 | Mary D. Chase | Package shows, production |
| Chicago Recording Co. | Chicago 1, Ill. | 221 N. La Salle St. | Central 5275 | L. S. Toogood | Recording service |
| Chicago Recording Studios Inc. | Chicago, Ill. | 64 E. Jackson Blvd. | Webster 7288 | C. A. Nye | Recording service |
| Chicago Tribune-New York News Syndicate | New York City | 220 E. 42nd St. | Murray Hill 2-1284 | Arthur W. Crawford | Newspaper features adaptable to broadcasting |
| Christensen Recording Services | Chicago, Ill. | 306 S. Wabash Ave. | Webster 7795 | Carle A. Christensen | Recording, production, scripts |
| Arthur B. Church Productions | Kansas City 6, Mo. | Pickwick Hotel | Harrison 2650 | George E. Halley | Transcriptions |
| Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.) | New York City | 711 Fifth Ave. | Plaza 3-0820 | O. O. Bottorf | Promotion of civic concerts series |
| Clark Phonograph Record Co. Inc. | Newark 2, N. J. | 216 High St. | Humboldt 2-0880 | George H. Clark | Transcription processing, phonograph records |
| Cleveland Recording Co. | Cleveland, O. | 1220 Huron Rd. | Main 4057 | Frederick Wolf | Recording, production, scripts |
| Leslie Clucas | Chicago, Ill. | 333 N. Michigan Ave. | Franklin 7100 | Leslie Clucas | Production, talent |
| Ted Collins Corp. | New York City | 1819 Broadway | Circle 7-0094 | Ted Collins | Talent, production |
| Columbia Concerts Inc. | New York City 19 Chicago 11, Ill. | 113 W. 57th St. Wrigley Bldg. | Circle 7-6900 Superior 2542 | Arthur Judson | Talent |
| Columbia Recording Corp. (Subsidiary of CBS) | New York City Hollywood, Cal. Chicago, Ill. | 799 Seventh Ave. 6624 Romaine St. 410 No. Michigan Ave. | Circle 5-7300 Granite 4134 Whiteball 6000 | Robert J. Clarkson Andrew J. Schrade Girard D. Ellis | Phonograph records, transcriptions, recording |
| Russell C. Comer Advertising Co. | Kansas City 6, Mo. | Land Bank Bldg. | Harrison 3964 | Russell C. Comer | Production of syndicated programs |
| Commercial Broadcasting Services Ltd. | Toronto, Ont. | Concourse Bldg. | Elgin 2625 | E. A. Byworth | Transcriptions, production |
| The Compo Co. Ltd. | Lachine, Que. | 131 18th Ave. | Dexter 0905 | R. A. Chislett | Processing transcriptions and recordings |
| Consolidated Radio Artists Inc. | New York City Chicago, Ill. | 30 Rockefeller Plaza 333 No. Michigan Ave. | Columbus 5-3580 Franklin 8300 | Charles E. Green Ann Richardson | Production, talent |
| Hallam Cooley Agency | Hollywood 46, Cal. | 9111 Sunset Blvd. | Crestview 5-6161 | Hallam Cooley | Talent |
| Jack L. Cooper Radio Adv. Service | Chicago 48, Ill. | 1335 W. 111th Place | Beverly 2056 | Jack L. Cooper | Recording, talent |
| Lou Cowan & Co. | Chicago, Ill. | 8 So. Michigan Ave. | Randolph 2022 | Lou Cowan | Production |
| Everett N. Crosby Ltd. | Hollywood 46, Cal. | 9028 Sunset Blvd. | Crestview 1-1171 | Everett Crosby | Talent |
| Cruger Radio Productions | Hollywood 28, Cal. | 5800 Carlton Way | Hempstead 8254 | Paul Cruger | Live talent and transcribed programs |
| Patrick Michael Cuning | Hollywood 28, Cal. | 6530 Sunset Blvd. | Hillside 5915 | Patrick M. Cuning | Radio and television programs, transcriptions |
| Dadswell Recorded Features | St. Petersburg 5, Fla. | 735 16th Ave. So. | 76-393 | Jack E. Dadswell | Production, scripts, recording |
| Damon Transcription Laboratory | Kansas City 6, Mo. | 1221 Baltimore Ave. | Victor 2585 | Victor Damon | Transcriptions, production |
| Decca Records Inc. | New York City 19 | 50 W. 57th St. | Columbus 5-2300 | Edward R. Strauss | Phonograph records, transcriptions |
| Disco Recording Co. Inc. | St. Louis 1, Mo. | Arcade Bldg. | Chestnut 5937 | Bob Reichenbach | Recording, phonograph records, production |
| Alfred Dixon Speech Systems Inc. | New York City | 424 Madison Ave. | Plaza 8-1246 | Alfred Dixon | Production, recording, talent training |
| Dominion Broadcasting Co. | Toronto, Ont. | 4 Albert St. | Adelaide 3383 | Hal B. Williams | Transcriptions, production, scripts, recording |
| Don Lee Productions | Hollywood 28, Cal. | 5515 Melrose Ave. | Hollywood 8111 | Clifford C. McDonald | Recording service |
| Walter P. Downs Ltd. | Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. | Dominion Sq. Bldg. 123 Braemar Ave. Stuart Court 6421 Yew St. | Marquette 6368 Hudson 0333 4-8422 Kerrisdale 1209-Y | Walter P. Downs E. J. Piggott B. L. McGibbon Pete Peverley | Production, recording |
| Draesemer Radio Productions | Hollywood 28, Cal. | 5205 Hollywood Blvd. | Walnut 1759 | Isabelle Draesemer | Production, scripts |
| Harry S. Dube | New York City | RKO Bldg. | Columbus 5-7035 | J. Knight | Talent management |
| Durieux Enterprises | Montreal, Que. | 1896 St. Catherine St. W. | Lancaster 7445 | | Production |
| Eccles Disc Recordings Inc. | Hollywood 28, Cal. | 6238 Hollywood Blvd. | Hillside 8351 | Robert E. Morris | Recording, transcriptions, talent |

(Continued on Page 336)



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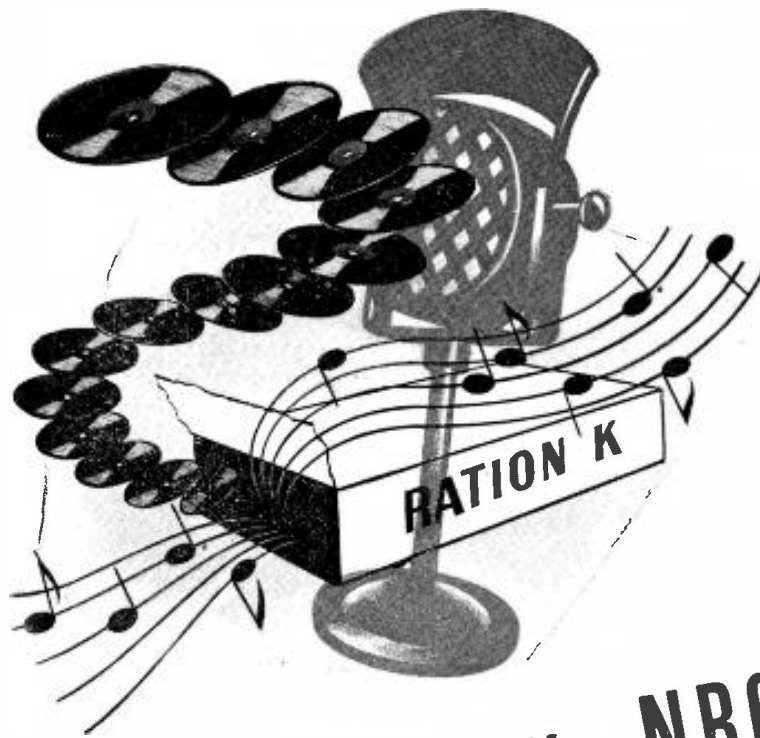
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Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Directory of Transcription, Production and Related Services

[Continued from Page 332]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|--|--|--|---|
| Charles Eckart Co. | Los Angeles 27, Cal. | 4918 Santa Monica Blvd. | Normandy 2-3889 | Charles G. Eckart | Phonograph records |
| Electro-Vox Recording Studios | Hollywood 38, Cal. | 5546 Melrose Ave. | Gladstone 2189 | Bert B. Gottschalk | Recordings |
| W. M. Ellsworth | Chicago, Ill. | 75 E. Wacker Drive | Central 9042 | W. M. Ellsworth | Production, talent |
| Empire Broadcasting Corp. | New York City | 480 Lexington Ave. | Plaza 8-3360 | Fred De Jaager | Production, recording |
| Sara Enright | New York City | 234 W. 44th St. | Lackawanna 4-8553 | Sara Enright | Talent |
| Essex Broadcasters Inc. | Detroit 26, Mich. | Union Guardian Bldg. | Cadillac 6117 | George F. Funkey | Recording, production |
| Lawrence Evans Artist Management Inc. (Division of Columbia Concerts Inc.) | New York City | 113 West 57th St. | Circle 7-6900 | Lawrence Evans | Talent |
| Exclusive Radio Features Co. Ltd. | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | George W. Halnan | Production, transcriptions |
| F. & M. Stageshows Inc. | New York City 20 | 50 Rockefeller Plaza | Circle 7-5630 | Sam Shayon | Production, talent |
| F. & M. Service Corp. | St. Louis 3, Mo. | 527 N. Grand Blvd. | Newstead 3600 | Harry C. Arthur Jr. | Production, talent |
| Fadiman Associates Ltd. | New York City | 1501 Broadway | Lackawanna 4-3544 | Edwin Fadiman | Production |
| Falash Productions | New York City | 457 West 57th St. | Columbus 5-1348 | Louise Siesti | Foreign language programs, talent |
| Farchon & Marco Inc. | Los Angeles 13, Cal. | 6th & Hill Sts. | Michigan 7321 | Marco Wolff | Production, talent |
| Feature Bureau | New York City | 50 E. 42nd St. | Murray Hill 2-9085 | Bert Nevins | Women's programs |
| Featured Artists Service | New York City | 247 Park Ave. | Plaza 5-5044 | Maurice Scopp | Talent, scripts |
| Federal Transcribed Programs Inc. | New York City | 101 Park Ave. | Caledonia 5-7530 | A. Ralph Steinberg | Transcribed programs |
| Feldman-Blum Corp. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 1-5222 | Charles K. Feldman Ralph H. Blum | Talent |
| Herman Fialkoff Attractions | New York City | 701 Seventh Ave. | Longacre 5-5759 | Herman Fialkoff | Talent, production |
| Fidelity Recording Studios | Cincinnati, O. | Wuritzer Bldg. | Main 0172 | | Transcriptions, recording |
| Film Associates Co. | Dayton 9, O. | 429 Ridgewood Drive | Walnut 4641 | E. R. Arn Jr. | Production, recording, scripts |
| Carl Fischer Inc. | New York City 19 | 119 W. 57th St. | Circle 7-2965 | Max Rittershausen | Recording service |
| Bernie Foyer | New York City | 227 W. 45th St. | Circle 6-6600 | Bernie Foyer | Talent |
| George Frank Inc. | Hollywood 28, Cal. | 1626 No. Vine St. | Hillside 3188 | George Frank | Talent |
| Frederick Bros. Music Corp. | New York City Chicago, Ill. Hollywood, Cal. | RKO Bldg. 75 E. Wacker Drive 1585 Crossroads-of-the-World | Circle 6-2144 State 0003 Hollywood 5173 | B. W. Frederick W. Carl Snyder Ed. Fishman | Production, talent |
| Frieda Fishbein | New York City | 11 W. 42nd St. | Longacre 5-1379 | Frieda Fishbein | Scripts |
| Harry E. Foster Agencies Ltd. | Toronto, Ont. | King Edward Hotel | Elgin 2134 | Harry E. Foster | Scripts, recording, production, transcriptions |
| Freddie Fralick Management | Beverly Hills, Cal. | 204 So. Beverly Drive | Crestview 5-6111 | Freddie Fralick | Talent |
| Frontenac Broadcasting Co. | Toronto 1, Ont. | 394 Bay St. | Elgin 4553 | Garry J. Carter | Production, transcriptions |
| Allen A. Funt Radio Productions | New York City 17 | 52 Vanderbilt Ave. | Murray Hill 4-6148 | Dorothy Funt | Production, scripts |
| G-S Radio Productions | New York City 20 | 30 Rockefeller Plaza | Circle 6-0655 | Axel Gruenberg Richard S. Stark | Production, scripts, transcriptions |
| Gale Inc. | New York City | 48 W. 48th St. | Longacre 3-0350 | Moe Gale | Talent |
| Gamble Hinged Music Co. | Chicago, Ill. | 218 S. Wabash Ave. | Harrison 1360 | E. E. Gamble | Recording, scripts |
| General Amusement Corp. | New York City Chicago, Ill. Hollywood, Cal. Cincinnati, O. | RKO Bldg. 360 No. Michigan Ave. 9028 Sunset Blvd. Carew Tower | Circle 7-7550 State 6288 Crestview 1-8101 Main 1197 | Douglas Storer Art Weems Ralph Wonders Art Frew | Transcriptions, production, scripts, talent |
| General Broadcasting System Inc. | Cleveland 13, O. | 620 W. Superior Ave. | Prospect 4900 | Donald C. Jones | Sound slidefilm recording |
| General Sound Corp. | New York City 19 Washington, D. C. | 29 W. 57th St. 1124 Vermont Ave., N. W. | Plaza 3-3015 Republic 1984 | D. Vanston Robert J. Coar | Recording, production, scripts, talent |
| Gennett Records | New York City Richmond, Ind. Los Angeles, Cal. | 67 West 44th St. 1344 So. Flower St. | Murray Hill 2-3376 1117 Prospect 2035 | Charles Michelson Ryland E. Jones Phillip Johnson | Speedy-Q and Gennett sound effects |
| William Gernannt | New York City 17 | 521 Fifth Ave. | Vanderbilt 6-1750 | William Gernannt | Production |
| Mitchell Gertz Agency Inc. | Hollywood 46, Cal. | 8979 Sunset Blvd. | Crestview 1-5669 | George Uilman | Talent |
| John Gibbs & Co. | New York City | 9 Rockefeller Plaza | Columbus 5-6402 | Axel Gruenberg | Production, scripts |
| Eve Gincher | New York City | 152 W. 42nd St. | Bryant 9-8799 | Eve Gincher | Talent |
| Nat C. Goldstone Agency | Hollywood 46, Cal. | 9121 Sunset Blvd. | Crestview 6-1071 | Louis Rantz | Talent, writers |
| Al Grossman | New York City | RKO Bldg. | Circle 5-8422 | Al Grossman | Talent |
| Arthur M. Godfrey Productions | Washington 4, D. C. | Earle Bldg. | Metropolitan 3200 | Margaret Richardson | Program production |
| Harry S. Goodman Radio Productions | New York City 22 Chicago, Ill. Los Angeles, Cal. | 19 E. 53rd St. American Natl. Bank Bldg. 207 So. Spring St. | Wickersham 2-3338 Randolph 7115 Vandike 1777 | Harry S. Goodman A. D. Paker George E. Ruthenberg | Production, syndicated transcriptions |
| Gordoni Radio Productions | Chicago 5, Ill. | 1258 So. Michigan Ave. | Calumet 6700 | Lilla Gordoni | Production, recording, talent |
| Harry Green | New York City | 1619 Broadway | Columbus 5-5925 | Harry Green | Talent management |
| Melchor Guzman Co. Inc. | New York City 20 | 9 Rockefeller Plaza | Circle 7-2450 | A. M. Martinez | Scripts, production for Latin American stations |
| Sylvia Hahlo | New York City 22 | 711 Fifth Ave. | Plaza 3-0820 | Sylvia Hahlo | Talent |
| Donald C. Hallenbeck | Albany, N. Y. | 562 Broadway | 3-7724 | Donald C. Hallenbeck | Recording service |
| Mitchell J. Hamilburg Agency | Hollywood 46, Cal. | 9130 Sunset Blvd. | Crestview 1-5108 | M. J. Hamilburg Irving Fromer | Talent, writer |

(Continued on Page 338)



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NEWS

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Directory of Transcription, Production and Related Services

[Continued from page 336]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|--|--|---|--|
| Mark Hanna | New York City 21 | 654 Madison Ave. | Regent 4-6250 | Molly Binlon | Talent |
| Harris & Steele Inc. | New York City | 50 W. 67th St. | Endicott 2-9555 | Wager S. Harris | Production |
| Harrison Recording Studios | New York City | 1697 Broadway | Circle 5-9260 | Harry Harrison | Recording, production |
| Harvey & Howe Inc. | Chicago, Ill. New York City | 919 No. Michigan Ave. 295 Madison Ave. | Delaware 1155 Lexington 2-6910 | W. S. Harvey Jr. D. S. Schenck | Production, scripts, recording |
| Sam Hayes | Hollywood 28, Cal. | NBC Radio City | Hollywood 6161 | Sam Hayes | Recorded news and sports commentaries |
| Leland Hayward Inc. | New York City Beverly Hills, Cal. | 444 Madison Ave. 9200 Wilshire Blvd. | Eldorado 5-4100 Crestview 1-5151 | Larry White John Maschio | Talent |
| George Heid Productions | Pittsburgh 22, Pa. | 130 Seventh St. | Grant 3696 | George Heid | Production, scripts, recording |
| Walter Herzbrun Agency | Los Angeles 46, Cal. | 9000 Sunset Blvd. | Crestview 6-4157 | Walter Herzbrun | Talent and writers |
| Hispano Broadcasting Co. | Los Angeles 12, Cal. | 105 E. First St. | Michigan 4433 | Tony Sein | Spanish programs |
| Barbara Hodson Productions | Hollywood 28, Cal. | 5907 Carlton Way | Gladstone 7843 | Frederic H. Messiter | Transcribed and live programs |
| William F. Holland Agency | Cincinnati 2, O. | Hotel Sinton | Main 3450 | William F. Holland | Program production, transcriptions |
| Hollywood Associate Producers | Los Angeles 14, Cal. | 815 So. Hill St. | Vandyke 4084 | Chet Peterson | Production, scripts |
| Hollywood Recording Co. | Hollywood 28, Cal. | 1731 N. Highland Ave. | Gladstone 2191 | John Hirsch | Transcriptions, recording |
| Hollywood Transcript Co. | Hollywood 28, Cal. | 6625 Sunset Blvd. | Gladstone 3828 | Daniel O'Brien | Recording service |
| Institute of Oral and Visual Education | New York City 17 | 101 Park Ave. | Caledonia 5-7530 | Howard M. LeSourd | Recording, production |
| Inter-California Broadcasting System | Los Angeles 12, Cal. | 247 So. Broadway | Mutual 2759 | Gustavo Faist Moran | Spanish programs |
| Intercontinental Audio-Video Corp. | New York City | 277 Park Ave. | Wickerham 2-7600 | Mark H. Hawley | Educational recordings |
| International Artists Inc. | Hollywood 28, Cal. | 1512 Gordon St. | Hollywood 7391 | H. Dixon McCoy | Recording service |
| International Commercial Broadcasting Co. | Chicago, Ill. | 3212 W. Roosevelt Rd. | Van Buren 6680 | Max Sosewitz | Jewish programs and talent |
| Lou Irwin Inc. | Hollywood 46, Cal. | 9134 Sunset Blvd. | Crestview 1-7131 | Lou Irwin | Talent, production |
| Frankay & Harry Jackson | New York City 19 | 48 W. 48th St. | Longacre 5-0242 | Harry Jackson | Transcriptions, recording |
| Fred Jacky | Chicago 11, Ill. | 520 No. Michigan Ave. | Delaware 3262 | Christine Blackie | Production, recording |
| Harry Jacobs Productions | New York City 18 | 130 W. 42nd St. | Wickerham 7-7986 | Harry Jacobs | Transcriptions |
| Sam Jaffe Agency | Hollywood 46, Cal. | 8555 Sunset Blvd. | Crestview 6-6121 | Jennings Lang | Talent |
| J. M. Rush Jermon | New York City | 155 E. 44th St. | Murray Hill 2-6236 | Rush Jermon | Talent |
| Bill Jones Radio Productions | Chicago, Ill. | 7034 Sheridan Road | Rogers Park 9117 | William E. Jones | Production, scripts |
| Kane-Armstrong Agency | Hollywood 46, Cal. | 8584 Sunset Blvd. | Crestview 6-2896 | Sam Armstrong | Talent, writers |
| Estella Karn | New York City | 56 W. 45th St. | Vanderbilt 6-3860 | Estella Karn | Production |
| Kasper-Gordon Inc. | Boston 16, Mass. | 140 Boylston St. | Devonshire 7357 | Edwin H. Kasper Aaron S. Bloom | Production, syndicated transcriptions, recording |
| Kated Corp. | New York City | 1819 Broadway | Circle 7-0094 | Ted Collins | Production |
| John Keating | Portland 5, Ore. | Studio Bldg. | Beacon 1009 | James McLoughlin | Production, recording, scripts |
| David Wayne Kennedy Industrial Adv. | Los Angeles 44, Cal. | 9817 Denker Ave. | Pleasant 1-2240 | David W. Kennedy | Recordings |
| Kent-Johnson Inc. | New York City | 34 W. 53rd St. | Plaza 3-7246 | Austen Croom-Johnson | Talent, production, transcriptions |
| Bob Kerr | New York City 20 | 30 Rockefeller Plaza | Columbus 5-8051 | Bob Kerr | Production, talent |
| Kermit-Raymond Corp. | New York City 22 Cleveland, O. Chicago, Ill. Rochester, N. Y. Beverly Hills, Cal. | 745 Fifth Ave. Bulkeley Bldg. 223 N. La Salle St. 6 George St. 9370 Burton Way | El Dorado 5-5511 Prospect 2922 State 5096 Stone 6360 Bradshaw 2-3211 | Raymond R. Green Alonso Hawley F. R. Jones John E. Allen S. Lambert | Production, scripts, transcriptions |
| Key Recordings | New York City 17 | 103 Park Ave. | Murray Hill 5-9434 | Andrew Portnow | Recordings |
| King Features Syndicate | New York City 17 | 235 E. 45th St. | Murray Hill 2-5600 | Chester L. Weil | Newspaper features adaptable to broadcasting |
| King-Trendle Broadcasting Corp. | Detroit 26, Mich. | Stroh Bldg. | Cherry 8321 | H. Allen Campbell | Production |
| Al Kingston & Co. Inc. | Hollywood 46, Cal. | 8582 Sunset Blvd. | Crestview 1-3161 | Al Kingston | Talent, writers |
| Laboratoire de Redaction | Montreal, Que. | 1434 St. Catherine St. W. | Lancaster 9572 | Marcel Baulu | Scripts |
| Landau Broadcasting Service | New York City | 270 Broadway | Rector 2-5341 | Herman Younglieb | Foreign language programs, talent |
| Langlois & Wentworth Inc. | New York City 17 | 420 Madison Ave. | Eldorado 5-1620 | C. O. Langlois | Production |
| Lang-Worth Feature Programs Inc. | New York City 17 | 420 Madison Ave. | Eldorado 5-1620 | C. O. Langlois | Transcription library, (public domain) |
| Latin American Adv. & Broadcasting Co. | Los Angeles 13, Cal. | 855 So. Broadway | Mutual 8620 | Edgar Gordon | Foreign language programs |
| Florence Lennon (Roxanne) | New York City | 7th Ave. & 55th St. | Circle 7-3900 | Florence Lennon | Talent, production |
| M. C. Levee Agency | Hollywood 46, Cal. | 1800 N. Crescent Heights Blvd. | Gladstone 3115 | M. C. Levee | Talent |
| W. Biggie Levin | Chicago, Ill. | 612 No. Michigan Ave. | Superior 0506 | W. Biggie Levin | Talent |
| Leonard L. Levinson | Hollywood 28, Cal. | Equitable Bldg. | Hempstead 1890 | Leonard L. Levinson | Production, scripts |
| Jack Lewis Theatrical Enterprises | New York City | 1564 Broadway | Longacre 5-8176 | Simone Samuels | Production, talent, scripts |
| Lichtig & Englander Agency | Hollywood 46, Cal. | 8776 Sunset Blvd. | Crestview 1-2141 | H. H. Lichtig | Talent |
| Phillips H. Lord Inc. | New York City 22 | 501 Madison Ave. | Wickerham 2-2211 | Dorothy E. Levy | Production |
| Estelle Lutz Artists Bureau | Chicago 5, Ill. | 410 So. Michigan Ave. | Harrison 3435 | Estelle Lutz | Production, talent, scripts |

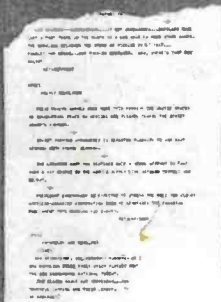
(Continued on Page 340)

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COUNT BASIE

"The Jump King"

TOMMY TUCKER

"It's Tommy Tucker Time"

TONY PASTOR

"Pastorized Music"

SUNNY DUNHAM

"1944's Most Promising Band"

DEL COURTNEY

"Candid Camera Music"

AL TRACE

"The Silly Symphonists"

MERLE PITT

"Six Shades of Blue"

The above bands, signed exclusively by Lang-Worth for continuous recording throughout 1944, represent but a fraction of the full Lang-Worth Service. Read column marked (✓).

LANG-WORTH, Inc.

420 MADISON AVENUE

NEW YORK, N. Y.

Directory of Transcription, Production and Related Services

(Continued from page 338)

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|---|--|--|---|---|
| A. & S. Lyons Inc. | New York City 22 Beverly Hills, Cal. | 515 Madison Ave. 356 N. Camden Drive | Plaza 3-5181 Crestview 1-6131 | Earl G. Thomas Arthur S. Lyons | Production, talent, scripts |
| C. P. MacGregor Transcription Co. | Los Angeles 5, Cal. | 729 So. Western Ave. | Fitzroy 4191 | C. P. MacGregor | Transcription library, recording |
| Ted MacMurray | Chicago, Ill. | 333 No. Michigan Ave. | Central 7980 | Ted MacMurray | Production |
| Management Corp. of America | New York City | 745 Fifth Ave. | Wickersham 2-8900 | Herbert I. Rosenthal | Production |
| Gene Mann-Jess Smith Inc. | Hollywood 46, Cal. | 8949 Sunset Blvd. | Crestview 1-1135 | Gene Mann Jess Smith | Talent |
| Masons United Adv. Agency Ltd. | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | John H. Part | Transcriptions, recording |
| McDonald Recording & Engineering Service | Los Angeles 36, Cal | 415 N. Harper Ave. | Wyoming 0302 | Clifford C. McDonald | Transcriptions, recording |
| R. U. McIntosh & Associates Inc. | No. Hollywood, Cal. | 10558 Camarillo St. | Sunset 2-9275 | R. U. McIntosh | Transcriptions, production |
| Alexander McQueen | Chicago 11, Ill. | 185 E. Chestnut St. | Superior 9139 | Alexander McQueen E. R. Junge | Production, scripts, transcriptions |
| Melotone Recording Studio | New York City | 25 Central Park W. | Circle 6-1366 | Mera M. Weinstock | Recording, transcriptions |
| Mercury Radio Recording Studios | Chicago, Ill. | 232 E. Erie St. | Delaware 4786 | Maxine M. Brinkley | Recording, transcriptions, scripts |
| Fred C. Mertens & Associates | Los Angeles 5, Cal. | 849 So. Gramercy Drive | Drexel 9031 | Fred C. Mertens | Production |
| Metro Artists Bureau | New York City 19 | 730 Fifth Ave. | Circle 6-8470 | Ted Nelson | Production, talent |
| Metropolitan Broadcasting Service Ltd. | Toronto 1, Ont. | 21 Dundas Sq. | Adelaide 0181 | Kenneth D. Soble | Production, scripts, recording |
| Charles Michelson Radio Transcriptions | New York City 18 Los Angeles, Cal. Richmond, Ind. St. Louis, Mo. Des Moines, Ia. Toronto, Ont. | 67 W. 44th St. 1844 So. Flower St. South First & B Sts. 818 So. Kingshighway 412 9th St. Victory Bldg. | Murray Hill 2-3376 Prospect 2085 1117 Franklin 2060 4-2994 Elgin 2464 | Charles Michelson Philip Johnson Ryland Jones Chas. E. Harrison Russell McBride Fred W. Cannon | Sound effects library, transcriptions, recording |
| Michelson & Sternberg Inc. | New York City | 67 W. 44th St. | Murray Hill 2-5421 | A. Michelson | Buys transcriptions for export |
| Mid-West Transcriptions Inc. | Minneapolis 16, Minn. | 4829 Minnetonka Blvd. | Walnut 9131 | K. L. Sueker | Recording service |
| Miller Broadcasting System Inc. | New York City | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Millertape recording |
| Monter-Gray Inc. | Hollywood 46, Cal. | 8736 Sunset Blvd. | Crestview 1-1191 | Edward M. Gray | Talent |
| Moonbeams Broadcasts Inc. | New York City 19 | 20 W. 47th St. | Bryant 9-5280 | George Shackley | Package shows |
| Raymond R. Morgan Co. | Hollywood, Cal. | 6362 Hollywood Blvd. | Hempstead 4194 | R. E. Messer | Production |
| William Morris Agency | New York City 20 Beverly Hills, Cal. Chicago, Ill. | 1270 Sixth Ave. 202 N. Canon Drive 203 N. Wabash Ave. | Circle 7-2160 Crestview 1-6161 State 3632 | William B. Murray Geo. Gruskin Tom Smyth | Production, talent |
| Leo Morrison Inc. | Beverly Hills, Cal. | 204 So. Beverly Drive | Crestview 1-9191 | Leo Morrison | Talent |
| Jack Murray Radio Productions Ltd. | Toronto, Ont. | 10 King St. E. | Elgin 5600 | Jack Murray | Production, scripts |
| Music City | Hollywood 28, Cal. | Sunset & Vine | Hollywood 8211 | Hugh J. Claudin | Recording service |
| Music Corporation of America | Chicago, Ill. New York City Cleveland, O. Dallas, Tex. San Francisco, Cal. Beverly Hills, Cal. | 430 N. Michigan Ave. 745 Fifth Ave. Union Commerce Bldg. Tar Petroleum Bldg. 111 Sutter St. 9370 Burton Way | Delaware 1100 Wickersham 2-8900 Cherry 6010 2-1448 Exbrook 8922 Bradshaw 2-3211 | M. B. Lipey Dave Werblin DeArv Barton Norman Steppe Sam Rosey J. C. Stein | Talent, production |
| Music Maker Productions | Chicago 7, Ill. | 154 E. Erie St. | Delaware 5686 | Wendell Hall | Musical spot programs |
| Muscraft Corp. | New York City 19 | 40 W. 46th St. | Bryant 9-0320 | Paul Puner | Recordings |
| Muzak Transcriptions Inc. | New York City 19 | 151 W. 46th St. | Bryant 9-1246 | Clinton M. Finney | Transcriptions, recording (vertical and lateral), scripts |
| E. K. Nadel | New York City | 1600 Broadway | Circle 6-8861 | Tom Kirby | Production, scripts |
| National Artists Bureau | Chicago, Ill. | 203 N. Wabash Ave. | Randolph 8858 | Phil Phillips | Scripts, production |
| National Broadcasters & Entertainers | Indianapolis, Ind. | Hotel Washington | Market 2541 | Kay Keiser | Production, recording, scripts, talent |
| NBC Radio-Recording Division | New York City 20 Chicago 54, Ill. Hollywood 28, Cal. Washington 5, D. C. | 80 Rockefeller Plaza Merchandise Mart Sunset Blvd. & Vine Trans-Lux Bldg. | Circle 7-8900 Superior 8300 Hollywood 6161 Republic 4000 | C. Lloyd Egner Frank E. Chizzini Jack Richardson E. William Young | Transcription library, (Thesaurus), syndicated programs, production, scripts, recording |
| National Concerts & Artists Corp. | New York City 22 Hollywood 46, Cal. Chicago 54, Ill. San Francisco 4, Cal. | 711 Fifth Ave. Sunset at Doheny Merchandise Mart 111 Sutter St. | Plaza 8-0820 Crestview 1-7121 Superior 4642 Exbrook 8033 | Daniel S. Tuthill Helen Ainsworth Victor B. Brown Larry Allen | Talent, production |
| National Radio Adv. Agency | N. Hollywood, Cal. | 4005 Mary Ellen Ave. | State 4-4813 | D. D. Crawford | Transcribed programs |
| National Recording Co. | New York City 18 | 351 W. 42d St. | Circle 6-0700 | Ben Greene | Recording, production |
| National Recording & Film Corp. | Chicago 6, Ill. | 20 N. Wacker Dr. | Randolph 3550 | Ronald R. Mills | Recording, production, slide films, transcriptions |
| National Vocarium | New York City | 610 Fifth Ave. | Circle 7-5479 | Viola Marsham | Transcriptions, production, scripts |
| Neblett Radio Productions | Chicago 1, Ill. | 360 N. Michigan Ave. | Central 4144 | Janet Warfield | Production, scripts, transcriptions |
| Neff Radio Productions | Detroit 26, Mich. | Stroh Bldg. | Randolph 3006 | M. A. Neff | Production, scripts, recording |
| New England Cupboard | Boston, Mass. | Statler Bldg. | Hancock 4460 | Connie Stackpole | Women's programs, scripts |
| Meyer B. North | New York City | 1564 Broadway | Bryant 9-8667 | Meyer B. North | Talent |
| John J. O'Connor | New York City | 1697 Broadway | Circle 6-8630 | John J. O'Connor | Talent |
| Eugene P. O'Fallon Inc. (KFEL) | Denver 2, Colo. | Albany Hotel | Keystone 0178 | Gene O'Fallon | Recording service |
| Lilian Okun Inc. | New York City 23 | 2 West 67th St. | Trafalgar 7-8916 | Lilian Okun | Production, scripts, talent |

(Continued on Page 342)

Air Features
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NEW YORK, N. Y.

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"THIS I BELIEVE"

Just what the doctor ordered as a hypo to jolt that important feminine buying power! . . . Another pre-tested "natural" . . . transcribed for 1/4 hour sponsorship . . . true stories of the gals behind the guys who climbed the heights of fame and fortune! . . . appealingly done with drama and narration . . . superbly handled by the well-known ANGELINE ORR and excellent cast.

"SO THE STORY GOES"

Human interest stories based on authentic fact . . . dramatically narrated in dynamic style . . . pre-tested live version (WBBM) has highest audience rating any local show on all Chicago stations . . . now available transcribed in both 15 and 5 minute versions . . . currently aired in 18 leading markets—successfully selling everything from beer to beauty lotion! Reason?—has all family appeal, all age appeal, all product appeal!

"PRIZES FOR PRIZE GUYS"

An hilarious, fun-loving program for 1/2 hour presentation. . . . Designed for use servicemen's (and women's) audience. . . . An ear-catching, patriotic-appealing show . . . offered in script form only for live local sponsorship. Yes, this too is pre-tested!

Custom-built programs, live or transcribed, from one-minute spots to full-hour extravaganzas!

Neblett Radio Productions—360 N. MICHIGAN, CHICAGO 1—CENTRAL 4144

Directory of Transcription, Production and Related Services

(Continued from Page 340)

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|---|--|--|--|
| Pan American Broadcasting Co. | New York City | 380 Madison Ave. | Murray Hill 2-0811 | E. Bernald | Programs for Latin American stations |
| Paramount Record Shop | Philadelphia 46, Pa. | 1519 South St. | Kingsley 9912 | Louise Goode | Recording service |
| Donna Parker Productions | Chicago, Ill. | 64 E. Lake St. | Franklin 3811 | Donna Parker | Recording, production |
| Jack Parker & Associates | Hollywood 28, Cal. | 6513 Hollywood Blvd. | Granite 7584 | Jack Parker | Production, scripts, transcribed programs |
| James Parks Co. | Chicago 1, Ill. | 333 N. Michigan Ave. | Central 7980 | James Parks | Production, talent |
| Leo J. Paulin & Associates | Washington 6, D. C. | 1627 K St., N.W. | National 9349 | | Production, scripts |
| Pearl-Tone Recording Studios | Des Moines 9, Ia. | Plymouth Bldg. | 3-3626 | Sidney J. Peariman | Recording, phonograph records |
| Peterson Radio Productions | New York City 18 | 1457 Broadway | Wisconsin 7-0069 | Donald Peterson | Production, scripts (religious programs) |
| Photo & Sound Inc. | San Francisco 8, Cal. | 153 Kearney St. | Exbrook 2103 | John M. Wolfe | Production, recording, sound slide films |
| Pittsburgh Star Italian Hour | Pittsburgh 19, Pa. | 904 Webster Ave. | Court 3797 | A. Certo | Italian programs |
| Polish Broadcasting Bureau | Buffalo 12, N. Y. | 754 Fillmore Ave. | Cleveland 6876 | Joseph F. Mikolajczak | Polish features |
| Ralph L. Power | Los Angeles 14, Cal. | Van Nuys Bldg. | Madison 5617 | Ralph L. Power | Buys transcriptions and scripts for export; sells Australian-produced transcriptions and scripts |
| Leland Powers School | Boston, Mass. | 31 Evans Way | Aspinwall 2900 | Haven M. Powers | Talent |
| Premier Radio Enterprises Inc. | St. Louis 3, Mo. | 1218 Olive St. | Garfield 3395 | H. S. Somson | Recording, production, scripts |
| George Logan Price Inc. | Los Angeles 6, Cal. | 946 S. Normandie Ave. | Federal 7372 | G. L. Price | Production, transcriptions, scripts |
| Quebec Radio Productions | Montreal, Que. | 1410 Stanley St. | Plateau 6716 | | Production |
| Radio Centre Ltd. | Toronto, Ont. | 74 Wellington St. W. | Waverly 2036 | D. Spencer Grow | Transcriptions |
| Radio Comics Inc. | New York City 13 Chicago, Ill. | 80 Hudson St. 9 So. Clinton St. | Cortlandt 7-9053 Franklin 1183 | Louis H. Silberkleit Wm. R. Stewart | Radio and film versions of syndicated comic-strip characters |
| Radio Merchandising Service | Chicago 11, Ill. | 520 N. Michigan Ave. | Superior 4620 | John A. Leith | Spot announcements |
| RCA Victor Co. Ltd., Canada (RCA Victor Recording Studios) | Toronto, Ont. Montreal, Que. | Royal York Hotel 1050 Lacasse St. | Adelaide 8091 Wellington 3671 | L. D. Headley A. H. Joseph | Transcriptions, recording |
| RCA Victor Division of RCA (Recording Division) | Camden, N. J. New York City Chicago, Ill. Hollywood, Cal. | Front & Cooper Sts. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 No. Sycamore Ave. | Camden 8000 Murray Hill 4-6200 Whitehall 4600 Hillside 5171 | Frank B. Walker Edith H. Bell A. E. Hindle Harry Meyerson | Transcriptions, phonograph records, recording |
| Radio Events Inc. | New York City 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Martin Lawrence | Production, scripts |
| Radio Features of America | New York City 19 | 37 W. 46th St. | Bryant 9-9622 | Oliver W. Nicoll Aima Sandra Munsell | Production, scripts, talent, transcriptions |
| Radio Producers of Hollywood | Los Angeles 27, Cal. | 930 N. Western Ave. | Hollywood 6506 | Lou R. Winston | Production, transcriptions |
| Radio Production Service | New York City | 501 Madison Ave. | Plaza 9-4060 | Irene Beasley | Scripts, talent, package shows |
| Radio Productores De Programas | Mexico, D. F. | Apartado Postal 8524 | | | Mexican programs |
| Radio Programme Producers | Montreal, Que. | 1440 St. Catherine St. W. | Marquette 1183 | Paul L. Anglais | Production, scripts |
| Radio Receiving Record Co. | Providence 8, R. I. San Diego 1, Cal. | 304 Smith St. 2172 Front St. | Dexter 4081 Main 7552 | Lewis A. McGowan Jr. Eleanor Osborne | Recording service |
| Radio Recorders Inc. | Los Angeles 38, Cal. | 7000 Santa Monica Blvd. | Hollywood 3917 | J. Joseph Sameth | Recording, production |
| Radio Recording Studios | Chicago, Ill. | 1244 W. Carmen Ave. | Edgewater 6461 | Myron Bachman | Recording service |
| Radio Recording Studios | New York City 19 | 1619 Broadway | Columbus 5-9037 | A. Moran | Recording service |
| Radio Results | Chicago, Ill. | 8641 Escanaba Ave. | So. Chicago 5374 | Z. George Jaworowski | Foreign language programs |
| Radio Writers Laboratory | Lancaster, Pa. | 53 N. Duke St. | 2-1387 | M. S. Miller | Scripts |
| Radioscript Productions Co. | New York City 19 | 1775 Broadway | Circle 7-2848 | Maury Ascher | Production, scripts |
| Rai Purdy Productions | Toronto, Ont. | 37 Bloor St., W. | Randolph 7200 | E. W. Edge | Production, scripts |
| Betty Raskin | New York City | 489 Fifth Ave. | Murray Hill 2-2492 | Mrs. Murray Phillips | Talent |
| Rec-Art Recording Studio | Los Angeles 15, Cal. | 1203 So. Main St. | Prospect 9232 | Al Norman | Talent |
| Reeves Sound Studios | New York City 19 | 1600 Broadway | Circle 6-6686 | Chester L. Stewart | Recording service |
| Religious News Service | New York City | 381 Fourth Ave. | Murray Hill 3-8246 | Louis Minsky | Syndicated religious news scripts |
| Reanick-Miller-England Inc. | New Haven 10, Conn. | 152 Temple St. | 7-0241 | Harry D. Resnik | Production, scripts |
| Robinson Recording Laboratories | Philadelphia 7, Pa. | 35 S. Ninth St. | Walnut 6800 | W. P. Robinson | Recording, production |
| Rockhill Radio Inc. | New York City | 18 E. 50th St. | Eldorado 5-1860 | Everett Rosenthal | Production, transcriptions, scripts |
| Rodeheaver-Bennett Radio Productions | Chicago 6, Ill. | 20 N. Wacker Drive | Franklin 1131 | Walter F. Bennett G. L. Brown | Transcriptions, production |
| Allen Roth | New York City | 48 W. 48th St. | Longacre 3-3836 | Allen Roth | Talent |
| Royal Recording Co. | Berkeley 2, Cal. | 601 Ashby Ave. | Ashberry 5453 | Arthur Westlund | Recording service |
| Art Rush Inc. | Beverly Hills, Cal. | 205 So. Beverly Dr. | Crestview 1-2165 | W. Arthur Rush | Package shows |
| Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.) | New York City | 113 W. 57th St. | Circle 7-6900 | Jack Salter | Talent |
| Saltimieras Radio Advertisers | Chicago, Ill. | 6912 So. Western Ave. | Prospect 4050 | Paul B. Saltimieras | Transcriptions, production, scripts (Lithuanian programs) |
| James L. Saphier Agency | Hollywood 28, Cal. | 6331 Hollywood Blvd. | Hollywood 7211 | James L. Saphier | Talent, production |
| G. Schirmer Inc. | New York City | 3 E. 43d St. | Murray Hill 2-8100 | R. V. Hyndman | Recording service |
| Schramm Studios | New Orleans 19, La. | 4000 Canal St. | Galvez 5914 | Joseph C. Schramm | Recording service, production |

(Continued on Page 346)

366 days in 1944!

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

366 days in 1944!

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

366 days in 1944!

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

366 days in 1944!

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

366 days in 1944!

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

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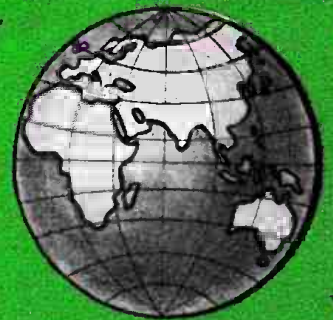
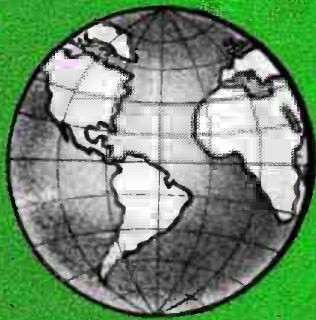
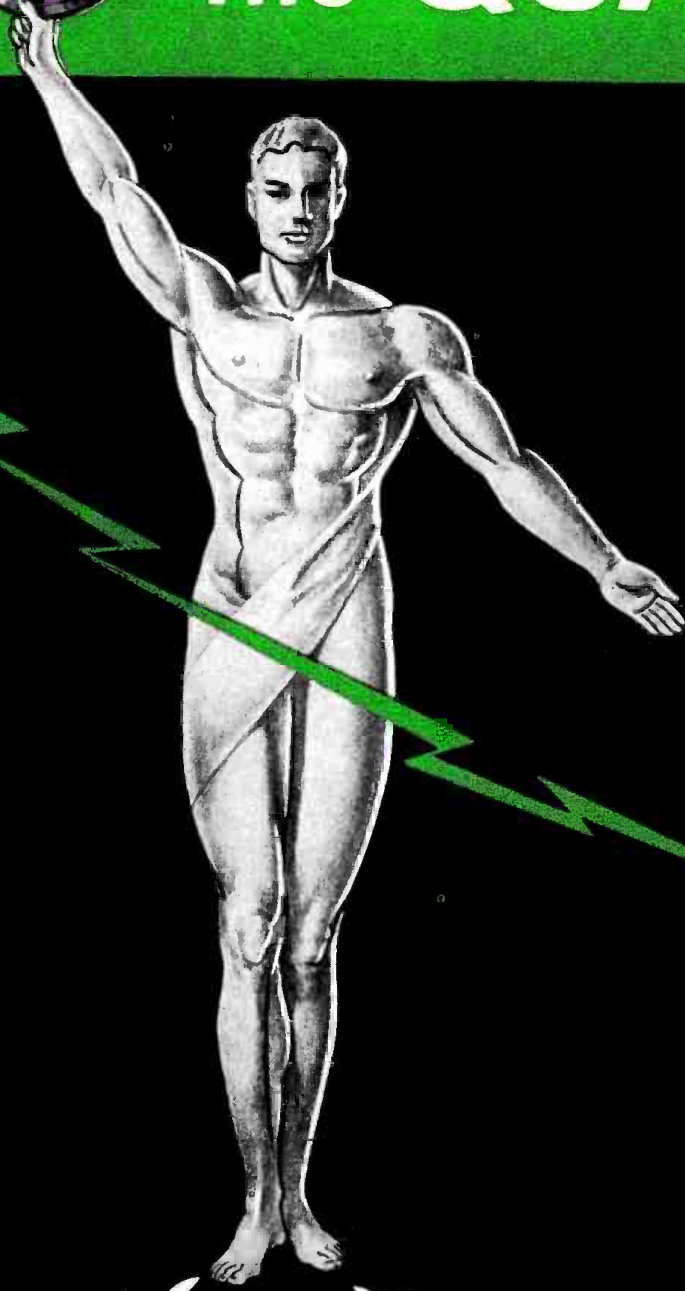
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LIBRARY of the WORLD

The records speak for themselves! But back of every World Transcription are five basic advantages that have made World Program Service the Quality Library of the World:

THE QUALITY RECORDINGS OF THE WORLD

There is nothing finer in transcribed music than a World recording! For World pioneered and perfected commercially the Vertical Cut Wide Range Method of Transcription, developed by Western Electric electronic engineers. Every disc is pressed in pure Vinylite, to reproduce superbly the truest and most delicate shadings of vocal and orchestral tone. Every master is recorded in the most perfectly equipped sound studios ever constructed. And every master is produced under the personal direction of expert showmen . . . who have the rare "know how" that makes even good music sound just a little bit better. World Transcriptions are indeed "Mirrored Reproductions of the Originals."

THE QUALITY SELECTIONS OF THE WORLD

The World Library already contains over 3800 separate selections, with at least 50 new headliners added every month. World now offers the widest variety of music available in any library! World Program Service can meet every possible program requirement:—1-minute announcements, fanfares, or mood music, to completely balanced musical programs of all types and character . . . that keep listeners listening—and asking for more.

THE QUALITY TALENT OF THE WORLD

World now has access to the greatest array of talent available anywhere today . . . with the constant addition of tomorrow's "stars" . . . to make faster, easier sales for all World station subscribers.

THE QUALITY STATIONS OF THE WORLD

Over 200 exclusively franchised stations . . . experienced buyers of the best in transcribed programs . . . who realize that only quality recordings, quality selections and quality talent can satisfy both listeners and sponsors, and turn dead time into live prospects.

THE QUALITY SERVICE OF THE WORLD

A complete service . . . that supplies continuities, planned and written by experts . . . promotion and publicity material of tested and proved sales value . . . a simplified filing system, with 3-color card indexes for instant identification . . . steel cabinets to protect both discs and indexes . . . and prompt, free replacement of worn discs.

A few franchises are still available. Let us show you what World Program Service can mean to your station and to your advertisers.

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Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

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HOLLYWOOD

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Directory of Transcription, Production and Related Services

[Continued from Page 342]

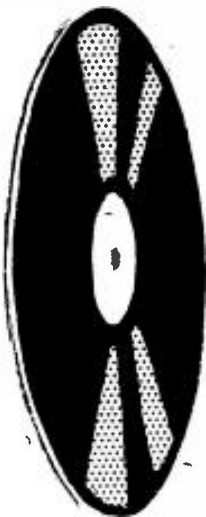
| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|--|
| Bernard L. Schubert Inc. | New York City | 509 Madison Ave. | Plaza 3-4670 | Bernard L. Schubert | Production, scripts |
| The Script Library | New York City 17 | 585 Fifth Ave. | Murray Hill 6-3488 | Martin Lawrence | Scripts |
| The Sellers Co. | Dallas 2, Tex. | 912 Commerce St. | Central 5978 | J. E. Sellers | Production, recording, scripts |
| Myron Seiznick Ltd. | Beverly Hills, Cal. New York City | 9700 Wilshire Blvd. 610 Fifth Ave. | Crestview 1-9171 Circle 7-6200 | Joe C. Donohue Bruce Powell | Talent, production |
| Service Programs Inc. | New York City 17 | 585 Fifth Ave. | Murray Hill 6-3489 | Gladys Miller | Scripts, production |
| SESAC Inc. | New York City 17 | 475 Fifth Ave. | Murray Hill 5-5365 | Paul Heinecke | Owners and distributors of music catalogues licensed for Radio |
| Max Shagrin Agency | Hollywood 28, Cal. | Equitable Bldg. | Granite 5171 | Max Shagrin | Talent |
| Mary L. Shank | New York City 20 | 9 Rockefeller Plaza | Columbus 5-1332 | Mary L. Shank | Latin American talent |
| Stephen Slesinger | New York City 17 | 247 Park Ave. | Eldorado 6-2544 | Stephen Slesinger | Production |
| Edward Sloman Productions | Los Angeles 5, Cal. | 800 So. McCadden Place | Walnut 6813 | Edward Sloman | Production, transcriptions |
| The Small Co. | Hollywood 46, Cal. | 8272 Sunset Blvd. | Hollywood 2722 | Reuben Smolen | Talent |
| Harry Smith Recordings | New York City | 2 W. 46th St. | Medalion 3-2996 | Robert E. Scheuing | Recording service |
| Sound Recording Service | Rochester 10, N. Y. | 76 Brookwood Rd. | Culver 5548 | George S. Driscoll | Recording |
| Sound Studios Inc. | Washington, D. C. | 1124 Vermont Ave. | Republic 1984 | Robert J. Coar | Recording, transcriptions, production |
| Sound Workshop | Los Angeles 36, Cal. | 445 So. LaCienega Blvd. | Bradshaw 2-1233 | Robert E. Grey | Recording, transcriptions, production |
| Henry Souvaine Inc. | New York City 20 | 30 Rockefeller Plaza | Circle 7-5666 | David Hale Halpern | Production, scripts, transcriptions |
| Speedy-Q-Sound Effects | Los Angeles 15, Cal. | 1344 So. Flower St. | Prospect 2035 | Philip Johnson | Recorded sound effects |
| Spot Film Productions | New York City | 339 E. 48th St. | Plaza 5-0808 | Clarence Schmidt | Sound-on-film recordings |
| Spot Sales Inc. | Hollywood 28, Cal. | Hollywood Blvd. & Cosmo St. | Hollywood 6928 | Grace Gibson | Transcriptions |
| Stage 8 | Hollywood 28, Cal. | 6580 Sunset Blvd. | Hillside 5915 | Patrick M. Cuning | Production, transcriptions |
| Standard Radio Inc. | Hollywood Cal. Chicago, Ill. Dallas, Tex. | 6404 Hollywood Blvd. 360 No. Michigan Ave. Wilson Bldg. | Hillside 0188 State 3153 Central 3350 | Gerald King Milton M. Blink Herbert Denny | Transcription library, transcriptions |
| The Starr Piano Co. | Los Angeles 15, Cal. | 1344 So. Flower St. | Prospect 2035 | R. G. Martin | Phonograph records |
| Frank Stempel Agency | Hollywood 46, Cal. | 8736 Sunset Blvd. | Crestview 6-5774 | Frank Stempel | Production |
| Stone-Pegram Radio Productions | Washington 1, D. C. | 906 Tenth St., N.W. | Metropolitan 3347 | Tom Stone Sandra Pegram | Production, scripts, talent |
| Irving Strouse | New York City | 151 W. 74th St. | Trafalgar 7-4695 | | Production, scripts |
| Studio & Artists Recorders | Hollywood 28, Cal. | 6107 Sunset Blvd. | Hillside 8241 | Lewis Finston | Recording service |
| Superman Inc. | New York City | 480 Lexington Ave. | Plaza 3-0740 | Robert Maxwell | Production, scripts, transcriptions |
| H. N. Swanson Inc. | Hollywood 46, Cal. | 8523 Sunset Blvd. | Crestview 1-5115 | Ruth Gidlow | Writers |
| George A. Taggart Broadcast Counsel | Toronto, Ont. | 165 Yonge St. | Adelaide 8784 | George A. Taggart | Programming consultant |
| Technisonic Recording Laboratories | St. Louis 10, Mo. | 818 So. Kingshighway | Franklin 2050 | C. E. Harrison | Recording, production, transcriptions |
| Telecast Productions, Inc. | New York City 20 | 30 Rockefeller Plaza | Columbus 5-6424 | Myron Zobel | Package shows for radio and television |
| Transamerican Broadcasting & Television Corp. | New York City | 1 East 54th St. | Plaza 5-9800 | John L. Clark | Transcription, production |
| Transcribed Radio Shows | New York City | 2 W. 47th St. | Longacre 5-3440 | E. Mack | Recording, scripts, production, transcriptions |
| United Artist Bureau | Des Moines 14, Ia. | 1162 Sixth Ave. | 4-5553 | R. B. Eaton | Recording, production |
| United Broadcasting Co. | Chicago 6, Ill. | 201 N. Wells St. | Andover 1685 | Egmont Sonderling | Production, recording, scripts |
| United Feature Syndicate | New York City | 220 E. 42d St. | Murray Hill 2-3020 | George A. Carlin | Newspaper features adaptable to broadcasting |
| United Sound Systems | Detroit, Mich. | 5840 Second Blvd. | Trinity 2-9884 | James V. Syracuse | Recording, transcriptions, phonograph records |
| United Transcribed System | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | John H. Part | Production, recording, scripts |
| Universal Radio Productions | Chicago 11, Ill. | 737 N. Michigan Ave. | Delaware 1756 | R. E. Burke | Production, scripts |
| Universal Recording Co. Inc. | New York City 20 | 1270 Sixth Ave. | Circle 5-4895 | Allen Best | Recording service |
| Urab Recording Studio | New York City | 245 W. 34th St. | Chickering 4-3314 | Miss Marianne | Recording service |
| U. S. Recording Co. | Washington 5, D. C. | 1121 Vermont Ave., N.W. | District 1640 | Joseph Tait | Recording service |
| Thomas J. Valentino Inc. | New York City 19 | 1600 Broadway | Circle 6-4675 | Thomas J. Valentino | Recording, sound-effect records |
| Rudy Valles Presents Inc. | Hollywood 46, Cal. | 8820 Sunset Blvd. | Crestview 1-5169 | Mannie Lowy Ted Lesser | Talent |
| Van Arsdale Recording Labs. | Evanston, Ill. | 2542 Prairie Ave. | Greenleaf 8290 | William Van Arsdale | Recording, production |
| Frank W. Vincent Agency | Beverly Hills, Cal. | 242 N. Canon Dr. | Crestview 6-2041 | Don Sharpe | Talent, production |
| Owen Vinson & Co. | Chicago 1, Ill. | 360 N. Michigan Ave. | Central 6769 | Owen Vinson | Production, package shows |
| J. Franklin Viola & Co. | New York City | 152 W. 42d St. | Chickering 4-3254 | J. Franklin Viola | Foreign language, scripts, production |
| A. George Voick Inc. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 6-3121 | William Shiffrin | Talent |
| Tom Wallace Radio Productions | Chicago, Ill. | 605 N. Michigan Ave. | Superior 4584 | Tom Wallace | Production |
| Waxelbaum & Co. | New York City 18 | 132 W. 43d St. | Pennsylvania 6-0043 | B. Waxelbaum | Jewish radio programs |
| Webber Radio Programs | Des Moines 9, Iowa | Shops Bldg. | 2-1465 | George W. Webber | Transcriptions, recording |

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Directory of Transcription, Production and Related Services

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| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|---|---|--|---|--|
| Carl Wester & Co. | Chicago, Ill. | 360 N. Michigan Ave. | Randolph 6922 | Carl W. Wester | Production |
| Austin Wilder | New York City | 745 Fifth Ave. | Plaza 3-8034 | Austin Wilder | Talent |
| Fletcher Wiley Productions | Hollywood 28, Cal. | Columbia Square | Hollywood 1212 | Fletcher Wiley | Syndication of Housewife's Protective League |
| Joe Williams | New York City | 1650 Broadway | Circle 5-9422 | Joe Williams | Talent |
| Witte Radio Productions | Los Angeles 35, Cal. | 1064 So. Genesee | Axminster 2-7235 | I. Oscar Witte | Transcriptions |
| Alice Blaine Wolf | New York City 14 | 9 St. Lukes Place | Walker 5-1475 | Alice Blaine Wolf | Scripts |
| Wolf Associates Inc. | New York City Hollywood, Cal. | RKO Bldg. 1491 N. Vine St. | Circle 7-4885 Hollywood 0676 | Edward Wolf L. Wolfe Gilbert | Production |
| World Talent Bureau (Unit of World Broadcasting System) | New York City | 711 Fifth Ave. | Wickersham 2-2100 | Charles Gaines | Talent |
| World Broadcasting System Inc. | New York City 22 Chicago 11, Ill. Los Angeles 7, Cal. | 711 Fifth Ave. 301 E. Erie St. 1865 Cordova St. | Wickersham 2-2100 Superior 9114 Rochester 1106 | Percy L. Deutch James E. Dickert L. C. Gilman | Transcription Library, transcriptions, production, scripts |
| World High Fidelity Recording Inc. | Montreal, Que. | 1159 St. Lawrence Blvd. | Lancaster 8838 | E. Phaneuf | Recording, film recording, production |
| Wright-Sonovox Inc. | Chicago, Ill. | 180 N. Michigan Ave. | Franklin 6373 | James L. Free | Talking and singing sound |
| Ben Yost Enterprises | New York City | 1650 Broadway | Circle 6-6582 | Ben Yost | Production |
| Frederic W. Ziv Inc. | Cincinnati 29, O. | 2436 Reading Rd. | University 6124 | Frederic W. Ziv | Transcriptions, production, recording |
| KMTR Recording Studios | Hollywood 38, Cal. | 1000 Cahuenga Blvd. | Hillside 1161 | O. H. Nance Jr. | Transcriptions, production, recording |
| KSTP Artists Bureau | St. Paul 2, Minn. | St. Paul Hotel | Cedar 5511 | David P. Stone | Talent, production |
| Radio Station WFAA | Dallas 2, Tex. | 1122 Jackson St. | Riverside 9631 | Martin B. Campbell | Production, recording |
| WFIL Broadcasting Co. | Philadelphia 7, Pa. | Widener Bldg. | Rittenhouse 6900 | Roger W. Clipp | Recording, production, transcriptions |
| WLS Artist Bureau | Chicago 7, Ill. | 1230 Washington Blvd. | Monroe 9700 | George R. Ferguson | Talent, production |
| WMCA Artists Bureau | New York City | 1657 Broadway | Circle 6-2200 | Charles S. Wilshin | Talent, production |
| WOR Entertainment Dept. | New York City 18 | 1440 Broadway | Pennsylvania 6-8600 | Nathan M. Abramson | Talent, production, recording |
| WOR Recording Studios | New York City 18 | 1440 Broadway | Pennsylvania 6-1846 | Thomas M. Kelleher | Recording, production, scripts, talent |



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MIDLAND BUILDING KANSAS CITY, MO. VI. 2585

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Tom Wallace
Radio Productions

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Chicago, Illinois

Radio Highlights and Headlines: 1943

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 4—Spot business in 1942 shows 10% gain, according to industry-wide survey.

Jan. 8—1st. Lt. Thomas E. Knode, Washington news editor of NBC, awarded Distinguished Service Cross by President Roosevelt for extraordinary heroism in New Guinea campaign. Subsequently promoted to captain and retired because of wounds. Rejoined NBC as public relations director, Washington, in October.

Jan. 12—Senate Interstate Commerce Subcommittee opened hearings on Clark resolution to end AFM recording strike. Hearings recessed pending arbitration efforts.

Jan. 19—House passes Cox resolution (HRes. 21) authorizing sweeping investigation of the FCC after Rep. Cox (D-Ga.) described Commission as "the nastiest nest of rats in this entire country."

Jan. 21—Cut in radio program transmission costs totalling approximately \$2,145,000 effected by AT&T under new tariff ordered by FCC.

Jan. 27—Dr. Edwin H. Armstrong, radio inventor and FM pioneer, awarded Edison Medal for 1942 for "distinguished contributions to the art of electronic communication, notably the regenerative circuit, the superheterodyne and frequency modulation."

Jan. 29—National Selective Service headquarters announces revised manpower list designed to provide relief for certain radio positions as critical occupations.

Feb. 8 — Broadcast advertising gross time sales reach \$254,800,000 in 1942, an increase of 7.2% ahead of preceding year. Net time sales aggregate \$191,000,000 or 6.1% ahead of 1941 peak.

Feb. 9—Irvin R. Baker, 39, radio engineering pioneer and former chief of RCA transmitter sales, died at Camden, N. J., of a cerebral hemorrhage.

Feb. 10—Revised "Code of Wartime Practices for American Broadcasters" issued by Byron Price, Director of Censorship. Text of Code.

Feb. 11—AFM proposes fixed fee royalty basis for all records and transcriptions as condition precedent to lifting of recording ban.

Feb. 11—U. S. Supreme Court sustains findings of Federal Judge John P. Barnes of Chicago, dismissing Government's anti-trust suit against James C. Petrillo and American Federation of Musicians provoked by ban on recordings, on ground that it was labor dispute.

Feb. 13—Eugene L. Garey, New York attorney, named General Counsel of House Select Committee to investigate FCC.

Feb. 19—Amos 'n' Andy leave air after 15 years of unbroken service. Returned in fall of 1943 in half-hour feature instead of six-a-week.

Feb. 23—Transcription and phonograph recording companies advise AFM of rejection of Petrillo "fixed fee" proposal as condition precedent to lifting of recording ban.

March 2—White-Wheeler bill (S-814) to reorganize FCC into two separate autonomous divisions and rewrite Communications Act of 1934 introduced in Senate.

March 6—Alfred I. DuPont Radio Awards for 1942 of \$1,000 each given to KGEI, shortwave station in San Francisco, and Fulton Lewis jr., Washington radio commentator.

March 26—Ninety million dollars annual donation of time and talent for war effort programs estimated by Elmer Davis, director of OWI.

March 29—George Foster Peabody Awards for 1942 go to: Charles Collingwood, CBS foreign correspondent; *The Man Behind the Gun*, CBS program, for "outstanding entertainment in drama"; the *Standard Symphony*, NBC Pacific Coast, for "outstanding entertainment in music"; *Afield with Ranger Mac*, weekly series on WHA Madison, Wis., for the "outstanding educational program"; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC Corvallis, Ore., for "outstanding public service program by a local station" and *The Home Front*, weekly program on WCHS Charleston, for "outstanding public service program by a regional station."

March 31—WPID Petersburg, Va., local, becomes first station to toss in sponge after FCC policy ruling refusing operation suspensions for the duration of the war.

April 26—E. K. Jett, FCC chief engineer, urges all interested in radio to plan for post-war allocations and poses questions about movement of FM, television, and other bands. Article part of symposium in special issue of BROADCASTING devoted to post-war planning.

May 6—Home radios are reported by 91.9% of the nation's families, although 4.2% reported sets out of order, according to a survey made by *Life Magazine*.

May 10—Supreme Court upholds right of FCC to regulate practically everything that is radio in 5-2 opinion declaring FCC network monopoly regulations as proper and within FCC's jurisdiction. June 14 effective date set by FCC.

May 14—Palmer Hoyt, editor and publisher of *Portland Oregonian* (KGW-KEX), named assistant director of OWI in charge of domestic operations, succeeding Gardner Cowles jr., president of Iowa Broadcasting Co. and of *Des Moines Register and Tribune*. He remained until Jan. 8, 1944.

May 17—Supreme Court in a 4-2 ruling against FCC in the KOA-WHDH clear channel case holds FCC cannot modify coverage or service of stations without prior hearings and without burden of the proof on applicant.

May 26—Navy releases first information on Radar, miracle war radio development, used for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.

June 21—Fred Weber resigns as general manager of Mutual to become part owner and manager of WDSU New Orleans.

June 25—UP and PA simultaneously announce new high-speed news wire service for radio, stepping up circuits 50% as soon as facilities become available.

July 2—House Select Committee to investigate FCC at opening hearing alleges that Commission through "rank inefficiency" interfered with war effort. List of 24 "accusations" made against Commission.

July 2—President Roosevelt withdraws renomination of George H. Payne as member of the FCC after having sent nomination to Senate previous day. No explanation given for sudden action.

July 2—New bill (HR-3109) to rewrite Communications Act, closely paralleling White-Wheeler bill (S-814), pending in Senate, introduced in House by Rep. Pehr G. Holmes (R-Mass.).

July 8—Decca Records Inc. acquires World Broadcasting System and retains existing management under P. L. Deutsch, president.

July 9—President Roosevelt intercedes in House inquiry of the FCC to prevent military services from testifying or supplying data.

July 13—FCC grants Baylor U. and Carr P. Collins, head of Crazy Water Crystals Co., construction permit for a new 50,000 watt daytime station at Corpus Christi, Tex. Viewed as violation of April 27, 1942 Freeze Order. Station would use equipment of XEAW Reynosa, Mexico.

July 23—Federal Trade Commission drops year-long inquiry into major network rate discount practices after finding no violation of law.

July 30—Edward J. Noble, owner of WMCA New York, purchases BLUE Network from RCA for eight million dollars cash. FCC, following hearing going into program policies, approved transfer Oct. 12.

Aug. 4—Edward Klauber resigns as director and chairman of Executive Committee of CBS, after 13 years' service, due to ill health. Joins OWI Sept. 1 as assistant director.

Aug. 24—Standard four-letter calls authorized for FM stations in lieu of previous letter-numeral combinations in ruling by FCC. Standard stations also permitted to use regular standard call with suffix "FM" if desired.

Aug. 31—W. D. Terrell, 72, first U. S. radio head, retires as chief of FCC's Field Division.

Sept. 6—Transition of British System of Government-owned broadcasting to variation of the "American Plan" program sponsorship in the post-war era discussed in England.

Sept. 8—Italy's unconditional surrender gives radio its biggest news assignment of the war, when Gen. Dwight D. Eisenhower, Commander-in-Chief of Allied Forces, announced the event by radio.

Sept. 13—Sale of WMCA by Edward J. Noble, purchaser of the BLUE Network, to a company headed by Nathan Straus, former Administrator of U. S. Housing Authority, for \$1,255,000 is announced.

Sept. 16—CBS announces elimination of "hitch-hike" and "cow-catcher" announcements effective Oct. 1, 1944, in conformity with demands of affiliated stations.

Sept. 20—Dissolution of the firm of Blackett-Sample-Hummert, top agency in radio business placements, announced effective Dec. 31. Dancer-Fitzgerald-Sample established to succeed one segment of firm, with Hill Blackett announcing plans to establish own firm later.

Sept. 24—Decca Records Inc. and World Broadcasting System agree to AFM demands for payment of royalties to union for right to record, breaking recording strike in force since Aug. 1, 1942.

Sept. 29—Dr. W. R. G. Baker, vice-president of General Electric Co., elected chairman of Radio Technical Planning Board to probe post-war allocations for all radio and communication services in cooperation with FCC.

Sept. 30—Rep. E. E. Cox (D-Ga.) resigns as chairman of House Select Committee to investigate FCC after bitter running fight with Chairman James Lawrence Fly and Commissioner C. J. Durr. Rep. Lea (D-Cal.) named chairman by Speaker Sam Rayburn.

Oct. 7—William S. Paley, CBS president, accepts special war area assignment for OWI.

Oct. 12—Radio's bid for a larger slice of retail advertising dollar launched in Washington with premiere showing of NAB motion picture presentation "Air Force and the Retailer". Showing subsequently made in 120 cities.

Oct. 14—Edward J. Noble formally takes over BLUE Network and becomes chairman of its board. Mark Woods and Edgar Kobak retained as president and executive vice-president respectively, along with other key officials.

Nov. 3 — Hearings begin before Senate Interstate Commerce Committee on White-Wheeler bill to seek relief from "life and death" powers given FCC under Supreme Court decision of May 10. Fly first witness. Hearings end Dec. 16 after 27 days of testimony.

Nov. 4—R. Morris Pierce, chief engineer of WGAR Cleveland, on leave with OWI, credited with part in surrender of Italian Navy to American forces. As chief engineer of Psychological Warfare Branch Allied Force Headquarters in Algeria, he rigged up transmitter

(Continued on page 350)

Code of Wartime Practices for American Broadcasters

As Revised Dec. 1, 1943, by Office of Censorship

SPECIAL NOTE

The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship.

You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

Much confusion would be avoided if such appeals were more frequent.

This is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities.

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by appropriate authority. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(a) **Weather.**—Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE.—Special events reporters, covering sports or any outdoor assignments (fires, floods, storms, etc.), are cautioned especially against mention of wind directions.

(b) **Armed forces.**—Type and movements of United States Army, Navy, and Marine Corps units, within or without continental United States, including information concerning—

| | |
|--------------------|---------------------------|
| Location. | Schedules. |
| Identity. | Assembly for Embarkation. |
| Exact Composition. | Prospective Embarkation. |
| Equipment. | Actual Embarkation. |
| Strength. | Routes. |
| Destination. | |
| Routes. | |

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) **Armed forces in the United States.**—Those in training camps and units assigned to domestic police duty, as regards names, addresses, location, and general character.

(2) **Armed forces outside the United States.**—Names and locations (without unit identifications) if presence of United States forces in area has been announced officially.

Names of naval personnel without mention of ships, unless said ships have been announced by the Navy as lost or damaged.

(c) **Ships (convoys, etc.).** Type and movements of United States Navy, or merchant vessels, or transports, of convoys of neutral vessels, or vessels of nations oppos-

ing the Axis powers in any waters, including information concerning—

| | |
|----------------------|--------------------|
| Identity. | Port of Departure. |
| Location. | Ports of Call. |
| Port of Arrival. | Nature of Cargoes. |
| Time of Arrival. | Assembly. |
| Prospect of Arrival. | Personnel. |

Enemy naval or merchant vessels in any waters, their

| | |
|---|------------|
| Type. | Location. |
| Identity. | Movements. |
| Secret information or instruction about sea defenses, such as | |
| Buoys, lights and other guides to navigators. | |
| Mine fields and other harbor defenses. | |
| Ships in construction— | |
| Type. | Size. |
| Number. | Location. |

Advance information on dates of launches, commissionings.

Physical description, technical details of shippings.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) **Damage by enemy land or sea attacks.**—Information on damage to military objectives in continental United States or possessions, including—

| | |
|---------------------------------------|--|
| Docks. | Industrial plants engaged in war work. |
| Railroads. | |
| Airfields. | |
| Public Utilities. | |
| Counter-measures or plans of defense. | |

Appropriate authority.—For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy.)

(e) **Action at sea.**—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority.—Appropriate authority for results of United States naval action against enemy vessels in or near American waters is the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) **Enemy air attack.**—Estimates of number of planes involved; number of bombs dropped; damage to—

| | |
|-------------------|--|
| Fortifications. | Industrial plants engaged in war work. |
| Docks. | |
| Railroads. | |
| Ships. | All other military objectives. |
| Airfields. | |
| Public Utilities. | |

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **Accredited military and naval correspondents.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accreditings by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of

a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) **Planes.**—Air units.—Military air units of the United States and the United Nations as to—

| | |
|--------------|-----------------------|
| Disposition. | New Character-istics. |
| Missions. | Strength. |
| Movements. | |

Information concerning new military aircraft, and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) **Fortifications and air installations.**—Location and description of fortifications, including—

| | |
|---|--|
| Coast Defense Emplacements. | |
| Anti-aircraft guns and other air defense installations. | |
| Defense Installation details of public airports used for military purposes. | |
| Camouflaged objects. | |
| Location of specially constructed bomb shelters. | |

Information concerning installations for military purposes outside the United States.

(j) **Sabotage.**—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) **Production (see also Sabotage).**—New or secret Allied military weapons, identity and location of plants making them; designs or rate of production or consumption of any specific type of war material; formulas, processes or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials, such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high-octane gasoline.

Movement or transportation of war material.

NOTE.—Progress of production for general categories of war material such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(l) **Combat zone interviews and letters.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source for *homes and family consumption* only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications.)

(m) **War prisoners, internees, civilian prisoners.**—Information as to arrival, movements, confinement, escape, or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage, or sabotage.

NOTE.—The appropriate authority for information as to war prisoners or their camps is the War Department; for escaped prisoners, the War Department or the F. B. I.; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens, or resettled citizens or aliens.

(n) **Military intelligence.**—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States, its allies, or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(o) **War news coming into the United States.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States—Canadian border should contain nothing that will conflict

with the censorship of the country in which the information originates.

(p) **General.**—Casualties.—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans, or diplomatic negotiations or conversations which concern military operations.

Art objects, historical data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers — routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation; keeping the microphone under the complete control of the station management, or its representatives.

(a) **Request programs.**—**Music.**—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

| | |
|--------------------|---------------------|
| Lost pets. | Club meetings. |
| "Swap" ads. | Club programs, etc. |
| Mass meetings. | Vital statistics. |
| Personal messages. | |

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed, or word-of-mouth dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed, or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions.—Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

NOTE.—The appropriate authority for information as to war prisoners or their camps is the War Department; for escaped prisoners, the War Department or the F. B. I.; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens, or resettled citizens or aliens.

(b) **Quiz programs.**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription, or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-

(Continued on page 350)

Code of Wartime Practices for American Broadcasters

(Continued from page 349)

street interviews, airport interviews, train terminal interviews, and so forth.

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

(c) Forums and interviews.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See Par. (1) sec. I.)

(d) Special-events reporting (ad lib).—Special-events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship. (See also Par. (a), sec. I.)

(e) Simulated air raids, blackouts.—In view of the provisions contained in Paragraph (f). Section I. of this Code, which prescribe radio silence at the scene of an air raid until the "all clear," it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance against an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) Commercial continuity.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) Personnel.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American

facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. These extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) Scripts.—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) Censors and monitors.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) Submission of scripts.—From time to time the Office of Censorship will ask foreign language broadcasters to submit ap-

proved scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Sections I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, Director.
Dec. 1, 1943.

Radio Headlines: 1943

(Continued from page 348)

ter which broadcast surrender terms subsequently accepted by Italians.

Nov. 4 — Year-round cooperation given by broadcasting industry to War Information campaigns exceeds \$103,000,000, according to OWI estimates.

Nov. 23 — FCC resurrects order (No. 84A) banning multiple ownership of standard broadcast stations in the same area, effective June 1, 1944 and affecting some 40 existing multiple ownership or overlap stations.

Nov. 26 — Threat of a musicians' strike against nationwide networks in February looms as War Labor Board panel concludes hearings on AFM transcription strike with little hope of ruling until following spring.

Nov. 26 — Niles Trammell, NBC president, and John F. Royal, vice-president, return following a six-week war tour to England, North Africa, Sicily and Italy. Predict international audiences for U. S. programs in post-war era.

Nov. 28 — U. S. S. McClelland, destroyer escort, launched at San Pedro, Calif., in memory of radio's first casualty in World War II, Ens. Thomas A. McClelland, former chief engineer of KLZ Denver.

Dec. 10 — Revised Code of Wartime Practices for Broadcasters, permitting wider war coverage, announced by Byron Price, Director of Censorship.

Dec. 15 — FCC extends broadcast station licenses for full statutory term of three years, superseding two-year tenures.

Dec. 16 — Fines of \$500 per day for violation of FCC regulations would be imposed under amendment to radio law proposed by FCC Chair-

man James Lawrence Fly at Senate Interstate Commerce Committee hearings for new radio legislation. Testimony concluded six weeks of hearings on White-Wheeler bill (S-814) to reorganize FCC and curb its powers.

Dec. 17 — William B. Lewis, former OWI radio official, named executive vice-president and general manager of American Network Inc., FM organization, effective April 1.

Dec. 17 — Wartime census of radio receivers by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets, or 89% of all families in country.

Dec. 22 — Analysis of radio employment and compensation prepared by FCC for week of Oct. 17, 1943 shows average weekly compensation to 24,515 fulltime employes of \$52.32, a gain of 6.6% over preceding year. Report, covering 815 standard broadcast stations and 10 networks showed total weekly payroll of fulltime employes was \$1,366,687. Parttime employes, mainly talent, totaled 4,862.

Dec. 24 — Christmas Eve address by President Roosevelt carried over greatest worldwide hookup in history, rebroadcast by transcription over four major networks, breaking historical precedent. Program, originally broadcast in afternoon, included pickups from battleship, aircraft carrier and submarine, all on high seas.

Dec. 27 — Radio enjoys record-breaking year from business standpoint in 1943 with all networks reaching new all-time highs, according to yearend survey by BROADCASTING.

10 SUGGESTIONS TO RETAILERS

FOLLOWING are 10 suggestions offered to America's retailers by the NAB as a result of its intensive 16-month research of retail promotion, conducted under the supervision of Sheldon R. Coons, former executive of Gimbels and Lord & Thomas and a recognized authority on merchandising. These conclusions were reached in October, 1943:

1. Radio has arrived. Appraise it objectively, not emotionally.
2. Read radio publications, talk to radio people. There is plenty of knowledge of the subject available.
3. If you cannot give radio your attention, get people around you who can and will.
4. When you go on the air, put your best foot forward.
5. Sell one item, or kindred items, one department or kindred departments, one service or kindred services.
6. Write your commercials for the audience to which you have beamed your program.
7. Radio is entitled to the same promotional support you give to other media. Promote yours with ingenuity.
8. Don't waste your money trying short-term experiments. Don't start unless you plan to stick.
9. Every station and every program has an audience. You don't have to have the biggest and the best.
10. You can make your radio program a real franchise. Protect it with all your intelligence.

W-CAR

PONTIAC

MICHIGAN

1000

S-T-R-E-A-M-L-I-N-E-D

WATTS

1130 K.C. - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!



RADIO ALLOCATIONS AND PLANNING

TELEVISION ● FACSIMILE
STANDARD BROADCASTING
FM ● RELATED SERVICES

Rules and Regulations of the Federal Communications Commission relating to all broadcast services, published in full text. Emergency war-time regulations and allocations to services.

In this section also, Radio Technical Planning Board personnel; order of War Production Board covering broadcast services; radio equipment manufacturers; FM, television, international broadcast and experimental stations.

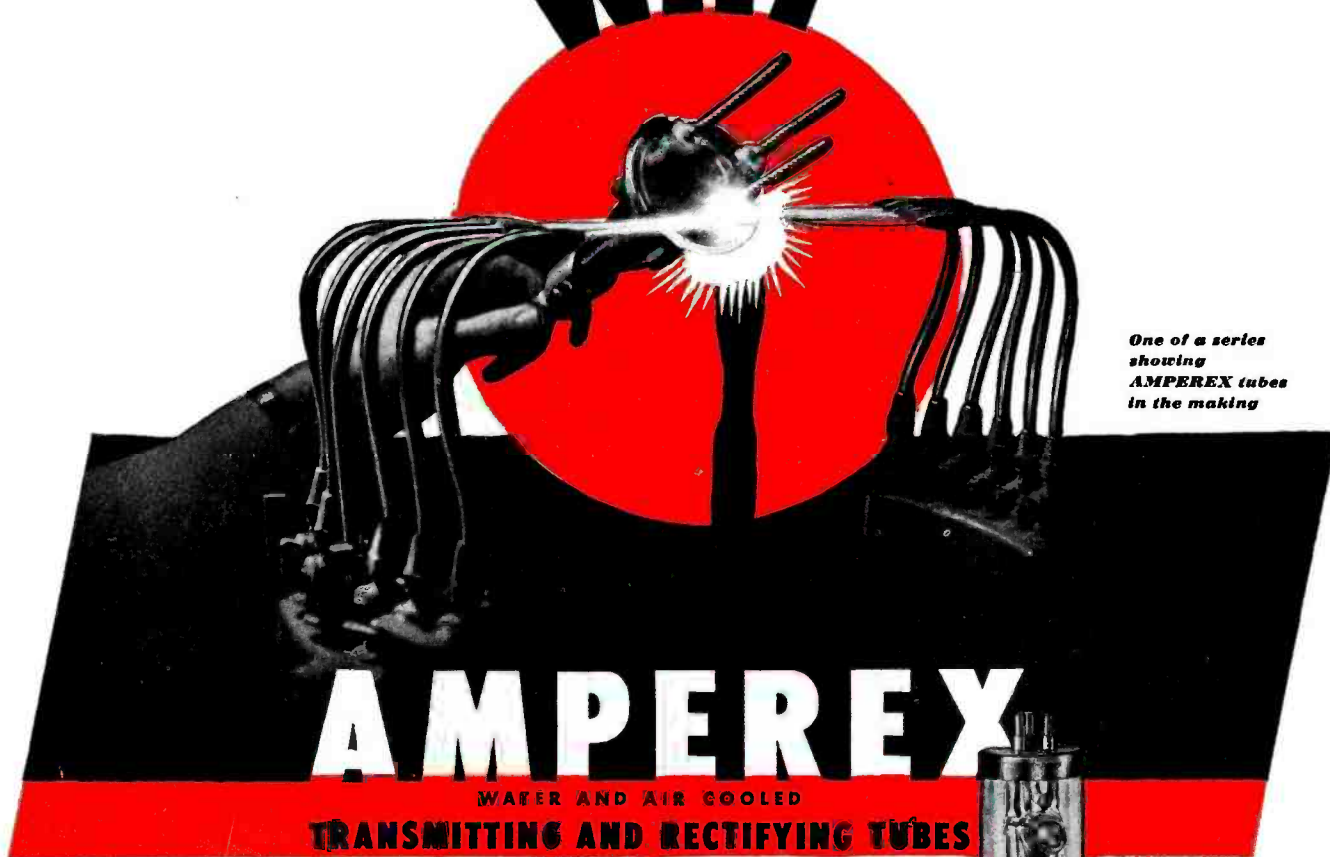
Directory of BROADCASTING EQUIPMENT MANUFACTURERS

Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration.

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|----------------------------------|---|---|--|---|---|
| Acmu Electric & Mfg. Co. | Cuba, N. Y. | 45 Water St. | Cuba 4 | E. A. Miller | Transformers |
| Acoustic Equipment Co. | Atlanta 3, Ga. | 323 Walton Bldg. | Walnut 6714 | P. C. Bangs | Transcriptions, recording service |
| H. W. Acton Co. Inc. | New York Lowell, Mass. | 370 7th Ave. 128 Warren St. | Longacre 5-4884 Lowell 7607 | H. W. Acton Miss W. M. Day | Transcription needles. |
| Aerovox Corp. | New Bedford, Mass. | 740 Belleville Ave. | New Bedford 68221 | Charles Golenpaul | Condensers |
| Allied Record Mfg. Co. | Hollywood 38 Washington 4, D. C. | 1041 N. Las Palmas Ave. 601 Earle Bldg. | Hollywood 5107 Executive 3792 | Louis I. Goldberg Jerry Mara | Processing and pressing, electrical transcriptions and records |
| Allied Recording Products Co. | Long Island City 1, N. Y. | 21-09 43rd Ave. | Stillwell 4-2318 | J. Straus | Recording machines, discs, amplifiers, accessories |
| Altec Lansing Corp. | Los Angeles 1 | 6900 McKinley Ave. | Thornwall 4175 | John K. Hilliard | Amplifiers, transformers |
| Amertype Recordgraph Corp. | New York 19 | 333 W. 52nd St. | Circle 6-2230 | A. D. Stern | Sound-recording instruments |
| Amperex Electronic Products | Brooklyn 1, N. Y. | 79 Washington St. | Cumberland 6-4430 | S. Norris | Radio transmitting tubes |
| Amperite Co. | New York 12 | 561 Broadway | Canal 6-1446 | S. Ruttenberg | Microphones, stands, boom stands |
| Amplifier Co. of America | New York 13 | 398 Broadway | Canal 6-7612 | N. M. Haynes | Amplifiers, regulators, transformers, reactors, equalizers, filters, preamplifiers, regulated power supplies |
| Victor J. Andrew Co. | Chicago 19 | 363 E. 75th St. | Triangle 4400 | Victor J. Andrew | Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters |
| Astatic Corp. | Youngstown 1, O. | 880 Market St. | 45218 | R. T. Schottenberg | Pickups and microphones |
| Audak Co. Inc. | New York 18 | 500 Fifth Ave. | Lackawanna 4-3723 | George V. Sullivan | Microdyne pickups and cutting heads |
| Audio Devices Inc. | New York 22 | 444 Madison Ave. | Plaza 3-0973 | Bryce Haynes | Recording blanks, cutting and playback needles, recording accessories |
| Bendix Radio Corp. | Baltimore, Md. | Baltimore | Towson 1460-R | W. J. Holey | Radio equipment and projects |
| Blaw-Knox Co. | Pittsburgh 22 Chicago 3 Philadelphia 3 New York 17 Birmingham 3 Washington 4, D. C. | Farmers Bank Bldg. Peoples Gas Bldg. 1617 Penna. Blvd. 342 Madison Ave. Brown-Marx Bldg. 422-4 Munsey Bldg. | Atlantic 5700 Harrison 7633 Rittenhouse 1681 Vanderbilt 6-0661 Birm. 3-4931 Republic 3142 | E. J. Staubitz J. C. McQuide W. F. Simmons T. M. Avery W. E. Balliet J. N. Critchlow | Radio towers, vertical radiators |
| Bliley Electric Co. | Erie, Pa. | P. O. Box 1070 | 26-857 | G. E. Wright | Quartz oscillating crystals |
| Bond Electric Corp. | New Haven 4, Conn. | 275 Winchester Ave. | 6-0101 | J. C. Calhoun | Radio batteries, dry cells |
| Bruno-New York Inc. | New York 1 | 460 W. 34th St. | Medallion 3-5716 | Irving Strauss | Tubes, parts and test equipment |
| Brush Development Co. | Cleveland 14 | 3311 Perkins Ave. | Endicott 3315 | G. R. Brickenden | Phono-pickups, microphones, equalizers |
| William W. L. Burnett Radio Lab. | San Diego 4, Cal. | 4814 Idaho St. | Talbot 4943 | William W. L. Burnett | Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service |
| Burgess Battery Co. | Freeport, Ill. | Freeport | Main 3300 | J. A. McInay | Dry batteries |
| Canadian Marconi Co. | Montreal, Que. Toronto, Ont. Halifax, N. S. Winnipeg, Man. Vancouver, B. C. St. John's, Newfoundland | 211 St. Sacrament St. 92 Adelaide St. West 47 Argyle St. 356 Main St. 500 Beatty St. Adelaide & New Gower Sts. | Marquette 7081 Elgin 9275 Bishop 6712 9-7255 Marine 0464 881 | M. M. Elliott G. F. Eaton C. S. McDonald W. F. Souch L. S. Hawkins J. J. Collins | Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments, marine radio communications equipment. |
| Chicago Sound Systems Co. | Chicago | 2124 So. Michigan Ave. | Victory 2887 | Larry McGee | Transcription players, P.A. amplifiers, speakers, microphones |
| Cinema Engineering Co. | Burbank, Cal. | 1508 W. Verdugo Ave. | Charleston 6-3626 Stanley 7-3727 | Arthur C. Davis | Attenuators—fixed and variable, mixers, faders and grid controls, precision wire wound resistors, transmission measuring sets, V.I. Indicating units, V.U. Indicating units |
| Clark Phonograph Record Co. Inc. | Newark 2, N. J. | 216 High St. | Humboldt 2-0880 | George H. Clark | Transcription processing |
| Clarostat Mfg. Co. Inc. | Brooklyn 1, N. Y. | 130 Clinton St. | Main 4-1190 | Victor Mucher | Volume control, attenuators, "L" and "T" pads, resistors |
| Classic Record Co. | New York 19 | 7 West 46th St. | Bryant 9-0143 | Elie E. Oberstein | Records |
| Collins Radio Co. | Cedar Rapids, Iowa New York | 855 35th N. E. 11 W. 42nd St. | 3-0281 Lackawanna 4-0229 | W. J. Barkley W. J. Barkley | Relay broadcast transmitters, broadcast transmitters |
| Commercial Crystal Co. | Lancaster, Pa. | 110-114 N. Water St. | 7269 | Frank B. Eshelman | Crystals |
| Commercial Radio Equipment Co. | Kansas City, Mo. Washington, D. C. Hollywood 28, Cal. | 321 E. Gregory Blvd. 7134 Main St. Evening Star Bldg. 1584 Cross Rds of the World | Plant 1, Jackson 5302 Plant 2, Jackson 4500 Republic 1464 Hillside 9008 | Robert F. Woifskill Milton W. Woodward E. L. Dillard George Taffeau | Quartz crystals |
| Cornell-Dubilier Elec. Corp. | South Plainfield, N. J. | 1000 Hamilton Blvd. | Plainfield 6-9000 | Leon L. Adelman | Capacitors |
| Corning Glass Works | Corning, N. Y. | Corning | Corning 372 | C. J. Phillips | Insulators, piping for cooling systems |
| Cornish Wire Co. Inc. | New York 7 | 15 Park Row | Cortlandt 7-2525 | W. F. Oeler, Jr. | Radio and electric wires and cables |
| Crystal Products Co. | Kansas City 8, Mo. | 1519 McGee St. | Victor 1686 | John M. Ziegler | Low frequency crystals |
| The Daven Co. | Newark 4, N. J. | 191 Central Ave. | Mitchell 2-6555 | Lewis Newman | Single and dual potentiometers, special rotary switches, filament rheostats, mixer panels, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, super davohms, laboratory equipment, speech input control apparatus, decade resistances, resistances, davohms |

(Continued on Page 356)

WHY



One of a series showing AMPEREX tubes in the making

Amperex is a scientific laboratory, on an enlarged scale, where rare and refractory metals, materials and gases are processed and combined into precise and delicate instruments. The meticulous construction of each tube is supplemented by a series of tough, pre-shipping tests. You receive a perfect product, fortified with the "Amperextras" which assure longevity, uniformity and dependability. All Amperex tubes may be interchanged with your present tubes without circuit readjustment.



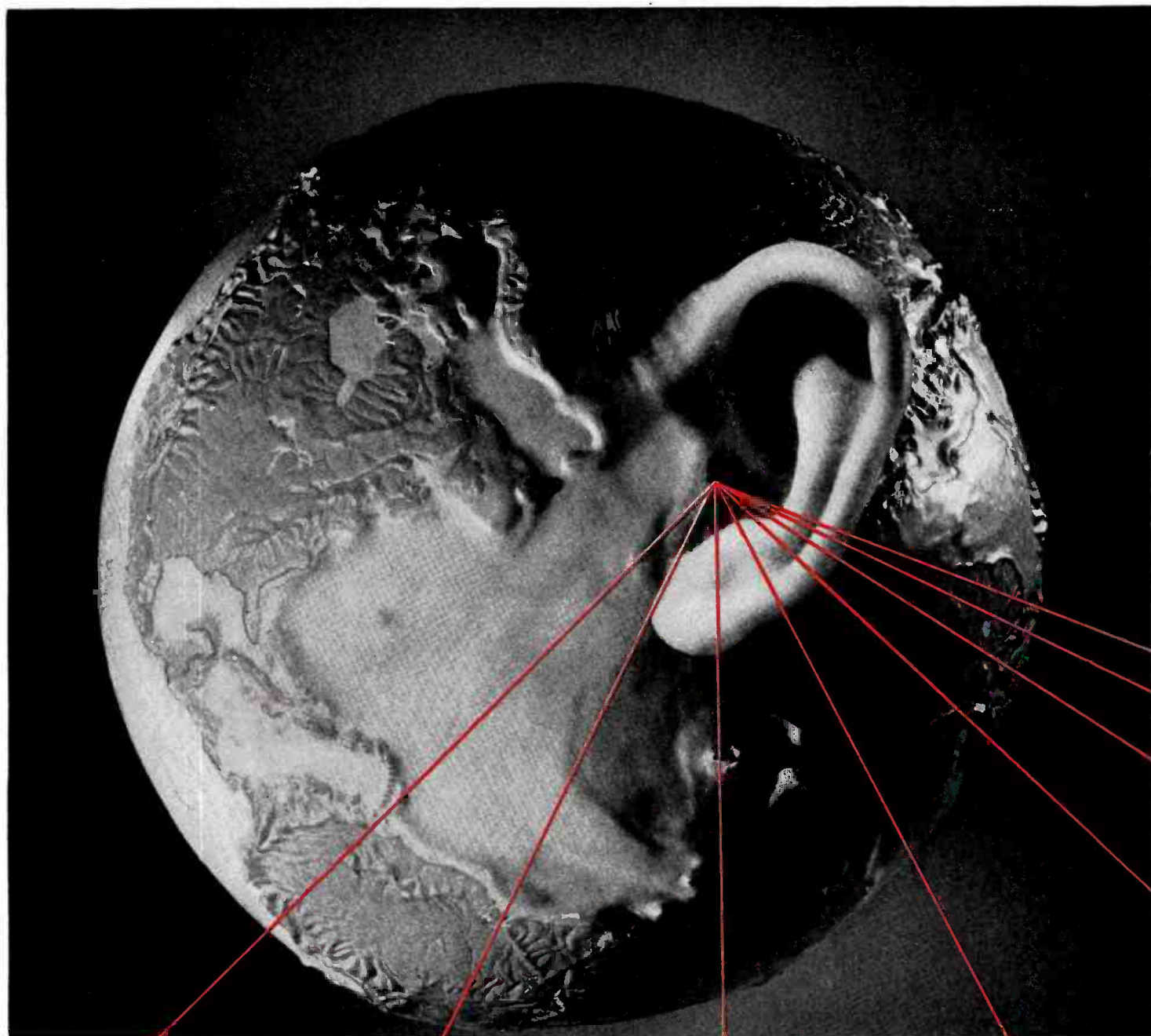
GIVE A PINT OF BLOOD TODAY... SAVE SOME SOLDIER'S LIFE TOMORROW

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET • BROOKLYN 1, N. Y.

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 353

SO ALL THE WORLD



BROADCASTING



AVIATION RADIO



MARINE RADIO



MOBILE RADIO

Western Electric has specialized

MAY **HEAR** better!

Western Electric

equipment **LEADS** the way!



Today Western Electric is the nation's largest producer of electronic and communications equipment for war.

The results of intensified research at Bell Telephone Laboratories—and of improved manufacturing techniques and increased production facilities at Western Electric have made this possible.

Whether it be AM or FM, Western Electric has the “know how” and facilities to produce equipment of highest quality.

To bring Victory sooner—buy all the War Bonds you can!



DIAMOND  **ANNIVERSARY**

1869

1944

For 75 years, Western Electric
has been the leader in
Sound-transmission apparatus



HEARING AIDS



SOUND SYSTEMS



ACOUSTIC INSTRUMENTS



COMPONENT PARTS

knowledge in all of these fields

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 352]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|--|---|--|--|--|--|
| Doolittle Radio Inc. | Chicago 36 | 7421 S. Loomis Blvd. | Steward 2808-09-10 | C. M. Rodman | Transmitters, frequency measuring equip., antennas, antenna couplings, and concentric transmission line and fittings |
| Allen B. DuMont Laboratories Inc. | Passaic, N. J. | Passaic | Passaic 3-1616 | L. F. Cramer | Cathode-ray oscillographs and modulation monitors, cathode-ray tubes |
| Eitel-McCullough Inc. | San Bruno, Cal. | San Bruno | San Bruno 4000 | H. B. Becker | Transmitting tubes, condensers, rectifiers |
| Electro-Voice Mfg. Co. Inc. | South Bend 24, Ind. | 1239 South Bend Ave. | 2-1431 | A. R. Kahn | Microphones |
| Epiphone Inc. | New York 11 | 142 West 14th St. | Chelsea 2-4408 | O. A. Stathopoulos | Microphones |
| Evanston Sound Proof Door | Evanston, Ill. | 1127 Hinman Ave. | University 2758 | W. W. Lloyd | Sound proof doors |
| Fairchild Aviation Corp. | New York 18 | 475 10th Ave. | Longacre 3-1255 | C. V. Kettering | Sound recorders, amplifiers, transcription tables, pickups |
| Farnsworth Television & Radio Corp. | Fort Wayne, Ind. | 3700 E. Pontiac St. | Anthony 5301 | Ernest H. Vogel | Television transmitters, AM, FM and television sets |
| Federal Recorder Co. Inc. | Chicago 5 | 630 So. Wabash Ave. | Harrison 8330 | Ralph Rubenstein | Recorders, discs, needles |
| Federal Telephone & Radio Corp. (Subsidiary of International Telephone & Telegraph Co.) | Newark 4, N. J. | 200 Mt. Pleasant Ave. | Humboldt 2-7000 | T. Douglas | Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters |
| Ferranti Electric Inc. | New York 20 | 30 Rockefeller Plaza | Circle 7-0912 | W. R. Spittal | Audio and power transformers for transmitting equipment, chokes, filters, reactors |
| Gates Radio & Supply Co. | Quincy, Ill. | 220 Hampshire St. | 522 | Parker S. Gates | Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment for broadcast field |
| General Electric Co. | Schenectady 5, N. Y. Atlanta, Ga. Boston 1 Chicago Cleveland 4 Dallas 2 Denver 1 Los Angeles 54 New York 22 Philadelphia 42 Portland 7, Ore. San Francisco 6 Washington 5, D. C. | 1 River Road 187 Spring St., N. W. 140 Federal St. 840 S. Canal St. 4966 Woodland Ave. 1801 N. Lamar St. 650 Seventeenth St. 212 N. Vignes St. 570 Lexington Ave. 1405 Locust Ave. 920 S. W. Sixth St. 235 Montgomery St. 806 15th St., N. W. | Schenectady 4-2211 Walnut-9795 Hubbard 1800 Wabash 5611 Endicott 4464 LD-387 Keystone 7171 Madison 7381 Wickersham 2-1311 Pennyacker 9000 Atwater 0281 Douglas 3740 Metropolitan 3600 | Dr. W. R. G. Baker E. T. Austin S. H. Magruder G. S. Peterson E. G. Abbott F. C. Neal F. M. Orsborn P. G. Caldwell D. W. May N. L. Whitecotton L. R. Elder W. M. Boland T. B. Jacobs | Complete amplitude modulation, frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high-fidelity monitoring loudspeakers, studio and control room equipment and oscilloscopes. Transmitting tubes, quartz crystals for every purpose, square-wave generators and measuring apparatus |
| General Radio Co. | Cambridge 39, Mass. | 30 State St. | Trowbridge 4400 | A. E. Thiessen | Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters |
| Gould-Moody Co. | New York 13 | 395 Broadway | Canal 6-3446 | Sidney S. Gould | Recording blanks, recoating used aluminum discs, recording and transcription styli |
| Graybar Electric Co. Inc. | New York 17 Atlanta 1 Boston 16 Chicago 7 Cincinnati 2 Cleveland 14 Dallas 2 Detroit 1 Jacksonville 1, Fla. Kansas City 8, Mo. Los Angeles 12 Minneapolis 15 New York 14 Philadelphia 7 Pittsburgh 22 Richmond 19 San Francisco 1 Seattle 4 St. Louis 3 | 420 Lexington Ave. 167 Walnut St., N. W. 287 Columbus Ave. 500 South Clinton St. 310 Elm St. 1010 Rockwell Ave. Austin & Wood Sts. 55 W. Canfield Ave. 12th and Main Sts. 1644 Baltimore Ave. 201 Santa Fe Ave. 824 So. 4th St. 180 Varick St. 910 Cherry St. 37 Water St. 6th & Cary Sts. 9th & Howard Sts. King & Occidental Sts. 2642 Washington Ave. | Mohawk 4-4000 Jackson 2261 Kenmore 4567 Webster 2800 Main 0600 Cherry 1360 Central 6454 Columbia 5500 Jacksonville 5-6785 Grand 0324 Trinity 3321 Main 1188 Walker 5-8000 Walnut 5405 Court 4000 Richmond 2-2833 Market 5131 Main 4635 Newstead 4700 | D. B. McKey W. A. Northington J. P. Lynch H. Fritz A. W. Hallett R. M. Sauppe V. C. Young K. S. Deichman L. G. Fields R. W. Caldwell S. W. Scott W. D. Anthony J. W. LaMarque W. W. Ponsford R. F. Grossett L. E. Walker W. H. Johnson C. A. Martin H. H. Harris | Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone |
| Hallcrafters Co. | Chicago 16 | 2611 S. Indiana | Calumet 1600 | W. J. Halligan | Receivers |
| Hammarlund Mfg. Co. Inc. | New York | 460 West 34th St. | Longacre 5-1300 | Lloyd A. Hammarlund | Receivers; transmitters; variable condensers |
| Hardwick, Hindle, Inc. | Newark 5, N. J. | 40 Hermon St. | Market 2-8200 | A. H. Hardwick | Resistors and rheostats |
| Harris Mfg. Co. | Los Angeles 5 | 2422 W. 7th St. | Fitzroy 6026 | J. H. Harry | Playback needles, acetate recording banks |
| Hartenstine-Zane Co. Inc. | New York 7 | 225 Broadway | Barclay 7-8390 | Charles J. Hartenstine | Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted. Ground systems |
| Harvey-Wells Communications Inc. | Southbridge, Mass. | North St. | Southbridge 1940 | Richard A. Mahler | Transmitting and receiving equipment; rectifier and power supply equipment; audio amplifiers; special electronic devices; quartz crystals |
| Heintz & Kaufman Ltd. | S. San Francisco, Cal. | S. San Francisco | Delaware 3700 | Jack Kaufman | Transmitting tubes |
| Hipower Crystal Co. | Chicago 47 | 2085 W. Charleston St. | Armitage 0654 | Frank Lazarik R. W. Groth | Crystals |
| Hollister Crystal Co. | Boulder, Col. | 1617 Pearl St. | 1720 | Herb Hollister | Quartz oscillators |
| Industrial and Commercial Electronics | Belmont, Cal. | Belmont | Belmont 664 | Ralph Shermund | War electronic equipment |
| Isolanite Inc. | Belleville, N. J. | 343 Cortlandt St. | Belleville 2-4600 | Howard L. Quick | High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment |
| Johns-Manville Sales Corp. | New York | 22 E. 40th St. | Lexington 2-7600 | H. R. Berlin | Acoustic materials, sound insulation construction, insulation roofing, noise quieting treatment, asphalt tile flooring |
| E. F. Johnson Co. | Waseca, Minn. | Waseca | 990 | Lloyd W. Olander | Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines, open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas |

(Continued on Page 360)

***GATES** has what it takes*

ON THE GROUND...



IN THE AIR...



OUT AT SEA...



to give Greater Service Tomorrow

Producing transmitters, tuning and control units, amplifiers and remote equipment for the Army and Navy is Gates' present responsibility to the war effort. When Victory comes, Gates' expanded facilities and engineering experience will be applied to your equipment needs . . . in the form of transmitter and studio equipment produced at lower cost, with greater performance and lower maintenance expense. In the meantime, our engineering staff is ready to assist and advise on the maintenance of your equipment—whether you are Gates-equipped, or not.

BUY MORE WAR BONDS
BROADCASTING • *Broadcast Advertising*

GATES
RADIO AND SUPPLY CO.
Manufacturing Engineers Since 1922
QUINCY, ILL. U.S.A.

1944 Yearbook Number • Page 357

"Give Us Tubes That Last Longer"... Is The Cry

AND RCA ENGINEERS

RCA
872-A / 872
 Half-Wave Mercury Vapor Rectifier
 \$7.50



Replacing the 872 and 872-A, this new tube gives you better results for less money. A special alloy for the cathode base yields increased emission with lower tube drop, enables the tube to withstand larger surge currents without injury to cathode coating. And thermal efficiency has been greatly increased. Net result: better performance, longer life. (Note: RCA 8008 is a companion tube similar to type 872-A/872. The electrical specifications of each are identical. Type 8008 is equipped with heavy duty base and is particularly recommended for use in new equipment.) **RATINGS:** Filament Voltage, 5 volts; Filament Current, 7.5 amperes; Peak Inverse Voltage, 10,000 volts, max.*; Peak Plate Current, 5 amperes, max.; Average Plate Current, 1.25 amperes, max.
 *For condensed-mercury temperature of 20-60° C.

RCA
833-A
 Transmitting Triode
 \$76.50



An outstanding feature of this high-power air-cooled triode is its famous RCA zirconium-coated anode, permitting 44% more input and 33% more plate dissipation under CCS conditions than were possible with its predecessor, the 833. Designed for use as an r-f amplifier, class B modulator, and oscillator. This is one of RCA's most powerful glass-type triodes. Built for long life. **RATINGS:** Filament Voltage, 10 volts; Filament Current, 10 amperes; Amplification factor, 35; D-C Plate Voltage, 4,000 volts, max.*; Plate Current, 500 milliamperes, max.*; Plate Dissipation, 400 watts, max.*
 *CCS rating with forced-air cooling for Class C telegraph service.

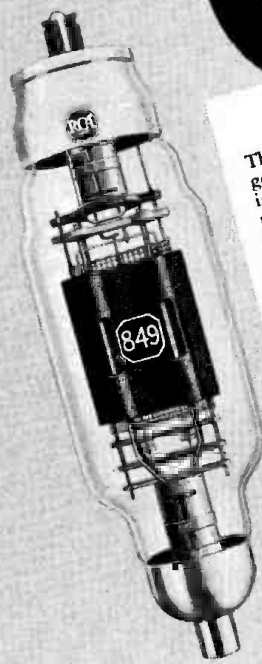


ASK FOR THIS BOOK
 "TIPS ON MAKING TRANSMITTING TUBES LAST LONGER." Helps you get maximum life from your old tubes. Ask for copy. Address: Radio Corporation of America, Commercial Engineering Section, 541 South 5th St., Harrison, New Jersey.

ARE DOING IT!



RCA
849
 R-F and A-F Power
 Amplifier, Oscillator,
 Modulator
\$120

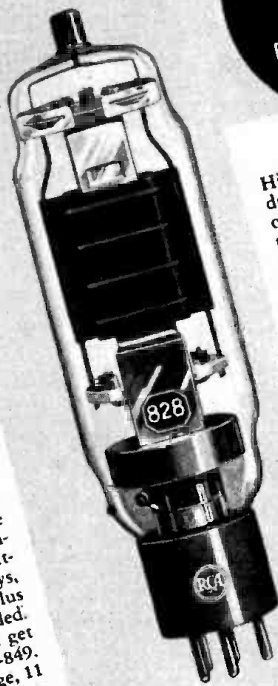


The real value that tube users get from many tube engineering improvements largely depends upon the manner in which the improvements are utilized in the overall designs. For example, the famous RCA zirconium-coated anode, used in the RCA-849, could have been applied primarily to the purpose of giving this tube a greatly increased rating. Or it could be utilized as RCA has done — to produce a tube which, operated at a conservative rating, would yield a very considerable increase in the operating life of the tube. In these days, dependable performance, plus long tube life, is most needed. And that is exactly what you get with the long-service RCA-849.

RATINGS: Filament Current, 5 amperes; Filament Voltage, 2,500 volts, max.*; Plate Voltage, 400 watts, max.*

*For Class C telegraph service.

RCA
828
 Beam Power Amplifier
\$17.50



High output with extremely low driving power is the big feature of RCA-828. And in addition, this tube needs no neutralizing in well-shielded circuits. In ICAS Class C telegraph service, the 828 will deliver 200 watts with only 2.2 watts driving power! Conservatively operated at CCS ratings, the RCA-828 provides high safety factor and long life. Its high power-sensitivity saves vital materials by eliminating intermediate amplifier stages.

Maximum frequency—30 mc at full rating; 75 mc at reduced rating. RATINGS: Filament Current, 10 volts; Filament Voltage, 3.25 amperes; plate voltage, 400 volts, max.*; Screen Dissipation, 70 watts, max.*

*CCS rating for Class C telegraph service.

HOW TO REDUCE TUBE REPLACEMENTS

first...

Choose the Right Tube

second...

Treat Your Tubes Right

The Magic Brain of All Electronic Equipment Is a Tube and the Fountain-Head of Modern Tube Development Is RCA



TUNE IN "WHAT'S NEW?"
 RCA's great new show, Saturday nights, 7 to 8, E. W. T. Blue Network

RADIO CORPORATION OF AMERICA

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 356]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|---|--|---|--|---|---|
| Kenvon Transformer Co. Inc. | New York 59 | 840 Barry St. | Dayton 9-0100 | Richard B. Shlmer | Transformers, studio to power |
| Lapp Insulator Co. Inc. | Le Roy, N. Y. | Le Roy | 385 | Brent Mills | Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe, entrance insulators, stand-off and transmission line insulators, special radio insulators, high pressure gas-filled condensers |
| Lehigh Structural Steel Co. | New York 4 | 17 Battery Place | Whitehall 4-1424 | J. F. Neary | Vertical radiators, radio towers |
| Lektra Laboratories Inc. | New York 3 | 30 East 10th St. | Algonquin 4-0230 | B. Eisenberg | Dynamic microphones, inter-communicating systems |
| Lifetime Sound Equipment Co. | Toledo 1, O. | 1103 Adams St. | Main 5643 | Wm. H. Manoff | Microphones, microphone stands, speaker units, baffles |
| John E. Lingo & Son Inc. | Camden, N. J. | 28th St. & Buren Ave. | Camden 0487 | J. E. Lingo | Tubular steel vertical radiators, turnstile antennas (for FM and television), ultra high frequency antennas, portable vertical radiators (dural for emergency uses), UHF antenna support poles |
| Lowell Needle Co. Inc. | Putnam, Conn. | 1 Wildore St. | 186 | Elliott D. Dean | Needles |
| Miles Reproducer Co. Inc. | New York 3 | 812 Broadway | Gramercy 5-9466 | J. M. Kuhlík | Sound on film recorders and reproducers |
| Mirror Record Corp. | New York 10 | 53 West 25th St. | Chelsea 3-2222 | P. K. Trautwein | Blank discs, recording accessories |
| National Battery Co. | St. Paul 1, Minn. | E. 1201 1st Nat. Bank Bldg. | Cedar 7471 | G. W. Mixon | Storage batteries |
| Ohmite Mfg. Co. | Chicago 44 | 4885 Flournoy St. | Austin 1070 | Roy S. Laird | Rheostats, resistors, tap switches |
| Pacific Sound Equipment Co. | Hollywood 28 | 1534 Cahuenga Blvd. | Hempstead 5141 | William L. Maas | Portable record and transcription playback equipment. Portable public address equipment |
| Par-Metal Products Corp. | Long Island City, N. Y. | 32-62 49th St. | Astoria 8-8905 | A. A. Parmet | Steel relay racks, cabinets, panels, chassis and accessories for transmitters and audio equipment |
| Permo Inc. | Chicago 26 | 6415 Ravenswood Ave. | Briargate 2420 | E. C. Steffens | Needles |
| Phonograph Needle Mfg. Co. Inc. | Providence 5, R. I. | 42-46 Dudley St. | Dexter 5952 | J. H. Moody | Needles |
| Poinsettia Inc. | Pitman, N. J. | 100 Cedar St. | Pitman 511 | F. Warner | Phonograph record manufacturing equipment |
| Precision Piezo Service | Baton Rouge, La. | 427 Mayflower St. | 5859 | C. E. Pearce | Crystals and holders, quartz crystals |
| Premier Crystal Laboratories Inc. | New York 7 | 63 Park Row | Beekman 3-2824 | Arthur A. Glass | Crystals, crystal holders, frequency meters, reactance meters, dials, temperature controlled crystals oscillators, pilot light indicators, temperature ovens |
| Press Wireless Inc. | Chicago New York | 435 No. Michigan Ave. 1475 Broadway | Superior 8688 Bryant 9-5030 | E. G. Fraim Ray de Pasquale | High-power transmitters, and radio receivers |
| Presto Recording Corp. | New York 19 Detroit Philadelphia, Pa. Belmont, Mass. Kansas City, Mo. Minneapolis Cleveland Chicago Silver Spring, Md. Los Angeles Seattle Dallas Rochester, N. Y. Denver Montreal, Que. New York | 242 W. 55th St. 18288 Appoline Ave. 140 S. Juniper St. 350 Lake St. 302 Reliance Bldg. 88 S. Tenth St. 1836 Euclid Ave. 600 S. Michigan Ave. 5334 Hollywood Blvd. 104 Battery St. P. O. Box 1805 76 Brookwood Rd. 507 Fourteenth St. 702 Dominion Sq. Bldg. 25 Warren St. | Circle 5-7760 University 1-0180 Pennypacker 0542 Belmont 4510 Victor 4631 Atlantic 4216 Maine 1565 Harrison 4240 Shepherd 4003 Hillside 9133 Sen. 2560 Dallas 37093 Cul. 5548 Ch. 4277 Mar. 6368 Barclay 7-5513 | Ralph C. Powell Art Adams Al Batis Henry M. Lane C. E. Terry E. H. Van Krevelan Ernest P. Scott Leroy W. Beier M. F. Taylor Norman B. Neely L. D. Marsh J. Earl Smith Geo. S. Driscoll R. C. Mulnix Walter P. Downs M. Simmons | Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables |
| Radiad Service | Chicago 14 | 720 West Schubert Ave. | Buckingham 4800 | Edward L. Foertsch | Recorders |
| Radio City Products Co. Inc. | New York 1 | 127 West 26th St. | Wisconsin 7-0486 | Milton Reiner | Electrical and radio testing instruments. Combination multimeters, tube testers, vacuum tube volt meters, square wave generators, oscilloscopes |
| Radio Corporation of America (RCA Victor Division) | Camden, N. J. New York 16 Chicago 11 San Francisco 3 | Front & Cooper Sts. 411 Fifth Ave. 444 N. Lake Shore Drive 170 Ninth St. | Camden 8000 Ashland 4-7605 Whithall 4600 Hemlock 8800 | C. M. Lewis B. Adler A. R. Hopkins C. A. Lahar | Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, heat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment |
| RCA Victor Co. Ltd. | Montreal, Que. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S. | 1001 Lenoir St. 1206 Homer St. 523 Eight Av. 168 Maine St. 36 Breadalbane St. 99 Brunswick St. | Wellington 3671 Marine 4241 Maine 4476 97201 Midway 8454 Blislow 6187 | J. L. McMurray Charles Gordon F. T. Myles E. P. Burns K. G. Chisholm F. A. Boyle C. C. Bowers | Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment |
| Radio Engineering Laboratories Inc. | Long Island City, N. Y. | 35-54 36th St. | Ravenswood 8-2340 | Charles M. Srebroff | FM broadcast transmitters |
| Radiotone Inc. | Los Angeles 46 | 7356 Melrose Ave. | York 7204 | William H. Snow | Recording machines, blank discs |
| Rangertone Inc. | Newark 4, N. J. | 73 Winthrop St. | Humboldt 2-0128 | Wilfrid P. Riggs | Needles |
| The Rauland Corp. | Chicago 41 | 4245 North Knox Ave. | Mulberry 5000 | R. M. Gray | Pre-amplifiers, monitoring amplifiers, inter-communication systems, microphones |
| The Recordit Co. | St. Louis 3 | 315 North Seventh St. | Garfield 5636 | A. E. Gross | Recording blanks, needles, accessories parts, recorders |
| Reecon Corp. | Long Island City, N. Y. | 21-10 49th Ave. | Ironside 6-2340 | Edward M. Bieber | Needles |

(Continued on Page 362)



**Cutting Another
Record
is the biggest job
of our lifetime**

WALTER
FRAME

Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

* * *

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

Presto Recording Corporation

NEW YORK 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 360]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|--|---|---|--|---|--|
| Charles E. Schuler Engineering Co. | Newark, Ohio | 109 Cambria St. | 4319 | Charles E. Schuler | Transmitting antenna towers |
| Scientific Radio Service | University Park, Md. | 4301 Sheridan St. | Hyattsville 0535 | H. D. Eisenhower | Piezo Electric Crystals |
| Shure Brothers | Chicago 10 Los Angeles 15 New York 6 | 225 West Huron St. 908 Venice Blvd. 136 Liberty St. | Delaware 4550 Richmond 6363 Worth 2-6550 | J. A. Berman W. Bert Knight F. Edwin Schmitt | Microphones, record cutters, microphone stands and accessories |
| Sound Apparatus Co. | New York 19 | 150 West 46th St. | Bryant 9-8776 | Arthur W. Niemann | Automatic high speed power level recorders, automatic frequency response recorders |
| The Sound Scriber Corp. | New Haven 11, Conn. | 82 Audubon St. | 7-4249 | Herbert G. Froever | Sound recording and reproducing equipment |
| Speak-O-Phone Recording & Equipment Co. | New York | 23 W. 60th St. | Columbus 5-1350 | C. A. Austin | Transcription reproducers, broadcast recorders |
| The Starr Piano Co. | Los Angeles 15 New York Richmond, Ind. | 1344 So. Flower St. 67 W. 44th St. | Prospect 2035 Murray Hill 2-3376 1117 | R. G. Martin Chas. Michelson Ryland Jones | Sound effect records |
| Speedy-Q-Sound Effects | Los Angeles | 1344 So. Flower St. | Prospect 2035 | Phillip Johnson | Sound effect records |
| Stromberg-Carlson Co. | Rochester 3 | 100 Carlson Road | Culver 260 | Lloyd L. Spencer | War manufacturing |
| Sun Radio Co. | New York 7 | 212 Fulton St. | Barclay 7-1840 | Samuel Schwartz | Radio parts and electronic equipment |
| Swan Engineering Co. Inc. | Newark 5, N. J. | 410 Frelinghuysen Ave. | Bigelow 8-2020 | George Swan | All types of bent and fabricated pipe, tubing incidental to part of the apparatus used in broadcasting stations |
| Thordarsen Electric Mfg. Co. | Chicago 10 | 500 West Huron St. | Whitehall 6444 | C. W. Hahne | Transformers, audio transformers, power transformers, reactors, filters, automatic voltage regulators, amplifiers |
| Tower Sales & Erecting Co. | Portland 13, Ore. | 6100 N. E. Columbia Blvd. | Trinity 7303 | C. H. Fisher | Vertical radiator installation, including piers, steel erection, ground system, lighting and painting |
| Transmitter Equipment Mfg. Co. Inc. | New York 14 Chicago Long Beach, Cal. | 345 Hudson St. 154 E. Erie St. 4214 Country Club Drive | Walker 5-6382-3 Superior 1622 Long Beach 434-59 | Morton B. Kahn Edward R. Peel Don C. Wallace | Transmitters, mobile broadcast units, master console speech amplifiers, line equalizers, volume level indicators, mixers, program and audition amplifiers, portable remote amplifiers, antenna tuning units |
| Triplett Electrical Instrument Co. | Bluffton, Ohio | Harmon Road | 323-W | N. A. Triplett | Test equipment |
| Trucon Steel Co. | Youngstown 1, Ohio | Albert St. | 82171 | Geo. F. Bateson | Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screens |
| The Turner Co. | Cedar Rapids, Iowa | 909 17th St., N. E. | | Wm. J. Nezerka | Microphones |
| United Electronics Co. | Newark 2, N. J. | 42 Spring St. | Humboldt 2-0576 | C. A. Rice | Transmitting tubes, rectifiers |
| United Transformer Co. | New York 13 | 150 Varick St. | Walker 5-4850 | S. L. Baraf | Transformers, reactors, voltage regulators, filters, equalizers, rectifiers |
| Universal Microphone Co. Ltd. | Inglewood, Cal. New York 11 Chicago 11 Seattle | 424 Warren Lane 259 W. 14th St. 540 No. Michigan Ave. 2321 Second Ave. | Oregon 8-2148 Chelsea 27830 Delaware 1561 Main 8811 | James L. Foush H. F. Smith L. G. Cushing James J. Backer | Microphones |
| Universal Motor Co. | Oshkosh, Wis. | 186 Harrison St. | Oshkosh 613 | C. J. Gaffney | Emergency light and power plants |
| Western Electric Co. (See Graybar Electric Co.) | | | | | |
| Westinghouse Electric & Mfg. Co. | Baltimore 3, Md. | 2519 Wilkins Ave. | Edmonson 2300 | Walter Evans | Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights |
| Weston Electrical Instrument Corp. | Newark, N. J. | 614 Frelinghuysen Ave. | Bigelow 3-4700 | V. E. Jenkins | All types of electrical measuring instruments |
| Wincharger Corp. | Sioux City, Iowa | E. 7th & Division Sts. | 8-6513 | M. M. Lasensky | Radio Towers (guyed) lighting equipment, anchors, erection, ground systems. |

FREQUENCY MEASUREMENTS

Quick Reports by Phone, Wire or Air Mail

SINCE 1933



Commercial Radio Equipment Co.

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**ALL OTHER STATIONS USE
OUR CENTRAL K.C. SERVICE**

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Kansas City 5, Mo.
Phone: Jackson 5302

(See Full Page Ad—Page 373)



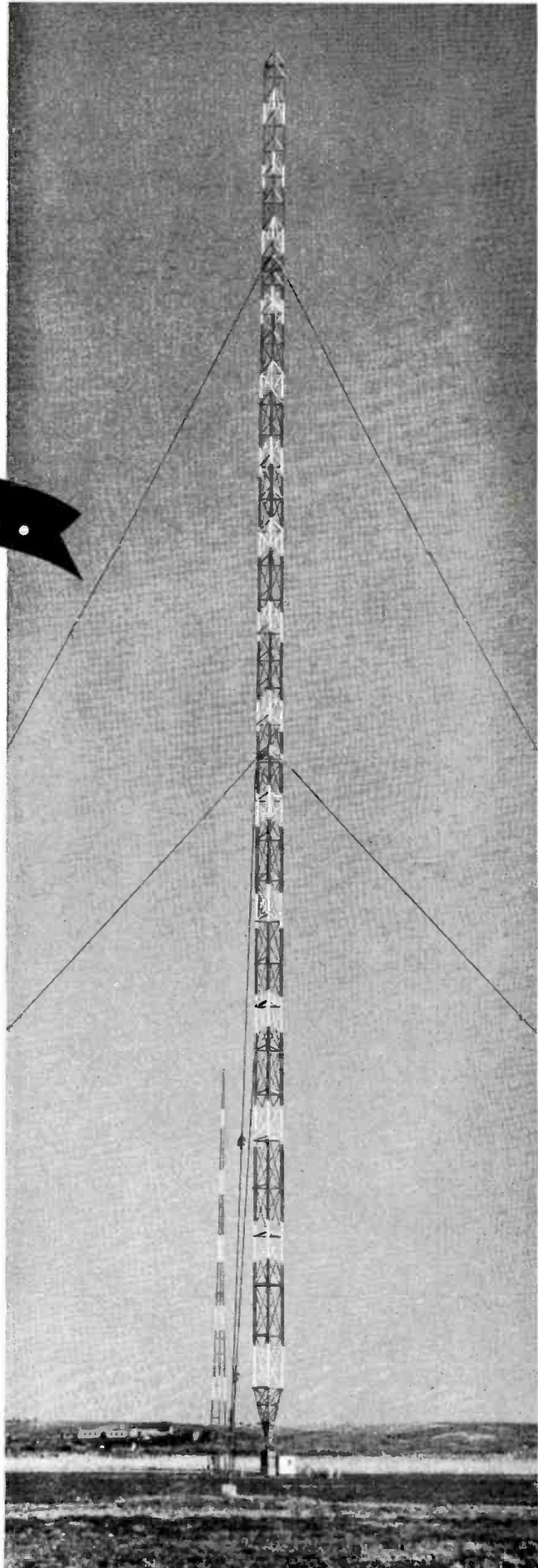
TRUSCON BUILT THE
World's Tallest
UNIFORM CROSS-SECTION
Radio Tower!

IN 1942 Truscon announced the 750 foot WGN tower for the Chicago Tribune, as described in the Broadcasting Year Book advertisement shown above. This job set a world's record for height in uniform cross-section.

In 1943 Truscon erected the 910 foot tower for WKY at Oklahoma City, and the 927 foot tower for WNAX at Yankton, S. D. . . . illustrated here . . . and again established new world's records for heights in uniform cross-section towers.

Radio tower construction is restricted for the duration. But Truscon continues its engineering developments, and when the war is over, will again be ready to furnish towers to meet the new demands of the radio industry.

TRUSCON STEEL COMPANY, Youngstown 1, Ohio
Subsidiary of Republic Steel Corporation



927-foot Truscon Tower, WNAX, Yankton, S. D.

TRUSCON *Self-Supporting or Guyed* **TOWERS**

Board of War Communications

(Formerly the Defense Communications Board; name changed by Executive Order of President Roosevelt, June 15, 1942)

(For Executive Orders and full Committee Memberships see 1943 Yearbook)

Coordinating Committee

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Labor 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. Members: B. K. Jett, FCC, *chairman*; Francis C. deWolf, State Dept. Col. Wesley T. Guest, War Dept. Comdr. Franz O. Willenbacher, Navy Dept. Capt. E. M. Webster, Coast Guard.

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. Members: Charles R. Denny, FCC, *chairman*. Col. Conrad E. Snow, War Dept. Lt. Comdr. Ernest R. Feidler, Treasury Dept. Comdr. Franz O. Willenbacher, Navy Dept. Raymond T. Yingling, State Dept.

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. Members and alternates:

Walter S. Gifford, A. T. & T., *chairman*; Keith S. McHugh, alternate. David Sarnoff, RCA; Dr. C. B. Jolliffe, alternate and *secretary*. Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate. Col. Sosthenes Behn, I. T. & T.; Frank W. Phelan, All America Cables & Radio Inc., alternate. Joseph Pierson, Press Wireless, Inc.; D. K. DeNeuf, alternate. Tropical Radio Telegraph Co.; R. V. Howley, alternate. R. A. Phillips, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate. A. N. Williams, Western Union; E. R. Shute, alternate.

Labor Advisory Committee

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor

Creation and Authority: The Defense Communications Board (now Board of War Communications) was created by Executive Order of the President on Sept. 24, 1940 under authority of the Communications Act of 1934 (48 Stat. 1064), as amended.

MEMBERS

James Lawrence Fly, Chairman, FCC, *chairman*.
Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army.
Rear Admiral Joseph R. Redman, Director of Naval Communications.
Breckinridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury, *secretary*.
Capt. E. M. Webster, Coast Guard, *Assistant Secretary*.

ALTERNATES

E. K. Jett, FCC.
Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch
Capt. John V. Murphy, Deputy Director of Naval Communications
Francis C. deWolf, Division of International Communications, State Dept.
Capt. E. M. Webster, Coast Guard.

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. Members and alternates:

Robert J. Watt, AFL, *chairman*. Lawson Wimberly, International Brotherhood of Electrical Workers, alternate.
Joseph A. Beirne, National Federation of Telephone Workers; John J. Moran, alternate.
Joseph P. Selly, CIO; Geraldine Shandros, American Communications Assn., alternate.

International Broadcasting Coordinating Committee

The duties of this Committee include the study of methods of making available necessary physical equipment to provide adequate international broadcast service for psychological warfare purposes. With the requirements of the military services as a primary consideration, it shall consider the problems of manufacturing new equipment as compared with the practicability of diverting the required equipment, all or in part, from other sources and services and make such recommendations as seem desirable from the standpoint of the successful conduct of the war.

Comdr. T. A. M. Craven, FCC, *chairman*; P. F. Siling, alternate and *secretary*.

Comdr. A. B. Chamberlain, Navy Dept.
James O. Weldon, OWI and CIAA.
Brig. Gen. Frank E. Stoner, War Dept.; Col. Carl H. Hatch, alternate.
Frank H. McIntosh, WPB; John R. Cruetz, alternate.

IV. Domestic Broadcasting Committee

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emer-

gency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration. Members and alternates:

Neville Miller, NAB, *chairman*; Howard S. Frazier, alternate.
A. D. Ring, consulting engineer, Washington, *secretary*.
Lawson Wimberly, AFL; Maynard Marquardt, WCFL, Chicago, alternate.
G. L. Best, A. T. & T.; H. H. Carter, alternate.
Kenneth H. Berkeley, WMAL, Washington, The Blue Network; George O. Milne, alternate.
John Shepard 3d, Yankee Network, Broadcasters' Victory Council; O. L. Taylor, KGNC, Amarillo, Tex., alternate.
Earl H. Gammons, CBS Washington; Dr. Frank Stanton, New York, alternate.
Congress of Industrial Organizations John V. L. Hogan, Faximile Inc.
George P. Adair, FCC; Rosel H. Hyde, alternate.

Finch Telecommunications, Inc. Walter J. Damm, WTMJ, Milwaukee. FM Broadcasters Inc.; Philip G. Loucks, alternate.

Mutual Broadcasting System, Inc. James H. Brown, National Assn. of Broadcast Engineers and Technicians; A. T. Powley, alternate.

Frank M. Russell, NBC Washington; O. B. Hanson, alternate.
John J. Moran, National Federation of Telephone Workers.

Harold A. Lafount, National Independent Broadcasters; Andrew W. Bennett, Washington, alternate.

Dr. W. R. G. Baker, General Electric Co., National Television System Committee of the Radio Manufacturers Assn. Engineering Dept.; V. M. Graham, Sylvania Electric Products, Inc., alternate.

Office of War Information. Harvey Otterman, State Dept. Louis Pitcher, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate.

Army Signal Corps; Col. Clay I. Hoppough, alternate.
Frank H. McIntosh, WPB; John R. Cruetz, alternate.

H. P. Corwith, Western Union; A. W. Donaldson, alternate.

V. 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. Members and alternates:

Comdr. T. A. M. Craven, FCC, *chairman*; P. F. Siling, alternate and *secretary*; L. R. Brady, asst. *secretary*.

E. W. Loveridge, Dept. of Agriculture; Erwin C. Wagner, alternate.
Dr. J. H. Dellinger, Dept. of Commerce (Bureau of Standards); L. H. Simson, alternate.

Stephen L. Windes, Dept. of Interior (Bureau of Mines); Howard F. Carl, alternate.

Edmund P. Coffey, Dept. of Justice; H. J. Walls, alternate.
Dept. of Labor.

D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate.
Lt. Comdr. Paul D. Miles, Navy Dept., *vice chairman*; Lt. W. R. Foley, USNR, alternate.

Roy M. Martin, Post Office Dept.; Charles M. Knoble, alternate.
Thomas Burke, State Dept.; F. C. deWolf, alternate.

Capt. E. M. Webster, Coast Guard, Lt. Arthur L. Budlong, alternate.
Lt. Col. A. G. Simson, War Dept.; Lt. Col. William E. Plummer, alternate.

VI. 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. Members and alternates:

Walter C. Evans, Westinghouse Electric & Mfg. Co., *chairman*; Lee B. Wailes, Westinghouse Radio Stations Inc., alternate.

P. F. Siling, FCC, *secretary*; George P. Adair, alternate.
Louis Barnett, AFL; Lawson Wimberly, International Brotherhood of Electrical Workers, alternate.

Wesley I. Dumm, Associated Broadcasters, Inc., San Francisco; Royal V. Howard, alternate.

Earl H. Gammons, CBS Washington; Edmund Chester, CBS New York, alternate.

Howard E. Way, Dept. of Commerce. James D. Shouse, Crosley Corp., Cincinnati; R. J. Rockwell, alternate.
Robert S. Pearce, General Electric Co. Alfred J. McCosker, MBS.

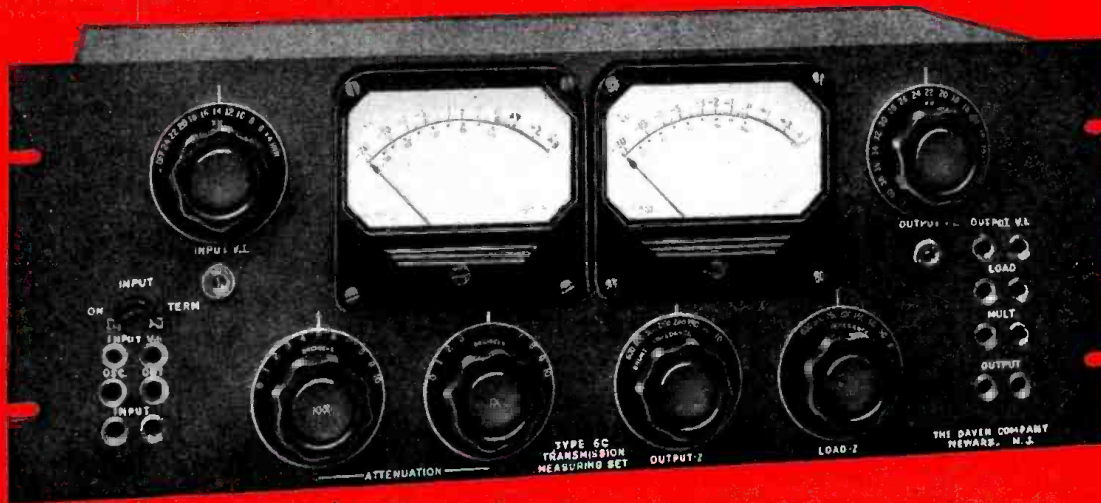
Neville Miller, National Assn. of Broadcasters; Howard S. Frazier, alternate.

John F. Royal, NBC New York; Dr. Charles B. Jolliffe, RCA, alternate.
Comdr. F. O. Willenbacher, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate.

Don Francisco, Office of the Coordinator of Inter-American Affairs; John W. G. Ogilvie, alternate.
James O. Weldon, Office of War Information.

Harvey Otterman, State Dept. Maj. Gen. Alexander D. Surlis, War Dept.

Walter S. Lemmon, World-Wide Broadcasting Corp.; Mark L. MacAdam, alternate.



in **WAR** ...
 performing our greatest peacetime task

Practically any reference to precision control in wartime brings to mind the wide use of DAVEN components in military and industrial applications. And yet, even now, our components are performing their greatest peacetime role. That is, control of radio transmission—not only for the major commercial broadcasting stations in this country, but for the communications transmitters which speed messages to all parts of the earth. DAVEN equipment will assume still greater importance in the postwar world of television, sound picture production and scientific laboratory development.

For many years, DAVEN has maintained a commanding position in a field where the standards for accurate control and measurement are set at the highest levels. Engineers specify DAVEN components where absolute dependability and extreme accuracy are essential. We produce not only the most complete line of precision attenuators in the world, but such specialized equipment as output power meters, transmission measuring sets, decade resistance boxes, volume level indicators and many other types of laboratory test equipment for electrical, broadcast, sound picture and television applications. May we send you a DAVEN catalog?

THE DAVEN COMPANY

191 CENTRAL AVENUE

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DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 439)

DEPT. OF AGRICULTURE WAR FOOD ADMINISTRATION

14th St. and Independence, S. W.
REpublic 4142

Director of Information: Morse Salisbury.
Radio Service: chief, Wallace L. Kaddery;
supervisor of programs, Maurice L. Du
Mars; field supervisor of radio services,
Charles A. Bond.

OFFICE OF CENSORSHIP

7th and Pennsylvania Ave., N. W.
EXecutive 3800

Director of Censorship: Byron Price.
Broadcasting Division: Assistant Director,
J. Harold Ryan; Assistants, A. Halpin,
Robert K. Richards, Edward H. Bronson,
Charter Heslop.
Assistant Director (Chief Cable & Radio
Censor): Capt. H. K. Fenn (USN).

DEPT. OF COMMERCE

14th and Constitution Ave., N. W.
District 2200

Division of Current Information: Chief,
Clarence G. Marshall.
Bureau of Foreign & Domestic Commerce:
Director, Amos E. Taylor.
Advertising Consultant: John F. Morse.
Division of Industrial Economy, Specialties
Unit: Advertising Specialist, Kenneth
Davis; Radio Specialist, John Shannon.
Census Bureau: Director, James C. Capt.
Bureau of Standards: Chief of Radio Sec-
tion, Dr. J. H. Dellinger.

NAVY DEPARTMENT

18th and Constitution Ave.
REpublic 7400

Office of Public Relations: Director, Capt.
Leland P. Lovette.
Radio Section, Office of Public Relations:
Chief, J. Harrison Hartley; Assistants:
Lt. Comdr. Morgan S. Reichner Lt.
Charles E. Dillon, Lt. Marvin F. Royston,
Lt. Hazel K. Markel (WR).
New York Branch, 580 Fifth Ave.: Lt.
Thayer Cummings, Lt. James C. Shattuck,
Lt. Armand S. Deutsch.

OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
REpublic 7500

Coordinator: Nelson A. Rockefeller.
Radio Division, Department of Informa-
tion: Director, Don Francisco; Associate
Director, John W. G. O'gilvie; Assistant
Director, Walter C. Krause; Program
Content, Russel Pierce.

OFFICE OF ECONOMIC STABILIZATION

Federal Reserve Bldg.
Constitution Ave.
REpublic 7500

Director: Fred M. Vinson.
Assistant to the Director: Paul A. Porter.

OFFICE OF WAR MOBILIZATION

East Wing, White House
NAtional 1414

Director: James F. Byrnes.
Special Assistant: Walter Brown.
Administrative Officer: Cassie Connor.

OFFICE OF WAR INFORMATION

Social Security Bldg.
REpublic 7500

Director: Elmer Davis.
Domestic Branch Director: George Healy.
News Bureau: Chief, Dowsley Clark, Ra-
dio News Editor, Park Simmons.

Radio Bureau: Chief, Philip H. Cohen;
Deputy Chief, William M. Spire; Chief,
Station Relations Division, John D.
Hymes; Chief, Allocations Division, Wil-
liam F. Fairbanks; Chief, Special As-
signment Division, George F. Ludlum;
Copy Chief, John A. Mullen; Deputy
Chief, New York, Merritt Bonnum, 280
Madison Avenue, Murray Hill 8-6800;
Deputy Chief, Hollywood Cornwell Jack-
son, 623 Taft Bldg., Hempstead 3211;
Deputy Chief, Chicago, Mrs. Lavinia
Schwartz, 75 East Wacker Drive, An-
dover 5727.

Station Relations Regional Chiefs: At-
lanta, Willet Kempton, 1729 Candler
Bldg., Walnut 4121; Boston, Walter
Hackett, 17 Court Street Lafayette 7500,
ext. 205; Chicago, Mrs. Lavinia Schwartz,
75 East Wacker Drive, Andover 5727;
Cleveland, Alfred H. Llewellyn, 728 Un-
ion Commerce Bldg., Cherry 7913; Dallas,
David Russell, 1081 Mercantile Bank
Bldg., Riverside 5711, ext. M-100; Den-
ver, William H. Welsh Jr., 208 Kittredge
Bldg., Tabor 5173; Kansas City, Jerry
A. Dyne, 612 Interstate Bldg., Harrison
6484; Minneapolis, Hagle S. Cavanor,
205 Midland Bank Bldg., Main 3244;
New York, Harry Levin, 280 Madison
Avenue, Murray Hill 8-6800; Philadel-
phia, Broughton Tall, 814 Stephen Gir-
ard Bldg., 21 South Twelfth Street, Rit-
tenhouse 9420; Richmond, Walter Huf-
fington, 19 North Seventh Street, 7-1841;
San Francisco, Lou Kepineer, 1855
Market Street, Klondike 2-2800; Los
Angeles, Jane Alvies, 610 Broadway Ar-
cade Bldg.

Regional Consultants to Radio Bureau:
Harold E. Fellows, WEEL Boston; Her-
bert Pettet, WRV New York; Leon
Levy, WCAU Philadelphia; G. Richard
Shafto, WIS Columbia, S. C.; James H.
Moore, WSLB, Roanoke, Va.; James H.
Outler Jr., WSB Atlanta; H. W. Slavick,
WMC Memphis; H. K. Carpenter, WHK
Cleveland; Leo Fitzpatrick, WJR De-
troit; Leslie C. Johnson, WRFB Rock
Island, Ill.; C. J. Lanphier, WEMP Mil-
waukee; Ed. R. Borroff, BLUE network,
Chicago; Merle Jones, KMOX St. Louis;
Kenneth M. Hance, KSTP St. Paul;
Hugh Feltis, KOIL Omaha; Robert D.
Enoch, KTOK Oklahoma City; Martin
Campbell, WFAA WBAP Dallas; Karl
O. Wyler, KTSM El Paso; John Mc-
Cormack, KWKH KTBS Shreveport, La.;
Robert B. Hudson, Rocky Mountain Ra-
dio Council, Denver; Frank Quinn, KOB
Albuquerque, N. M.; Georgia Phillips,
KIDO Boise, Idaho; Arthur Mosby,
KGVO Missoula, Mont.; Arthur West-
lund, KRE Berkeley, Cal.; Lawrence W.
McDowell, KFOX Long Beach, Cal.;
Dick Lewis, KSTAR Phoenix; Sheldon
Sackett, KOOS Marshfield, Ore.; Robert
S. Nichols, KEVR Seattle.

Overseas Branch Director: Robert Sher-
wood, Bureau of Communications Facili-
ties: Chief, James O. Weldon, Radio
Program Bureau: Chief, Louis G. Cowan,
New York, Circle 6-4400.

INTERIOR DEPARTMENT

C Sts., Between 18th and 19th St., N. W.
REpublic 1820

Director of Information: Robert Horton.
Radio & Television Section: Director,
Shannon Allen; Chief script writer,
Louis J. Hazam; Chief engineer, Henry
P. Meisinger.

DEPARTMENT OF JUSTICE

Dept. of Justice Bldg.
9th and Pennsylvania Ave.
REpublic 8200

Attorney General: Francis Biddle.
Assistant Attorney General in charge of
Anti-Trust Division: Wendell Berge.
Special Assistant Attorney General and
chief of Litigation Section, Anti-Trust
Division: Holmes Baldrige.
Director of Information: Charles Malcolm-
son.

U. S. MARITIME COMMISSION

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
EXecutive 3340

Division of Public Relations: Director,
Mark O'Dea.
Radio Section: Chief, D. Thomas Curtin;
assistant chief: Robert Miller.

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Labor Dept. Bldg.
14th and Constitution Ave.

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209 Washington St.; New York, Theo-
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1322; Cleveland, Lewis M. Gill, Guardian
Bldg.; Chicago, Robert K. Burns, 222
West Adams St.; Kansas City, Edgar L.
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McGown, Mercantile Bank Bldg.; Denver,
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ket St.; Detroit, Edwin E. Witte, Penob-
scot Bldg.; Seattle, Dr. George B.
Noble, 1411 4th Ave.

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Second and D Sts., S. W.
REpublic 7500

Deputy Administrator for Information:
Walter O'Meara.
Radio Branch, Information Dept.: Eloise
Daubenspeck, Helen Stearns.

STATE DEPARTMENT

17th St. and Pennsylvania Ave.
REpublic 5600

Secretary of State: Cordell Hull.
Assistant Secretary in Charge of Commu-
nications: Breckinridge Long.
Division of International Communications:
Chief, Thomas Burke.
Telecommunications Section: Francis Colt
DeWolf, Joseph T. Keating, Harvey B.
Otterman.
Division of Cultural Relations: Chief,
Charles A. Thompson; assistant (radio),
John M. Begg.
Division of Current Information: Chief,
Michael J. McDermott.

TREASURY DEPARTMENT

15th St. and Pennsylvania Ave.
EXecutive 6400

War Finance Division: National Director,
Ted R. Gamble.
Radio Section: Chief, Emerson Waldman.
Staff: William S. Rainey (New York),
Ruth Girard, Morton Millman, Estelle
Broderick, Maurice Kafka, Kurt Jodas-
sohn.

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60 E. 42d St., New York 17 (Headquarters)
Murray Hill 2-2773

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WASHINGTON OFFICE

1010 Vermont Ave., N. W.
District 9043

General Manager: Theodore S. Repplier.
Staff Managers: Jean Flinger, Allan M.
Wilson.

WAR DEPARTMENT

Pentagon Bldg.
REpublic 6700

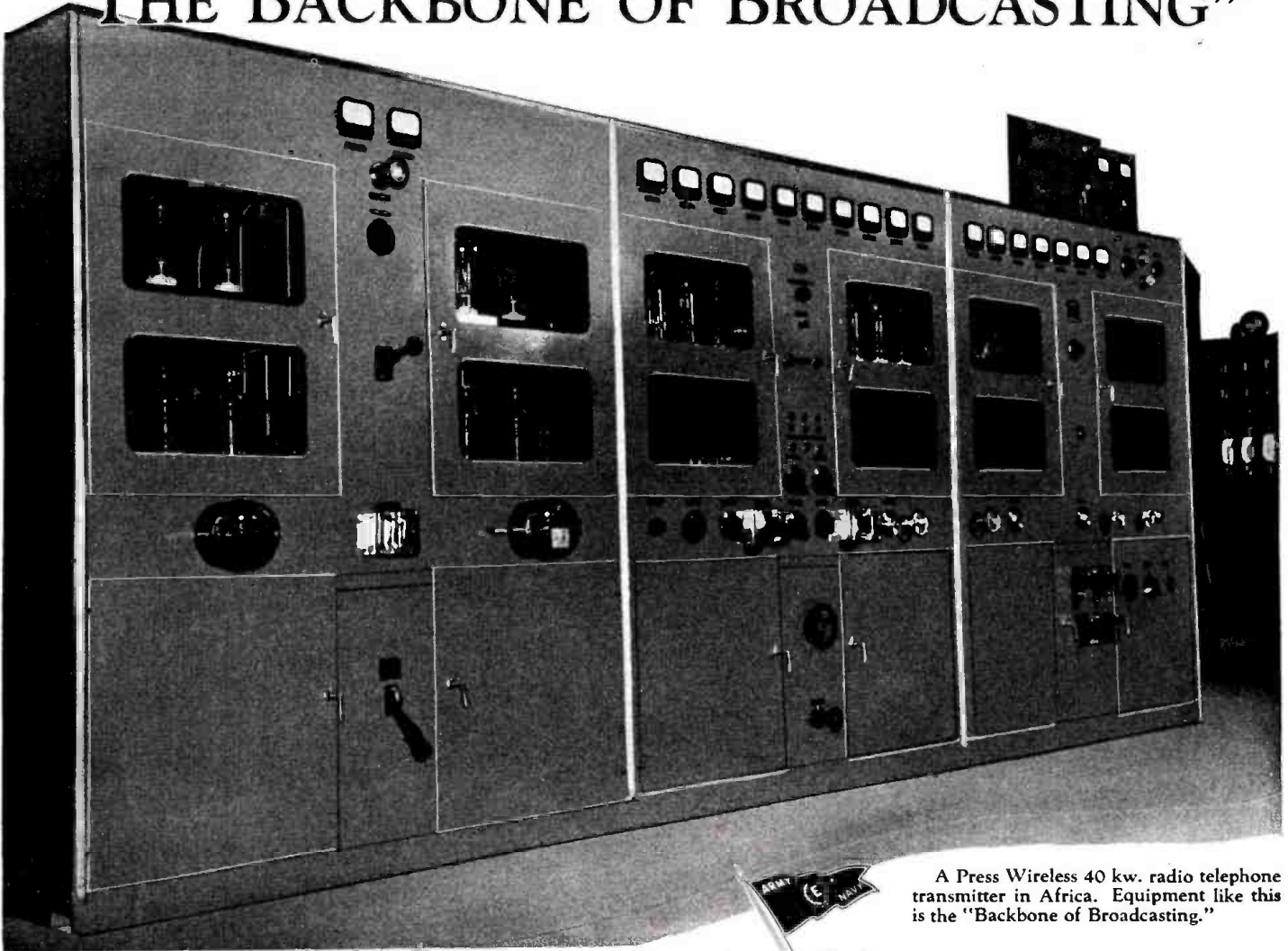
Bureau of Public Relations: Director, Maj.
Gen. A. D. Surlis.
Radio Branch, Bureau of Public Relations:
Chief, Col. E. M. Kirby; Executive Of-
ficer, Maj. Jack W. Harris.
Radio Section, Morale Services Division:
Officer in Charge, Lt. Col. Thomas H. A.
Lewis, Los Angeles, 1421 North Western
Ave.; Executive Officer, Maj. William P.
Mullen; Administrative Officer, Capt.
Barton A. Stebbins; Program Director,
Maj. Mann Hollner; Head of Technical
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tor, Capt. Meredith Wilson; Head of
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J. Carter Hermann; Script Editor, Capt.
H. Austin Peterson; Head of Plans &
Training, Maj. True Boardman; Facili-
ties Procurement Officer, Maj. H. N.
Jackson.

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REpublic 7500

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Ellis; Domestic & Foreign Branch:
Chief, Frank H. McIntosh.

"THE BACKBONE OF BROADCASTING"



OFFICIAL U. S. SIGNAL CORPS PHOTO

Awarded to Our Hicksville
Long Island Plant for Out-
standing Achievement in
War Production

A Press Wireless 40 kw. radio telephone transmitter in Africa. Equipment like this is the "Backbone of Broadcasting."

High power radio transmitters and other equipment designed and manufactured by Press Wireless, Inc., are in service on the fighting fronts throughout the world. They are a vital part of the "Backbone of Broadcasting" which is helping America and her allies break the Axis' back.

The international and local circuits of Press Wireless likewise have "gone to war." Press Wireless is now handling more international radio press material and more radio photos than any other communications company in the world.

Broadcasting and newscasting will play a big part in building the better world. To the constant development of these agencies, particularly the "backbone" of them, Press Wireless pledges its unremitting best efforts.

PRESS WIRELESS, INC., IS DEVELOPING OR MANUFACTURING

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

AND OTHER TYPES OF RADIO AND COMMUNICATIONS EQUIPMENT

PRESS WIRELESS, INC. Executive Offices 435 N. MICHIGAN AVENUE, CHICAGO 1475 BROADWAY, NEW YORK CITY

RIO DE JANEIRO • MONTEVIDEO • BERNE • SANTIAGO DE CHILE



*Private Perkins has
some private plans*

HE WANTED to share his dream with Joe . . . but he was afraid Joe would think him soft.

Joe would laugh if he told him how he loved music . . . how some day he was going to sit for a week, just listening to music . . .

Joe wouldn't get it . . . so he kept it to himself. And when Joe asked him what he was thinking about, he said . . . "A blonde in Peoria" . . . and Joe nodded approvingly.

* * *

TO PEOPLE WHO LOVE IT . . . fine music is one of life's richest experiences.

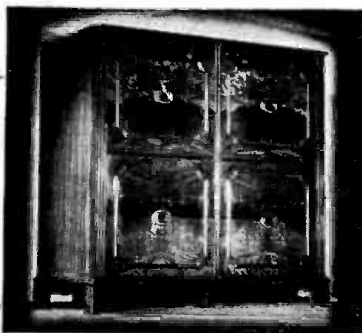
It is to those people we wish to speak . . . for tomorrow when our war job is done, we will bring them a Stromberg-Carlson radio that will rival the concert hall itself in purity and perfection of tone.

Into this instrument will go fifty years of craftsmanship . . . the skill that made Stromberg-Carlson the leader in FM radio . . . plus many new wartime developments.

When you hear what this means in truly fine music . . . we believe you'll agree it was worth waiting for . . . worth saving for in War Bonds and Stamps.



IT WAS PEOPLE, working for Victory, that won Stromberg-Carlson the Army-Navy "E" . . . To these men and women, and to our men in the Armed Forces, we have a responsibility. We must assure them good jobs when peace comes . . . We must plan ahead today. That is the important reason for planning fine radios for you . . . It's the important reason for all post-war planning.

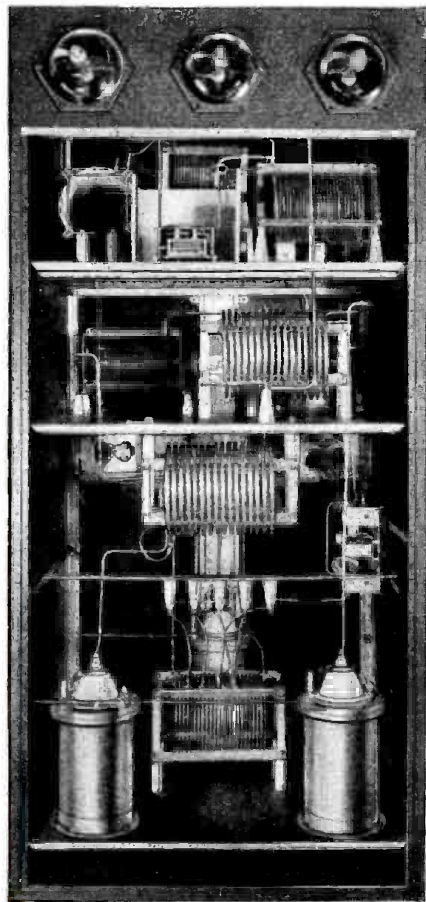


IN RADIOS, TELEPHONES, SOUND SYSTEMS . . .
THERE IS NOTHING FINER THAN A

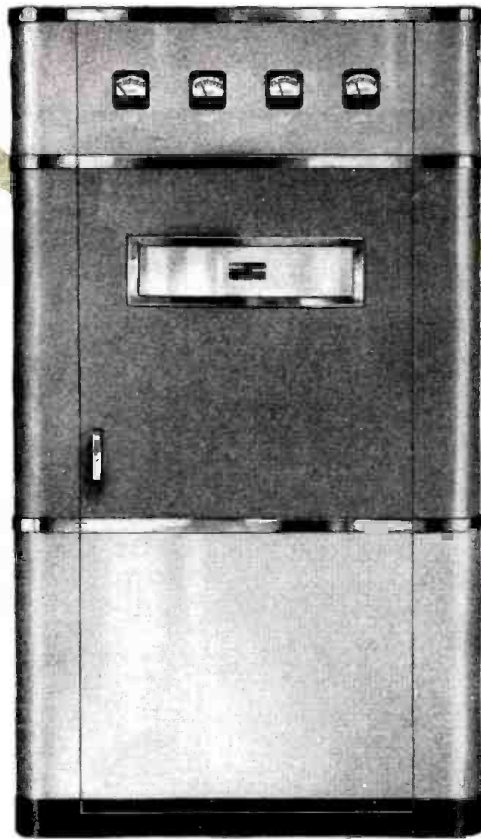
STROMBERG-CARLSON

Owners and operators of WHAM, 50,000 watts, cleared channel, and WHFM, frequency modulation station, Rochester, N. Y.

Broadcast Equipment



Illustrated are two of the many installations of Phasing Equipment Johnson has furnished for Broadcast Stations, built to match existing equipment. After the War Johnson Engineers will again be prepared, in cooperation with your Engineers, to design and build specialized equipment for your particular needs.



Until the last gun is fired, Johnson's facilities are being used for our Armed Forces. However, it is not too early to begin planning YOUR Post-War equipment for better market coverage. Whether it's individual parts or complete units, Johnson can offer the the best in Engineering, Design, and Production at less than you would expect to pay. Johnson Engineers are broadcast specialists from microphone to antenna. If you have a Post-War Planning problem, write for their suggestions.



JOHNSON
a famous name in Radio

*Do you have
the latest
JOHNSON CATALOG?*

E. F. JOHNSON COMPANY • WASECA • MINNESOTA
BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 369

RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1943

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

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

* No estimate available at present.

TYPICAL OWI RADIO CAMPAIGNS IN 1943

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

* Not available.

You're in step with the march of the big 1944 radio developments and the plans being made for post-war radio, if you read

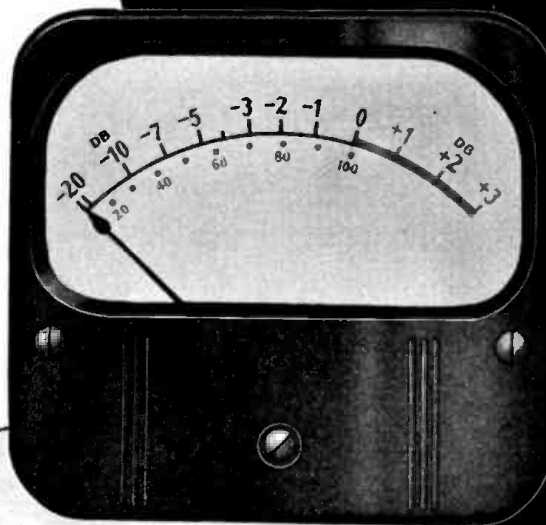
BROADCASTING

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Every Week

\$5 A YEAR

**HIGH LEVEL
MONITORING**
minus
EYE FATIGUE



WESTON TYPE 30 VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

Model 45
Precision
Portable DC
Instruments



Model 430
Portable
AC-DC
Instruments



Model 763
Direct-
Reading
Ohmmeter



Model 665
Volt-Ohm-
Milliammeter



Favorable Public Opinion For Broadcasters . . . in the Making

Most people regard radio primarily as a peacetime medium of entertainment.

They fail to recognize it as a potent weapon . . . fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

J-08054

Command Performance for Private Johnny Jones

No Yank overseas in World War I
enjoyed entertainment . . .
short-waved "fresh" from home—
like today's star-studded bill of fare.
Fun served up to order
by radio's ace comedians . . .
hit tunes of the day . . .
Tuesday night's good-natured banter
—fine fare for a fellow hungry for home!

Yet—too easily taken for granted
is radio broadcasting's neat trick
of hitting Johnny's funny bone
. . . and his heart—dead center
wherever he may be.

So . . . for keeping Johnny "up"
when he might be "down" . . .
credit America's broadcasters again
. . . for a "3rd Front" victory
where high morale for fighting men
—is the mission.

★ ★ ★

On that vital "3rd Front" . . .
highly developed commercial transmitters
and communication equipment . . .
engineered by Westinghouse
play an indispensable role
. . . offer tangible proof of Westinghouse versatility
and pioneering maintained unceasingly.



New advancements
in television . . . FM . . . electronics
all closely guarded secrets today
will tomorrow
enable radio broadcasting to render
an even greater service to our country.

Count on that.

J-08060

Westinghouse RADIO DIVISION *Baltimore, Md.*
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



Westinghouse
radio engineers are
ready to assist you
in formulating plans
for postwar facilities
to include AM,
FM • TELEVISION.
Write Westinghouse
Electric & Mfg. Co.,
East Pittsburgh, Pa.,
Dept. 7-N.



Westinghouse RADIO DIVISION *Baltimore, Maryland*
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

Including All Wartime Emergency Rules—Corrected to Jan. 1, 1944

EXPLANATION

Rules and Regulations of the Federal Communications Commission governing broadcast services, are published herewith in full text, with certain exceptions. These have been corrected by the FCC Legal and Engineering staffs, to Jan. 1, 1944, and are published in cooperation with the FCC, whose valuable service is gratefully acknowledged. Standards of Good Engineering Practice Governing Standard Broadcast Stations and other portions of the Rules and Regulations not published herewith, are available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION ARE PUBLISHED IN SEPARATE PAMPHLETS NUMBERED AND TITLED AS FOLLOWS:

| | |
|--|---|
| Part | Part |
| 1. Rules of Practice and Procedure. | 31-32. Uniform System of Accounts, Class A and Class B Telephone Companies, and Units of Property, Class A and Class B Telephone Companies. |
| 2. General Rules and Regulations. | |
| 3. Standard and High-Frequency Broadcast Stations. | 33. Uniform System of Accounts for Class C Telephone Companies. |
| 4. Broadcast Services Other Than Standard Broadcast. | 34. Uniform System of Accounts for Radiotelegraph Carriers. |
| 5. Experimental Radio Services. | 35. Uniform System of Accounts for Wire-Telegraph and Ocean-Cable Carriers. |
| 6. Fixed Public Radio Services. | 41. Telegraph and Telephone Franks. |
| 7. Coastal and Marine Relay Services. | 42. Preservation of Records. |
| 8. Ship Service. | 43. Reports (Filing of Information, Contracts, Periodic Reports, etc.). |
| 9. Aviation Services. | 51. Classification of Telephone Employees.* |
| 10. Emergency Radio Services. | 61. Tariffs. |
| 11. Miscellaneous Radio Services. | 62. Applications to Hold Interlocking Directorates. |
| 12. Amateur Radio: Stations and Operators. | |
| 13. Commercial Radio Operators. | |
| 14. Radio Stations in Alaska Other Than Amateur and Broadcast. | |
| 15. All Radio Stations in the War Emergency Radio Service. | |

* Rules of Interstate Commerce Commission dated July 1, 1917, are still in effect—not reprinted by Federal Communications Commission.

PREFACE TO THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

The "Rules and Regulations of the Federal Communications Commission" incorporate all the rules and regulations of a general or permanent nature in force as of the effective date appearing at the beginning of each part. The title, "Title 47—Telecommunication," has been adopted for all the rules to correspond with the codification thereof under the provisions of the Federal Register Act, and also to correspond with the title under which the Communications Act is printed in the United States Code.

In preparing this compilation, the Commission has had in mind the necessity for an arrangement which would make the rules conveniently accessible and one which would also make provision for future amendments. To this end all the existing rules have been logically arranged under 26 parts, which have been suitably subdivided, employing nonconsecutive part numbers from 1 to 71, making provision for substitutions and additions.

The various parts are independently numbered, each part beginning with the principal section number allocated for the purpose and in keeping with the decimal system of numbering which has been used, and these section numbers run consecutively only within the part. The first section of each part begins with ".1." Gaps are left in the numbering throughout so that new and amendatory provisions may be inserted with due regard to their relation to the compilation as a whole.

Each part has been printed and bound in separate pamphlet form, and each contains a title page listing the part numbers and titles of all the Rules and Regulations. In addition, explanatory footnotes have been included referring to statutes or treaties applicable to particular services and, so far as practicable, to other applicable parts.

It is intended that future amendments will be made available in such form that the substitute or added pages may be readily inserted within the part. Provisions of the rules may be cited thus: "Section §1.1 or §2.1 Federal Communications Commission Rules."

Copies of these rules may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

Part 1—RULES OF PRACTICE AND PROCEDURE

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Good Engineering

*is a basic fundamental
of every Successful Radio
Station . . . large or small*



Commercial Radio Equipment Co.

CONSULTING RADIO ENGINEERS

Washington

Kansas City

Hollywood

Everett L. Dillard, Gen. Mgr.



FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 372)

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|--|--|

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ADMINISTRATIVE PROVISIONS

§1.1 *Offices; hours.*—The principal office of the Commission shall be located at Washington, D. C., and all communications to it shall be addressed to the Secretary, Washington, D. C., unless otherwise specifically directed. The hours of the Commission are from 9:15 a.m. to 5:45 p.m., Monday to Saturday, inclusive, except on legal holidays.

§1.2 *Meetings.*—All meetings of the Commission, unless otherwise determined by a majority of the members thereof, shall be held at the principal office of the Commission.

§1.3 *Minutes.*—The minutes of a meeting of the Commission shall be the official record of any action taken therein, and shall be kept by, and in the office of, the secretary.

§1.4 *Authentication of documents.*—All orders, permits, licenses, or other instruments of authorization made, issued, or granted by the Commission, shall, unless otherwise specifically provided by order of the Commission, be signed by the secretary in the name of the Commission and authenticated by the seal of the Commission.

§1.5 *Inspection of records.*—Subject to the provisions of sections 4 (j), 412, and 606 of the Act, the files of the Commission shall be open to inspection as follows:

(a) Tariff schedules required to be filed under section 203 of the Act and annual and monthly reports required to be filed under section 219 of the Act.

(b) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof; authorizations and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission.

(c) Other files in the discretion of the Commission upon written request describing in detail the documents to be inspected and the reasons therefor.

§1.6 *Certified copies; requests for; costs.*—Copies of any documents subject to inspection under the provisions of section 1.5 will be prepared and certified by the secretary, under seal, on written request, specifying the exact documents, the number of copies desired, and the date on which the same will be required: *Provided, however,* That such request must be made so as to permit a reasonable time for the preparation of such copies: *And provided further,* That any cost incurred in the preparation of such copies shall be prepaid by the person making application therefor.

§1.7 *Official reporter; transcript.*—The Commission will designate from time to time an official reporter for the taking down and transcribing of its proceedings. No transcript of the testimony taken, or argument had, at any hearing will be furnished by the Commission, but will be open to inspection under section 1.5. Such transcript, if desired, must be obtained from the official reporter upon payment of the charges therefor.

§1.8 *Person, defined.*—Wherever in these rules the term "person" is used, it shall include an individual, partnership, association, joint-stock company, trust, or corporation.

§1.9 *Computation of time.*—In computing any period of time prescribed or allowed by these rules, by order of the Commission, or by any applicable statute, the day of the act, event, or default after which the designated period of time begins to run is not to be included. The last day of the period so computed is to be included, unless it is a Sunday or a legal holiday, in which event the period runs until the end of the next day which is neither a Sunday nor a holiday. When the period of time prescribed or allowed is less than 7 days, intermediate Sundays and holidays shall be excluded in the computation. A half holiday shall be considered as other days and not as a holiday.

§1.10 *Additional time to parties in certain cases.*—Where, under these rules, unless otherwise expressly provided, any limitation is made as to the time within which any document is required to be filed, or any procedural step is required to be taken in connection with any hearing, parties who are residents of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California shall have an additional period of 5 days; and parties who reside beyond the confines of the continental United States shall have an additional period of 20 days within which to file such document or take such other procedural step: *Provided, however,* That this rule shall not apply to any limitation as to time fixed by statute.

§1.11 *Documents in foreign languages.*—Every document, exhibit, or other paper written in a language other than English, which shall be filed in any proceeding before the Commission or in response to any order of the Commission unless expressly waived therein, shall be filed in the language in which it is written together with an English translation thereof duly verified under oath to be a true translation. Each copy of every such document, exhibit, or other paper filed, shall be accompanied by a separate copy of the translation.

§1.21 *Suspension, amendment, etc., of rules.*—The rules and regulations of the Commission may be suspended, revoked, modified, amended, or supplemented, in whole or in part, at any time by the Commission.

PERSONAL APPEARANCES; PRACTITIONERS

§1.31 *Appearances.*—Any individual, receiver, or trustee may appear and be heard in person or by attorney. A partnership may appear and be represented by any member thereof or by attorney. A corporation, association, joint-stock company, or trust, may appear only by attorney.

§1.32 *Authority for representation.*—Any person, in a representative capacity, transacting business with the Commission, may be required to show his authority to act in such capacity.

§1.33 *Persons who may be admitted to practice.*—Attorneys at law admitted to practice before any court of the United States, the District of Columbia, or the highest court of any State or Territory, upon application may be admitted to practice before the Commission. An attorney at law from any place other than the District of Columbia may, in the discretion of the Commission or the official presiding at any hearing, be admitted for a particular case in which he may be employed.

§1.34 *Applications for admission.*—Applications for admission to practice shall be on a form prescribed and provided by the Commission. (See appendix No. 1.)

§1.35 *Oath.*—No person shall be admitted to practice before the Commission until he shall have subscribed to an oath or affirmation that he will demean himself as a practitioner before the Commission, uprightly and according to law; and that he will support the Constitution and laws of the United States and will conform to the Rules and Regulations of the Commission.

§1.36 *Suspension; disbarment.*—The Commission may censure, suspend, disbar, or revoke the right of any person who has been admitted to practice before it if it finds that such person has violated his oath taken upon admission; or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character, or integrity, or has failed to conform to recognized standards of professional conduct: *Provided, however,* That before any member of the bar of this Commission shall be censured, suspended, disbarred, or his right to practice before the Commission revoked, charges shall be preferred by the Commission against such practitioner and he shall be afforded an opportunity to be heard thereon.

§1.37 *Register of practitioners.*—A register will be maintained by the Commission in which will be entered the names of all persons entitled to practice before the Commission. Only individuals will be admitted or recognized.

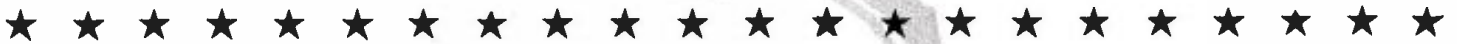
§1.38 *Former employees.*—(a) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

§1.39 *Appearance blanks.*—Each attorney representing a party to any proceeding shall enter his appearance, in duplicate, on the form prescribed for the purpose by the Commission prior to participating in such proceeding, which appearance shall be made a part of the record. (See appendix No. 2.)

§1.51 *Parties, defined.*—The term "party" shall include any person, body politic, municipal organization, or State Commission. Parties to proceedings will be designated as applicants, complainants, defendants, petitioners, interveners, protestants, or respondents.

§1.52 *Applicant.*—The term "applicant" means a party applying for a certificate, certification, permit, license, or such other instrument of authorization as the Commission is empowered to grant, and for which an application is required.



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order—the utmost durability and reliability. It was made with an extra quality-margin to enable it to stand up and give service with little or no maintenance over a long period of time. But under present emergency conditions, it must serve you indefinitely. For the time being, it is irreplaceable.

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 374)

AMENDMENTS TO PLEADINGS

§1.53 Complainant.—The term "complainant" means a party who complains to the Commission of anything done or omitted to be done by any common carrier subject to the act in violation of the provisions thereof.

§1.54 Intervener.—The term "intervener" means a party who, upon petition, has been permitted to become a party to any proceeding before the Commission.

§1.55 Protestant.—The term "protestant" means a party opposing the schedules under suspension in investigation and suspension proceedings, or a party who files a protest to a tentative valuation in valuation proceedings.

§1.56 Petitioner.—The term "petitioner" means a party other than as defined above seeking relief within the jurisdiction of the Commission.

§1.57 Defendant.—The term "defendant" means a common carrier subject to the act against whom a complaint has been filed of anything done or omitted to be done in violation of the provisions of the act.

§1.58 Respondent.—The term "respondent" means a party against whom the Commission has, on its own motion, instituted an inquiry, investigation, revocation, suspension, modification, cancellation, or other proceeding.

§1.59 Receiver or trustee of carrier.—The receiver or trustee of any common carrier subject to the act shall be made a party to any proceeding in which such carrier is a party.

§1.60 Substitution of parties.—The Commission in a proper case may order a substitution of parties; in case of death of a party, upon suggestion thereof; and in other circumstances, for good cause shown, upon petition.

APPLICATIONS AND AMENDMENTS—GENERAL

§1.71 Applications made on prescribed forms; exceptions.—Each application for an instrument of authorization shall comply with the Commission's rules and regulations and shall be made in writing, subscribed and verified as provided in section 1.121 on a form furnished by or in the manner prescribed by the Commission: *Provided, however,* That in emergency cases the Commission may waive the requirements of formal application with respect to applications for other than radio licenses and for licenses, renewals, or modification thereof for stations on vessels or aircraft of the United States, pursuant to section 308 (a) of the act. Separate application shall be filed for each instrument of authorization requested: *Provided, however,* That in cases arising in services other than broadcast where a single licensee holds a number of licenses which are identical in their terms or which are identical in their terms with the exception of station locality, and in other cases in the discretion of the Commission, a single application may be filed for renewal or modification of such licenses, where such single application sets forth in detail and in unmistakable language, an accurate description of the individual licenses sought to be renewed or modified. The required forms may be obtained from the Commission or from any of its field offices. (For a list of such offices and related geographical districts, see appendix No. 3.)

§1.72 Defective applications.—(a) Applications which are defective with respect to completeness of answers to required questions, execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(b) If an applicant is requested by the Commission to file any documents or information not included in the prescribed application form, a failure to comply with such request will constitute a defect in the application.

(c) Applications which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective unless accompanied either (1) by a petition in accordance with section 1.81 to amend any rule or regulation with which the application is in conflict, or (2) by a request of the applicant for waiver of, or an exception to, any rule, regulation or requirement with which the application is in conflict. Such request shall show the nature of the waiver or exception desired and set forth the reasons in support thereof.

(d) Defective applications will not be considered by the Commission.

§1.73 Amendments and dismissals; when allowed.—Any application may be amended or dismissed without prejudice as a matter of right prior to the designation of such application for hearing. Thereafter, requests to amend or dismiss without prejudice will be considered only upon written motion served upon all parties of record as provided in section 1.141.

When leave to amend has been granted after an application has been designated for hearing, the application will not be removed from the hearing docket unless the Motions Commissioner shall determine that the proposed amendment substantially affects the issues upon which the application has been designated for hearing and orders that the application shall be removed from the hearing docket. An amended application which has been removed from the hearing docket will be reexamined by the Commission and when necessary will be redesignated for hearing at a subsequent time.

§1.74 Form of amendments.—Any amendment to an application shall be subscribed, verified, and submitted in the same manner, and with the same number of copies, as was the original application.

§1.75 Amendments ordered.—The Commission may, upon its own motion or upon motion of any party to the proceeding, order the applicant to amend his application so as to make the same more definite and certain.

§1.76 Withdrawal of papers.—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, order such return.

§1.77 Failure to prosecute applications not designated for hearing.—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of an application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-prosecution will be dismissed without prejudice.

AMENDMENTS OF RULES

§1.81 Requests for amendment of rules.—Any person may petition for amendment of any rule or regulation. Such petition shall show the desired change in the rules and regulations and set forth the reasons in support thereof.

§1.91 Time for filing; disposition.—Any pleading may be amended as a matter of right if filed with the Commission not less than 30 days prior to the date set for hearing in the proceeding in which the pleading is filed. Thereafter, requests for leave to amend will be considered only upon written motion. Amendments, amended pleadings, or requests for leave to amend must be served upon all parties of record as provided in section 1.141 prior to filing. Amendments to applications may be determined only as provided in section 1.73.

PETITIONS AND COMPLAINTS

§1.101 General.—Petitions for relief under the jurisdiction of the Commission shall set forth clearly and concisely the petitioner's interest and the facts supporting the relief sought. (See also third proviso, section 1.71.)

§1.102 Intervention.—Petitions for intervention must set forth the grounds of the proposed intervention, the position and interest of the petitioner in the proceeding, the facts on which the petitioner bases his claim that his intervention will be in the public interest, and must be subscribed or verified in accordance with section 1.122. The granting of a petition to intervene shall have the effect of permitting intervention before the Commission but shall not be considered as any recognition of any legal or equitable right or interest in the proceeding. The granting of such petition shall not have the effect of changing or enlarging the issues which shall be those specified in the Commission's notice of hearing unless on motion the Commission shall amend the same.

§1.103 Complaints.—Communications to the Commission complaining of anything done, or omitted to be done, in contravention of the provisions of the act, except formal and informal complaints filed under "Special provisions relating to common carriers" hereof, may, in the discretion of the Commission, be investigated or otherwise acted upon in any manner the Commission may deem expedient; but such communications shall not be deemed to be either formal or informal complaints within the meaning of these rules, irrespective of any action taken thereon by the Commission.

SUBSCRIPTION AND VERIFICATION

§1.121 Applications; amendments.—Each application or amendment thereto shall be personally subscribed and verified: (1) By the party filing such application or amendment, or by one of the parties, if there be more than one; (2) by an officer of the party filing the application or amendment if the party be a corporation: *Provided, however,* That subscription and verification may be made by the attorney for the party (1) in case of physical disability of the party, or (2) his absence from the continental United States. If it be made by a person other than the party, he must set forth in the verification the grounds of his belief as to all matters not stated upon his knowledge and the reason why it is not made by the party.

§1.122 Pleadings.—All pleadings (not including applications or amendments thereto) filed by any party represented by an attorney, shall be signed by at least one attorney of record in his individual name, whose address shall be stated. A party who is not represented by an attorney shall sign and verify his pleading and state his address. Except when otherwise specifically provided by rule or statute, pleadings signed by the attorney for a party need not be verified or accompanied by affidavit. The signature of an attorney constitutes a certificate by him that he has read the pleading; that to the best of his knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay. If a pleading is not signed or is signed with intent to defeat the purpose of this section, it may be stricken as sham and false and the matter may proceed as though the pleading had not been served. For a willful violation of this rule an attorney may be subjected to appropriate disciplinary action. Similar action may be taken if scandalous or indecent matter is inserted.

SPECIFICATIONS AS TO DOCUMENTS AND PLEADINGS

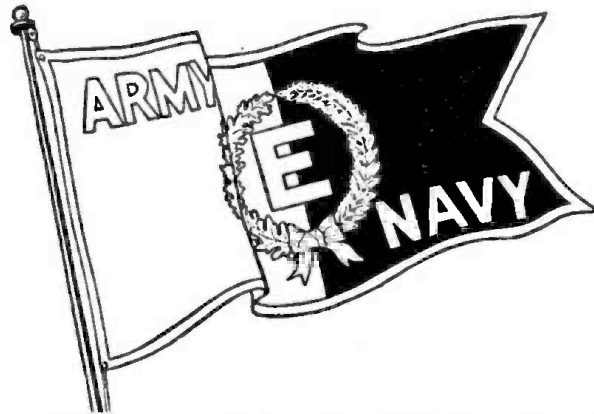
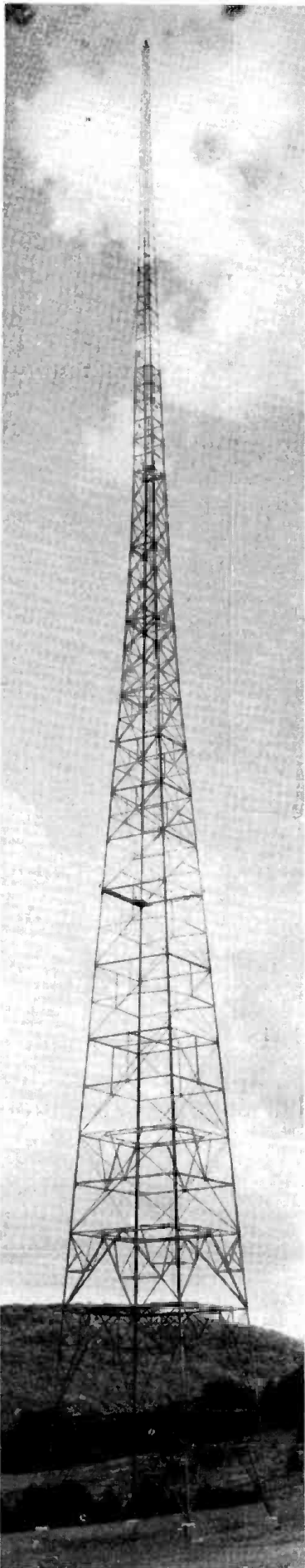
§1.131 Papers, general.—All papers filed in any proceeding shall, unless otherwise specifically provided herein, be on paper 8½ by 13 or 14 inches, with left-hand margin not less than 1½ inches wide: *Provided,* That this requirement shall not apply to original documents, or admissible copies thereof, offered as exhibits: *And provided further,* That specially prepared exhibits may be submitted on paper of a width of 13 or 14 inches, of any length with a left-hand margin of 1½ inches on the 13- or 14-inch dimension. The impression shall be on one side of the paper only and shall be double-spaced, except that long quotations shall be single-spaced and indented. All papers, except charts and maps, shall be typewritten or prepared by mechanical processing methods, other than letter press or printed. The foregoing shall not apply to official publications. All copies must be clearly legible.

§1.132 Briefs.—Briefs may be printed, typewritten, mimeographed, or multiplied: *Provided, however,* That printed briefs shall be in 10- or 12-point type, on good unglazed paper, 5½ inches wide by 9 inches long, with inside margin not less than 1½ inches wide, and with double-leaded text and single-leaded citations.

§1.141 Service, proof of service.—All pleadings, petitions, motions, or other documents (other than applications under title II, formal complaints, supplemental complaints, cross-complaints, and amended complaints) filed in any proceeding shall be served by the party filing the same upon all parties of record, as follows:

Service upon common carriers shall be made as provided in section 413 of the Communications Act of 1934, as amended.

In all other cases whenever under these rules service is required or permitted to be made upon a party, and such party is represented by an attorney of record in the proceeding, the service shall be made upon the attorney. Service upon the attorney or upon a party shall be made by delivering a copy to him or by mailing it to him at his last-known address. Delivery of a copy within this rule means: handing it to the attorney or to the party; or leaving it at his office with his clerk or other person in charge thereof; or, if there is no one in charge, leaving it in a conspicuous place therein, or, if the office is closed or the person to be served has no office, leaving it at his dwelling house or usual place of abode with some person of suitable age and discretion then residing therein. Service by mail is complete upon mailing.



A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.



Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.



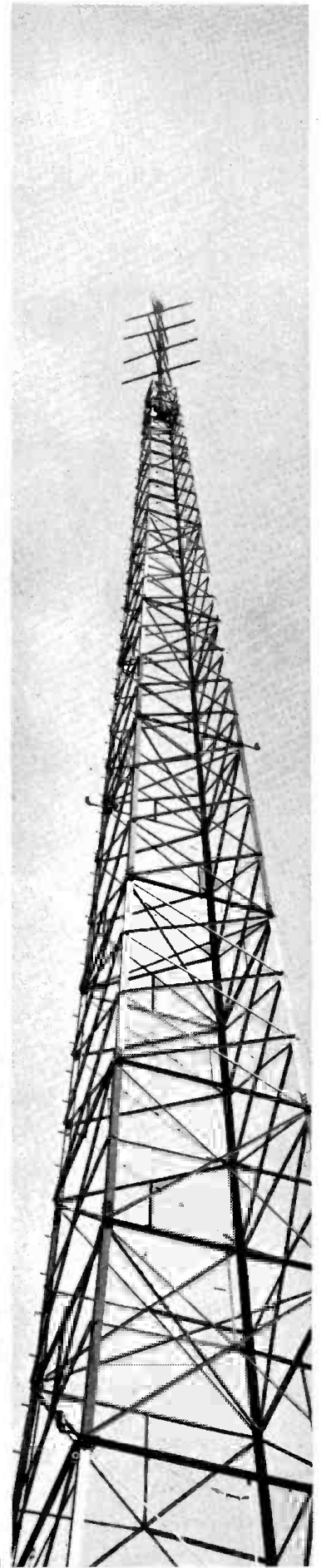
As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.



The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2038 Farmers Bank Building . . . Pittsburgh, Penna.



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Proof of service as provided in the foregoing shall be made by appropriate affidavit describing the service which shall be attached to the original and copies of which shall be attached to all copies filed with the Commission. If service has been made by delivery of a copy to the attorney, written acknowledgment thereof on the original filed will be considered proof of service; in such case an appropriate notation of such acknowledgment shall be made on all copies filed.

§1.142 *Copies.*—Unless otherwise specifically provided, an original and four-teen copies of all petitions, motions, pleadings and other documents required or permitted to be filed under these rules shall be furnished the Commission.

PROOF OF OFFICIAL RECORD

§1.151 *Authentication of copy.*—An official record, or entries therein when admissible for any purpose, may be evidenced by an official publication thereof or by a copy attested by the officer having legal custody of the record, or by his deputy, and accompanied with a certificate that such officer has the custody. If the office in which the record is kept within the United States or within a territory or insular possession subject to the dominion of the United States, the certificate may be made by the judge of a court of record of the district or political subdivision in which the record is kept, authenticated by the seal of the court, or may be made by any public officer having a seal of office having official duties in the district or political subdivision in which the record is kept, authenticated by the seal of his office. If the office in which the record is kept is in a foreign state or country, the certificate may be made by a secretary of embassy or legation, consul general, consul, vice consul, or consular agent or by any officer in the foreign service of the United States stationed in the foreign state or country in which the record is kept, and authenticated by the seal of his office.

§1.152 *Proof of lack of record.*—A written statement signed by an officer having the custody of an official record or by his deputy that after diligent search no record or entry of a specified tenor is found to exist in the records of his office accompanied by a certificate as above provided, is admissible as evidence that the records of his office contain no such record or entry.

§1.153 *Other proof.*—This rule does not prevent the proof of official records or of entry or lack of entry therein by any method authorized by any applicable statute or by the rules of evidence at common law.

SUBPENAS

§1.171 *Who may sign and issue.*—Subpenas requiring the attendance and testimony of witnesses, and subpenas requiring the production of any books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation or hearing may be signed and issued as follows: (a) Hearings before the Commission en banc; by any Commissioner; (b) hearings before any designated officer; (1) by any Commissioner; (2) the officer designated to hear a case may sign and issue subpenas in that case; (c) in other cases: By any Commissioner.

§1.172 *Requests; verification and content.*—Unless directed by the Commission upon its own motion, subpenas will be issued only upon request in writing. Requests for subpenas to compel witnesses to produce documentary evidence must be subscribed and verified in accordance with section 1.122 and must specify with particularity the books, papers, or documents desired, and the facts expected to be proved thereby.

§1.173 *Witness fees.*—Witnesses who are subpoenaed and respond thereto are entitled to the same fees including mileage as are paid for like service in the courts of the United States, such fees to be paid by the party at whose instance the testimony is taken at the time the subpoena is served.

§1.174 *Service of subpenas; return.*—(a) A subpoena may be served by a United States marshal or his deputy or by any other person who is not a party and is not less than 18 years of age. Service of a subpoena upon a person named therein shall be made by delivering a copy thereof to such person and by tendering to him the fees for 1 day's attendance and the mileage allowed by law. When the subpoena is issued on behalf of the United States or an officer or agency thereof, fees and mileage need not be tendered.

(b) If made by any other person, such person shall make affidavit thereof, stating the date, time, and manner of service; and return such affidavit on, or with, the original subpoena in accordance with the form thereon. In case of failure to make service the reasons for the failure shall be stated on the original subpoena. In making service, the original subpoena shall be exhibited to the person served, shall be read to him if he is unable to read, and a copy thereof shall be left with him. The original subpoena, bearing or accompanied by the required return, affidavit, or statement, shall be returned forthwith to the secretary of the Commission, or, if so directed on the subpoena, to the presiding officer before whom the person named in the subpoena is required to appear.

HEARINGS

§1.91 *Classes.*—Hearings before the Commission may be formal or informal.

INFORMAL HEARINGS

§1.192 *Informal; procedure.*—The Commission may upon petition by any person or upon its own motion hold such informal hearings as it may deem necessary from time to time in connection with the investigation of any matter which it has power to investigate under the law, or for the purpose of obtaining information necessary or helpful in the determination of its policies, the carrying out of its duties, or the formulation or amendment of its Rules and Regulations. For such purposes it may subpoena witnesses and require the production of testimony as in formal hearings but the procedure to be followed shall be informal and such as in the opinion of the Commission will best serve the purposes of such hearing.

FORMAL HEARINGS

§1.193 *Hearing date on related matters.*—In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for separate hearings (a) on all related matters which involve the same applicant, or arise out of the same complaint or cause; and (b) for separate hearings on all applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.194 *Consolidation of cases.*—The Commission, upon motion, or upon its own motion, will, where such action will best conduce to the proper dispatch of business and to the ends of justice, consolidate for hearing (a) any cases which involve the same applicant or arise from the same complaint or cause, or (b) any applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.195 *Communications relating to applications.*—There will be maintained in the office of the secretary of the Commission a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification, or revocation of any license or construction permit, certificate of convenience and necessity, or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing: *Provided*, That in the case of communications bearing more than one signature, notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material and competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the secretary's record of any such communication shall be governed by the applicable rules of evidence, and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

§1.196 *Notice of hearing under part I of title III.*—In cases arising under part I of title III of the Act notice of applications received and action thereon shall be given in the following manner:

(a) By publishing the notice of hearing in the Federal Register not less than 30 days in advance of the hearing date;

(b) Notice of the filing of applications under part I of title III of the Act and of the date fixed for hearing on such applications shall be published weekly in the office of the Commission and posted in the office of the secretary.

§1.197 *Notice of hearing under title II or part II of title III.*—In cases arising under title II or part II of title III of the Act, except if specific provision is made by statute or by these rules for actual or constructive notice, the Commission shall give or require reasonable notice.

CONTINUANCES: EXTENSIONS

§1.201 *Continuances and extensions.*—Continuance in respect to any proceeding or hearing pending before the Commission and extensions of time for making any filing or performing any act required or allowed to be done within a specified time may be granted upon motion for good cause shown, except where the time for performance or filing is limited by statute.

§1.202 *Postponement or change of place.*—The Commission or the presiding officer at a hearing may, after opening any hearing pursuant to notice, recess or adjourn the same for such time as may be necessary, or change the place thereof.

§1.203 *Motions involving delay.*—Requests for continuance shall show diligence by the moving party and shall be made at such time and in such manner as to avoid unnecessary hardship or expense to the parties to the proceeding. Such motions shall show service upon all parties as provided in section 1.141.

ORDER OF PROCEDURE

§1.204 *Order of procedure.*—At hearings on complaints, petitions, applications, or other proceedings for instruments of authorization which the Commission is empowered to issue, the complainant, petitioner, or applicant as the case may be, shall open and close. At hearings on investigation and suspension proceedings under title II of the act, the respondent whose tariffs are under suspension shall open and close. At hearings in all other investigations, the party to whom the order to show cause was issued shall open and close. At hearings under title III of the act on revocations and suspension of operator licenses or modification of licenses under section 312 (b) of the act, or other like proceedings instituted by the Commission, the Commission shall open and close. In hearings upon a consolidated record, the Commission or presiding officer shall designate the order of presentation. Interveners shall follow the party in whose behalf intervention is made, and in all cases where the intervention is not in support of an original party, the Commission, or presiding officer, shall designate at what stage such interveners shall be heard.

EVIDENCE

§1.211 *Rules of evidence.*—Except as otherwise provided herein, the rules of evidence governing civil proceedings in matters not involving trial by jury in the courts of the United States shall govern formal hearings before the Commission: *Provided, however*, That such rules may be relaxed in any case where the ends of justice will be better served by so doing.

§1.212 *Cumulative evidence.*—The introduction of merely cumulative evidence shall be avoided, and the number of witnesses that may be heard in behalf of a party on any issue may be limited.

§1.213 *Further evidence during hearing.*—At any stage of a hearing, the presiding officer may call for further evidence upon any issue and may require such evidence to be presented by any party to the proceeding.

§1.214 *Documents containing matter not material.*—Where material and relevant matter offered in evidence is embraced in a document containing other matter not material or relevant, and not intended to be put in evidence, such document will not be received, but the party offering the same shall present to opposing counsel, and to the Commission, the original document, together

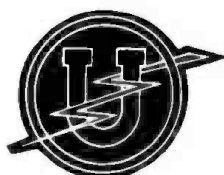
Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.



1700U series microphone.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.



UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 301 CLAY ST., SAN FRANCISCO 11, CALIF. • CANADIAN DIVISION, 560 KING ST. W., TORONTO 2, ONTARIO

BROADCASTING • Broadcast Advertising

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with true copies of such material and relevant matter taken therefrom, as it is desired to introduce. Upon presentation of such matter in proper form, it may be received in evidence, and become a part of the record: *Provided, however*, That opposing counsel shall be afforded an opportunity to introduce in evidence, in like manner, other portions of such document if found to be material and relevant.

§1.215 *Copies of exhibits.*—No document or exhibit, or part thereof shall be received as, or admitted in, evidence unless offered in duplicate. In addition, when exhibits of a documentary character are to be offered in evidence, copies must be furnished to opposing counsel unless the presiding officer otherwise directs. Whenever practicable the parties should interchange copies of exhibits before or after commencement of the hearing.

§1.216 *Mechanical reproductions as evidence.*—Unless offered for the sole purpose of attempting to prove or demonstrate sound effect, mechanical or physical reproductions of sound waves shall not be admitted in evidence. Any party desiring to offer any matter alleged to be contained therein or thereupon shall have such matter typewritten on paper of the size prescribed by the rules of the Commission, and the same shall be identified and offered in duplicate in the same manner as other exhibits.

§1.217 *Tariffs as evidence.*—In case any matter contained in a tariff schedule on file with the Commission is offered in evidence, such tariff schedule need not be produced or marked for identification, but the matter so offered shall be specified with particularity (tariff and page number) in such manner as to be readily identified, and may be received in evidence by reference subject to check with the original tariff schedules so on file.

DEPOSITIONS

§1.221 *Request for orders to take; time of filing; contents.*—The Commission, either on its own motion, or on formal notice of a party to a proceeding, will issue an order to take a deposition. Motions to take depositions shall be filed with the Commission not less than 25 days before the proposed date for taking of the deposition, and shall set forth the names and addresses of the witnesses, a specific statement as to each witness of the matters and facts concerning which it is expected such witness will testify, the place where, the time when, the officer before whom, and the cause or reason why such deposition should be taken. Such motion shall be subscribed and verified as provided in section 1.122, and shall be accompanied by proof of service and by the proposed order in a sufficient number of copies to be served on all parties. If said order is allowed, the secretary shall mail a copy thereof to all parties to the proceeding at least 15 days prior to the date fixed for the taking of testimony.

§1.222 *Contents of order.*—The order issued authorizing the taking of a deposition shall state the name and address of each witness, the matters and facts concerning which it is expected such witness will testify, the place where, the time when, and the designated officer before whom the witness is to testify as provided in section 409 (a) of the act.

§1.223 *Record of examination; oath; objections.*—The officer before whom the deposition is to be taken shall put the witness on oath and shall personally or by someone acting under his direction and in his presence, record the testimony of the witness. The testimony shall be taken stenographically and transcribed, unless the parties agree otherwise. All objections made at the time of the examination to the qualifications of the officer taking the deposition, or to the manner of taking it, or to the evidence presented, or to the conduct of any party, and any other objection to the proceedings, shall be noted by the officer upon the deposition. Evidence objected to shall be taken subject to the objections. In lieu of participating in the oral examination, parties served with notice of taking a deposition may transmit written interrogatories to the officer, who shall propound them to the witness and record the answers verbatim.

§1.224 *Submission to witness; changes; signing.*—When the testimony is

fully transcribed the deposition of each witness shall be submitted to him for examination and shall be read to or by him. Any changes in form or substance which the witness desires to make shall be entered upon the deposition by the officer with a statement of the reasons given by the witness for making them. The deposition shall then be signed by the witness, unless the parties by stipulation waive the signing or the witness is ill or cannot be found or refuses to sign. If the deposition is not signed by the witness, the officer shall sign it and state on the record the fact of the waiver or of the illness or absence of the witness or the fact of the refusal to sign together with the reason, if any, given therefor; and the deposition may then be used as fully as though signed, unless on a motion to suppress the Commission holds that the reasons given for the refusal to sign require rejection of the deposition in whole or in part.

§1.225 *Certification and filing by officer; copies.*—The officer shall certify on the deposition that the witness was duly sworn by him and that the deposition is a true record of the testimony given by the witness, and that said officer is not of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. He shall then securely seal the deposition in an envelope endorsed with the title of the action and marked "Deposition of (here insert name of witness)" and shall promptly send the original and one copy thereof together with the original and one copy of all exhibits by registered mail to the secretary of the Commission.

§1.226 *Waiver of objections.*—Objections to the form of question and answer shall be made before the officer taking the depositions, and if not so made, shall be deemed waived: *Provided, however*, That if no representative of the Commission is present at the taking of the deposition of any witness, such deposition shall be received in evidence at the hearing when offered subject to such legal objection by the Commission as may be proper.

§1.227 *Time of filing.*—All depositions shall be filed with the Commission not later than 5 days before the date of the hearing in which they are to be offered as evidence, and section 1.10 shall not apply or in any wise serve to extend this time: *Provided, however*, That the presiding officer at any hearing may, on motion which shall show diligence on the part of the moving party, waive the requirements of this section.

§1.228 *Inclusion in record.*—No deposition shall constitute a part of the record in any proceeding until received in evidence at a hearing, unless otherwise ordered by the Commission.

CONDUCT OF HEARINGS

§1.231 *Conduct of hearings.*—Except for hearings before the Commission en banc the Commission will provide for the conduct of each hearing by a specific order of reference and unless otherwise specified in such order:

(a) *Authority of presiding officer.*—The presiding officer at the hearing shall have authority to administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission, and to rule upon the admissibility of evidence and other matters that normally and properly arise in the course of the hearing, but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

(b) *Transcript filed with Secretary.*—After the close of the hearing the complete transcript of testimony taken, together with any exhibits and any briefs or memoranda of law filed theretofore on behalf of any party, shall be filed in the office of the secretary of the Commission.

(c) *Corrections to transcripts.*—Suggested corrections to transcripts of records shall be considered only if offered within 10 days after the date the transcript is filed with the Commission. Suggested corrections shall be served upon all other parties participating in the proceeding as provided in section 1.141 prior to the filing with the Commission. The presiding officer at the hearing shall have authority to act upon motions to correct the record.

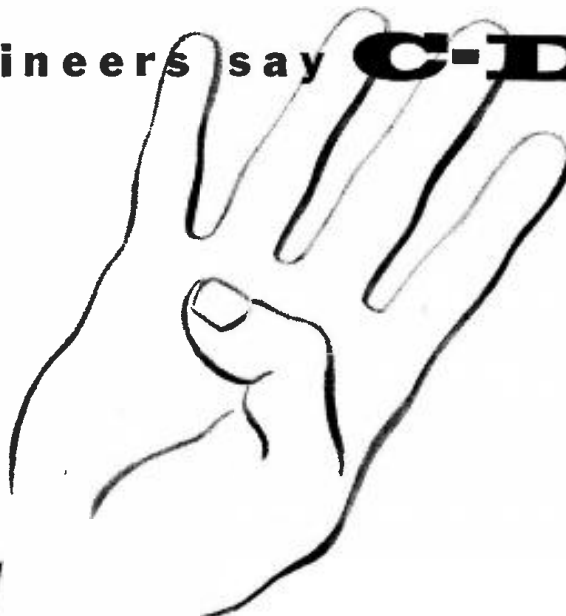
(Continued on page 390)

McNary & Wrathall

Consulting Radio Engineers

National Press Building, Washington, D. C.

4 out of 5 engineers say **C-D**



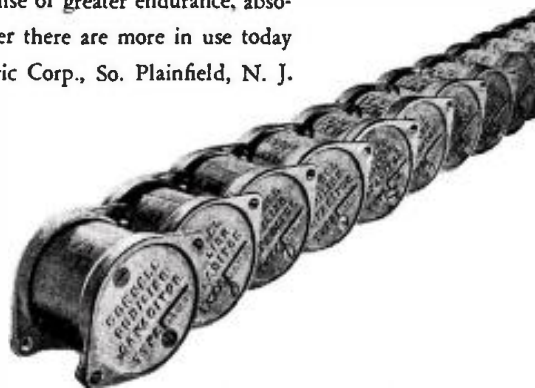
Radio is the vital link which today brings history-making news to people everywhere. As significant as the roar of battle, its voice reaches and sustains the oppressed in their wait for freedom. Engineers know that perfect transmission under war-time conditions demands perfect equipment . . . that's why they count on quality components like C-D capacitors.

Thirty-four years of specialization in building capacitors, has also built the C-D name. It has become axiomatic for the industry to say "C-D" whenever dependable performance is a "must". It is a fact, too, that 4 out of 5 engineers think of GD first when capacitors are mentioned (proved by a recent, impartial survey).

And GD capacitors live up to their every promise of greater endurance, absolute reliability and longer life. It is no wonder there are more in use today than any other make! Cornell-Dubilier Electric Corp., So. Plainfield, N. J.

Cornell Dubilier Capacitors

1910-1944



MICA • DYKANOL • PAPER • WET AND DRY ELECTROLYTICS

IN

A M

BROADCASTING...

RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

- High-Level Class B Modulation*
- Air-cooled High-Power Tubes*
- Mercury Vapor Rectifiers*
- Front-of-Panel Access*
- Streamlined Styling*

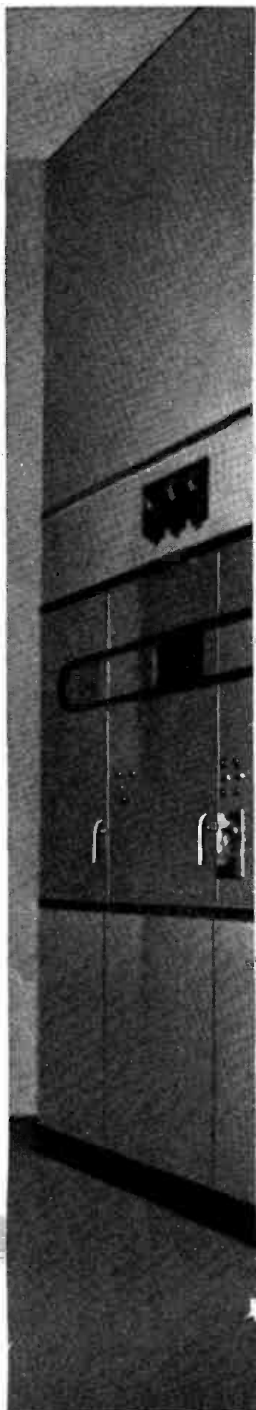
RCA earned its leadership in this field, and will maintain it.

BUY MORE WAR BONDS



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA



HIGH EFFICIENCY?

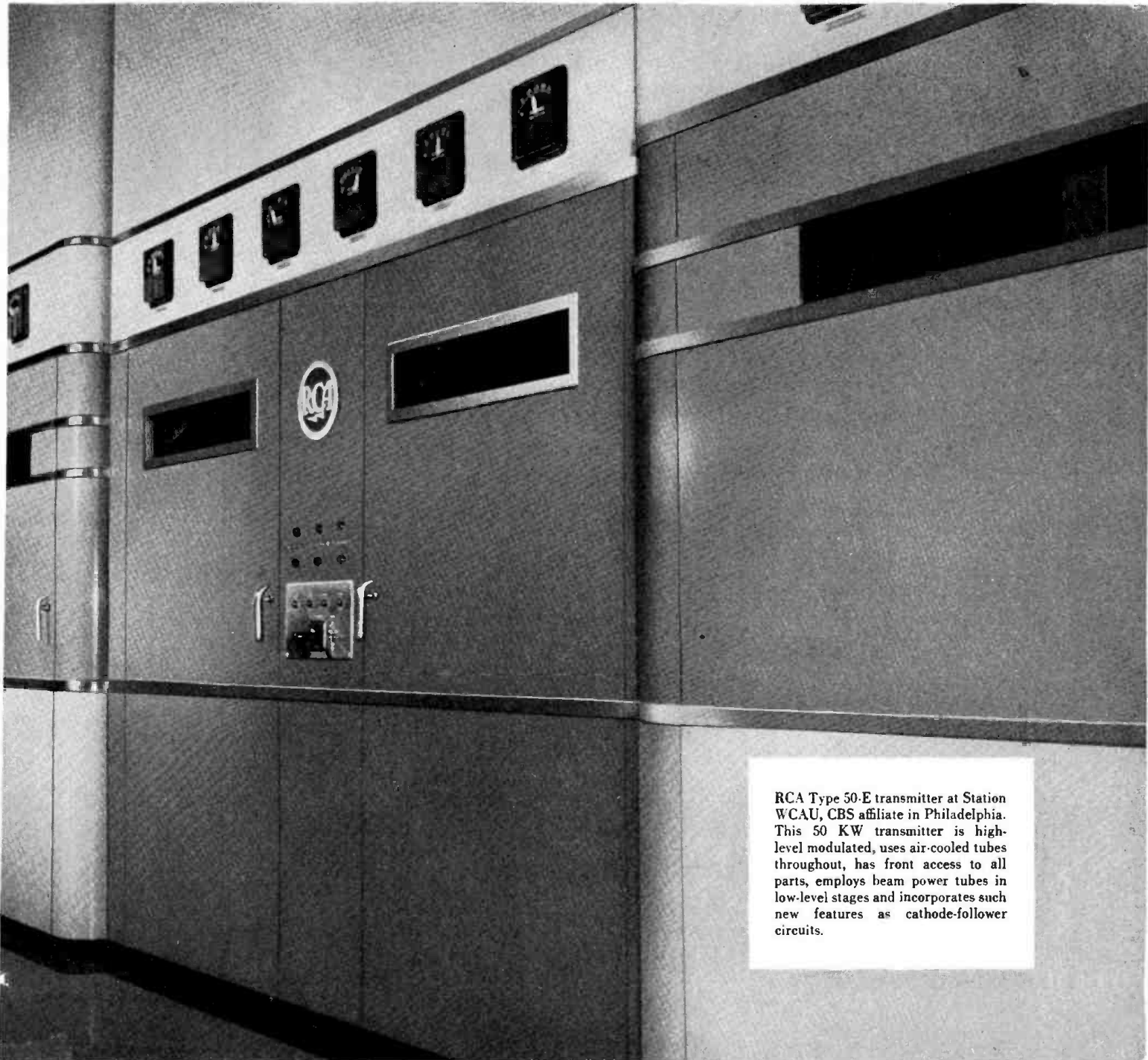
RCA
Transmitters
have had it
for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

IN

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BROADCASTING

RCA has been and will continue to be an active leader in FM development.

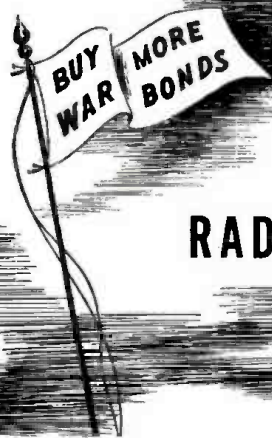
A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need . . . in AM, in FM, in Short Wave, and in Television.



RCA BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA

FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

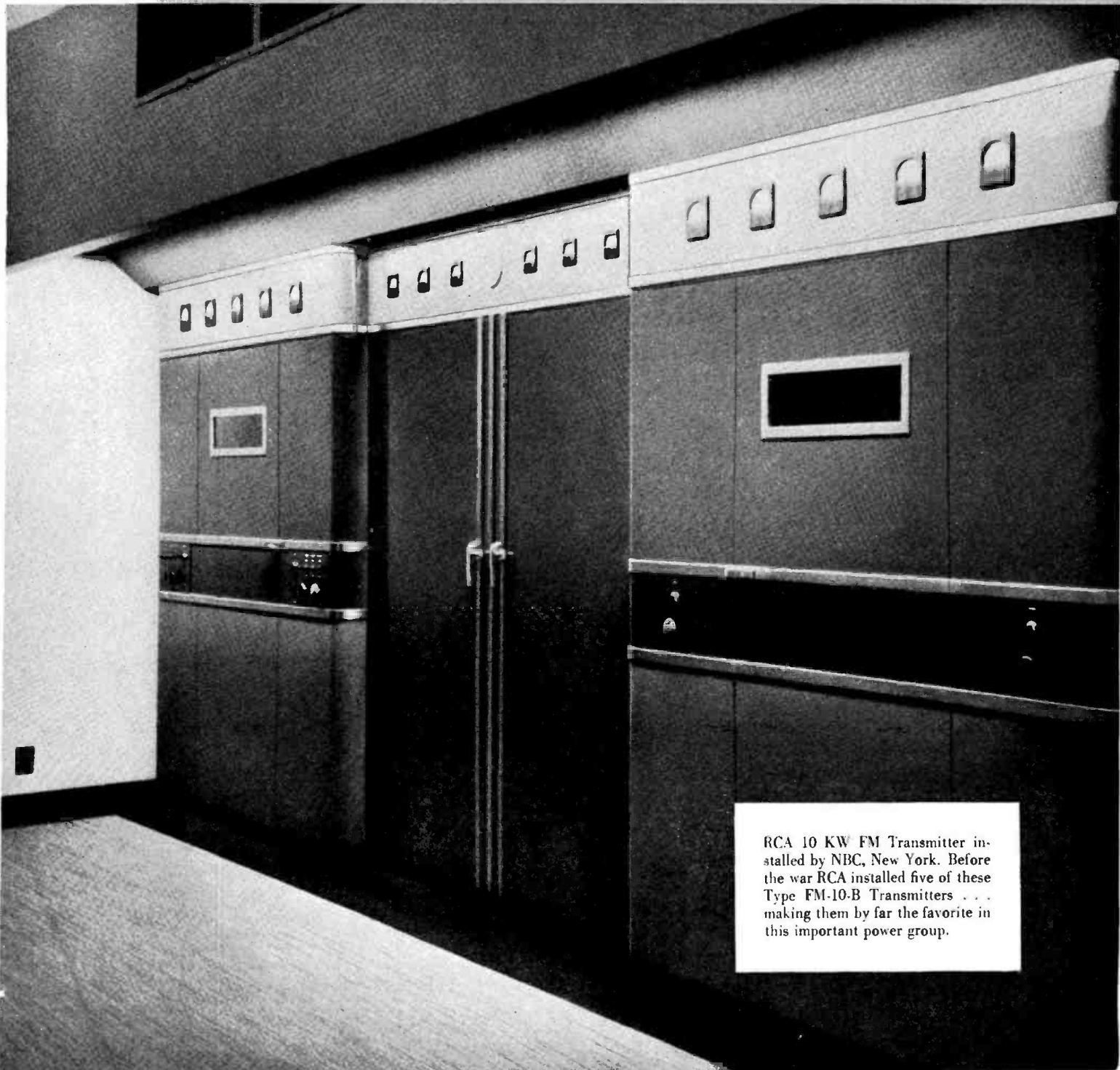
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.

It should.

Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters... RCA quality standards which broadcast engineers know and appreciate.

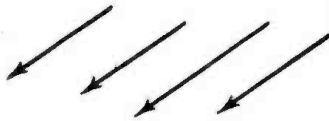
It is built the way broadcast engineers want it built.

It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.



RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

IN TELEVISION BROADCASTING...



RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

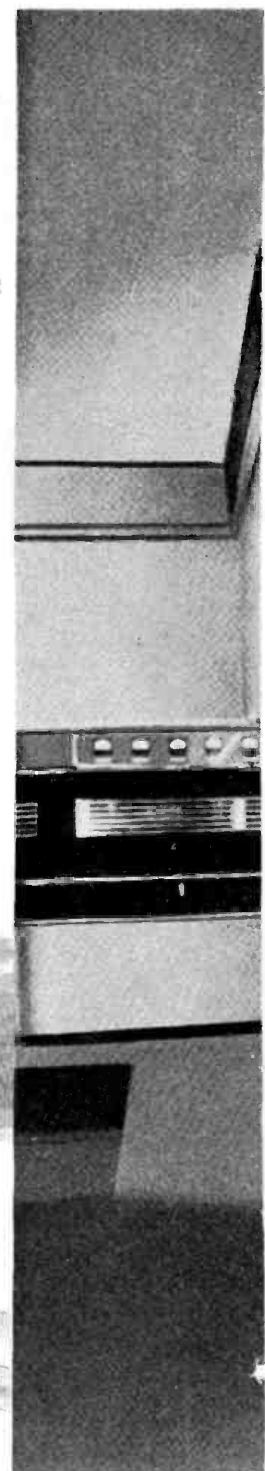
RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.

BUY MORE WAR BONDS



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA



RCA installations now in operation

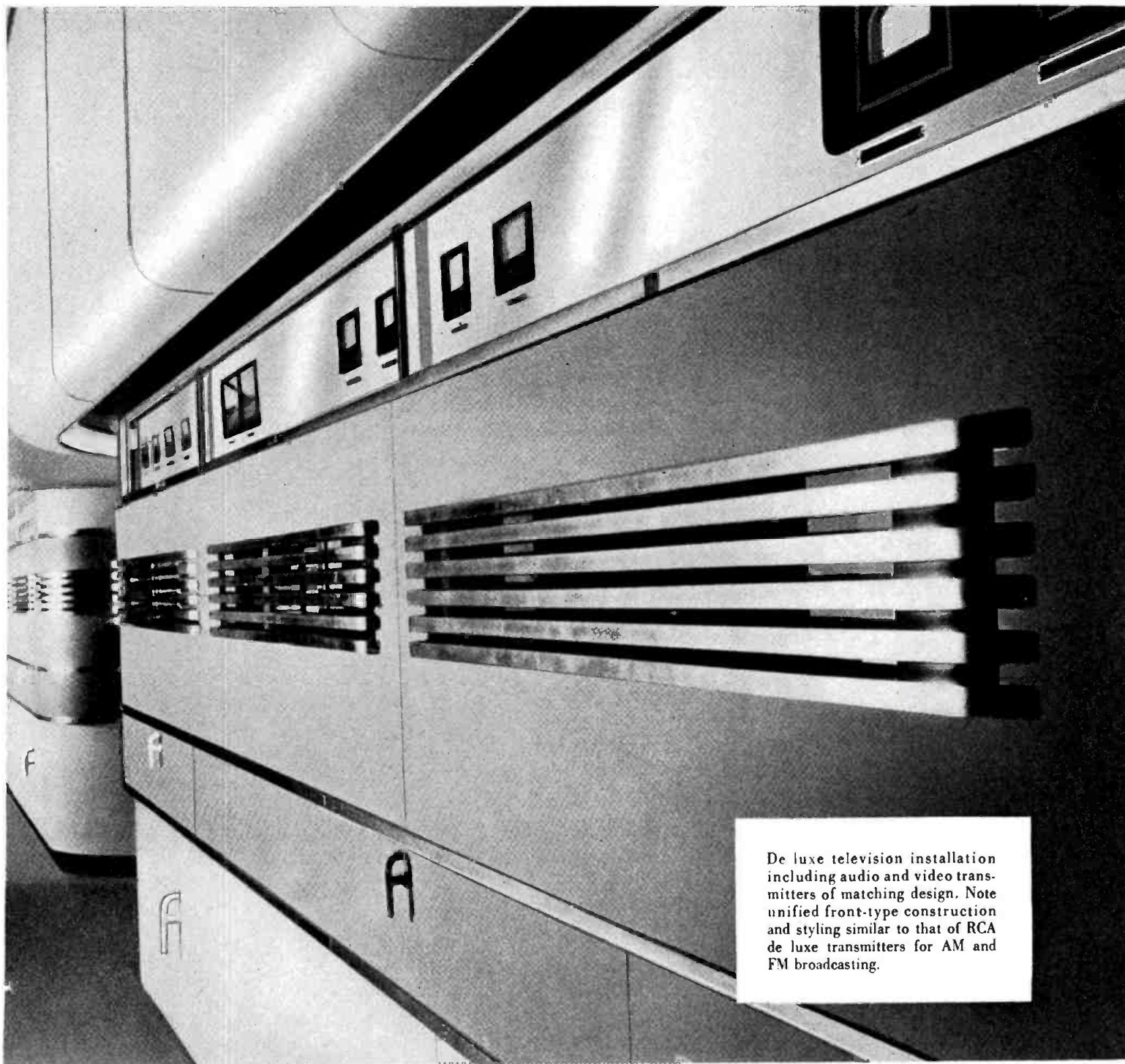
The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regu-

lar television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

IN SHORT-WAVE BROADCASTING...

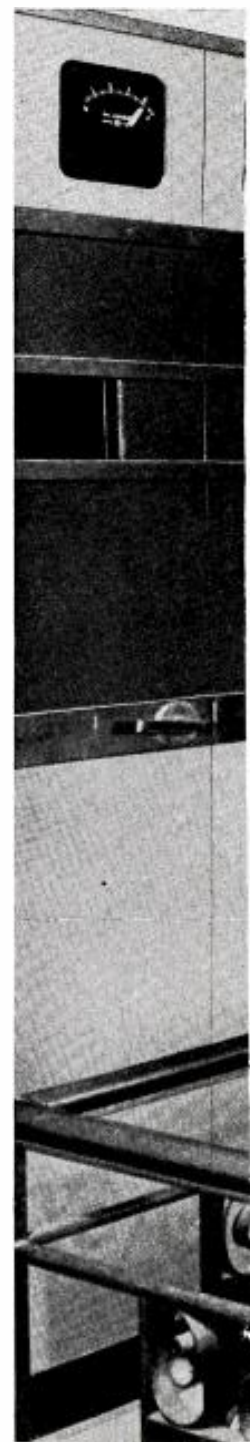
RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA's broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

The first high-power
short-wave broadcast
transmitter to be
produced in quantity

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus world-wide organization — paved the way!



The RCA 50 KW short-wave transmitter of Radio Nacional, Rio de Janeiro, Brazil. This transmitter is high-level modulated, uses audio, modulator and control circuits similar to those of the RCA 50-E transmitter. Two complete r-f units provide for instantaneous frequency change-over. Other features similar to broadcast design include walk-in construction, front-access doors, and streamline styling.

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 380)

(d) *Findings proposed by parties.*—Within 20 days from the filing of the transcript of record of the hearing, each party to the proceeding shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in section 1.141. Failure to file proposed findings of fact and conclusions by any such party within the time so required, shall be deemed a waiver by such party of any right of further participation in the proceeding, including oral argument if any is held.

(e) *Contents of findings proposed by parties.*—Such proposed findings of fact shall be set forth in serially numbered paragraphs and shall set out in detail and with particularity all basic evidentiary facts developed by the evidence (with appropriate citations to the transcript of record or exhibits relied on) supporting the conclusions proposed by the party filing same. Proposed conclusions shall be separately stated. Proposed findings of fact and conclusions submitted by a person other than an applicant may be limited to those issues in connection with the hearing which affect the interests of such person. Such proposed findings and conclusions may be accompanied by briefs or memoranda of law.

(f) *Proposed decisions of Commission.*—The Commission will thereafter enter its proposed report or findings of fact and conclusions: *Provided, however,* That if the proposed findings of fact and conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its proposed findings of fact and conclusions in accordance with this paragraph.

(g) *Exceptions; oral argument.*—Within 20 days from the filing of the Commission's proposed report or findings of fact and conclusions the parties to the proceeding may file exceptions to the same which shall point out with particularity alleged errors in said report or findings of fact and conclusions and shall contain specific reference to the page of the transcript of hearing or exhibit on which the exception is based, such exceptions shall be accompanied by a memorandum brief in support thereof, and may request oral argument.

(h) *Reply briefs.*—Reply memorandum briefs may be filed by any party to the proceeding within 30 days from the filing of the Commission's proposed report or findings of fact and conclusions. If no request for oral argument is made within said 30-day period all parties shall be considered as waiving any right thereto.

(i) *Service of exceptions or briefs.*—At or prior to the date fixed for the filing of any exceptions, memorandum brief, or request for oral argument, the party filing the same shall serve at least one copy thereof, as provided in section 1.141, upon all other parties to the proceeding, and no exceptions or memorandum brief will be accepted or considered by the Commission unless accompanied by an affidavit showing this requirement has been met.

(j) *Request for oral argument; waiver.*—Within 5 days of the filing with the Commission of a request for oral argument by any party to a proceeding all parties to such proceeding shall file written notice of desire to appear and participate in such oral argument. In the absence of the filing of such written notice by any party his right to oral argument will be considered as waived.

(k) *Number of copies.*—Fifteen copies of any proposed findings of fact and conclusions, exceptions, or memorandum briefs filed in connection with any hearing shall be filed with the Commission.

§1.232 *Hearings before more than one person.*—The authority to perform any act in connection with a hearing vested in a "presiding officer" under these rules shall be vested in a majority of the persons conducting the hearing if the hearing is conducted by more than one person.

MOTIONS DOCKET

§1.251 *Matters to be heard.*—All motions, petitions, or matters in cases designated for formal 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, shall be placed upon the motions docket for hearing.

§1.252 *Proposed orders.*—All motions or petitions shall be accompanied by a proposed order or orders which, if the relief requested is granted, may be entered in the docket of the proceeding so as to evidence all action taken on the motion or petition.

§1.253 *Time of calling; continuances.*—The motions docket will be called at the offices of the Commission at such times as the Commission may designate, and the presiding officer shall have the authority to continue any motion, petition, or other matter presented to a future date, and may, proper notice having been given, hear any motion at any time.

§1.254 *Time for filing motions.*—No such motion, petition, or other matter presented shall be called, considered, or determined in the absence of consent by all parties unless the same shall have been on file, accompanied by proof of service upon all interested parties, with the Commission for a period of 5 days: *Provided, however,* That all petitions, motions, or other matters involving parties residing in the States set out in section 1.10 or residing beyond the continental limits of the United States shall not be called, considered, or determined in the absence of consent of all parties until the expiration of 7 days.

§1.255 *Oppositions; right to be heard.*—During the time specified in section 1.254, any party in interest shall have the right to file an opposition thereto. Such opposition shall show service on the petitioner or moving party. Parties filing oppositions shall have the right to be heard on the day designated for hearing of the motion, petition, or other matter against which the opposition is directed. Any party desiring to waive oral argument on any motion, or opposition thereto, may indicate such desire by an appropriate notation or by a statement to that effect upon the call of the docket. In case oral argument is waived by any party, such motion or opposition shall be considered together with any memoranda or briefs which may be filed in support thereof; and the waiving of oral argument by any party shall not preclude the holding of oral argument by any other party desiring same.

§1.256 *Adverse ruling; exceptions.*—Where a ruling on any petition, motion, or other matter is adverse to an interested party, said interested party may except thereto, and when the matter comes on for the hearing of the evidence, he shall state into the record at such hearing that he reserves an exception to the ruling made by the presiding officer of the motions docket and request that such

exception be noted and carried forward in the record. In the event such interested party fails to note his exception taken at the time ruling was made by the presiding officer of the motions docket, such exception shall be considered waived. Within 2 days from the date of any ruling on any petition, motion, or other matter by the presiding officer of the motions docket, any interested party may petition for a review of such ruling by a quorum of the Commission, such petition for review shall not be essential for the preservation of any exception taken.

REHEARINGS

§1.271 *Petitions; contents.*—Any party whose interests are aggrieved or adversely affected by any decision, order, or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in section 405 of the act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under title III of the act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

§1.272 *Subscription and service.*—Each petition for rehearing shall be subscribed as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141. In case the petition seeks reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

§1.273 *Opposition.*—An opposition to any petition for rehearing may be filed within 10 days after the filing of such petition, and shall be subscribed or verified as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141.

§1.274 *Special calendar when granted.*—In case any petition for rehearing is granted, whether the taking of additional testimony is ordered or otherwise, the case shall be placed upon a special calendar and consideration of the same shall be expedited.

SPECIAL PROVISIONS RELATING TO RADIO (Application under part I of title III of the act)

§1.351 *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:

| Class of station | Number of application forms required and method of filing |
|--|---|
| a. All classes of Alaska stations, except broadcast and amateur. | 3 copies via inspector in charge, radio district No. 14, Seattle, Wash. |
| b. Aircraft | 1 copy direct to Washington, D. C. |
| c. Geophysical | Do. |
| d. All classes including portable, except standard broadcast, high frequency broadcast, international broadcast, television and amateur. | 2 copies direct to Washington, D. C. |
| e. Ship | 1 copy direct to Washington, D. C. |
| f. Standard broadcast, high frequency broadcast, international broadcast and television. | 3 copies direct to Washington, D. C. |
| g. Amateur | 1 copy to be sent as follows: (a) To proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examination for class C privileges. |

§1.352 *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.

§1.353 *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.

§1.354 *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.

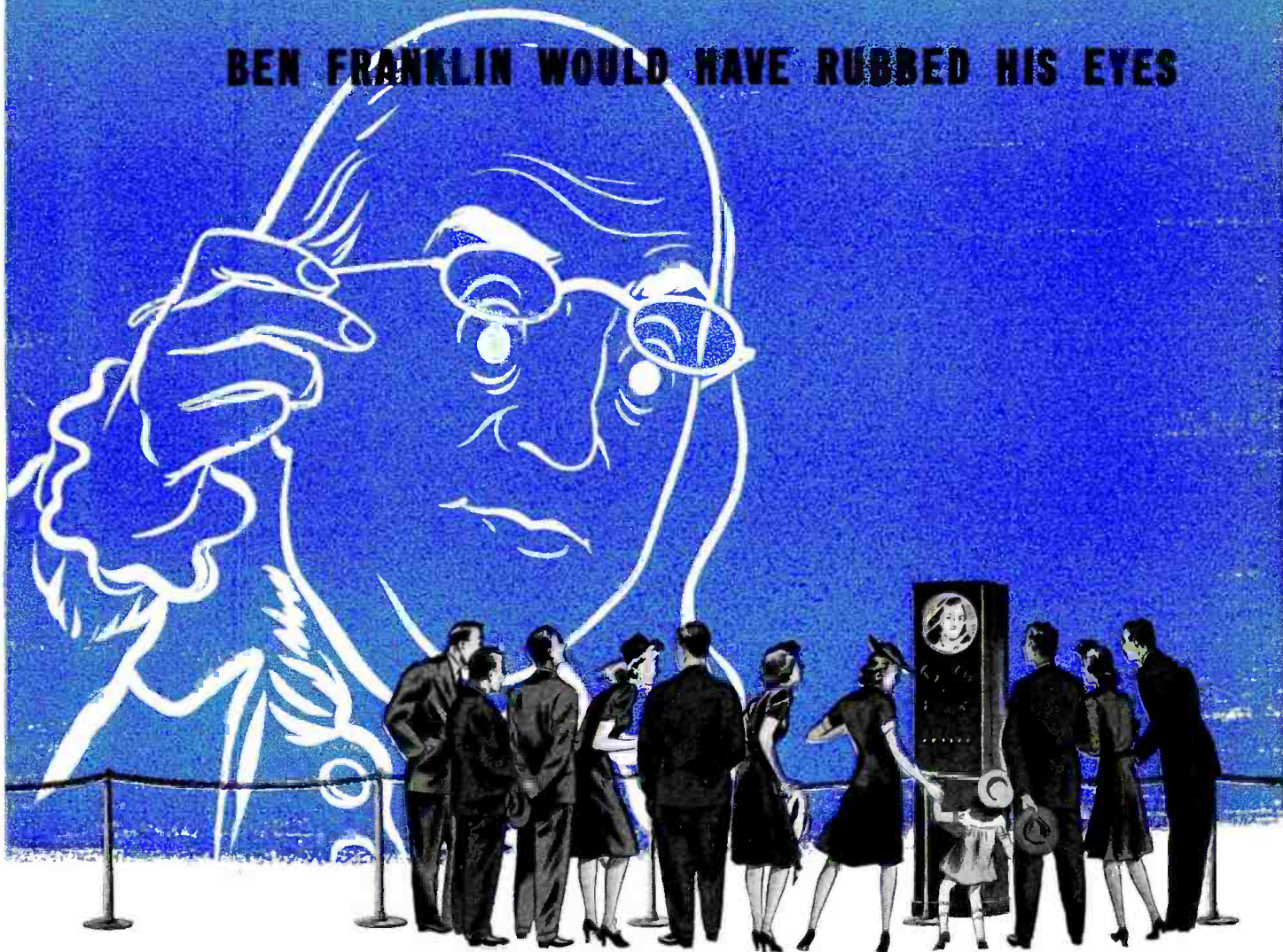
§1.355 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§1.356 *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 application¹ for extension of time within which to construct a sta-

¹ F. C. C. Form No. 701.

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Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . *electronic television.*

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

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Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

** Another in a series of advertisements depicting milestones in the history of television.*

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TELEVISION**



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tion 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.

§1.357 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.

§1.358 Where construction permit not required.—Each application for a new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least 60 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.

§1.359 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 60 days prior to the contemplated modification of license: *Provided, however*, That in emergencies and for good cause shown, the requirements hereof may be waived insofar as time for filing is concerned.

§1.360 Renewal of license.—Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 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 section 1.361, reference to which by date and file number shall be included in the application.

§1.361 Financial statements.²—Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of the licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed as provided in section 1.121.

§1.362 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 date certain, 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.

§1.363 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 Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And 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.

§1.364 Assignment or transfer of control.—(a) *General.*—(1) Voluntary: Application for consent to voluntary assignment of a construction permit or license, or for consent to voluntary transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least 60 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.

(2) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation which is a permittee or licensee.

(i) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(ii) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

(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.

§1.365 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 10 days previous to the date of proposed operation: *Provided, however*, That any such request received within less than 10 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 30 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 subparagraphs (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.

§1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

Application for special service authorization for standard broadcast stations must be made by formal application⁴ and a satisfactory showing must be made 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 Section 3.32 of the Rules and Regulations;

² See also section 43.1 of the Rules and Regulations which requires the filing by licensee and permittees of all classes of broadcast stations of reports as to ownership, operation, interests therein, contracts, etc.

³ Informal applications.

⁴ Form 317.

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

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Another important reason for UNITED leadership is that the UNITED production policy never has been one of *how many*—but *how well*.

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(Continued from page 392)

(c) That public interest, convenience, and necessity will be served by the authorization requested.

§1.367 *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.

§1.368 *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.

§1.369 *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 by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 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 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 12 months from the effective date of the Commission's order: *Provided, however,* That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

§1.370 *Pending appeal.*—Where an appeal has been taken from the action of the Commission in denying a particular application, 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 APPLICATION

§ 1.381 *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 20 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.

§1.382 *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, convenience 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 15 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

§1.391 *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 3 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 acknowledgement made within such 3-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

§1.401 *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 15 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 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person

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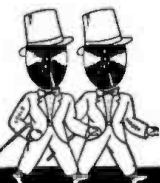
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whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

§1.402 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 30 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

§1.411 Order of suspension.—No order of suspension of any operator's license shall take effect until 15 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 15 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 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the 15-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.

§1.412 Proceedings.—Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

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DEFINITIONS

§2.1 Permittee.—"Permittee" means the holder of a radio station construction permit.

§2.2 Station licensee.—"Station licensee" means the holder of a radio station license.

§2.3 Operator licensee.—"Operator licensee" means the holder of a license or permit for the technical operation (manipulate the controls) of a licensed radio station.

§2.4 Radio station.—"Radio station" or "Station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service and operated under a single instrument of authorization. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations as hereinafter provided.

§2.5 Useful radio spectrum.—"Useful radio spectrum" means the total

* For additional definitions see Appendix A, page 1.

* A licensee may hold more than one license. The provisions of any rules of the Commission imposing requirements on licensees shall be considered to apply only with respect to the particular class of station to which the rule relates unless the context otherwise clearly requires.

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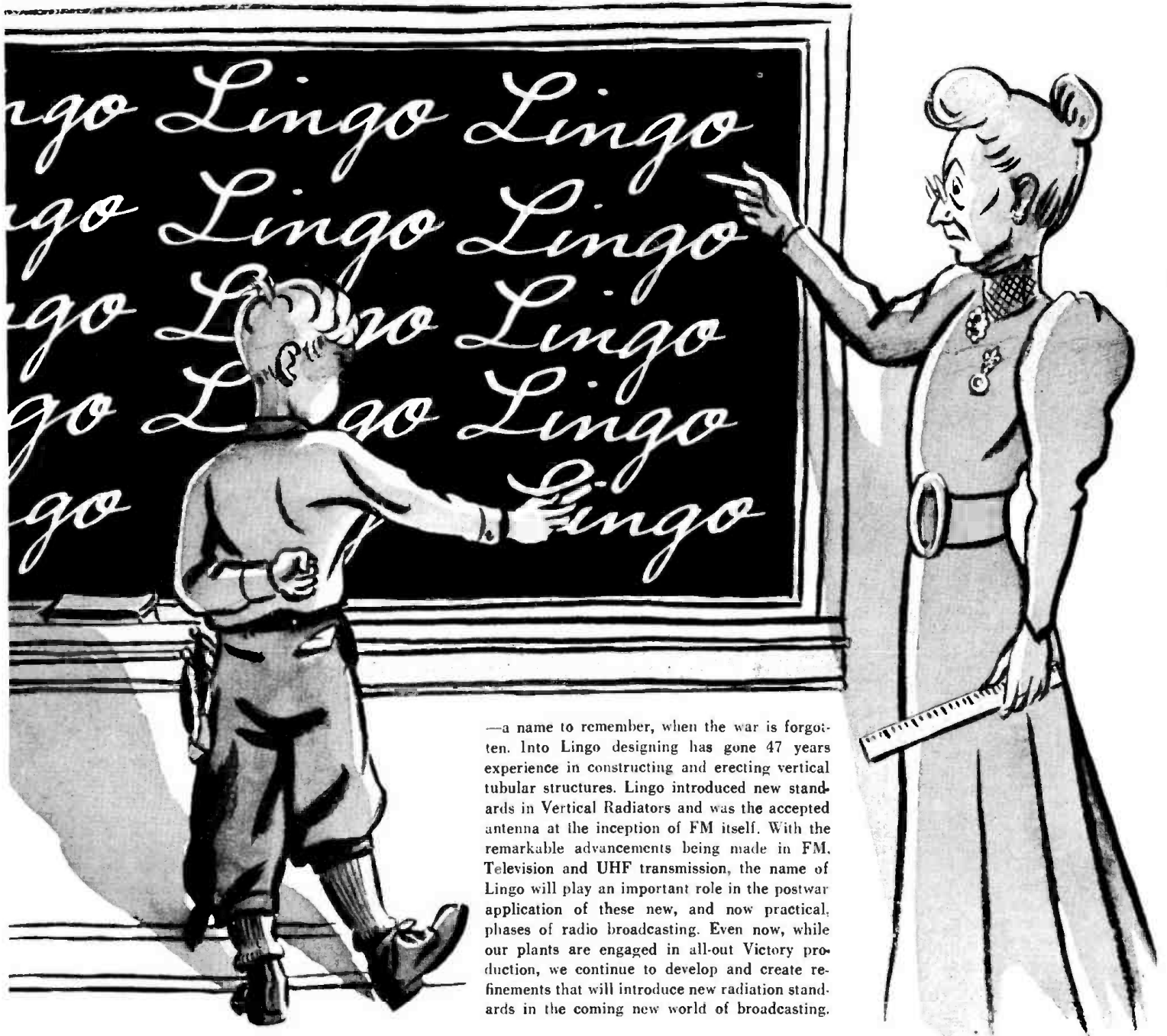
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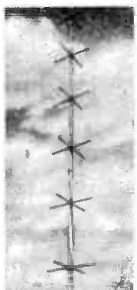
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number of frequencies or wavelengths which may be used for the transmission of energy, communications, or signals by radio.

§2.6 *Television*.—“Television” is a system of communication in which transient visual images of moving or fixed objects are transmitted for reception by visual observation.

§2.7 *Facsimile*.—“Facsimile” is a system of communication in which images are transmitted for record reception.

§2.8 *Type A facsimile*.—“Type A facsimile” is a system of facsimile communication in which images are built up of lines or dots of constant intensity.

§2.9 *Type B facsimile*.—“Type B facsimile” (telephotography, photoradio, etc.), is a system of facsimile communication in which images are built up of lines or dots of varying intensity.

§2.10 *Cycles, kilocycles, megacycles*.—In these regulations and in any instrument of authorization issued pursuant thereto the term “cycles” shall be construed to mean cycles per second; “kilocycles” to mean kilocycles per second; and “megacycles” to mean megacycles per second.

§2.11 *Carrier wave*.—A “carrier wave” is:

(a) In a frequency stabilized system, the sinusoidal component of a modulated wave whose frequency is independent of the modulating wave; or

(b) The output of a transmitter when the modulating wave is made zero; or

(c) A wave generated at a point in the transmitting system and subsequently modulated by the signal; or

(d) A wave generated locally at the receiving terminal which when combined with the sidebands in a suitable detector produces the modulating wave.

§2.12 *Carrier frequency*.—A “carrier frequency” is the frequency of the carrier wave.

§2.13 *Authorized, licensed, assigned frequency*.—“Authorized frequency”, “licensed frequency”, or “assigned frequency” means the carrier frequency assigned to a station by the Commission and specified in the instrument of authorization.

§2.14 *Operating frequency*.—“Operating frequency” means the carrier frequency that is actually generated by a station.

§2.15 *Communication band*.—“Communication band” means the frequency band or width of the frequency band required for the type of emission authorized.

§2.16 *Authorized band*.—“Authorized band” means the frequency band or width of the frequency band within which the emissions of a station shall be confined. Its width comprises the “communication band” and twice the “frequency tolerance.”

§2.17 *Authorized or licensed power*.—“Authorized power” or “licensed power” means the power assigned to a radio station by the Commission and specified in the instrument of authorization.

§2.18 *Operating power*.—“Operating power” means the power that is actually supplied to the radio station antenna. This power is computed by one of the several methods hereinafter described in these regulations.

§2.19 *Maximum rated carrier power*.—“Maximum rated carrier power” is the maximum power at which the transmitter can be operated satisfactorily and is determined by the design of the transmitter and the type and number of vacuum tubes used in the last radio stage.

§2.20 *Plate input power*.—“Plate input power” means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to the plates of these tubes, measured without modulation.

§2.21 *Antenna power*.—“Antenna input power” or “antenna power” means the product of the square of the antenna current and the antenna resistance at the point where the current is measured.

§2.22 *Antenna current*.—“Antenna current” means the radio-frequency current in the antenna with no modulation.

§2.23 *Antenna resistance*.—“Antenna resistance” means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

§2.24 *Modulation*.—“Modulation” is the process of producing a wave, some characteristic of which varies as a function of the instantaneous value of another wave, called the modulating wave.

§2.25 *Modulator stage*.—“Modulator stage” means the last amplifier stage of the modulating wave which modulates a radio-frequency stage.

§2.26 *Modulated stage*.—“Modulated stage” means the radio-frequency stage to which the modulator is coupled and in which the continuous wave (carrier wave) is modulated in accordance with the system of modulation and the characteristics of the modulating wave.

§2.27 *Last radio stage*.—“Last radio stage” means the oscillator or radio-frequency-power amplifier stage which supplies power to the antenna.

§2.28 *Percentage modulation (amplitude)*.—“Percentage modulation” with respect to an amplitude modulated wave means the ratio of half the difference between the maximum and minimum amplitudes of the amplitude modulated wave to the average amplitude, expressed in percentage.¹

¹ At the present development of the art the useful radio spectrum is considered to extend from 10 kilocycles to 30000000 kilocycles or 30000 meters to 0.01 meters. These frequencies are classified into bands with designations and abbreviations as follows:

| Frequency in Kilocycles | Designations | Abbreviations |
|-------------------------|--------------|---------------|
| 10 to 30 inclusive | Very Low | VLF |
| Above 30 to 300 | Low | LF |
| 300 to 3000 | Medium | MF |
| 3000 to 30000 | High | HF |
| 30000 to 300000 | Very High | VHF |
| 300000 to 3000000 | Ultra High | UHF |
| 3000000 to 30000000 | Super High | SHF |

This range may be extended as progress of the art warrants.

² In linear modulation the average amplitude of the envelope is equal to the amplitude of the unmodulated wave, provided there is no zero-frequency component in the modulating signal wave (as in telephony). For modulating signal waves having unequal positive and negative peaks, positive and negative modulation factors may be defined as the ratios of the maximum departures (positive and negative) of the envelope from its average value, to its average value.

§2.29 *Percentage modulation (frequency)*.—“Percentage modulation” with respect to a frequency modulated radio wave, is the ratio of the frequency difference between the fixed carrier frequency and the resultant modulated frequency and the frequency difference required for 100-percent modulation, expressed in percentage.

§2.30 *Maximum percentage modulation*.—“Maximum percentage of modulation” means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output harmonics of the modulating frequency in excess of those permitted by these regulations.

§2.31 *High-level modulation*.—“High-level modulation” is modulation produced in the last radio stage of the system.

§2.32 *Low-level modulation*.—“Low-level modulation” is modulation produced in an earlier stage than the final.

§2.33 *Plate modulation*.—“Plate modulation” is modulation produced by introduction of the modulating wave into the plate circuit of any tube in which the carrier frequency wave is present.

§2.34 *Grid modulation*.—“Grid modulation” is modulation produced by introduction of the modulating wave into any of the grid circuits of any tube in which the carrier frequency wave is present.

§2.35 *Special provisions for apparatus employing alternating plate supply (self-rectifying plate supply)*.—In the application of these rules to equipment authorized and designed for the use of alternating current or voltage, as plate supply for the last radio stage, the terms “direct current” and “direct voltage” shall be considered as referring to the equivalent effective alternating current and voltage, and terms having possible application only to equipment designed for the use of direct current shall not apply whenever these terms are used in these rules.

§2.36 *Standard time; daylight saving time*.—Pursuant to Public Law No. 403 approved January 20, 1942, all references to “Standard Time,” wherever found in these Rules and Regulations or in any order or instrument of authorization issued by this Commission shall be one hour in advance of “Mean Astronomical Time.” “Daylight Saving Time” shall be one hour earlier than “Standard Time”; i.e., two hours in advance of “Mean Astronomical Time.”

ADMINISTRATIVE REGULATIONS

§2.41 *Period of construction*.—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six 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.³

§2.42 *Equipment test*.—Upon completion of construction of a radio station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations governing the class of station concerned and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 10 days: *Provided*, That:

(a) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of tests.

(b) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests, which shall be conducted in the case of standard broadcast stations, only between 1 a.m. and 6 a.m., local standard time unless otherwise specifically authorized. Equipment tests shall not be conducted during the frequency monitoring period when the station is required to remain silent.

(c) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

§2.43 *Service or program test*.—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations governing the class of station concerned, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct service or program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That:

(1) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of such tests.

(2) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience and necessity by notifying the permittee.

(c) Service or program tests will not be authorized after expiration date of the construction permit.

§2.44 *Authorization for tests not to be construed as license*.—The authorization for tests embodied in sections 2.42 and 2.43 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§2.45 *License expiration time and periods*.—Each station license will be issued so as to expire at the hour 3 a.m., eastern standard time. The normal license periods and expiration dates are specified under the rules governing the class of station concerned. Unless otherwise ordered, when an application for a new station license is granted within three months of the expiration date for licenses of the particular class of station involved, the license shall be issued for the unexpired period of the current license term and for the full succeeding term. If granted more than three months from the normal expiration date, the license will be issued for the unexpired period of the current license term only.

§2.46 *License, simultaneous modification and renewal*.—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

³ See section 1.356 Rules of Practice and Procedure.



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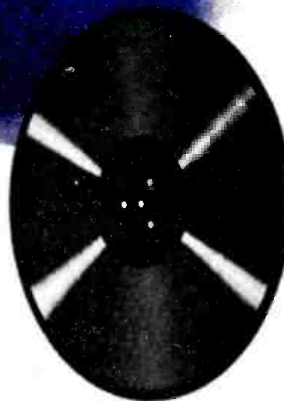
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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 398)

§2.47 *Maintenance tests of licensed stations.*—Station licensees are authorized to carry on such routine tests as may be required for the proper maintenance of the stations under the rules governing the class of station concerned, provided that the tests shall be so conducted as not to cause interference with the service of other stations.

§2.48 *Station inspection.*—The licensee of any radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour and under the regulations governing the class of station concerned.

§2.49 *Call letter assignment.*—The call letters of a radio station shall normally be designated in alphabetical order from groups available for assignment.

§2.50 *Deletion of call letters.*—The call letters of a radio station will be deleted in either of the following instances:

(a) Where an existing instrument of authorization has expired and no application for renewal or extension thereof has been filed;

(b) Where a license has been revoked, surrendered or canceled.

§2.51 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room or kept in the manner specified in the regulations governing the class of station concerned.

§2.52 *Operator license, posting of.*—The original license of each station operator shall be posted at the place where he is on duty or kept in his possession in the manner specified in the regulations governing the class of station concerned.

§2.53 *Operators, place of duty.*—(a) Except as may be provided in the rules governing a particular class of station, one or more licensed operators of the grade specified by these rules and regulations shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated; *Provided, however, That:*

(1) Subject to the provisions of paragraph (b) of this section, in the case of a station licensed for service other than broadcast, where remote control is used, the Commission may modify the foregoing requirements upon proper application and showing being made so that such operator or operators may be on duty at the control station in lieu of the place where the transmitting apparatus is located.

(2) In the case of two or more stations, except amateur and broadcast, licensed in the name of the same person to use frequencies above 30000 kilocycles only, a licensed radio operator of any class except amateur or holder of restricted radiotelephone or radiotelegraph operator permit who has the station within his effective control, may be on duty at any point within the communication range of such stations in lieu of the transmitter location or control point during the actual operation of the transmitting apparatus and shall supervise the emissions of all such stations so as to insure the proper operation in accordance with the station license.

(b) Authority to employ an operator at the control point in accordance with paragraph (a) (1) of this section shall be subject to the following conditions:

(1) The transmitter shall be so installed and protected that it is not accessible to other than duly authorized persons.

(2) The emissions of the transmitter shall be continuously monitored at the control point by a licensed operator of the grade specified for the class of station involved.

(3) Provision shall be made so that the transmitter can quickly and without delay be placed in an inoperative condition in the event there is a deviation from the terms of the station license.

(4) The radiation of the transmitter shall be suspended immediately when there is a deviation from the terms of the station license.

§2.54 *Retention of radio station logs.*—Logs of a radio station, when required elsewhere in these rules and regulation to be made or kept, shall be retained by the licensee for a period of 1 year unless otherwise provided by the rules governing the particular service or class of station concerned; *Provided, however, That* logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, 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.

§2.55 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§2.56 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned, are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§2.57 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§2.58 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§2.59 *Distress messages.*—Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress and except when engaged in answering or aiding the ship or aircraft in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto; and shall assist the vessel in distress, so far as possible, by complying with its instructions.

§2.60 *Control of distress traffic.*—The control of distress traffic shall devolve upon the mobile station in distress or upon the station which by application of the provisions of section 2.61 has sent the distress call. These stations may delegate the control of the distress traffic to another station.

§2.61 *Retransmission of distress message.*—Any station which becomes aware that a mobile station is in distress may transmit the distress message in the following cases:

(a) When the station in distress is not itself in a position to transmit the message.

(b) In the case of mobile stations, when the master or the person in charge of the ship, aircraft, or other vehicle carrying the station which intervenes believes that further help is necessary.

(c) In the case of other stations, when directed to do so by the station in control of distress traffic or when it has reason to believe that a distress call which it has intercepted has not been received by any station in a position to render aid.

§2.62 *Resumption of operation after distress.*—No station having been notified to cease operation shall resume operation on frequency or frequencies which may cause interference until notified by the station issuing the original notice that the station involved will not interfere with distress traffic as it is then being routed or until the receipt of a general notice that the need for handling distress traffic no longer exists.

§2.63 *Operation during emergency.*—The licensee of any station, except amateurs, may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating in a manner other than that specified in the station license, provided (1) that as soon as possible after the beginning of such emergency use notice be sent to the Commission in Washington, D. C., and to the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission in Washington, D. C., and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

§2.64 *Portable-mobile station.*—“Portable-mobile station” means a radio station which is normally used while in motion and which is capable of being moved conveniently from one mobile unit to another, and is in fact so moved from time to time.

§2.65 *Station identification.*—When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.

2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every fifteen minutes during an exchange of communications.

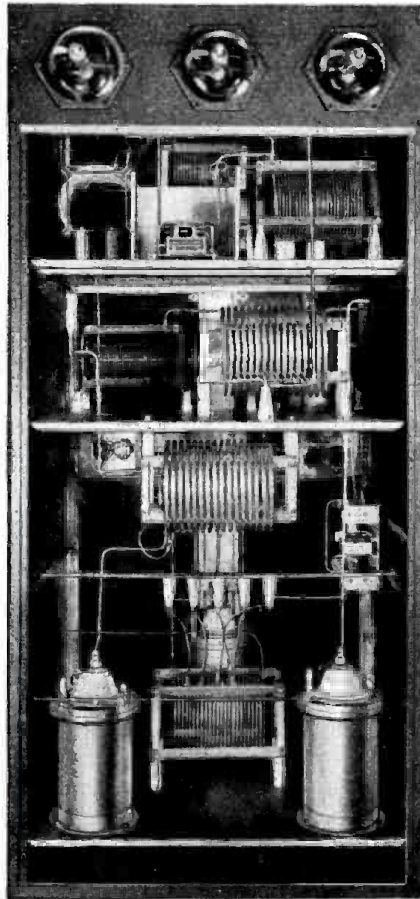
Paul F. Godley

Consulting Radio Engineer

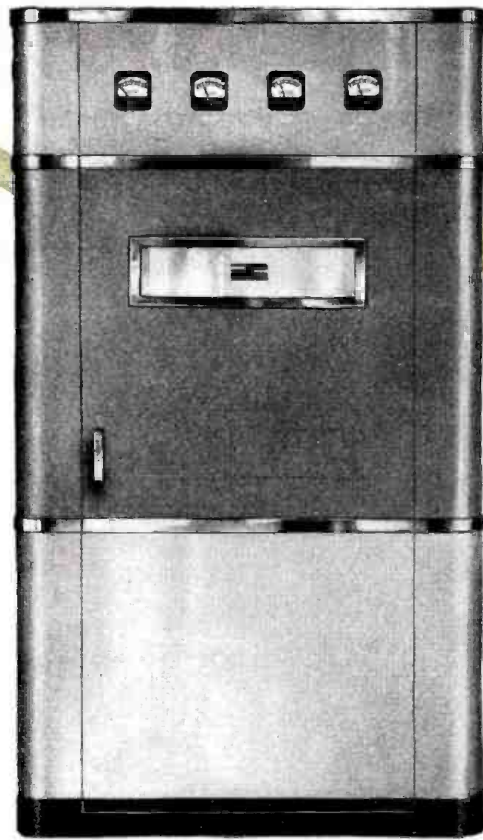
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Broadcast Equipment



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1944 Yearbook Number • Page 369

RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1943

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

| OWI FACILITIES | No. of Programs | No. of War Messages | | Est. "Listener-Impressions" Per Week | Est. Annual Value of Time & Talent (Net) |
|--|-------------------|---------------------|------------------|--------------------------------------|--|
| | | Per Week | Per Year | | |
| 1. Network Allocation Plan..... | 380 | 152 | 7,900 | 450,000,000 | \$32,223,000 |
| Sponsored..... | 245 | | | | |
| Sustaining..... | 135 | | | | |
| 2. Special Assignment Plan..... | 135 | 32 | 1,600 | 80,000,000 | 10,741,000 |
| 3. National Spot & Reg. Network Allocation Plan..... | 144 | 42 | 1,900 | 15,000,000 | 1,433,000 |
| 4. Station Announcement Plan..... | (Stations) 891 | 62,937 | 3,503,000 | 63,000,000 | 17,065,000 |
| Network Affiliates..... | 567 | 35,721 | 1,988,000 | | |
| Independent Stations..... | 324 | 27,216 | 1,515,000 | | |
| 5. Special Events..... | ... | 2 | 110 | 6,000,000 | 500,000 |
| 6. Women's Radio War Program Guide..... | 1,000 | * | * | * | * |
| Local War Programs Other than OWI Allocations..... | * | * | * | * | 42,120,000 |
| TOTAL..... | ... | 63,165 | 3,514,510 | 614,080,000 | 103,582,000 |

* No estimate available at present.

TYPICAL OWI RADIO CAMPAIGNS IN 1943

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

* Not available.

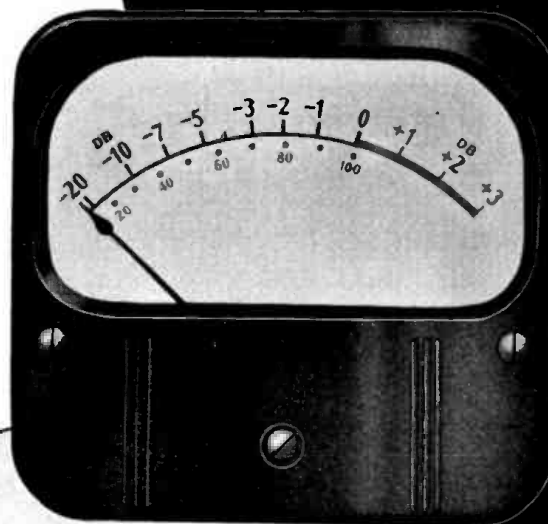
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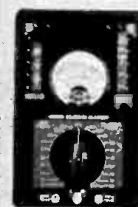
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They fail to recognize it as a potent weapon . . . fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

J-08054

Command Performance for Private Johnny Jones

No Yank overseas in World War I
enjoyed entertainment . . .
short-waved "fresh" from home—
like today's star-studded bill of fare.
Fun served up to order
by radio's ace comedians . . .
hit tunes of the day . . .
Tuesday night's good-natured banter
—fine fare for a fellow hungry for home!

Yet—too easily taken for granted
is radio broadcasting's neat trick
of hitting Johnny's funny bone
. . . and his heart—dead center
wherever he may be.

So . . . for keeping Johnny "up"
when he might be "down" . . .
credit America's broadcasters again
. . . for a "3rd Front" victory
where high morale for fighting men
—is the mission.

☆ ☆ ☆
On that vital "3rd Front" . . .
highly developed commercial transmitters
and communication equipment . . .
engineered by Westinghouse
play an indispensable role
. . . offer tangible proof of Westinghouse versatility
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New advancements
in television . . . FM . . . electronics
all closely guarded secrets today
will tomorrow
enable radio broadcasting to render
an even greater service to our country.

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

Including All Wartime Emergency Rules—Corrected to Jan. 1, 1944

EXPLANATION

Rules and Regulations of the Federal Communications Commission governing broadcast services, are published herewith in full text, with certain exceptions. These have been corrected by the FCC Legal and Engineering staffs, to Jan. 1, 1944, and are published in cooperation with the FCC, whose valuable service is gratefully acknowledged. Standards of Good Engineering Practices Governing Standard Broadcast Stations and other portions of the Rules and Regulations not published herewith, are available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION ARE PUBLISHED IN SEPARATE PAMPHLETS NUMBERED AND TITLED AS FOLLOWS:

| Part | Part |
|--|---|
| 1. Rules of Practice and Procedure. | 31-32. Uniform System of Accounts, Class A and Class B Telephone Companies, and Units of Property, Class A and Class B Telephone Companies. |
| 2. General Rules and Regulations. | 33. Uniform System of Accounts for Class C Telephone Companies. |
| 3. Standard and High-Frequency Broadcast Stations. | 34. Uniform System of Accounts for Radiotelegraph Carriers. |
| 4. Broadcast Services Other Than Standard Broadcast. | 35. Uniform System of Accounts for Wire-Telegraph and Ocean-Cable Carriers. |
| 5. Experimental Radio Services. | 41. Telegraph and Telephone Franks. |
| 6. Fixed Public Radio Services. | 42. Preservation of Records. |
| 7. Coastal and Marine Relay Services. | 43. Reports (Filing of Information, Contracts, Periodic Reports, etc.). |
| 8. Ship Service. | 51. Classification of Telephone Employees.* |
| 9. Aviation Services. | 61. Tariffs. |
| 10. Emergency Radio Services. | 62. Applications to Hold Interlocking Directorates. |
| 11. Miscellaneous Radio Services. | |
| 12. Amateur Radio: Stations and Operators. | |
| 13. Commercial Radio Operators. | |
| 14. Radio Stations in Alaska Other Than Amateur and Broadcast. | |
| 15. All Radio Stations in the War Emergency Radio Service. | |

* Rules of Interstate Commerce Commission dated July 1, 1917, are still in effect—not reprinted by Federal Communications Commission.

PREFACE TO THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

The "Rules and Regulations of the Federal Communications Commission" incorporate all the rules and regulations of a general or permanent nature in force as of the effective date appearing at the beginning of each part. The title, "Title 47—Telecommunication," has been adopted for all the rules to correspond with the codification thereof under the provisions of the Federal Register Act, and also to correspond with the title under which the Communications Act is printed in the United States Code.

In preparing this compilation, the Commission has had in mind the necessity for an arrangement which would make the rules conveniently accessible and one which would also make provision for future amendments. To this end all the existing rules have been logically arranged under 26 parts, which have been suitably subdivided, employing nonconsecutive part numbers from 1 to 71, making provision for substitutions and additions.

The various parts are independently numbered, each part beginning with the principal section number allocated for the purpose and in keeping with the decimal system of numbering which has been used, and these section numbers run consecutively only within the part. The first section of each part begins with ".1." Gaps are left in the numbering throughout so that new and amendatory provisions may be inserted with due regard to their relation to the compilation as a whole.

Each part has been printed and bound in separate pamphlet form, and each contains a title page listing the part numbers and titles of all the Rules and Regulations. In addition, explanatory footnotes have been included referring to statutes or treaties applicable to particular services and, so far as practicable, to other applicable parts.

It is intended that future amendments will be made available in such form that the substitute or added pages may be readily inserted within the part.

Provisions of the rules may be cited thus: "Section §1.1 or §2.1 Federal Communications Commission Rules."

Copies of these rules may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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ADMINISTRATIVE PROVISIONS

§1.1 *Offices; hours.*—The principal office of the Commission shall be located at Washington, D. C., and all communications to it shall be addressed to the Secretary, Washington, D. C., unless otherwise specifically directed. The hours of the Commission are from 9:15 a.m. to 5:45 p.m., Monday to Saturday, inclusive, except on legal holidays.

§1.2 *Meetings.*—All meetings of the Commission, unless otherwise determined by a majority of the members thereof, shall be held at the principal office of the Commission.

§1.3 *Minutes.*—The minutes of a meeting of the Commission shall be the official record of any action taken therein, and shall be kept by, and in the office of, the secretary.

§1.4 *Authentication of documents.*—All orders, permits, licenses, or other instruments of authorization made, issued, or granted by the Commission, shall, unless otherwise specifically provided by order of the Commission, be signed by the secretary in the name of the Commission and authenticated by the seal of the Commission.

§1.5 *Inspection of records.*—Subject to the provisions of sections 4 (j), 412, and 606 of the Act, the files of the Commission shall be open to inspection as follows:

(a) Tariff schedules required to be filed under section 203 of the Act and annual and monthly reports required to be filed under section 219 of the Act.

(b) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof; authorizations and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission.

(c) Other files in the discretion of the Commission upon written request describing in detail the documents to be inspected and the reasons therefor.

§1.6 *Certified copies; requests for; costs.*—Copies of any documents subject to inspection under the provisions of section 1.5 will be prepared and certified by the secretary, under seal, on written request, specifying the exact documents, the number of copies desired, and the date on which the same will be required: *Provided, however,* That such request must be made so as to permit a reasonable time for the preparation of such copies: *And provided further,* That any cost incurred in the preparation of such copies shall be prepaid by the person making application therefor.

§1.7 *Official reporter; transcript.*—The Commission will designate from time to time an official reporter for the taking down and transcribing of its proceedings. No transcript of the testimony taken, or argument had, at any hearing will be furnished by the Commission, but will be open to inspection under section 1.5. Such transcript, if desired, must be obtained from the official reporter upon payment of the charges therefor.

§1.8 *Person, defined.*—Wherever in these rules the term "person" is used, it shall include an individual, partnership, association, joint-stock company, trust, or corporation.

§1.9 *Computation of time.*—In computing any period of time prescribed or allowed by these rules, by order of the Commission, or by any applicable statute, the day of the act, event, or default after which the designated period of time begins to run is not to be included. The last day of the period so computed is to be included, unless it is a Sunday or a legal holiday, in which event the period runs until the end of the next day which is neither a Sunday nor a holiday. When the period of time prescribed or allowed is less than 7 days, intermediate Sundays and holidays shall be excluded in the computation. A half holiday shall be considered as other days and not as a holiday.

§1.10 *Additional time to parties in certain cases.*—Where, under these rules, unless otherwise expressly provided, any limitation is made as to the time within which any document is required to be filed, or any procedural step is required to be taken in connection with any hearing, parties who are residents of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California shall have an additional period of 5 days; and parties who reside beyond the confines of the continental United States shall have an additional period of 20 days within which to file such document or take such other procedural step: *Provided, however,* That this rule shall not apply to any limitation as to time fixed by statute.

§1.11 *Documents in foreign languages.*—Every document, exhibit, or other paper written in a language other than English, which shall be filed in any proceeding before the Commission or in response to any order of the Commission unless expressly waived therein, shall be filed in the language in which it is written together with an English translation thereof duly verified under oath to be a true translation. Each copy of every such document, exhibit, or other paper filed, shall be accompanied by a separate copy of the translation.

§1.21 *Suspension, amendment, etc., of rules.*—The rules and regulations of the Commission may be suspended, revoked, modified, amended, or supplemented, in whole or in part, at any time by the Commission.

PERSONAL APPEARANCES; PRACTITIONERS

§1.31 *Appearances.*—Any individual, receiver, or trustee may appear and be heard in person or by attorney. A partnership may appear and be represented by any member thereof or by attorney. A corporation, association, joint-stock company, or trust, may appear only by attorney.

§1.32 *Authority for representation.*—Any person, in a representative capacity, transacting business with the Commission, may be required to show his authority to act in such capacity.

§1.33 *Persons who may be admitted to practice.*—Attorneys at law admitted to practice before any court of the United States, the District of Columbia, or the highest court of any State or Territory, upon application may be admitted to practice before the Commission. An attorney at law from any place other than the District of Columbia may, in the discretion of the Commission or the official presiding at any hearing, be admitted for a particular case in which he may be employed.

§1.34 *Applications for admission.*—Applications for admission to practice shall be on a form prescribed and provided by the Commission. (See appendix No. 1.)

§1.35 *Oath.*—No person shall be admitted to practice before the Commission until he shall have subscribed to an oath or affirmation that he will demean himself as a practitioner before the Commission, uprightly and according to law; and that he will support the Constitution and laws of the United States and will conform to the Rules and Regulations of the Commission.

§1.36 *Suspension; disbarment.*—The Commission may censure, suspend, disbar, or revoke the right of any person who has been admitted to practice before it if it finds that such person has violated his oath taken upon admission; or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character, or integrity, or has failed to conform to recognized standards of professional conduct: *Provided, however,* That before any member of the bar of this Commission shall be censured, suspended, disbarred, or his right to practice before the Commission revoked, charges shall be preferred by the Commission against such practitioner and he shall be afforded an opportunity to be heard thereon.

§1.37 *Register of practitioners.*—A register will be maintained by the Commission in which will be entered the names of all persons entitled to practice before the Commission. Only individuals will be admitted or recognized.

§1.38 *Former employees.*—(a) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

§1.39 *Appearance blanks.*—Each attorney representing a party to any proceeding shall enter his appearance, in duplicate, on the form prescribed for the purpose by the Commission prior to participating in such proceeding, which appearance shall be made a part of the record. (See appendix No. 2.)

§1.51 *Parties, defined.*—The term "party" shall include any person, body politic, municipal organization, or State Commission. Parties to proceedings will be designated as applicants, complainants, defendants, petitioners, interveners, protestants, or respondents.

§1.52 *Applicant.*—The term "applicant" means a party applying for a certificate, certification, permit, license, or such other instrument of authorization as the Commission is empowered to grant, and for which an application is required.





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The Story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the Heart of America. At no time has KMBC shirked its responsibility to the community it serves or to radio as an industry. Its own Code has established and maintained educational and religious departments, specialized news and sports staffs, farm, home service and special features divisions. This has meant a radio station with a network staff of operation—an organization within an organization, individually publicizing and promoting regional radio personalities. Consider for one moment the prestige that these personalities have attained in the Heart of America for KMBC as a radio station, and for the business of broadcasting as a whole.



CAROLINE ELLIS

Starting over ten years ago with KMBC . . . becoming a network author-star for General Mills on CBS and NBC . . . now Women's Commentator on KMBC's "The Happy Home", daily homemaking quarter-hour show.



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ARTHUR B. CHURCH

President and founder of KMBC . . . associated with the broadcasting industry since its inception . . . active constantly with industry developments and ethics of operation.



KARL KOERPER

Vice president and managing director of KMBC . . . wide experience as executive in advertising profession . . . directs KMBC's close cooperation with important civic affairs.



BOB RILEY

Station marketcaster as member of KMBC's full-time farm department . . . with KMBC being selected by the Kansas City livestock interests for the exclusive right to broadcast official market reports direct from the Kansas City Livestock Exchange Building.





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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 374)

§1.53 Complainant.—The term "complainant" means a party who complains to the Commission of anything done or omitted to be done by any common carrier subject to the act in violation of the provisions thereof.

§1.54 Intervener.—The term "intervener" means a party who, upon petition, has been permitted to become a party to any proceeding before the Commission.

§1.55 Protestant.—The term "protestant" means a party opposing the schedules under suspension in investigation and suspension proceedings, or a party who files a protest to a tentative valuation in valuation proceedings.

§1.56 Petitioner.—The term "petitioner" means a party other than as defined above seeking relief within the jurisdiction of the Commission.

§1.57 Defendant.—The term "defendant" means a common carrier subject to the act against whom a complaint has been filed of anything done or omitted to be done in violation of the provisions of the act.

§1.58 Respondent.—The term "respondent" means a party against whom the Commission has, on its own motion, instituted an inquiry, investigation, revocation, suspension, modification, cancellation, or other proceeding.

§1.59 Receiver or trustee of carrier.—The receiver or trustee of any common carrier subject to the act shall be made a party to any proceeding in which such carrier is a party.

§1.60 Substitution of parties.—The Commission in a proper case may order a substitution of parties; in case of death of a party, upon suggestion thereof; and in other circumstances, for good cause shown, upon petition.

APPLICATIONS AND AMENDMENTS—GENERAL

§1.71 Applications made on prescribed forms; exceptions.—Each application for an instrument of authorization shall comply with the Commission's rules and regulations and shall be made in writing, subscribed and verified as provided in section 1.121 on form furnished by or in the manner prescribed by the Commission: *Provided, however,* That in emergency cases the Commission may waive the requirements of formal application with respect to applications for other than radio licenses and for licenses, renewals, or modification thereof for stations on vessels or aircraft of the United States, pursuant to section 308 (a) of the act. Separate application shall be filed for each instrument of authorization requested: *Provided, however,* That in cases arising in services other than broadcast where a single licensee holds a number of licenses which are identical in their terms or which are identical in their terms with the exception of station locality, and in other cases in the discretion of the Commission, a single application may be filed for renewal or modification of such licenses, where such single application sets forth in detail and in unmistakable language, an accurate description of the individual licenses sought to be renewed or modified. The required forms may be obtained from the Commission or from any of its field offices. (For a list of such offices and related geographical districts, see appendix No. 3.)

§1.72 Defective applications.—(a) Applications which are defective with respect to completeness of answers to required questions, execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(b) If an applicant is requested by the Commission to file any documents or information not included in the prescribed application form, a failure to comply with such request will constitute a defect in the application.

(c) Applications which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective unless accompanied either (1) by a petition in accordance with section 1.81 to amend any rule or regulation with which the application is in conflict, or (2) by a request of the applicant for waiver of, or an exception to, any rule, regulation or requirement with which the application is in conflict. Such request shall show the nature of the waiver or exception desired and set forth the reasons in support thereof.

(d) Defective applications will not be considered by the Commission.

§1.73 Amendments and dismissals; when allowed.—Any application may be amended or dismissed without prejudice as a matter of right prior to the designation of such application for hearing. Thereafter, requests to amend or dismiss without prejudice will be considered only on written motion served upon all parties of record as provided in section 1.141.

When leave to amend has been granted after an application has been designated for hearing, the application will not be removed from the hearing docket unless the Motions Commissioner shall determine that the proposed amendment substantially affects the issues upon which the applicant has been designated for hearing and orders that the application shall be removed from the hearing docket. An amended application which has been removed from the hearing docket will be reexamined by the Commission and when necessary will be re-designated for hearing at a subsequent time.

§1.74 Form of amendments.—Any amendment to an application shall be subscribed, verified, and submitted in the same manner, and with the same number of copies, as was the original application.

§1.75 Amendments ordered.—The Commission may, upon its own motion or upon motion of any party to the proceeding, order the applicant to amend his application so as to make the same more definite and certain.

§1.76 Withdrawal of papers.—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, order such return.

§1.77 Failure to prosecute applications not designated for hearing.—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of an application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-prosecution will be dismissed without prejudice.

AMENDMENTS OF RULES

§1.81 Requests for amendment of rules.—Any person may petition for amendment of any rule or regulation. Such petition shall show the desired change in the rules and regulations and set forth the reasons in support thereof.

AMENDMENTS TO PLEADINGS

§1.91 Time for filing; disposition.—Any pleading may be amended as a matter of right if filed with the Commission not less than 30 days prior to the date set for hearing in the proceeding in which the pleading is filed. Thereafter, requests for leave to amend will be considered only upon written motion. Amendments, amended pleadings, or requests for leave to amend must be served upon all parties of record as provided in section 1.141 prior to filing. Amendments to applications may be determined only as provided in section 1.73.

PETITIONS AND COMPLAINTS

§1.101 General.—Petitions for relief under the jurisdiction of the Commission shall set forth clearly and concisely the petitioner's interest and the facts supporting the relief sought. (See also third proviso, section 1.71.)

§1.102 Intervention.—Petitions for intervention must set forth the grounds of the proposed intervention, the position and interest of the petitioner in the proceeding, the facts on which the petitioner bases his claim that his intervention will be in the public interest, and must be subscribed or verified in accordance with section 1.122. The granting of a petition to intervene shall have the effect of permitting intervention before the Commission but shall not be considered as any recognition of any legal or equitable right or interest in the proceeding. The granting of such petition shall not have the effect of changing or enlarging the issues which shall be those specified in the Commission's notice of hearing unless on motion the Commission shall amend the same.

§1.103 Complaints.—Communications to the Commission complaining of anything done, or omitted to be done, in contravention of the provisions of the act, except formal and informal complaints filed under "Special provisions relating to common carriers" hereof, may, in the discretion of the Commission, be investigated or otherwise acted upon in any manner the Commission may deem expedient; but such communications shall not be deemed to be either formal or informal complaints within the meaning of these rules, irrespective of any action taken thereon by the Commission.

SUBSCRIPTION AND VERIFICATION

§1.121 Applications; amendments.—Each application or amendment thereto shall be personally subscribed and verified: (1) By the party filing such application or amendment, or by one of the parties, if there be more than one; (2) by an officer of the party filing the application or amendment if the party be a corporation: *Provided, however,* That subscription and verification may be made by the attorney for the party (1) in case of physical disability of the party, or (2) his absence from the continental United States. If it be made by a person other than the party, he must set forth in the verification the grounds of his belief as to all matters not stated upon his knowledge and the reason why it is not made by the party.

§1.122 Pleadings.—All pleadings (not including applications or amendments thereto) filed by any party represented by an attorney, shall be signed by at least one attorney of record in his individual name, whose address shall be stated. A party who is not represented by an attorney shall sign and verify his pleading and state his address. Except when otherwise specifically provided by rule or statute, pleadings signed by the attorney for a party need not be verified or accompanied by affidavit. The signature of an attorney constitutes a certificate by him that he has read the pleading; that to the best of his knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay. If a pleading is not signed or is signed with intent to defeat the purpose of this section, it may be stricken as sham and false and the matter may proceed as though the pleading had not been served. For a willful violation of this rule an attorney may be subjected to appropriate disciplinary action. Similar action may be taken if scandalous or indecent matter is inserted.

SPECIFICATIONS AS TO DOCUMENTS AND PLEADINGS

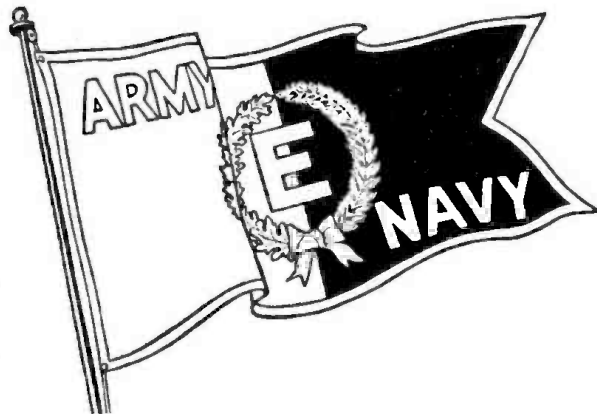
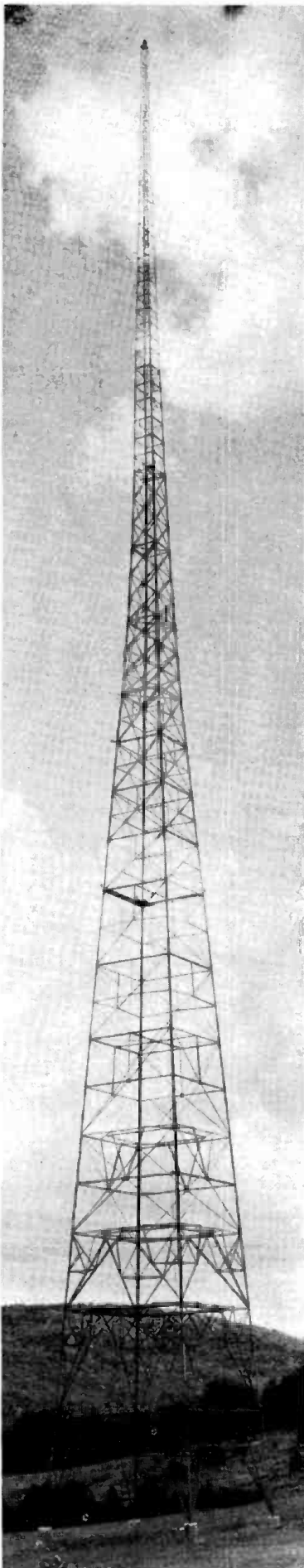
§1.131 Papers, general.—All papers filed in any proceeding shall, unless otherwise specifically provided herein, be on paper 8½ by 13 or 14 inches, with left-hand margin not less than 1½ inches wide: *Provided,* That this requirement shall not apply to original documents, or admissible copies thereof, offered as exhibits: *And provided further,* That specially prepared exhibits may be submitted on paper of a width of 13 or 14 inches, of any length with a left-hand margin of 1½ inches on the 13- or 14-inch dimension. The impression shall be on one side of the paper only and shall be double-spaced, except that long quotations shall be single-spaced and indented. All papers, except charts and maps, shall be typewritten or prepared by mechanical processing methods, other than letter press or printed. The foregoing shall not apply to official publications. All copies must be clearly legible.

§1.132 Briefs.—Briefs may be printed, typewritten, mimeographed, or multigraphed: *Provided, however,* That printed briefs shall be in 10- or 12-point type, on good unglazed paper, 5½ inches wide by 9 inches long, with inside margin not less than 1½ inches wide, and with double-leaded text and single-leaded citations.

§1.141 Service, proof of service.—All pleadings, petitions, motions, or other documents (other than applications under title II, formal complaints, supplemental complaints, cross-complaints, and amended complaints) filed in any proceeding shall be served by the party filing the same upon all parties of record, as follows:

Service upon common carriers shall be made as provided in section 413 of the Communications Act of 1934, as amended.

In all other cases whenever under these rules service is required or permitted to be made upon a party, and such party is represented by an attorney of record in the proceeding, the service shall be made upon the attorney. Service upon the attorney or upon a party shall be made by delivering a copy to him or by mailing it to him at his last-known address. Delivery of a copy within this rule means: handing it to the attorney or to the party; or leaving it at his office with his clerk or other person in charge thereof; or, if there is no one in charge, leaving it in a conspicuous place therein, or, if the office is closed or the person to be served has no office, leaving it at his dwelling house or usual place of abode with some person of suitable age and discretion then residing therein. Service by mail is complete upon mailing.



A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.



Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.



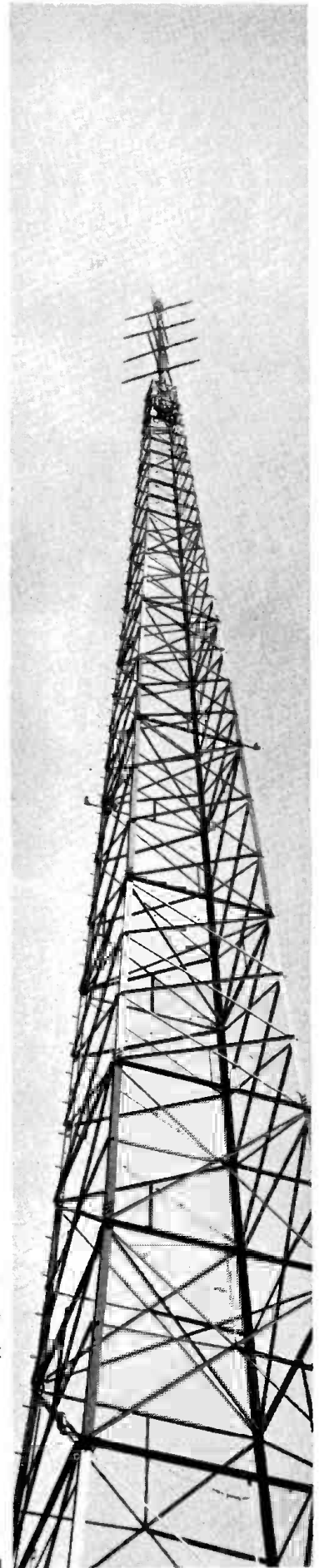
As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.



The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2038 Farmers Bank Building . . . Pittsburgh, Penna.



FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 376)

Proof of service as provided in the foregoing shall be made by appropriate affidavit describing the service which shall be attached to the original and copies of which shall be attached to all copies filed with the Commission. If service has been made by delivery of a copy to the attorney, written, acknowledgment thereof on the original filed will be considered proof of service; in such case an appropriate notation of such acknowledgment shall be made on all copies filed.

§1.142 Copies.—Unless otherwise specifically provided, an original and fourteen copies of all petitions, motions, pleadings and other documents required or permitted to be filed under these rules shall be furnished the Commission.

PROOF OF OFFICIAL RECORD

§1.151 Authentication of copy.—An official record, or entries therein when admissible for any purpose, may be evidenced by an official publication thereof or by a copy attested by the officer having legal custody of the record, or by his deputy, and accompanied with a certificate that such officer has the custody. If the office in which the record is kept within the United States or within a territory or insular possession subject to the dominion of the United States, the certificate may be made by the Judge of a court of record of the district or political subdivision in which the record is kept, authenticated by the seal of the court, or may be made by any public officer having a seal of office having official duties in the district or political subdivision in which the record is kept, authenticated by the seal of his office. If the office in which the record is kept is in a foreign state or country, the certificate may be made by a secretary of embassy or legation, consul general, consul, vice consul, or consular agent or by any officer in the foreign service of the United States stationed in the foreign state or country in which the record is kept, and authenticated by the seal of his office.

§1.152 Proof of lack of record.—A written statement signed by an officer having the custody of an official record or by his deputy that after diligent search no record or entry of a specified tenor is found to exist in the records of his office accompanied by a certificate as above provided, is admissible as evidence that the records of his office contain no such record or entry.

§1.153 Other proof.—This rule does not prevent the proof of official records or of entry or lack of entry therein by any method authorized by any applicable statute or by the rules of evidence at common law.

SUBPENAS

§1.171 Who may sign and issue.—Subpenas requiring the attendance and testimony of witnesses, and subpenas requiring the production of any books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation or hearing may be signed and issued as follows: (a) Hearings before the Commission en banc; by any Commissioner; (b) hearings before any designated officer; (1) by any Commissioner; (2) the officer designated to hear a case may sign and issue subpenas in that case; (c) in other cases: By any Commissioner.

§1.172 Requests; verification and content.—Unless directed by the Commission upon its own motion, subpenas will be issued only upon request in writing. Requests for subpenas to compel witnesses to produce documentary evidence must be subscribed and verified in accordance with section 1.122 and must specify with particularity the books, papers, or documents desired, and the facts expected to be proved thereby.

§1.173 Witness fees.—Witnesses who are subpoenaed and respond thereto are entitled to the same fees including mileage as are paid for like service in the courts of the United States, such fees to be paid by the party at whose instance the testimony is taken at the time the subpoena is served.

§1.174 Service of subpenas; return.—(a) A subpoena may be served by a United States marshal or his deputy or by any other person who is not a party and is not less than 18 years of age. Service of a subpoena upon a person named therein shall be made by delivering a copy thereof to such person and by tendering to him the fees for 1 day's attendance and the mileage allowed by law. When the subpoena is issued on behalf of the United States or an officer or agency thereof, fees and mileage need not be tendered.

(b) If made by any other person, such person shall make affidavit thereof, stating the date, time, and manner of service; and return such affidavit on, or with, the original subpoena in accordance with the form thereon. In case of failure to make service the reasons for the failure shall be stated on the original subpoena. In making service, the original subpoena shall be exhibited to the person served, shall be read to him if he is unable to read, and a copy thereof shall be left with him. The original subpoena, bearing or accompanied by the required return, affidavit, or statement, shall be returned forthwith to the secretary of the Commission, or, if so directed on the subpoena, to the presiding officer before whom the person named in the subpoena is required to appear.

HEARINGS

§1.91 Classes.—Hearings before the Commission may be formal or informal.

INFORMAL HEARINGS

§1.192 Informal; procedure.—The Commission may upon petition by any person or upon its own motion hold such informal hearings as it may deem necessary from time to time in connection with the investigation of any matter which it has power to investigate under the law, or for the purpose of obtaining information necessary or helpful in the determination of its policies and the carrying out of its duties, or the formulation or amendment of its Rules and Regulations. For such purposes it may subpoena witnesses and require the production of testimony as in formal hearings but the procedure to be followed shall be informal and such as in the opinion of the Commission will best serve the purposes of such hearing.

FORMAL HEARINGS

§1.193 Hearing date on related matters.—In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for separate hearings (a) on all related matters which involve the same applicant, or arise out of the same complaint or cause; and (b) for separate hearings on all applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.194 Consolidation of cases.—The Commission, upon motion, or upon its own motion, will, where such action will best conduce to the proper dispatch of business and to the ends of justice, consolidate for hearing (a) any cases which involve the same applicant or arise from the same complaint or cause, or (b) any applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.195 Communications relating to applications.—There will be maintained in the office of the secretary of the Commission a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification, or revocation of any license or construction permit, certificate of convenience and necessity, or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing: *Provided*, That in the case of communications bearing more than one signature, notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material and competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the secretary's record of any such communication shall be governed by the applicable rules of evidence, and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

§1.196 Notice of hearing under part I of title III.—In cases arising under part I of title III of the Act notice of applications received and action thereon shall be given in the following manner:

(a) By publishing the notice of hearing in the Federal Register not less than 30 days in advance of the hearing date;

(b) Notice of the filing of applications under part I of title III of the Act and of the date fixed for hearing on such applications shall be published weekly in the office of the Commission and posted in the office of the secretary.

§1.197 Notice of hearing under title II or part II of title III.—In cases arising under title II or part II of title III of the Act, except if specific provision is made by statute or by these rules for actual or constructive notice, the Commission shall give or require reasonable notice.

CONTINUANCES: EXTENSIONS

§1.201 Continuances and extensions.—Continuance in respect to any proceeding or hearing pending before the Commission and extensions of time for making any filing or performing any act required or allowed to be done within a specified time may be granted upon motion for good cause shown, except where the time for performance or filing is limited by statute.

§1.202 Postponement or change of place.—The Commission or the presiding officer at a hearing may, after opening any hearing pursuant to notice, recess or adjourn the same for such time as may be necessary, or change the place thereof.

§1.203 Motions involving delay.—Requests for continuance shall show diligence by the moving party and shall be made at such time and in such manner as to avoid unnecessary hardship or expense to the parties to the proceeding. Such motions shall show service upon all parties as provided in section 1.141.

ORDER OF PROCEDURE

§1.204 Order of procedure.—At hearings on complaints, petitions, applications, or other proceedings for instruments of authorization which the Commission is empowered to issue, the complainant, petitioner, or applicant as the case may be, shall open and close. At hearings on investigation and suspension proceedings under title II of the act, the respondent whose tariffs are under suspension shall open and close. At hearings in all other investigations, the party to whom the order to show cause was issued shall open and close. At hearings under title III of the act on revocations and suspension of operator licenses or modification of licenses under section 312 (b) of the act, or other like proceedings instituted by the Commission, the Commission shall open and close. In hearings upon a consolidated record, the Commission or presiding officer shall designate the order of presentation. Interveners shall follow the party in whose behalf intervention is made, and in all cases where the intervention is not in support of an original party, the Commission, or presiding officer, shall designate at what stage such interveners shall be heard.

EVIDENCE

§1.211 Rules of evidence.—Except as otherwise provided herein, the rules of evidence governing civil proceedings in matters not involving trial by jury in the courts of the United States shall govern formal hearings before the Commission: *Provided, however*, That such rules may be relaxed in any case where the ends of justice will be better served by so doing.

§1.212 Cumulative evidence.—The introduction of merely cumulative evidence shall be avoided, and the number of witnesses that may be heard in behalf of a party on any issue may be limited.

§1.213 Further evidence during hearing.—At any stage of a hearing, the presiding officer may call for further evidence upon any issue and may require such evidence to be presented by any party to the proceeding.

§1.214 Documents containing matter not material.—Where material and relevant matter offered in evidence is embraced in a document containing other matter not material or relevant, and not intended to be put in evidence, such document will not be received, but the party offering the same shall present to opposing counsel, and to the Commission, the original document, together

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Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.



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UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.



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with true copies of such material and relevant matter taken therefrom, as it is desired to introduce. Upon presentation of such matter in proper form, it may be received in evidence, and become a part of the record: *Provided, however*, That opposing counsel shall be afforded an opportunity to introduce in evidence, in like manner, other portions of such document if found to be material and relevant.

§1.215 *Copies of exhibits.*—No document or exhibit, or part thereof shall be received as, or admitted in, evidence unless offered in duplicate. In addition, when exhibits of a documentary character are to be offered in evidence, copies must be furnished to opposing counsel unless the presiding officer otherwise directs. Whenever practicable the parties should interchange copies of exhibits before or after commencement of the hearing.

§1.216 *Mechanical reproductions as evidence.*—Unless offered for the sole purpose of attempting to prove or demonstrate sound effect, mechanical or physical reproductions of sound waves shall not be admitted in evidence. Any party desiring to offer any matter alleged to be contained therein or thereupon shall have such matter typewritten on paper of the size prescribed by the rules of the Commission, and the same shall be identified and offered in duplicate in the same manner as other exhibits.

§1.217 *Tariffs as evidence.*—In case any matter contained in a tariff schedule on file with the Commission is offered in evidence, such tariff schedule need not be produced or marked for identification, but the matter so offered shall be specified with particularity (tariff and page number) in such manner as to be readily identified, and may be received in evidence by reference subject to check with the original tariff schedules so on file.

DEPOSITIONS

§1.221 *Request for orders to take; time of filing; contents.*—The Commission, either on its own motion, or on formal notice of a party to a proceeding, will issue an order to take a deposition. Motions to take depositions shall be filed with the Commission not less than 25 days before the proposed date for taking of the deposition, and shall set forth the names and addresses of the witnesses, a specific statement as to each witness of the matters and facts concerning which it is expected such witness will testify, the place where, the time when, the officer before whom, and the cause or reason why such deposition should be taken. Such motion shall be subscribed and verified as provided in section 1.122, and shall be accompanied by proof of service and by the proposed order in a sufficient number of copies to be served on all parties. If said order is allowed, the secretary shall mail a copy thereof to all parties to the proceeding at least 15 days prior to the date fixed for the taking of testimony.

§1.222 *Contents of order.*—The order issued authorizing the taking of a deposition shall state the name and address of each witness, the matters and facts concerning which it is expected such witness will testify, the place where, the time when, and the designated officer before whom the witness is to testify as provided in section 409 (e) of the act.

§1.223 *Record of examination; oath; objections.*—The officer before whom the deposition is to be taken shall put the witness on oath and shall personally or by someone acting under his direction and in his presence, record the testimony of the witness. The testimony shall be taken stenographically and transcribed, unless the parties agree otherwise. All objections made at the time of the examination to the qualifications of the officer taking the deposition, or to the manner of taking it, or to the evidence presented, or to the conduct of any party, and any other objection to the proceedings, shall be noted by the officer upon the deposition. Evidence objected to shall be taken subject to the objections. In lieu of participating in the oral examination, parties served with notice of taking a deposition may transmit written interrogatories to the officer, who shall propound them to the witness and record the answers verbatim.

§1.224 *Submission to witness; changes; signing.*—When the testimony is

fully transcribed the deposition of each witness shall be submitted to him for examination and shall be read to or by him. Any changes in form or substance which the witness desires to make shall be entered upon the deposition by the officer with a statement of the reasons given by the witness for making them. The deposition shall then be signed by the witness, unless the parties by stipulation waive the signing or the witness is ill or cannot be found or refuses to sign. If the deposition is not signed by the witness, the officer shall sign it and state on the record the fact of the waiver or of the illness or absence of the witness or the fact of the refusal to sign together with the reason, if any, given therefor; and the deposition may then be used as fully as though signed, unless on a motion to suppress the Commission holds that the reasons given for the refusal to sign require rejection of the deposition in whole or in part.

§1.225 *Certification and filing by officer; copies.*—The officer shall certify on the deposition that the witness was duly sworn by him and that the deposition is a true record of the testimony given by the witness, and that said officer is not of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. He shall then securely seal the deposition in an envelope endorsed with the title of the action and marked "Deposition of (here insert name of witness)" and shall promptly send the original and one copy thereof together with the original and one copy of all exhibits by registered mail to the secretary of the Commission.

§1.226 *Waiver of objections.*—Objections to the form of question and answer shall be made before the officer taking the depositions, and if not so made, shall be deemed waived: *Provided, however*, That if no representative of the Commission is present at the taking of the deposition of any witness, such deposition shall be received in evidence at the hearing when offered subject to such legal objection by the Commission as may be proper.

§1.227 *Time of filing.*—All depositions shall be filed with the Commission not later than 5 days before the date of the hearing in which they are to be offered as evidence, and section 1.10 shall not apply or in any wise serve to extend this time: *Provided, however*, That the presiding officer at any hearing may, on motion which shall show diligence on the part of the moving party, waive the requirements of this section.

§1.228 *Inclusion in record.*—No deposition shall constitute a part of the record in any proceeding until received in evidence at a hearing, unless otherwise ordered by the Commission.

CONDUCT OF HEARINGS

§1.231 *Conduct of hearings.*—Except for hearings before the Commission en banc the Commission will provide for the conduct of each hearing by a specific order of reference and unless otherwise specified in such order:

(a) *Authority of presiding officer.*—The presiding officer at the hearing shall have authority to administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission, and to rule upon the admissibility of evidence and other matters that normally and properly arise in the course of the hearing, but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

(b) *Transcript filed with Secretary.*—After the close of the hearing the complete transcript of testimony taken, together with any exhibits and any briefs or memoranda of law filed theretofore on behalf of any party, shall be filed in the office of the secretary of the Commission.

(c) *Corrections to transcripts.*—Suggested corrections to transcripts of records shall be considered only if offered within 10 days after the date the transcript is filed with the Commission. Suggested corrections shall be served upon all other parties participating in the proceeding as provided in section 1.141 prior to the filing with the Commission. The presiding officer at the hearing shall have authority to act upon motions to correct the record.

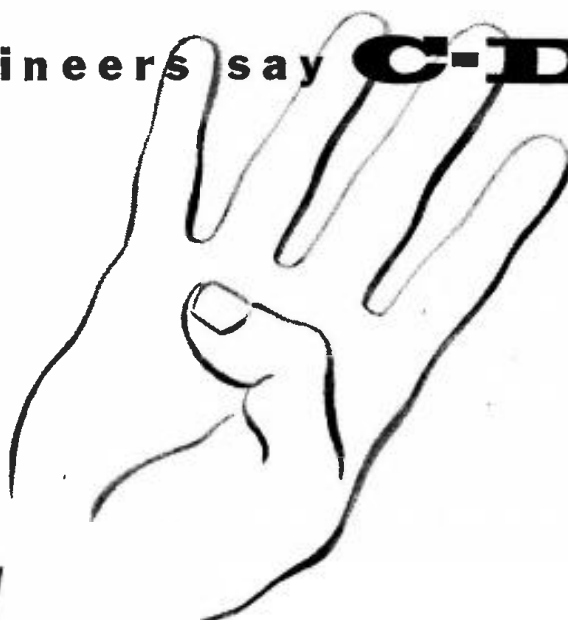
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McNary & Wrathall

Consulting Radio Engineers

National Press Building, Washington, D. C.

4 out of 5 engineers say **C-D**



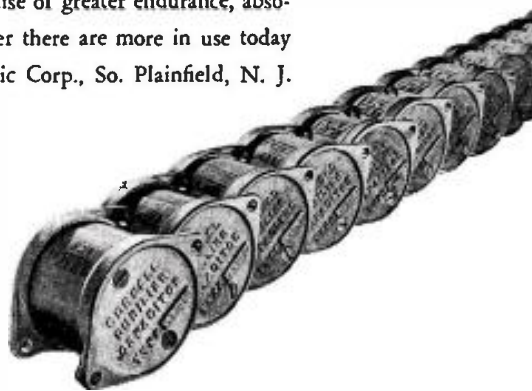
Radio is the vital link which today brings history-making news to people everywhere. As significant as the roar of battle, its voice reaches and sustains the oppressed in their wait for freedom. Engineers know that perfect transmission under war-time conditions demands perfect equipment . . . that's why they count on quality components like C-D capacitors.

Thirty-four years of specialization in building capacitors, has also built the C-D name. It has become axiomatic for the industry to say "C-D" whenever dependable performance is a "must". It is a fact, too, that 4 out of 5 engineers think of C-D first when capacitors are mentioned (proved by a recent, impartial survey).

And C-D capacitors live up to their every promise of greater endurance, absolute reliability and longer life. It is no wonder there are more in use today than any other make! Cornell-Dubilier Electric Corp., So. Plainfield, N. J.

Cornell Dubilier Capacitors

1910-1944



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BROADCASTING...

RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

High-Level Class B Modulation *Air-cooled High-Power Tubes*
Mercury Vapor Rectifiers *Front-of-Panel Access*
Streamlined Styling

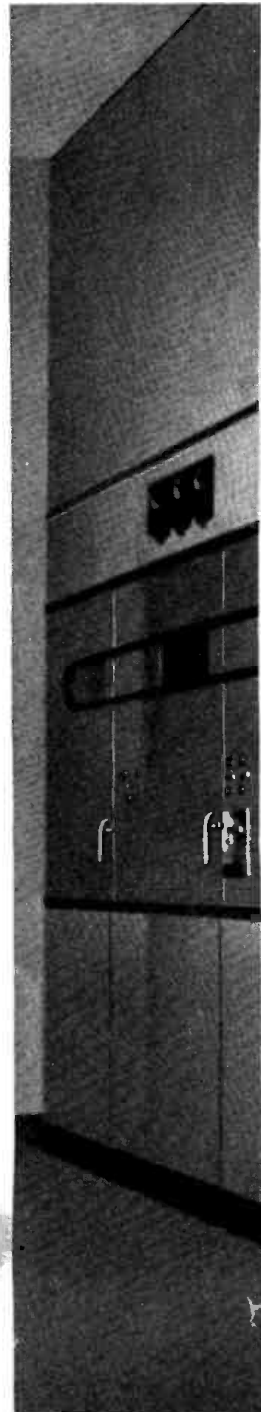
RCA earned its leadership in this field, and will maintain it.

BUY MORE WAR BONDS



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA



HIGH EFFICIENCY?

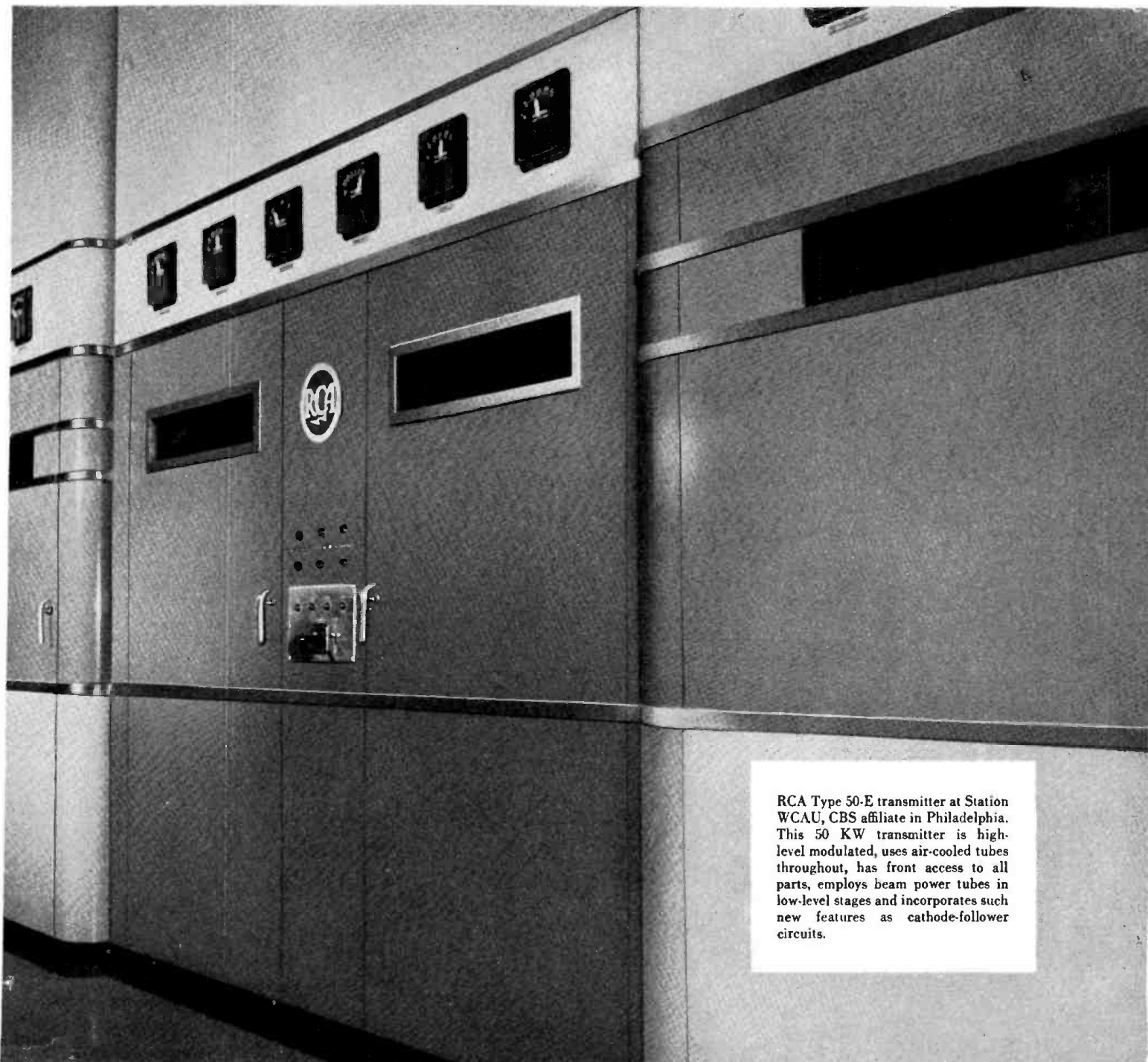
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

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BROADCASTING

RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need . . . in AM, in FM, in Short Wave, and in Television.



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

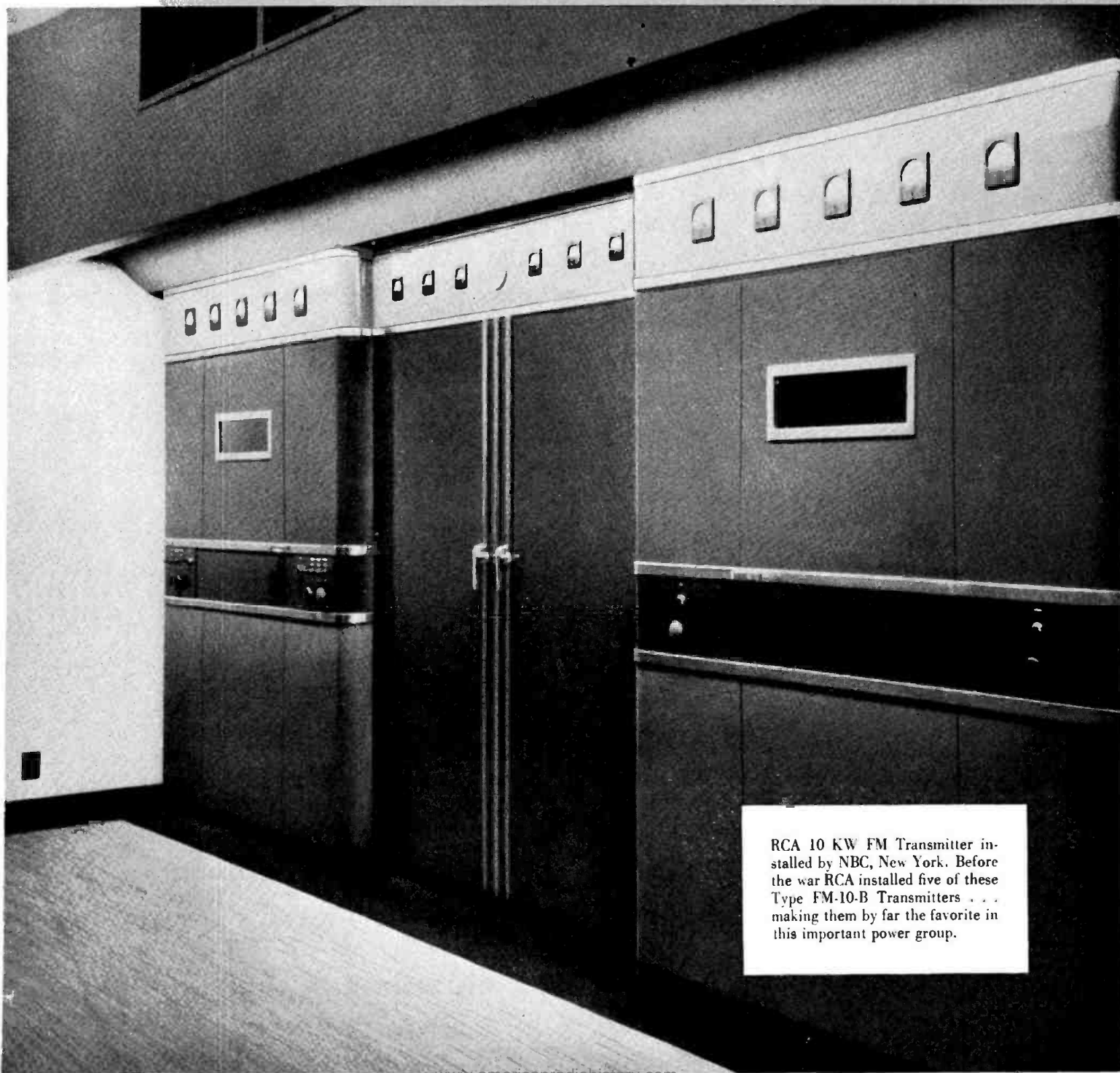
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.

It should.

Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters... RCA quality standards which broadcast engineers know and appreciate.

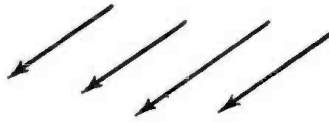
It is built the way broadcast engineers want it built.

It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.



RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

IN TELEVISION BROADCASTING...



RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

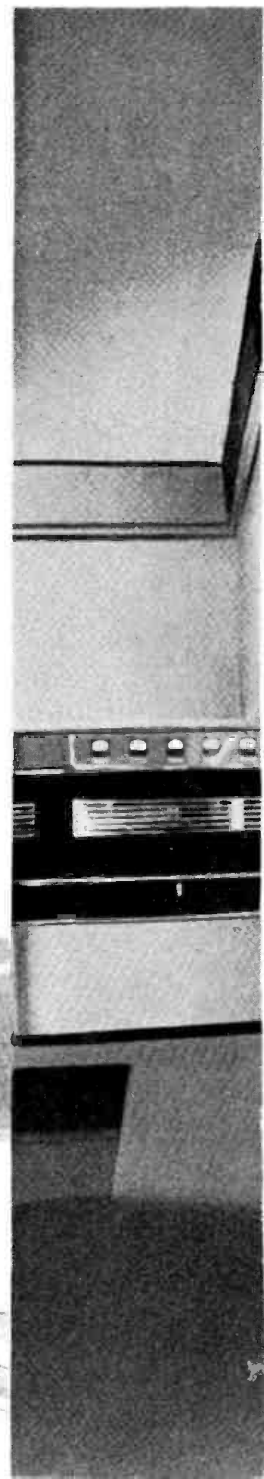
RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.

BUY MORE WAR BONDS



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA



RCA installations now in operation

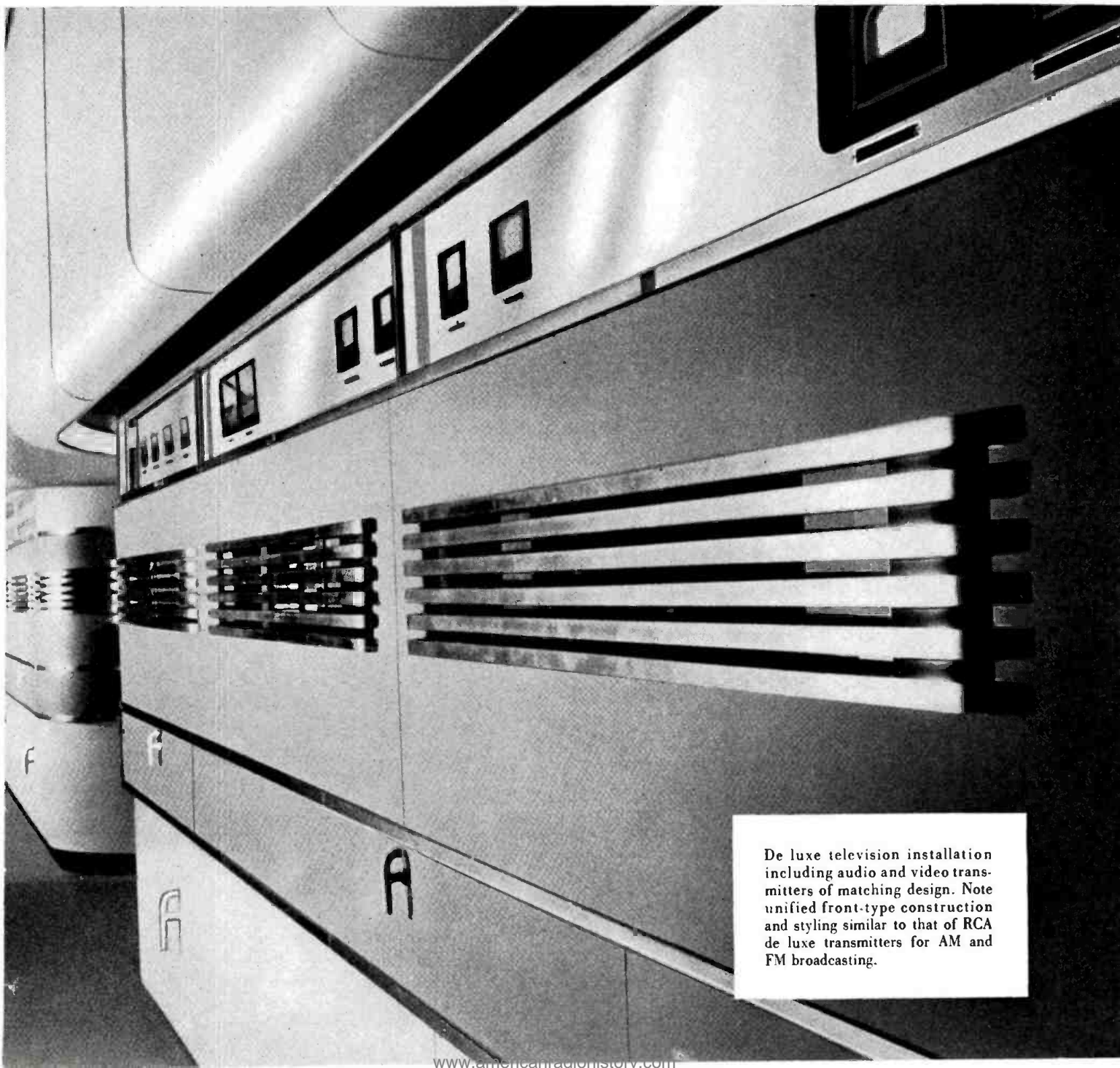
The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regu-

lar television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

IN SHORT-WAVE BROADCASTING...

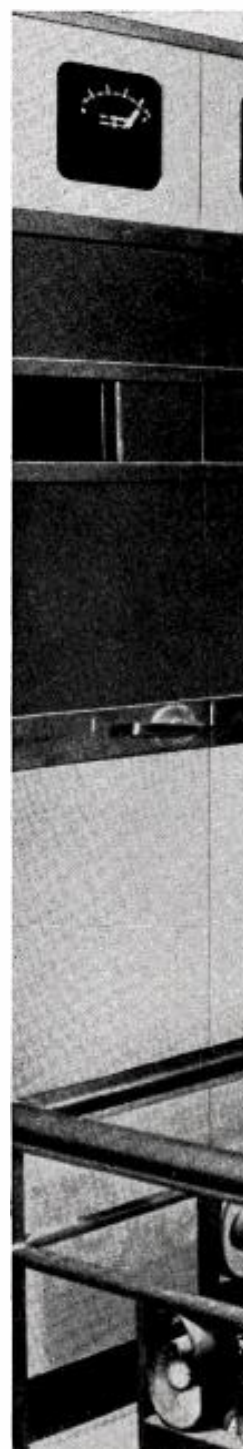
RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA's broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.



RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

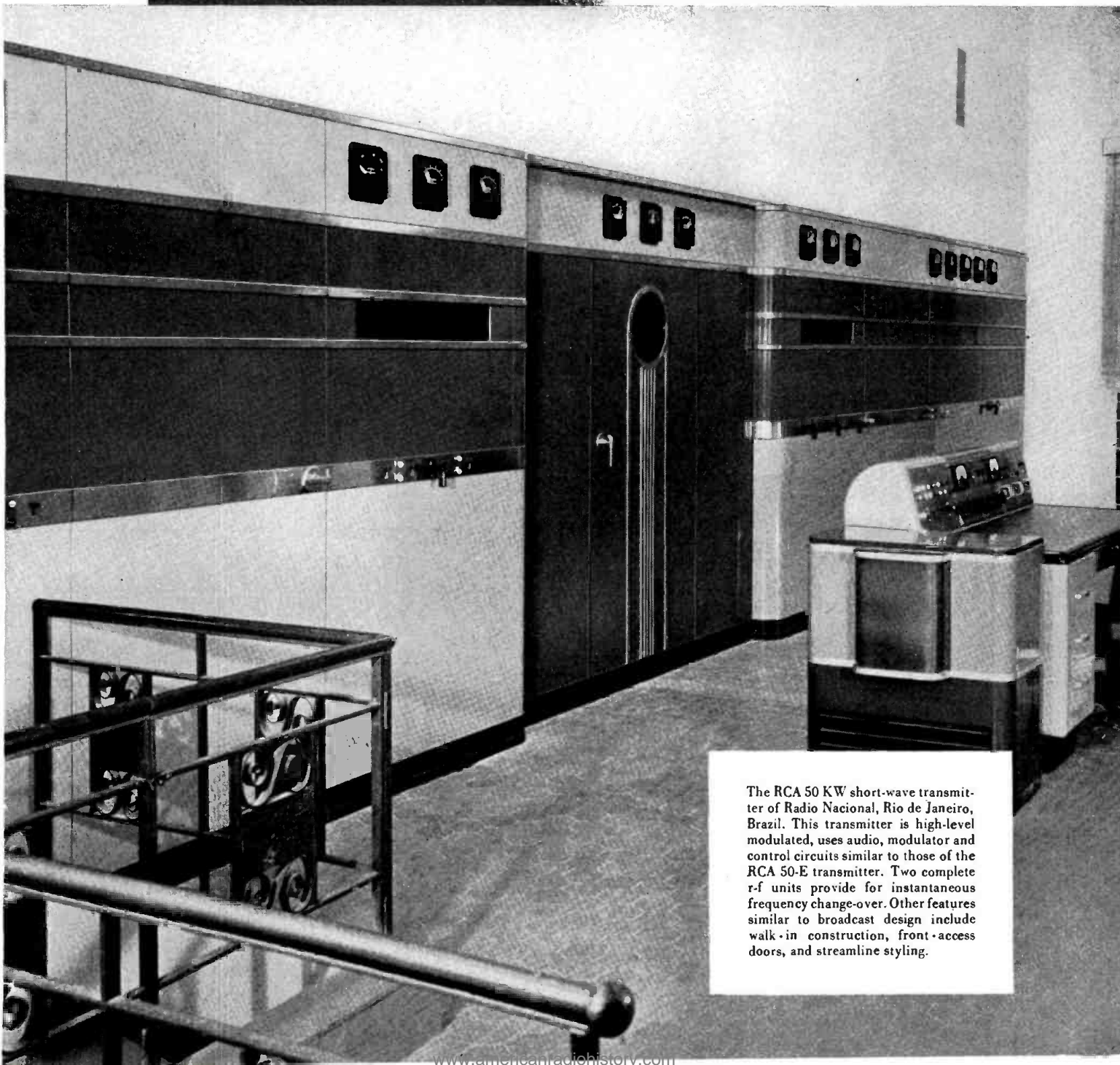
**The first high-power
short-wave broadcast
transmitter to be
produced in quantity**

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus world-wide organization — paved the way!



The RCA 50 KW short-wave transmitter of Radio Nacional, Rio de Janeiro, Brazil. This transmitter is high-level modulated, uses audio, modulator and control circuits similar to those of the RCA 50-E transmitter. Two complete r-f units provide for instantaneous frequency change-over. Other features similar to broadcast design include walk-in construction, front-access doors, and streamline styling.

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(d) *Findings proposed by parties.*—Within 20 days from the filing of the transcript of record of the hearing, each party to the proceeding shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in section 1.141. Failure to file proposed findings of fact and conclusions by any such party within the time so required, shall be deemed a waiver by such party of any right of further participation in the proceeding, including oral argument if any is held.

(e) *Contents of findings proposed by parties.*—Such proposed findings of fact shall be set forth in serially numbered paragraphs and shall set out in detail and with particularity all basic evidentiary facts developed by the evidence (with appropriate citations to the transcript of record or exhibits relied on) supporting the conclusions proposed by the party filing same. Proposed conclusions shall be separately stated. Proposed findings of fact and conclusions submitted by a person other than an applicant may be limited to those issues in connection with the hearing which affect the interests of such person. Such proposed findings and conclusions may be accompanied by briefs or memoranda of law.

(f) *Proposed decisions of Commission.*—The Commission will thereafter enter its proposed report or findings of fact and conclusions: *Provided, however,* That if the proposed findings of fact and conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its proposed findings of fact and conclusions in accordance with this paragraph.

(g) *Exceptions; oral argument.*—Within 20 days from the filing of the Commission's proposed report or findings of fact and conclusions the parties to the proceeding may file exceptions to the same which shall point out with particularity alleged errors in said report or findings of fact and conclusions and shall contain specific reference to the page of the transcript of hearing or exhibit on which the exception is based, such exceptions shall be accompanied by a memorandum brief in support thereof, and may request oral argument.

(h) *Reply briefs.*—Reply memorandum briefs may be filed by any party to the proceeding within 30 days from the filing of the Commission's proposed report or findings of fact and conclusions. If no request for oral argument is made within said 30-day period all parties shall be considered as waiving any right thereto.

(i) *Service of exceptions or briefs.*—At or prior to the date fixed for the filing of any exceptions, memorandum brief, or request for oral argument, the party filing the same shall serve at least one copy thereof, as provided in section 1.141, upon all other parties to the proceeding, and no exceptions or memorandum brief will be accepted or considered by the Commission unless accompanied by an affidavit showing this requirement has been met.

(j) *Request for oral argument; waiver.*—Within 5 days of the filing with the Commission of a request for oral argument by any party to a proceeding all parties to such proceeding shall file written notice of desire to appear and participate in such oral argument. In the absence of the filing of such written notice by any party his right to oral argument will be considered as waived.

(k) *Number of copies.*—Fifteen copies of any proposed findings of fact and conclusions, exceptions, or memorandum briefs filed in connection with any hearing shall be filed with the Commission.

§1.252 *Hearings before more than one person.*—The authority to perform any act in connection with a hearing vested in a "presiding officer" under these rules shall be vested in a majority of the persons conducting the hearing if the hearing is conducted by more than one person.

MOTIONS DOCKET

§1.251 *Matters to be heard.*—All motions, petitions, or matters in cases designated for formal 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, shall be placed upon the motions docket for hearing.

§1.252 *Proposed orders.*—All motions or petitions shall be accompanied by a proposed order or orders which, if the relief requested is granted, may be entered in the docket of the proceeding so as to evidence all action taken on the motion or petition.

§1.253 *Time of calling; continuances.*—The motions docket will be called at the offices of the Commission at such times as the Commission may designate, and the presiding officer shall have the authority to continue any motion, petition, or other matter presented to a future date, and may, proper notice having been given, hear any motion at any time.

§1.254 *Time for filing motions.*—No such motion, petition, or other matter presented shall be called, considered, or determined in the absence of consent by all parties unless the same shall have been on file, accompanied by proof of service upon all interested parties, with the Commission for a period of 5 days: *Provided, however,* That all petitions, motions, or other matters involving parties residing in the States set out in section 1.10 or residing beyond the continental limits of the United States shall not be called, considered, or determined in the absence of consent of all parties until the expiration of 7 days.

§1.255 *Oppositions; right to be heard.*—During the time specified in section 1.254, any party in interest shall have the right to file an opposition thereto. Such opposition shall show service on the petitioner or moving party. Parties filing oppositions shall have the right to be heard on the day designated for hearing of the motion, petition, or other matter against which the opposition is directed. Any party desiring to waive oral argument on any motion, or opposition thereto, may indicate such desire by an appropriate notation or by a statement to that effect upon the call of the docket. In case oral argument is waived by any party, such motion or opposition shall be considered together with any memoranda or briefs which may be filed in support thereof; and the waiving of oral argument by any party shall not preclude the holding of oral argument by any other party desiring same.

§1.256 *Adverse ruling; exceptions.*—Where a ruling on any petition, motion, or other matter is adverse to an interested party, said interested party may except thereto, and when the matter comes on for the hearing of the evidence, he shall state into the record at such hearing that he reserves an exception to the ruling made by the presiding officer of the motions docket and request that such

exception be noted and carried forward in the record. In the event such interested party fails to note his exception taken at the time ruling was made by the presiding officer of the motions docket, such exception shall be considered waived. Within 2 days from the date of any ruling on any petition, motion, or other matter by the presiding officer of the motions docket, any interested party may petition for a review of such ruling by a quorum of the Commission, such petition for review shall not be essential for the preservation of any exception taken.

REHEARINGS

§1.271 *Petitions; contents.*—Any party whose interests are aggrieved or adversely affected by any decision, order, or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in section 405 of the act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under title III of the act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

§1.272 *Subscription and service.*—Each petition for rehearing shall be subscribed as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141. In case the petition seeks reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

§1.273 *Opposition.*—An opposition to any petition for rehearing may be filed within 10 days after the filing of such petition, and shall be subscribed or verified as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141.

§1.274 *Special calendar when granted.*—In case any petition for rehearing is granted, whether the taking of additional testimony is ordered or otherwise, the case shall be placed upon a special calendar and consideration of the same shall be expedited.

SPECIAL PROVISIONS RELATING TO RADIO (Application under part I of title III of the act)

§1.351 *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:

| Class of station | Number of application forms required and method of filing |
|--|---|
| a. All classes of Alaskan stations, except broadcast and amateur. | 3 copies via inspector in charge, radio district No. 14, Seattle, Wash. |
| b. Aircraft | 1 copy direct to Washington, D. C. |
| c. Geophysical | Do. |
| d. All classes including portable, except standard broadcast, high frequency broadcast, international broadcast, television and amateur. | 2 copies direct to Washington, D. C. |
| e. Ship | 1 copy direct to Washington, D. C. |
| f. Standard broadcast, high frequency broadcast, international broadcast and television. | 3 copies direct to Washington, D. C. |
| g. Amateur | 1 copy to be sent as follows: (a) To proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examination for class C privileges. |

§1.352 *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.

§1.353 *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.

§1.354 *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.

§1.355 *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 60 days prior to the contemplated removal and/or installation.

§1.356 *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 application¹ for extension of time within which to construct a sta-

¹ F. C. C. Form No. 701.

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Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . *electronic television.*

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Television is no longer a novelty. After the war, which has slowed its

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Building the audience and interesting potential sponsors is the job of Farnsworth advertising today. Our 100% war production, our continuing

research, too, help to bring the era of universal television closer.

Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

**Another in a series of advertisements depicting milestones in the history of television.*

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• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

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tion 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.

§1.357 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.

§1.358 Where construction permit not required.—Each application for a new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least 60 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.

§1.359. 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 60 days prior to the contemplated modification of license: *Provided, however*, That in emergencies and for good cause shown, the requirements hereof may be waived insofar as time for filing is concerned.

§1.360 Renewal of license.—Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 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 section 1.361, reference to which by date and file number shall be included in the application.

§1.361 Financial statements.²—Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of the licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed as provided in section 1.121.

§1.362 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 date certain, 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.

§1.363 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 Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And 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.

§1.364 Assignment or transfer of control.—(a) *General.*—(1) Voluntary: Application for consent to voluntary assignment of a construction permit or license, or for consent to voluntary transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least 60 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.

(2) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee.

(i) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

² See also section 43.1 of the Rules and Regulations which requires the filing by licensees and permittees of all classes of broadcast stations of reports as to ownership, operation, interests therein, contracts, etc.

(ii) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

(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.

§1.365 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 10 days previous to the date of proposed operation: *Provided, however*, That any such request received within less than 10 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 30 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 subparagraphs (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.

§1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

Application for special service authorization for standard broadcast stations must be made by formal application⁴ and a satisfactory showing must be made 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 Section. 3.32 of the Rules and Regulations;

³ Informal applications.

⁴ Form 317.

Paul F. Godley

Consulting Radio Engineer

Phone:

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(c) That public interest, convenience, and necessity will be served by the authorization requested.

§1.367 *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.

§1.368 *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.

§1.369 *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 by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 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 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 12 months from the effective date of the Commission's order: *Provided, however,* That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

§1.370 *Pending appeal.*—Where an appeal has been taken from the action of the Commission in denying a particular application, 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 APPLICATION

§ 1.381 *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 20 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.

§1.382 *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, convenience 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 15 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

§1.391 *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 3 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 acknowledgement made within such 3-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

§1.401 *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 15 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 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person

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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.

§1.402 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 30 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

§1.411 Order of suspension.—No order of suspension of any operator's license shall take effect until 15 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 15 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 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the 15-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.

§1.412 Proceedings.—Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

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DEFINITIONS*

§2.1 Permittee.—"Permittee" means the holder of a radio station construction permit.

§2.2 Station licensee.—"Station licensee"^a means the holder of a radio station license.

§2.3 Operator licensee.—"Operator licensee" means the holder of a license or permit for the technical operation (manipulate the controls) of a licensed radio station.

§2.4 Radio station.—"Radio station" or "Station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service and operated under a single instrument of authorization. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations as hereinafter provided.

§2.5 Useful radio spectrum.—"Useful radio spectrum" means the total

* For additional definitions see Appendix A, page 1.

^a A licensee may hold more than one license. The provisions of any rules of the Commission imposing requirements on licensees shall be considered to apply only with respect to the particular class of station to which the rule relates unless the context otherwise clearly requires.

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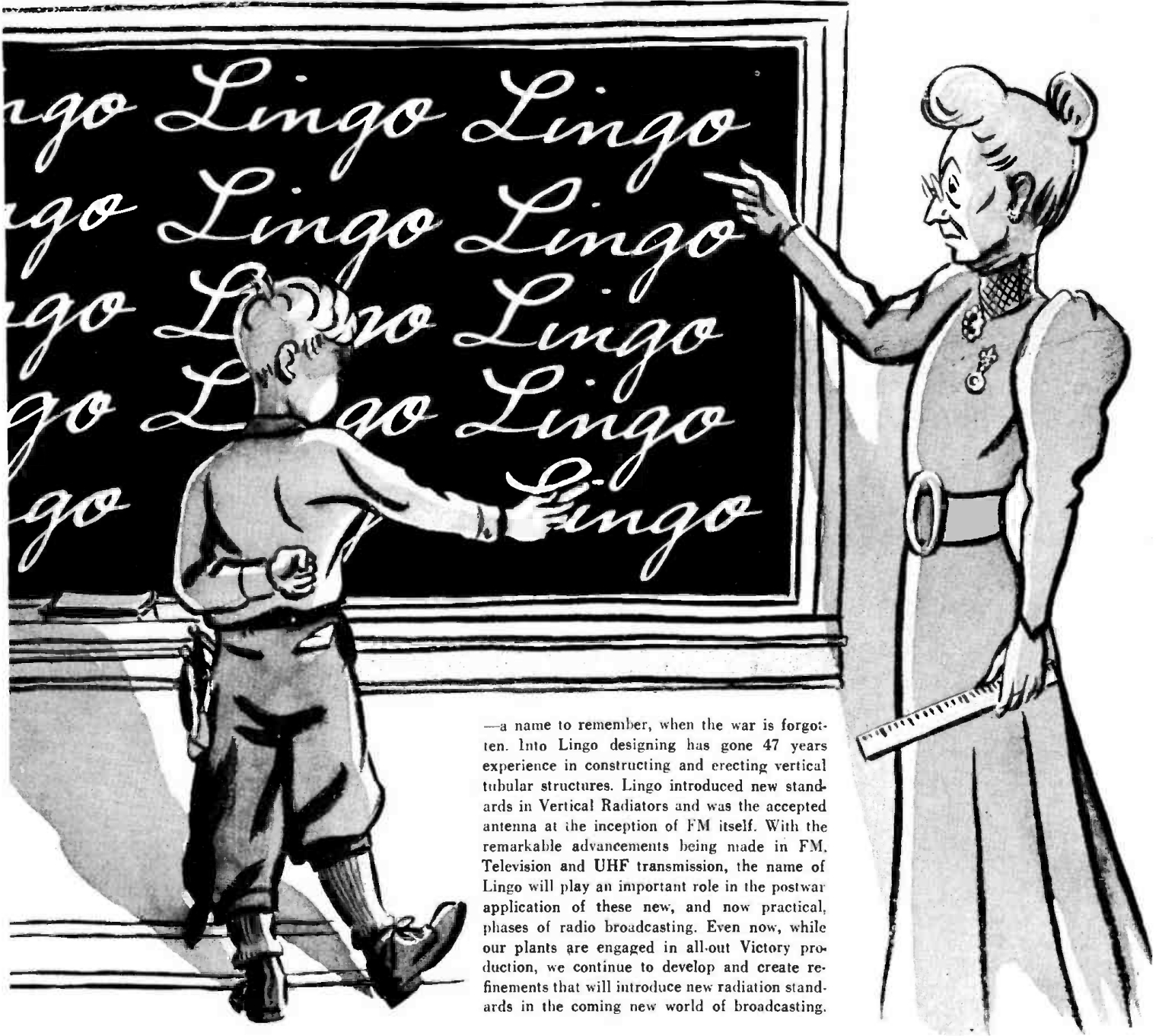
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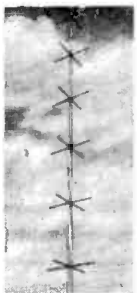
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number of frequencies or wavelengths which may be used for the transmission of energy, communications, or signals by radio.

§2.6 Television.—"Television" is a system of communication in which transient visual images of moving or fixed objects are transmitted for reception by visual observation.

§2.7 Facsimile.—"Facsimile" is a system of communication in which images are transmitted for record reception.

§2.8 Type A facsimile.—"Type A facsimile" is a system of facsimile communication in which images are built up of lines or dots of constant intensity.

§2.9 Type B facsimile.—"Type B facsimile" (telephotography, photoradio, etc.), is a system of facsimile communication in which images are built up of lines or dots of varying intensity.

§2.10 Cycles, kilocycles, megacycles.—In these regulations and in any instrument of authorization issued pursuant thereto the term "cycles" shall be construed to mean cycles per second; "kilocycles" to mean kilocycles per second; and "megacycles" to mean megacycles per second.

§2.11 Carrier wave.—A "carrier wave" is:
(a) In a frequency stabilized system, the sinusoidal component of a modulated wave whose frequency is independent of the modulating wave; or
(b) The output of a transmitter when the modulating wave is made zero; or

(c) A wave generated at a point in the transmitting system and subsequently modulated by the signal; or
(d) A wave generated locally at the receiving terminal which when combined with the sidebands in a suitable detector produces the modulating wave.

§2.12 Carrier frequency.—"Carrier frequency" is the frequency of the carrier wave.

§2.13 Authorized, licensed, assigned frequency.—"Authorized frequency", "licensed frequency", or "assigned frequency" means the carrier frequency assigned to a station by the Commission and specified in the instrument of authorization.

§2.14 Operating frequency.—"Operating frequency" means the carrier frequency that is actually generated by a station.

§2.15 Communication band.—"Communication band" means the frequency band or width of the frequency band required for the type of emission authorized.

§2.16 Authorized band.—"Authorized band" means the frequency band or width of the frequency band within which the emissions of a station shall be confined. Its width comprises the "communication band" and twice the "frequency tolerance."

§2.17 Authorized or licensed power.—"Authorized power" or "licensed power" means the power assigned to a radio station by the Commission and specified in the instrument of authorization.

§2.18 Operating power.—"Operating power" means the power that is actually supplied to the radio station antenna. This power is computed by one of the several methods hereinafter described in these regulations.

§2.19 Maximum rated carrier power.—"Maximum rated carrier power" is the maximum power at which the transmitter can be operated satisfactorily and is determined by the design of the transmitter and the type and number of vacuum tubes used in the last radio stage.

§2.20 Plate input power.—"Plate input power" means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to the plates of these tubes, measured without modulation.

§2.21 Antenna power.—"Antenna input power" or "antenna power" means the product of the square of the antenna current and the antenna resistance at the point where the current is measured.

§2.22 Antenna current.—"Antenna current" means the radio-frequency current in the antenna with no modulation.

§2.23 Antenna resistance.—"Antenna resistance" means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

§2.24 Modulation.—"Modulation" is the process of producing a wave, some characteristic of which varies as a function of the instantaneous value of another wave, called the modulating wave.

§2.25 Modulator stage.—"Modulator stage" means the last amplifier stage of the modulating wave which modulates a radio-frequency stage.

§2.26 Modulated stage.—"Modulated stage" means the radio-frequency stage to which the modulator is coupled and in which the continuous wave (carrier wave) is modulated in accordance with the system of modulation and the characteristics of the modulating wave.

§2.27 Last radio stage.—"Last radio stage" means the oscillator or radio-frequency-power amplifier stage which supplies power to the antenna.

§2.28 Percentage modulation (amplitude).—"Percentage modulation" with respect to an amplitude modulated wave means the ratio of half the difference between the maximum and minimum amplitudes of the amplitude modulated wave to the average amplitude, expressed in percentage.¹

¹ At the present development of the art the useful radio spectrum is considered to extend from 10 kilocycles to 8000000 kilocycles or 30000 meters to 0.01 meters. These frequencies are classified into bands with designations and abbreviations as follows:

| Frequency in Kilocycles | Designations | Abbreviations |
|-------------------------|--------------|---------------|
| 10 to 30 inclusive | Very Low | VLF |
| Above 30 to 300 | Low | LF |
| " 300 to 3000 | Medium | MF |
| " 3000 to 30000 | High | HF |
| " 30000 to 300000 | Very High | VHF |
| " 300000 to 3000000 | Ultra High | UHF |
| " 3000000 to 30000000 | Super High | SHF |

This range may be extended as progress of the art warrants.

² In linear modulation the average amplitude of the envelope is equal to the amplitude of the unmodulated wave, provided there is no zero-frequency component in the modulating signal wave (as in telephony). For modulating signal waves having unequal positive and negative peaks, positive and negative modulation factors may be defined as the ratios of the maximum departures (positive and negative) of the envelope from its average value, to its average value.

§2.29 Percentage modulation (frequency).—"Percentage modulation" with respect to a frequency modulated radio wave, is the ratio of the frequency difference between the fixed carrier frequency and the resultant modulated frequency and the frequency difference required for 100-percent modulation, expressed in percentage.

§2.30 Maximum percentage modulation.—"Maximum percentage of modulation" means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output harmonics of the modulating frequency in excess of those permitted by these regulations.

§2.31 High-level modulation.—"High-level modulation" is modulation produced in the last radio stage of the system.

§2.32 Low-level modulation.—"Low-level modulation" is modulation produced in an earlier stage than the final.

§2.33 Plate modulation.—"Plate modulation" is modulation produced by introduction of the modulating wave into the plate circuit of any tube in which the carrier frequency wave is present.

§2.34 Grid modulation.—"Grid modulation" is modulation produced by introduction of the modulating wave into any of the grid circuits of any tube in which the carrier frequency wave is present.

§2.35 Special provisions for apparatus employing alternating plate supply (self-rectifying plate supply).—In the application of these rules to equipment authorized and designed for the use of alternating current or voltage, as plate supply for the last radio stage, the terms "direct current" and "direct voltage" shall be considered as referring to the equivalent effective alternating current and voltage, and terms having possible application only to equipment designed for the use of direct current shall not apply whenever these terms are used in these rules.

§2.36 Standard time; daylight saving time.—Pursuant to Public Law No. 403 approved January 20, 1942, all references to "Standard Time," wherever found in these Rules and Regulations or in any order or instrument of authorization issued by this Commission shall be one hour in advance of "Mean Astronomical Time." "Daylight Saving Time" shall be one hour earlier than "Standard Time"; i.e., two hours in advance of "Mean Astronomical Time."

ADMINISTRATIVE REGULATIONS

§2.41 Period of construction.—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six 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.³

§2.42 Equipment test.—Upon completion of construction of a radio station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations governing the class of station concerned and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 10 days: *Provided*, That:

(a) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of tests.

(b) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests, which shall be conducted in the case of standard broadcast stations, only between 1 a.m. and 6 a.m., local standard time unless otherwise specifically authorized. Equipment tests shall not be conducted during the frequency monitoring period when the station is required to remain silent.

(c) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

§2.43 Service or program test.—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations governing the class of station concerned, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct service or program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That:

(1) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of such tests.

(2) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience and necessity by notifying the permittee.

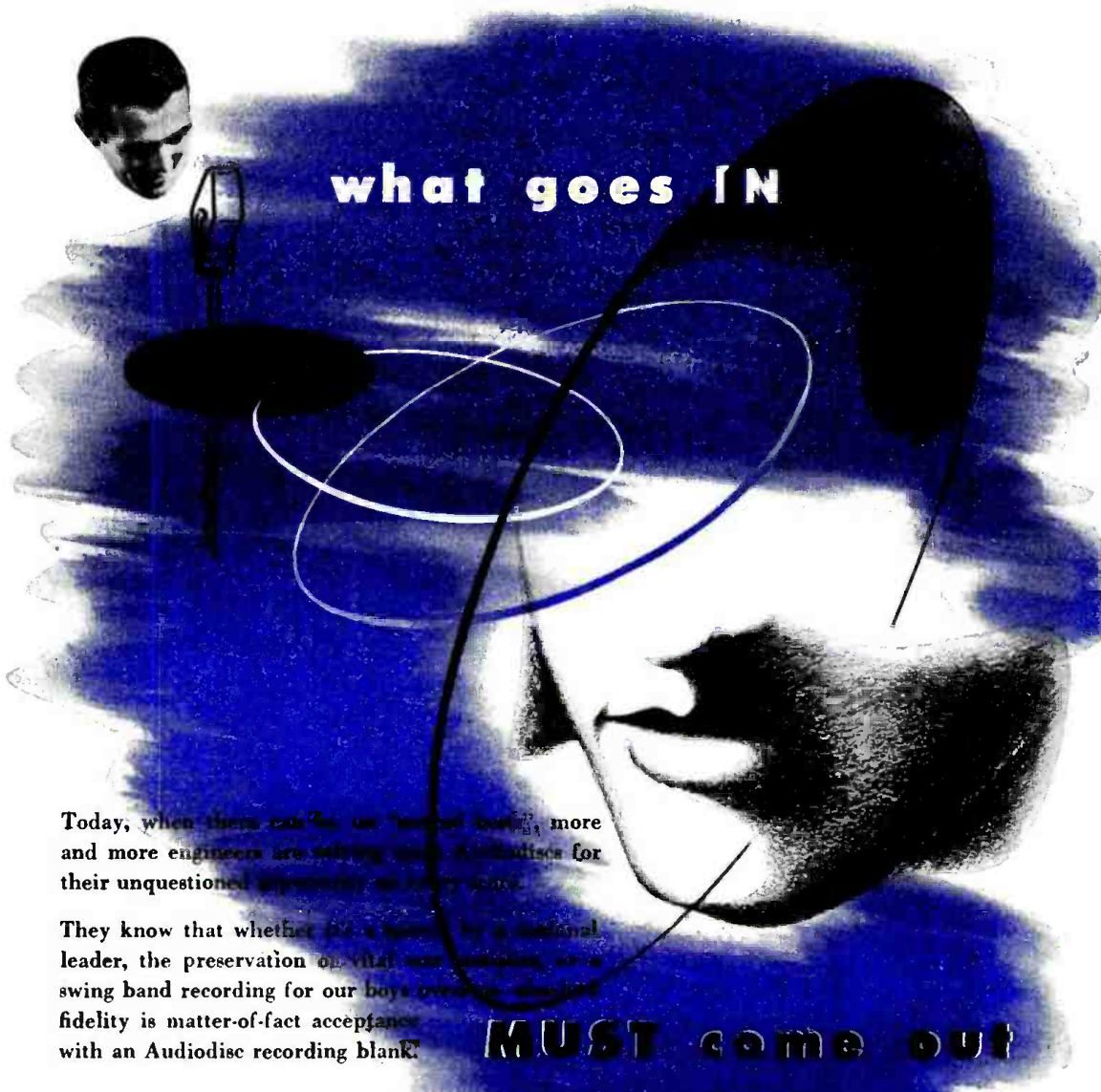
(c) Service or program tests will not be authorized after expiration date of the construction permit.

§2.44 Authorization for tests not to be construed as license.—The authorization for tests embodied in sections 2.42 and 2.43 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§2.45 License expiration time and periods.—Each station license will be issued so as to expire at the hour 3 a.m., eastern standard time. The normal license periods and expiration dates are specified under the rules governing the class of station concerned. Unless otherwise ordered, when an application for a new station license is granted within three months of the expiration date for licenses of the particular class of station involved, the license shall be issued for the unexpired period of the current license term and for the full succeeding term. If granted more than three months from the normal expiration date, the license will be issued for the unexpired period of the current license term only.

§2.46 License, simultaneous modification and renewal.—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

³ See section 1.356 Rules of Practice and Procedure.



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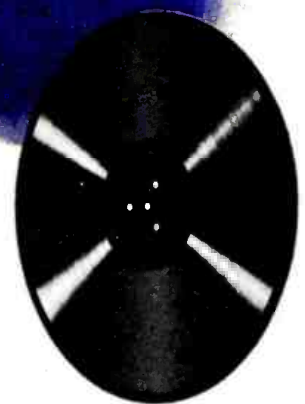
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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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§2.47 *Maintenance tests of licensed stations.*—Station licensees are authorized to carry on such routine tests as may be required for the proper maintenance of the stations under the rules governing the class of station concerned, provided that the tests shall be so conducted as not to cause interference with the service of other stations.

§2.48 *Station inspection.*—The licensee of any radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour and under the regulations governing the class of station concerned.

§2.49 *Call letter assignment.*—The call letters of a radio station shall normally be designated in alphabetical order from groups available for assignment.

§2.50 *Deletion of call letters.*—The call letters of a radio station will be deleted in either of the following instances:

(a) Where an existing instrument of authorization has expired and no application for renewal or extension thereof has been filed;

(b) Where a license has been revoked, surrendered or canceled.

§2.51 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room or kept in the manner specified in the regulations governing the class of station concerned.

§2.52 *Operator license, posting of.*—The original license of each station operator shall be posted at the place where he is on duty or kept in his possession in the manner specified in the regulations governing the class of station concerned.

§2.53 *Operators, place of duty.*—(a) Except as may be provided in the rules governing a particular class of station, one or more licensed operators of the grade specified by these rules and regulations shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated; *Provided, however, That:*

(1) Subject to the provisions of paragraph (b) of this section, in the case of a station licensed for service other than broadcast, where remote control is used, the Commission may modify the foregoing requirements upon proper application and showing being made so that such operator or operators may be on duty at the control station in lieu of the place where the transmitting apparatus is located.

(2) In the case of two or more stations, except amateur and broadcast, licensed in the name of the same person to use frequencies above 30000 kilocycles only, a licensed radio operator of any class except amateur or holder of restricted radiotelephone or radiotelegraph operator permit who has the station within his effective control, may be on duty at any point within the communication range of such stations in lieu of the transmitter location or control point during the actual operation of the transmitting apparatus and shall supervise the emissions of all such stations so as to insure the proper operation in accordance with the station license.

(b) Authority to employ an operator at the control point in accordance with paragraph (a) (1) of this section shall be subject to the following conditions:

(1) The transmitter shall be so installed and protected that it is not accessible to other than duly authorized persons.

(2) The emissions of the transmitter shall be continuously monitored at the control point by a licensed operator of the grade specified for the class of station involved.

(3) Provision shall be made so that the transmitter can quickly and without delay be placed in an inoperative condition in the event there is a deviation from the terms of the station license.

(4) The radiation of the transmitter shall be suspended immediately when there is a deviation from the terms of the station license.

§2.54 *Retention of radio station logs.*—Logs of a radio station, when required elsewhere in these rules and regulation to be made or kept, shall be retained by the licensee for a period of 1 year unless otherwise provided by the rules governing the particular service or class of station concerned: *Provided, however, That* logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, 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.

§2.55 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§2.56 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned, are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§2.57 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§2.58 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§2.59 *Distress messages.*—Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress and except when engaged in answering or aiding the ship or aircraft in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto; and shall assist the vessel in distress, so far as possible, by complying with its instructions.

§2.60 *Control of distress traffic.*—The control of distress traffic shall devolve upon the mobile station in distress or upon the station which by application of the provisions of section 2.61 has sent the distress call. These stations may delegate the control of the distress traffic to another station.

§2.61 *Retransmission of distress message.*—Any station which becomes aware that a mobile station is in distress may transmit the distress message in the following cases:

(a) When the station in distress is not itself in a position to transmit the message.

(b) In the case of mobile stations, when the master or the person in charge of the ship, aircraft, or other vehicle carrying the station which intervenes believes that further help is necessary.

(c) In the case of other stations, when directed to do so by the station in control of distress traffic or when it has reason to believe that a distress call which it has intercepted has not been received by any station in a position to render aid.

§2.62 *Resumption of operation after distress.*—No station having been notified to cease operation shall resume operation on frequency or frequencies which may cause interference until notified by the station issuing the original notice that the station involved will not interfere with distress traffic as it is then being routed or until the receipt of a general notice that the need for handling distress traffic no longer exists.

§2.63 *Operation during emergency.*—The licensee of any station, except amateurs, may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating in a manner other than that specified in the station license, provided (1) that as soon as possible after the beginning of such emergency use notice be sent to the Commission in Washington, D. C., and to the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission in Washington, D. C., and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

§2.64 *Portable-mobile station.*—“Portable-mobile station” means a radio station which is normally used while in motion and which is capable of being moved conveniently from one mobile unit to another, and is in fact so moved from time to time.

§2.65 *Station identification.*—When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.

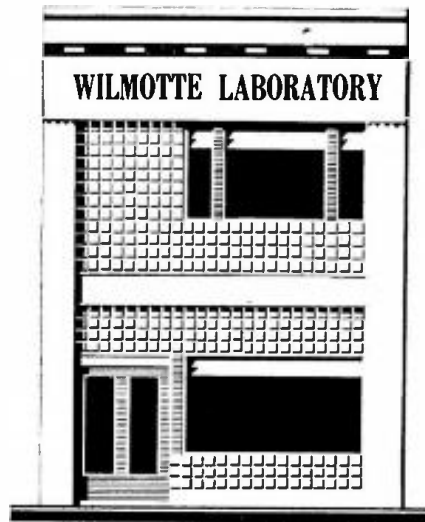
2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every fifteen minutes during an exchange of communications.

Paul F. Godley

Consulting Radio Engineer

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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 400)

§2.66 *Discontinuance of operation.*—Unless otherwise required by the rules governing the particular service in which a radio station operates, the licensee of each fixed or land radio station, except stations operating in Alaska, shall notify the inspector in charge of the district where such station is located of any of the following changes in the status of such station at least two days before such change:

(a) Temporary discontinuance of operation for a period of ten days or more;

(b) The date of resumption of operation after temporary discontinuance of operation for a period of ten days or more;

(c) Permanent discontinuance of operation. *Provided, however,* Where any such discontinuance of operation is not voluntary and results from causes beyond the control of the licensee notice thereof shall be given not later than two days after such discontinuance of operation.

In all cases of permanent discontinuance of operation the licensee shall, in addition to notifying the inspector of intention to discontinue operation, immediately forward the station license to the Washington, D. C. office of the Commission for cancellation.

TECHNICAL REGULATIONS

§2.71 *Allocation of frequencies.*—The center frequencies of each communication band and the allocation of frequencies to the various services will be in accordance with appendix B hereof.

§2.72 *Classification of emissions.*—Emissions shall be classified according to the purpose for which they are used, assuming their modulation or their possible keying to be only in amplitude as follows:⁹

1. Continuous waves:

Type A0.—Waves the successive oscillations of which are identical under fixed conditions.¹

Type A1.—Telegraphy on pure continuous waves. A continuous wave which is keyed according to a telegraph code.

Type A2.—Modulated telegraphy. A carrier wave modulated at one or more audible frequencies; the audible frequency or frequencies or their combination with the carrier wave being keyed according to a telegraph code.

Type A3.—Telephony: Waves resulting from the modulation of a carrier wave by frequencies corresponding to the voice, to music or to other sounds.

⁹ Section 2.72 shall remain in effect until such time as the General Radio Regulations annexed to the International Telecommunication Convention, Madrid 1932, Revision of Cairo, 1938, shall have been ratified by the United States, from and after which date section 2.72 shall have no force or effect. [The Cairo Revision of the General Radio Regulations was ratified by the United States effective August 25, 1939.]

¹ These waves shall be used only in special cases, such as standard frequency emissions.

Type A4.—Facsimile: Waves resulting from the modulation of a carrier wave by frequencies produced at the time of the scanning of a fixed image with a view to its reproduction in a permanent form.

Type A5.—Television: Waves resulting from the modulation of a carrier wave by frequencies produced at the time of the scanning of fixed or moving objects.²

2. Damped waves:

Type B.—Waves composed of successive series of oscillations the amplitude of which, after attaining a maximum, decreases gradually, the wave trains being keyed according to a telegraph code.

Communication band width.—The frequency bands authorized to be occupied by the above types of emission are as shown in the following table:

| Type of transmission | Total width of the band in cycles For transmission with 2 sidebands |
|--|--|
| A-0 Continuous waves, no signaling. | |
| A-1 Telegraphy, pure, continuous wave: Morse code. Baudot code. Stop-start printer----- | Numerically equal to the telegraph speed in bands for the fundamental frequency, 3 times this width for the 3d harmonic, etc. (For a code of 8 time elements (dots or blanks) per letter and 48 times elements per word, the speed in bands shall be equal to 0.8 times the speed in words per minute.) |
| Scanning-type printer----- | 300-1000, for speeds of 50 words per minute, according to the conditions of operation and the number of lines scanned (for example, 7 or 12). Harmonics are not considered in the above values. |
| A-2 Telegraph modulated to musical frequency. | Figures appearing under A-1, plus twice the highest modulation frequency. |
| A-3 Commercial telephony----- Broadcasting----- | Twice the number indicated by the CCIF Opinions (about 6000 to 8000). ³ 15000 to 20000. |
| A-4 Facsimile----- | Approximately the ratio between the number of picture components ⁴ to be transmitted and the number of seconds necessary for the transmission. |
| A-5 Television----- | Approximately the product of the number of picture components ⁴ multiplied by the number of pictures transmitted per second. |

§2.73 *Special emissions.*—Authorization for other types of emission may be issued and will be termed "special" in the instrument of authorization. When special emissions are authorized they will be described and limited as to band width by the instrument of authorization.

§2.74 *Permissible band width of emission.*—The band width described herein is the maximum permissible for the type of emission indicated. Unless otherwise specifically provided by the rules governing the class of station concerned, the band width emitted shall not exceed the frequency separation band width as shown in the table of frequency allocations (appendix B).

§2.75 *Frequency measurement.*—The licensee of each station shall provide means for the measurement of the station frequency. The measurement of the station frequency shall be made by a means independent of the frequency control of the transmitter and shall be conducted in accord with the regulations governing the class of station concerned.

§2.76 *Primary standard of frequency.*—The primary standard of frequency for radio frequency measurements shall be the national standard of frequency maintained by the National Bureau of Standards, Department of Commerce, Washington, D. C. The operating frequency of all radio stations will be determined by comparison with this standard or the standard signals of Station WWV of the National Bureau of Standards.

§2.77 *Type B emission prohibited.*—No license shall be issued for the operation of any station using, or proposing to use, transmitting apparatus employing damped wave (type B) emission, except for the operation of portable lifeboat apparatus for routine tests, and emergency communication in the open sea.

§2.78 *Frequency tolerance.*—The frequency tolerance for various classes of stations will be as specified in the regulations governing the class of station concerned.

§2.79 *Operating power, computation of.*—The operating power shall be computed by one of the following methods:

(a) By indirect measurement from the plate input power of the last radio stage, by multiplying the plate voltage by the total plate current of the last radio stage, and by a factor which is specified in the regulations governing the class of station concerned.

(b) By direct measurement of the antenna input power.

(c) By measurements of field intensity as specified by the regulations governing the class of station concerned.

§2.80 *Operating power tolerance.*—The operating power of all radio stations shall be maintained within the following tolerance of the authorized or licensed power:

(a) When the maximum power only is specified, the operating power shall not be greater than necessary to carry on the service and in no event more than 5 percent above the maximum power specified.

² "Objects" is used here in the optical sense of the word.

³ It is recognized that the band-width may be wider for multiple-channel radiotelephony and secret radiotelephony.

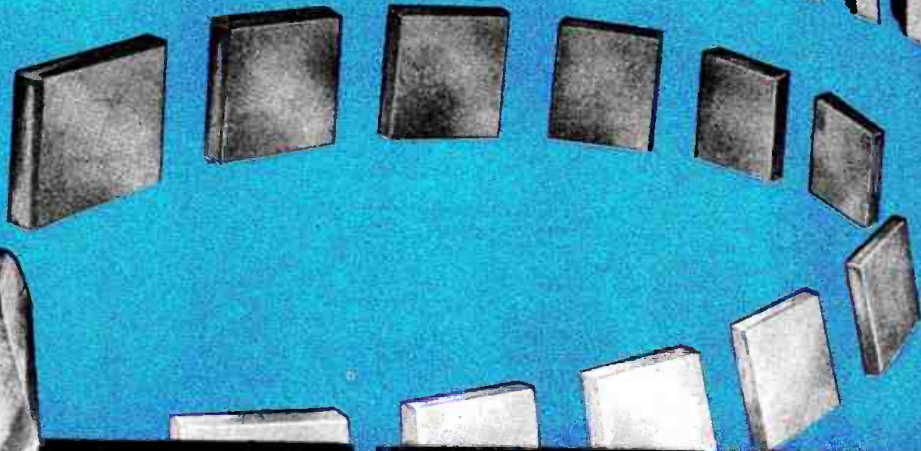
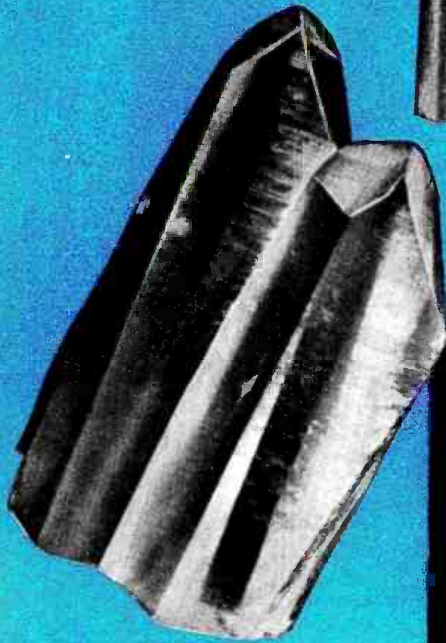
⁴ Two picture components, one black and one white, constitute a cycle; thus, the modulation frequency equals one-half the number of components transmitted per second.

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Washington, D. C.

PREMIER CRYSTALS



TYPES 180C, 180G, 180P



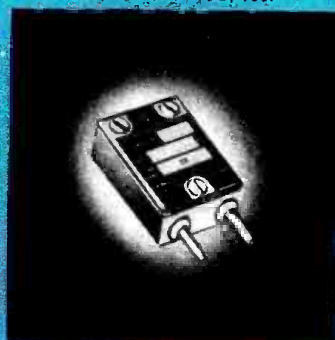
TYPES 150C, 150G



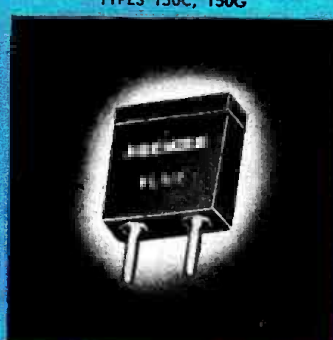
TYPES 80C, 80G



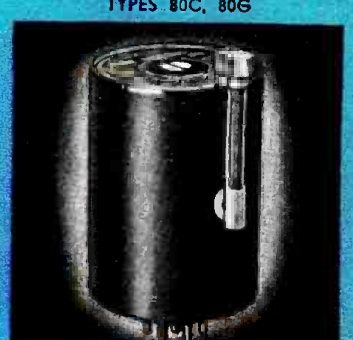
TYPE 185P



TYPE PL7



TYPES PL217—A, B, C, D & E



TYPES 501CT, 501GT



TYPE PL11



TYPES PL211—A, B, C, D & E

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(b) When an exact power is specified, the operating power shall at all times be within the limits of 105 percent and 90 percent of the maximum power specified.

§2.81 Changes in height or location of antenna.—The licensee of a radio station, the transmitter of which is authorized at a fixed location, shall not make any changes, without the express authority of the Commission, either in the height or the location of the antenna or its supporting structures, except, in case of other than broadcast station when the existing or proposed antenna or structure has a maximum height not in excess of 100 feet above the ground, changes in height or local changes in location may be made without specific authorization. In no case shall any change in the height or the location of the antenna or its supporting structures be made without authority when located or proposed to be located within five miles of an airport recognized by the Civil Aeronautics Administration or within five miles of the center line of an established Federal airway.

§2.82 Inspection of tower lights and associated control equipment.—The licensee of any radio station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each twenty-four hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Air-ways Communication Station or Office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each three months, all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

NATIONAL DEFENSE

§2.91 National defense—free service.—Any common carrier subject to the Communications Act may render to any agency of the United States Government free service in connection with the preparation for the national defense. Every such carrier rendering any such free service shall make and file, in duplicate, with the Commission, on or before the 31st day of July and on or before the 31st day of January in each year, reports covering the periods of six months ending on the 30th day of June and the 31st day of December, respectively, next prior to said dates. These reports shall show the names of the agencies to which free service was rendered pursuant to this rule, the general character of the communications handled for each agency, and the charges in dollars which would have accrued to the carrier for such service rendered to each agency if charges for all such communications had been collected at the published tariff rates.

§2.92 National defense—emergency authorization.—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.

§2.93 National defense—naval instructions regarding ship radio service.—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 United States naval control officers and other instructions issued by the Navy Department.

PROVISIONS GOVERNING THE OPERATION OF CERTAIN LOW POWER RADIO FREQUENCY DEVICES

§2.101 General.—Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the following provisions shall govern the operation of the low power radio frequency electrical devices hereinafter described.

§2.102 Apparatus excepted from requirements of other rules.—With respect to any apparatus which generates a radio frequency electromagnetic field functionally utilizing a small part of such field in the operation of associated apparatus not physically connected thereto and at a distance not greater than

$\frac{157,000}{f \cdot (kc.)}$ ft. $\left[\frac{\lambda}{2\pi} \right]$ the existing rules and regulations of the Commission shall not be applicable, provided:

(a) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.

(b) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.

(c) That in any event the total electromagnetic field produced at any point a distance of $\frac{157,000}{f \cdot (kc.)}$ ft. $\left[\frac{\lambda}{2\pi} \right]$ from the apparatus shall not exceed 15 microvolts per meter.

(d) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

§2.103 Exceptions; interference to radio reception.—The provisions of sections 2.101 and 2.102 shall not be construed to apply to any apparatus which causes interference to radio reception.

§2.104 Inspection and test; certificates.—Upon request, the Commission will inspect and test any apparatus described in sections 2.101 and 2.102, and on the basis of such inspection and test, formulate and publish findings as to whether such apparatus does or does not comply with the above conditions, and issue a certificate specifying conditions of operation to the party making such request.

Part 3—RULES GOVERNING STANDARD AND HIGH-FREQUENCY BROADCAST STATIONS

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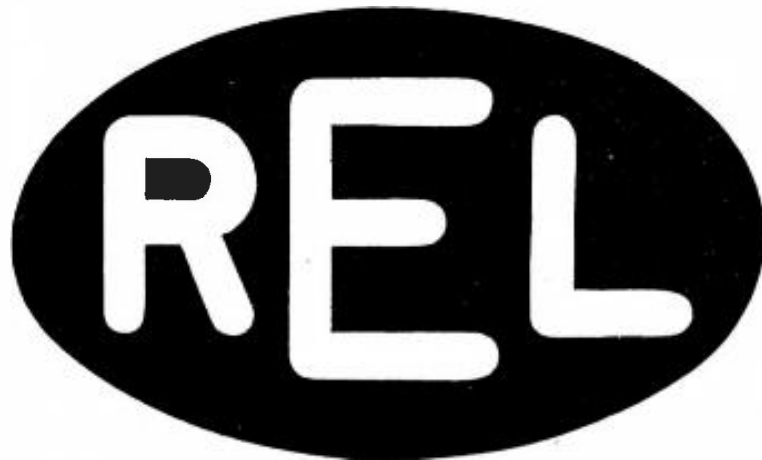
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Subpart A—Rules Governing Standard Broadcast Stations

DEFINITIONS¹

§3.1 Standard broadcast station.—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 Standard broadcast band.—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 Standard broadcast channel.—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 Dominant station.—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 Secondary station.—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 Daytime.—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 Nighttime.—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 Sunrise and sunset.—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 Broadcast day.—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 Experimental period.—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard 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. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 Service areas.—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 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 of programs originating at remote points.

§3.13 Portable transmitter.—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.14 Auxiliary transmitter.—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

¹ Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

§3.15 Combined audio harmonics.—The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

§3.16 Effective field.—The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

ALLOCATION OF FACILITIES

§3.21 Three classes of standard broadcast channels.—(a) *Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference to a given field intensity contour.

(c) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

§3.22 Classes and power of standard broadcast stations.—(a) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district² and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 Time of operation of the several classes of stations.—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

§3.24 Broadcast facilities; showing required.—An authorization for a new standard broadcast station or increase in facilities of an existing station⁴ will be issued only after a satisfactory showing has been made in regard to the following, among others:

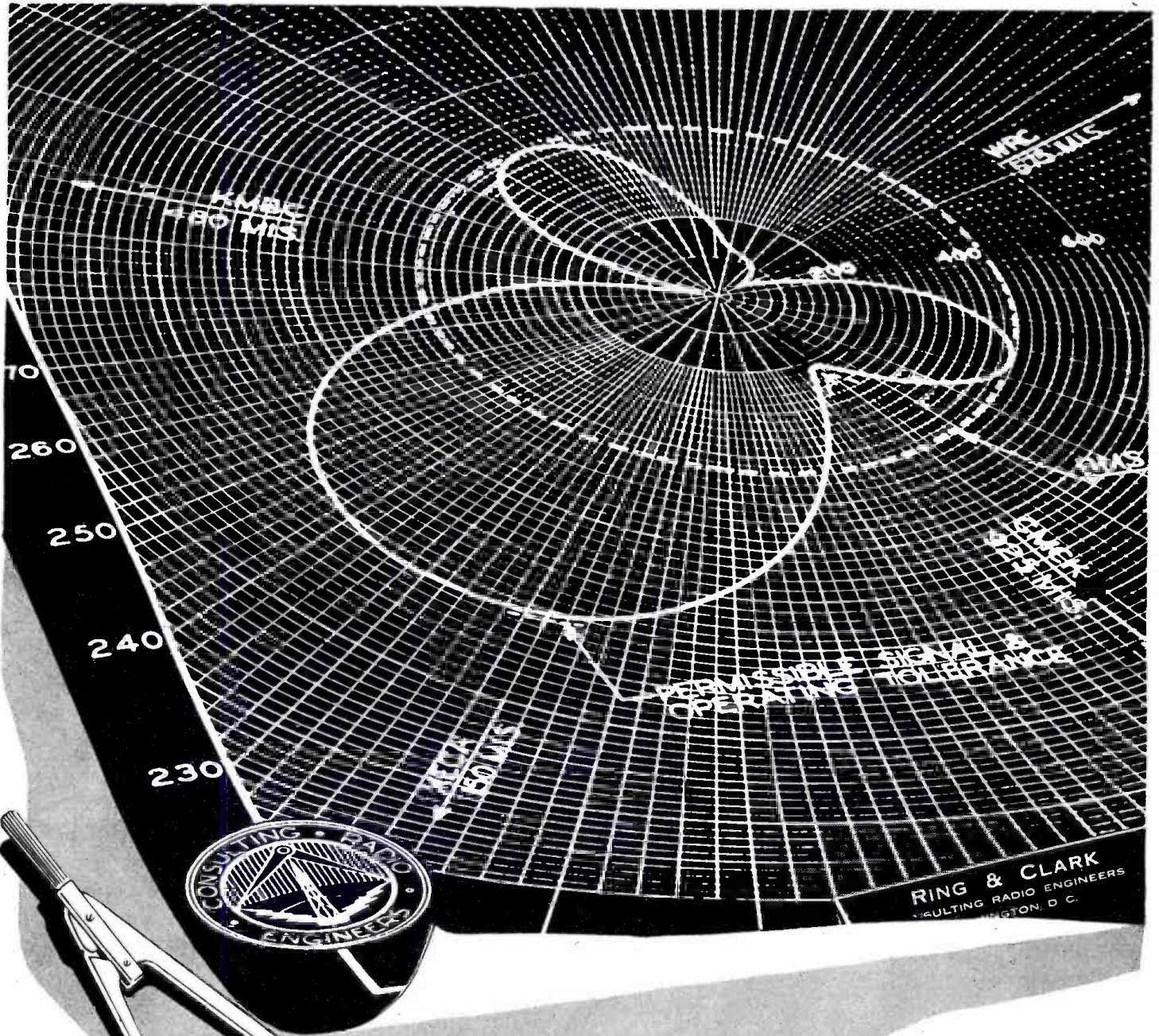
(a) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

² The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

³ Formal application required for change in time of operation of existing broadcast station.

⁴ See Standards of Good Engineering Practice for form number.

⁵ Formal applications required. See Standards of Good Engineering Practice for form number.



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(Continued from page 406)

(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. 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 Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.⁵

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(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. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25. Clear channel: classes I and II stations.—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I station on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 890, 1010,⁶ and 1580 kilocycles.

⁵ See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

⁶ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050,⁷ 1220,⁸ and 1570 kilocycles.

(e) For class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

§3.26. Regional channels: classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: 550, 560,⁹ 570,¹⁰ 580, 590,¹⁰ 600, 610, 620, 630,¹⁰ 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,¹⁰ 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27. Local channels: class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28. Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29. Assignment of class IV stations to regional channels.—On condition that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30. Station location.—(a) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31. Authority to move main studio.—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application¹¹ to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

§3.32. Special experimental authorization.—(a) Special experimental authorizations¹² may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor¹³ and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(b)¹⁴ In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

(c) A special experimental authorization will not be extended after the actual experimentation is concluded.

(d) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(f) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.

(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

⁷ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

⁸ See Agreement with Mexico for further use of this channel.

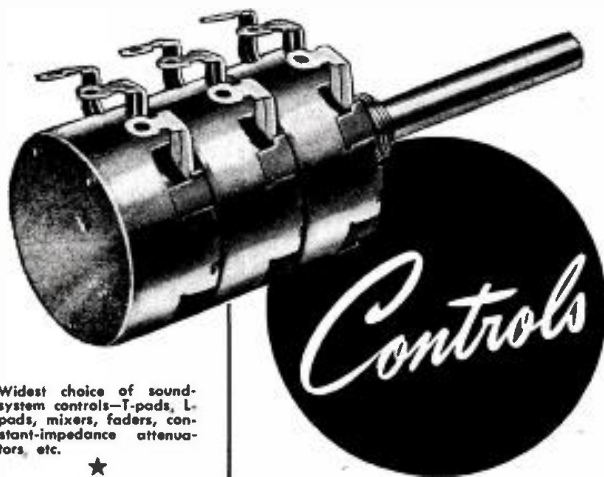
⁹ See section 3.29 in regard to assigning class IV stations to regional channels.

¹⁰ See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

¹¹ Formal application required. See Standards of Good Engineering Practice for form number.

¹² Special authorizations which do not involve experimental operation may be granted pursuant to section 1.365.

¹³ The Commission on May 27, 1941, advanced the effective date of section 3.32 (b) to July 29, 1941.



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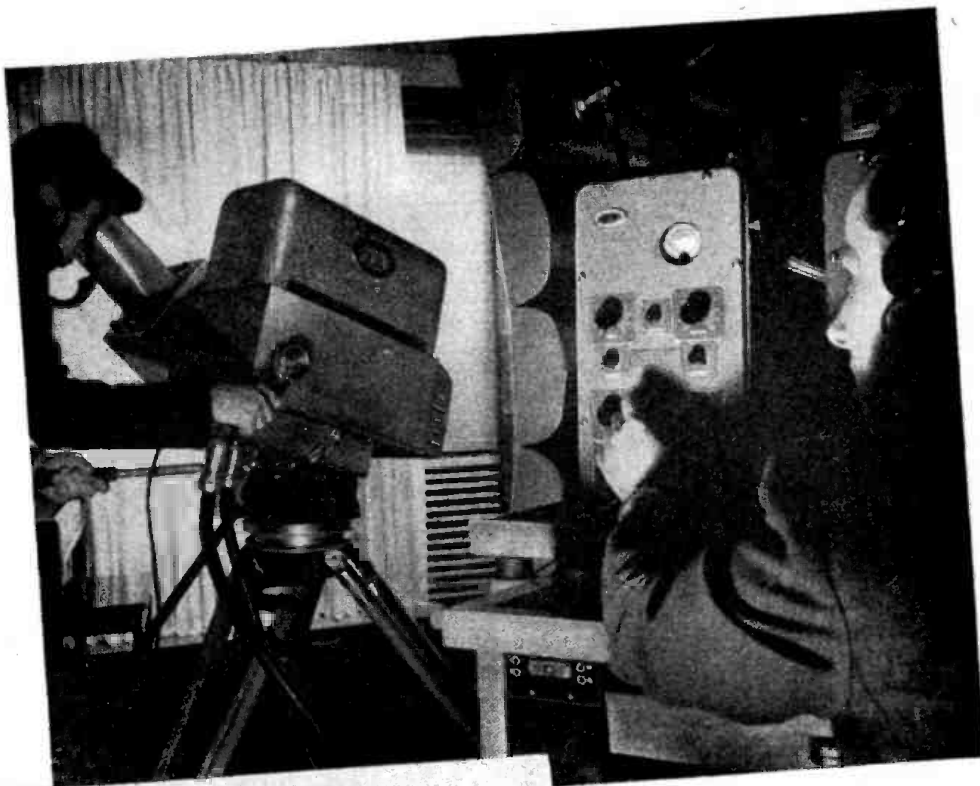
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§3.33 Directional antenna; showing required.—(a) No application for authority to install a directional antenna¹⁶ will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(b) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

§3.34 Normal license period.—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kc., Nov. 1, 1946.

(b) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kc., May 1, 1945.

(c) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.

(d) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.

(e) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.

(f) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.

(g) For stations operating on the frequency 1230 kc., Feb. 1, 1946.

(h) For stations operating on the frequency 1240 kc., Aug. 1, 1946.

(i) For stations operating on the frequency 1340 kc., Feb. 1, 1947.

(j) For stations operating on the frequency 1400 kc., Aug. 1, 1947.

(k) For stations operating on the frequency 1450 kc., Feb. 1, 1948.

(l) For stations operating on the frequency 1490 kc., Aug. 1, 1948.

§3.35 Multiple Ownership.—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled (9^b) by any person (9^c) where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity

¹⁶ Formal application required. See Standards of Good Engineering Practice for form number.

^{9b} The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

^{9c} The word "person", as used herein, includes all persons under common control.

will be served through such multiple ownership situation.

This regulation is to take effect immediately; *Provided, however*, That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; *Provided, further*, That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties.

EQUIPMENT

§3.41 Maximum rated carrier power; tolerances.—The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

| Class of station | Maximum Power authorized to station | Maximum rated carrier power per-mitter, to be installed ¹ |
|------------------|-------------------------------------|--|
| | | Watts |
| Class IV | 100 or 250 watts | 250 |
| Class III | 500 or 1,000 watts | 1,000 |
| | 5,000 watts | 5,000 |
| Class II | 250, 500, or 1,000 watts | 1,000 |
| | 5,000 or 10,000 watts | 10,000 |
| | 25,000 or 50,000 watts | 50,000 |
| Class I | 10,000 watts | 10,000 |
| | 25,000 or 50,000 watts | 50,000 |

§3.42 Maximum rated carrier power; how determined.—The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(a) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(b) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (a) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(c) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. These data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

§3.43 Changes in equipment; authority for.—No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.¹⁶

§3.44 Other changes in equipment.—Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

§3.45 Radiating system.—(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, sec. A.)

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.¹⁷

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(e) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

§3.46 Transmitter.—(a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the Standards of Good Engineering Practice in all phases not otherwise specifically included in these regulations.

¹ The maximum rated carrier power must be distinguished from the operating power (see Sections 2.18 and 2.19.)

¹⁶ Formal application required. See Standards of Good Engineering Practice for form number.

¹⁷ Informal application may be made, except in controversial cases or directional antenna; then formal application shall be made.

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(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band¹⁸ which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

TECHNICAL OPERATION

§3.51 *Operating power; how determined.*—The operating power of each standard broadcast station shall be determined by:

(a) Direct measurement of the antenna power in accordance with section 3.54.¹⁹

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(b) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (a) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized changes²⁰ in the antenna system.

(c) Upon making any change¹⁹ in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

§3.52 *Operating power; indirect measurement.*²¹—The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (E_p), the total plate current of the last radio stage (I_p), and the proper factor (F) given in the following tables: that is

OPERATING POWER $E_p \times I_p \times F$

| | |
|---|--|
| <i>A. Factor to be used for stations employing plate modulation in the last radio stage¹</i> | |
| | <i>Factor (F) to be used in determining the operating power from the plate input power</i> |
| Maximum rated carrier power of transmitter: ² | |
| 100-1,000 watts | 0.70 |
| 5,000 and over watts | .80 |
| <i>B. Factor to be used for stations of all powers using low level modulation³</i> | |
| | <i>Factor (F) to be used in determining the operating power from the plate input power</i> |
| Class of power amplifier in the last radio stage: | |
| Class B | 0.35 |
| Class BC ⁴ | .65 |
| <i>C. Factors to be used for stations of all powers employing grid modulation in the last radio stage¹</i> | |
| | <i>Factor (F) to be used in determining the operating power from the plate input power</i> |
| Type of tube in the last radio stage: | |
| Table C ¹ | 0.25 |
| Table D ¹ | .35 |

§3.53 *Application of efficiency factors.*—In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

§3.54 *Operating power; direct measurement.*—The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.²² These data must be submitted to and

¹⁸ See Construction, General Operation and Safety of Life Requirements.

¹⁹ Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted, or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

²⁰ Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.58.

²¹ See Order No. 107, dated November 6, 1942, effective December 1, 1942, which makes certain changes in the method of determining operating constants of standard broadcast stations.

² See Power Rating of Vacuum Tubes.

³ The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19.)

⁴ All linear amplifier operation where efficiency approaches that of class C operation.

⁵ See Indicating Instruments pursuant to section 3.58.

approved by the Commission before any licensee will be authorized to operate by this method of power determination.²³ The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. 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. (See Further Requirements for Direct Measurements of Power.)

§3.55 *Modulation.*—(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

§3.56 *Modulation; data required.*—A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

§3.57 *Operating power; maintenance of.*—The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge²⁴ shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

§3.58 *Indicating instruments.*—Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

§3.59 *Frequency tolerance.*—The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

§3.60 *Frequency monitor.*—The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

§3.61 *New equipment; restrictions.*—The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

§3.62 *Automatic frequency control equipment; authorization required.*—New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization²⁵ from the Commission. (See Approved Equipment.)

§3.63 *Auxiliary transmitter.*—Upon showing that a need exists for the use of an auxiliary transmitter²⁶ in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter

(2) The transmission of regular programs during maintenance or modification²⁷ work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

²³ Formal application required. See Standards of Good Engineering Practice for form number.

²⁴ See Field Offices of the Commission.

²⁵ Formal application required. See Standards of Good Engineering Practice for form number.

²⁶ All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

²⁷ This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

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- (3) Upon request by a duly authorized representative of the Commission.
- (d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 9 a.m., local standard time.
- (e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.
- (f) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.
- (g) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.
- §3.64 Duplicate main transmitters.**—The licensee of a standard broadcast station may be licensed for duplicate main transmitters provided that a technical need²⁸ for such duplicate transmitters is shown and that the following conditions are met:
- Both transmitters are located at the same place.
 - The transmitters have the same power rating.
 - The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

OPERATION

- §3.71 Minimum operating schedule.**²⁹—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 two-thirds of the total hours that 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 charge³⁰ shall be notified in writing immediately after the emergency develops.
- §3.72 Operation during experimental period.**—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.)
- §3.73 Specified hours.**—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.
- §3.74 Sharing time.**—If the licenses 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 section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the inspector in charge, and one 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.
- §3.75 Sharing time; equivalence of day and night hours.**—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.
- §3.76 Sharing time; experimental period.**—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 section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.
- §3.77 Sharing time; departure from regular schedule.**—A 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.³¹
- §3.78 Sharing time stations; notification to Commission.**—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 the applications for renewals 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.

§3.79 License to specify sunrise and sunset hours.—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 licensee will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 Secondary station; filing of operating schedule.—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 one 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 section 3.77.

§3.81 Secondary station; failure to reach agreement.—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.

§3.82 Departure from schedule; material violation.—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.

§3.83 Local standard time.—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 Daylight saving time.—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.

§3.85 Changes in time; agreement between licensees.—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 location of some of these stations.

§3.86 Local standard time; license provisions.—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.

§3.87 Program transmissions prior to local sunrise.—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 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 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

²⁸ Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance or development work is being carried on requiring such alternate operation.

²⁹ By Order No. 94-A, dated and effective November 5, 1942, until further order of the Commission, section 3.71 is suspended; "and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours that it is authorized to operate between 6 a.m. and midnight local standard time, except that in an emergency, 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."

³⁰ See Field Offices of the Commission.

³¹ See Field Offices of the Commission.

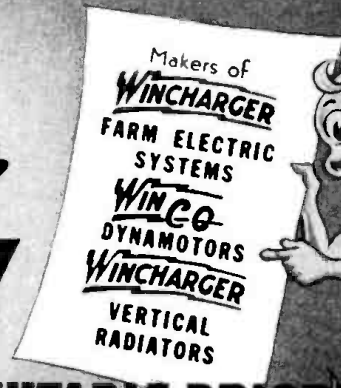
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FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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(2) Any class II station causing interference³² 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, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(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.

(b) 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.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING LICENSING REQUIREMENTS

§3.101 Exclusive affiliation of station.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization³³ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.³⁴

§3.102 Territorial exclusivity.—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.³⁵

§3.103 Term of affiliation.—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 six months prior to the commencement of such period.³⁶

§3.104 Option time.—No license shall be granted to a standard broadcast station which options³⁷ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³⁸ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 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.³⁷ 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.³⁸

§3.105 Right to reject programs.—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.³⁹

§3.106 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁴⁰ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area 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.⁴¹

§3.107 Dual network operation.—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.⁴²

§3.108 Control by networks of station rates.—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.⁴³

Subpart B—Rules Governing High-Frequency Broadcast Stations DEFINITIONS¹

§3.201 High-frequency broadcast station.—The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radio-telephone emissions intended to be received by the general public and operated on a channel in the high frequency broadcast² band.

§3.202 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.

§3.203 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.

§3.204 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.)

§3.205 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 49,900 kilocycles.

§3.206 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.)

§3.207 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.

§3.208 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 other reflecting objects.

§3.209 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.

¹ 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.

² These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

³ Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

⁴ 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.

⁵ This section shall become effective April 12, 1944.

⁶ These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

⁷ Other definitions which may pertain to high-frequency broadcast stations are included in sections 2.1 to 2.35 and sections 3.1 to 3.18, and the Communications Act of 1934, as amended.

⁸ See Section 3.228 concerning multiplexing, aural and facsimile programs.

⁹ High-frequency broadcast stations must use frequency modulation exclusively in accordance with section 3.227 (b).

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Washington, D. C.

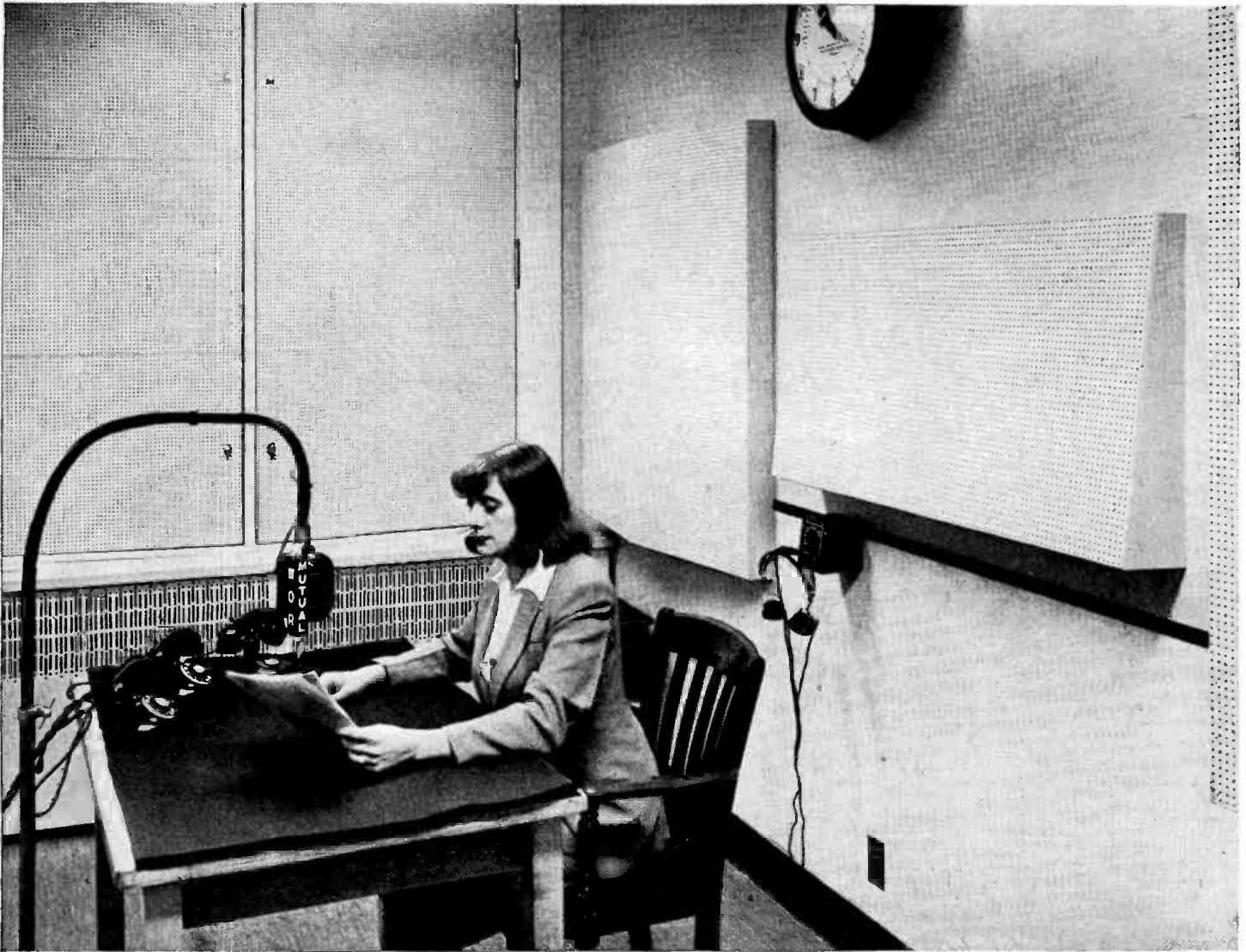


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§3.210 Multiplex transmission.—The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

§3.211 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 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 percent modulation.)

§3.212 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-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.

§3.213 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 of programs originating at remote points.

ALLOCATION OF FACILITIES⁴

§3.221 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.

§3.222 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 data.⁵ 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 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2,500 to 5,000 without a high-frequency broadcast station and not adjacent to larger cities may be considered rural area.

§3.223 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 areas 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 district⁶ in which it is located; (3) that such an applicant show compliance with section 3.225 (b), where applicable and section 3.227 (a), 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 economic and technical limitations. 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

⁴ The 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.

⁵ There 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. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagstrom Map Co.'s Four Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission "Concerning Applications for High-Frequency Broadcast Stations."

⁶ As defined by the U. S. Bureau of Census.

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 areas 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.

§3.224 Time of operation.—All high-frequency broadcast stations shall be licensed for unlimited time operation.

§3.225 Showing required.—Authorization for a new high-frequency broadcast station or increase in facilities of an existing station⁷ 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 section 3.223 hereof.

(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. (For determining objectionable interference, see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

(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. (See technical regulations herein and Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

(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.

§3.226 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 section 3.223:

(a) An applicant for a station to serve an area specified in section 3.223 (a) or (b), 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:

| | | |
|-------|-------|-------|
| 48900 | 49300 | 49700 |
| 49100 | 49500 | 49900 |

(b) An applicant for a station to serve an area specified in section 3.223 (a) or (b), 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:

| | | | | |
|-------|-------|-------|-------|-------|
| 44500 | 45500 | 46500 | 47500 | 48500 |
| 44700 | 45700 | 46700 | 47700 | 48700 |
| 44900 | 45900 | 46900 | 47900 | |
| 45100 | 46100 | 47100 | 48100 | |
| 45300 | 46300 | 47300 | 48300 | |

(c) An applicant for a station to serve primarily a large rural area, specified in section 3.223 (c) or an area specified in section 3.223 (d) shall apply for one of the following channels:

| | | |
|-------|-------|-------|
| 43100 | 43700 | 44300 |
| 43300 | 43900 | |
| 43500 | 44100 | |

(d) Notwithstanding the provisions of subsection (a) of this section, an applicant for a station to serve an area specified in section 3.223 (a), 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:

| | | |
|-------|-------|-------|
| 49100 | 49500 | 49900 |
|-------|-------|-------|

§3.227 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.

§3.228 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 adja-

⁷ Special authorizations which do not involve experimental authorization may be granted pursuant to section 1.865.



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Phone: HAnover 2-1811

Commercial Department
San Francisco, 8, Calif.
28 Geary Street
Phone: Garfield 4200

Riverhead, N. Y.
Phone: Riverhead 2290
or Telegraph
Riverhead, New York

Point Reyes, Calif.
Phone: Inverness 9-W
or Telegraph
Point Reyes Station
Marin Co., Calif

R. C. A. COMMUNICATIONS, Inc.

A SERVICE OF RADIO CORPORATION OF AMERICA

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 418)

cent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with section 3.32, subpart A.

§3.229 Proof of performance required.—Within 1 year of the date of first regular operation of 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.

§3.230 Multiple ownership.—(a) No person (including all persons under common control⁸) 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, convenience, or necessity; provided, however, 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.

§3.231 Normal license period.—All high-frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a normal license period of 1 year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300 and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

EQUIPMENT

§3.241 Maximum power rating.—The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

§3.242 Maximum rated carrier power; how determined.—(a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carrier 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.

§3.243 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. For detailed requirements thereof see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.244 Modulation monitor.—The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.245 Required transmitter performance.—(a) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electric Code as approved by the American Standards Association.

§3.246 Indicating instruments.—The direct-plate-circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

§3.247 Auxiliary and duplicate transmitters.—See sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

§3.248 Changes in equipment and antenna system.—Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes 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 application⁹ 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 transmitter.

(2) A replacement of the transmitter as a whole.

⁷ See Order 112, March 30, 1943, which suspends until further order of the Commission Section 3.229, requiring that field intensity measurements shall be made and submitted to the Commission within one year of the first date of regular operation of a high frequency (FM) broadcast station.

⁸ The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

⁹ See Standards of Good Engineering Practice for High-Frequency Broadcast Stations for specific application form required.

(3) Change in the location of the transmitter antenna.

(4) Change in antenna system, including transmission line, which would result in a measurable change in service 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) Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

(6) Change in the 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 plate 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 subparagraph (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.

TECHNICAL OPERATION

§3.251 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.

§3.252 Modulation.—The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§3.253 Frequency tolerance.—The operating frequency without modulation of each broadcast station shall be maintained within 2,000 cycles of the assigned center frequency.

OPERATION

§3.261 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 3 hours of operation during the period 6 a.m. to 6 p.m., local standard time and 3 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 10 days, provided that the Commission and the inspector in charge of the radio district in which the station is located¹⁰ shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of 1 hour each day during the period 6 a.m. to 6 p.m., and 1 hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high frequency broadcast station. During said 1 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 3 months.¹¹

(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.

Subpart C—General Rules Applicable to Both Standard and High-Frequency Broadcast Stations

§3.401 Station license; posting of.—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. (See secs. 2.51 and 2.52.)

§3.402 Licensed operator required.—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. (See sec. 2.53.)

§3.403 Licensed operator; other duties.—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 nowise interfere with the proper operation of the standard broadcast transmitter.

§3.404 Logs.—The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

¹⁰ See Appendix No. 3, part. 1.

¹¹ Suspended by Order No. 111-A, dated and effective July 6, 1943 " * * and in lieu thereof, except Sundays, the minimum operating schedule of high frequency (FM) broadcast stations shall be six hours during the period from 6 a.m. to midnight, local standard time; except that if in any emergency, 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 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops."



A PLANET *Not a Meteor*

Ever notice how a meteor streaks across the heavens in a blaze of fiery splendor? It's a beautiful sight . . . while it lasts. But most meteors burn themselves out long before striking the earth. Not so a planet . . . though much less brilliant, it's there to stay. That's how we like to think of I. C. E. Here to stay . . . Born of the war . . . yes, but acquitting itself well, and all the better to serve you in the post-war future.

Electronics

. . . the promise of great things to come



INDUSTRIAL & COMMERCIAL ELECTRONICS

BELMONT, CALIFORNIA

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 420)

- (a) In the program log:
- (1) An entry of the time each station identification announcement (call letters and location) is made.
 - (2) 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.
 - (3) 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:
- (1) An entry of the time the station begins to supply power to the antenna, and the time it stops.
 - (2) An entry of the time the program begins and ends.
 - (3) An entry of each interruption to the carrier wave, its cause, and duration.
 - (4) An entry of the following each 30 minutes:
 - (i) Operating constants of last radio stage (total plate current and plate voltage.)
 - (ii) Antenna current.
 - (iii) Frequency monitor reading.
 - (iv) Temperature of crystal control chamber if thermometer is used.
 - (5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)
 - (i) 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.
 - (c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:
 - (1) The time the tower lights are turned on and off if manually controlled.
 - (2) The time the daily visual observation of the tower lights was made.
 - (3) In the event of any observed failure of a tower light,
 - (i) Nature of such failure.
 - (ii) Time the failure was observed.
 - (iii) Time and nature of the adjustments, repairs or replacements made.
 - (iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
 - (v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
 - (4) Upon completion of the periodic inspection required at least once each three months,
 - (i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
 - (ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.
- § 3.405 *Logs, retention of.*—Logs of standard or high-frequency broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.
- § 3.406 *Station identification.*—(a) 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 (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*
- (b) Such identification announcement 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 30 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 the program.
 - (c) 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 times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.
 - (d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.
 - (e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.
 - (f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.
- § 3.407 *Mechanical records.*—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.
- (a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30-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 30 minutes.
 - (b) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.
 - (c) A single mechanical record of a duration not in excess of 5 minutes shall be identified by appropriate announcement immediately preceding the use thereof.

(d) 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.

(e) 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," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record."

§ 3.408 *Rebroadcast.*—(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.¹

(b) The licensee of a standard or high frequency broadcast station may, without further authority of 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.²

(c) (1) 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 noncommercial basis a noncommercial program of a United States international broadcast station.

(2) 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.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), 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.^{3 4}

(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 the station originating the 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 geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.⁵

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§ 3.421 *General requirements.*—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.

§ 3.422 *Definitions.*—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

(a) has qualified for a place on the ballot or

(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

§ 3.423 *Rates and practices.*—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 discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candi-

¹ As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

² 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.

³ 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.

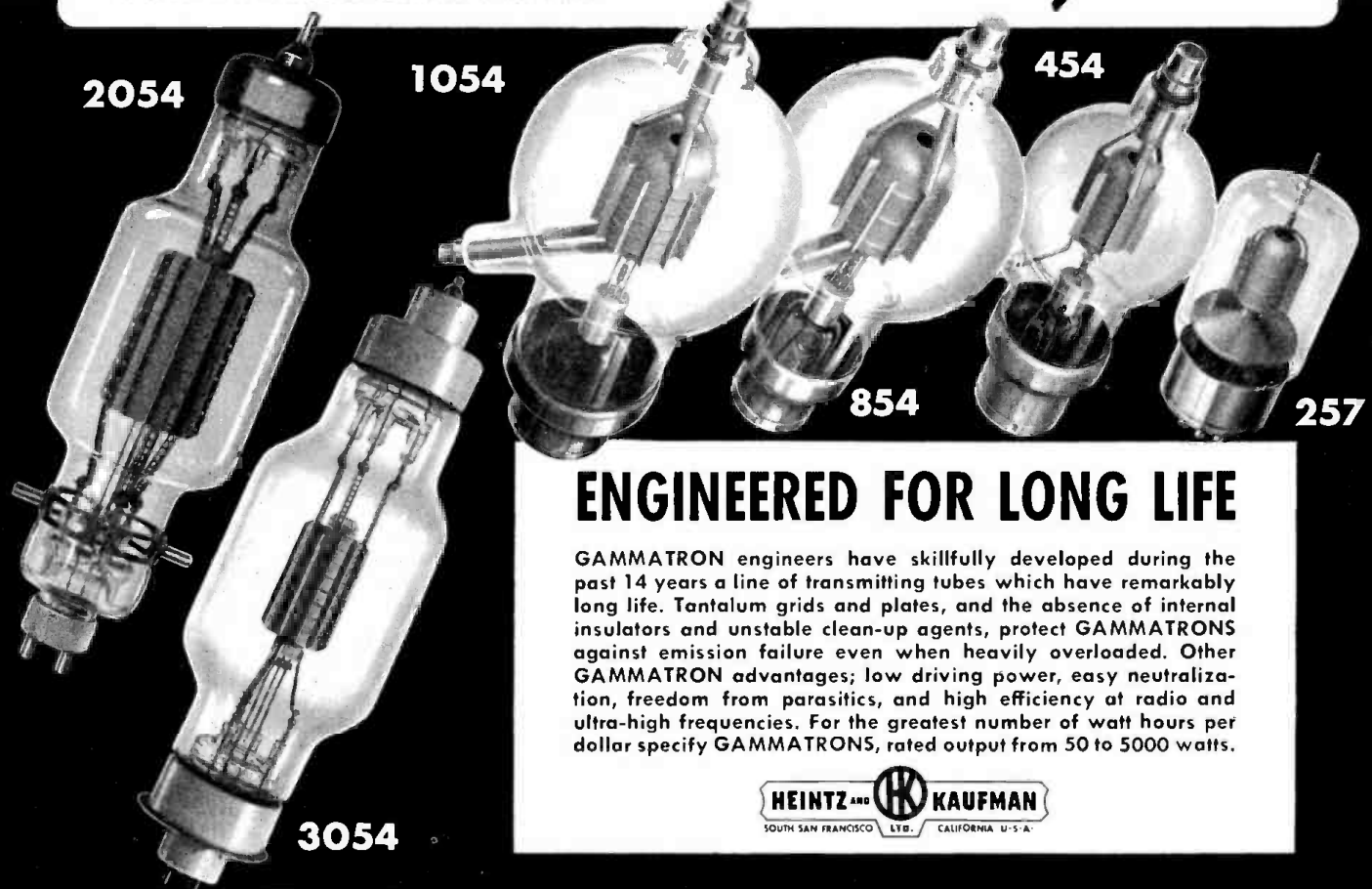
⁴ The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

⁵ Informal application may be employed.

⁶ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.408(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

⁷ Formal application required. See Standards of Good Engineering Practice for form number.

GAMMATRON *Transmitting Tubes*



ENGINEERED FOR LONG LIFE

GAMMATRON engineers have skillfully developed during the past 14 years a line of transmitting tubes which have remarkably long life. Tantalum grids and plates, and the absence of internal insulators and unstable clean-up agents, protect GAMMATRONS against emission failure even when heavily overloaded. Other GAMMATRON advantages; low driving power, easy neutralization, freedom from parasitics, and high efficiency at radio and ultra-high frequencies. For the greatest number of watt hours per dollar specify GAMMATRONS, rated output from 50 to 5000 watts.



| TYPE NUMBER | 24 | 54 | 152L | 153 | 254 | 257* | 304L | 354C | 354E | 454L | 454H | 654 | 854L | 854H | 1054L | 1554 | 2054A | 3054 | |
|--------------------------------------|-------|-------|---------------|-------|-------|----------|---------------|-------|-------|-------|-------|--------|--------|--------|---------------|--------|----------|--------|--|
| MAXIMUM POWER OUTPUT: | | | | | | | | | | | | | | | | | | | |
| Class 'C' R.F. | 90 | 250 | 610 | 200 | 500 | 230 | 1220 | 615 | 615 | 900 | 900 | 1400 | 1800 | 1820 | 3000 | 3600 | 2000 | 5300 | |
| PLATE DISSIPATION: | | | | | | | | | | | | | | | | | | | |
| Watts | 25 | 50 | 150 | 50 | 100 | 75 | 300 | 150 | 150 | 250 | 250 | 300 | 450 | 450 | 750 | 1000 | 1200 | 1500 | |
| AVERAGE AMPLIFICATION FACTOR: | 25 | 27 | 10 | 25 | 25 | | 10 | 14 | 35 | 14 | 30 | 22 | 14 | 30 | 13.5 | 14.5 | 10 | 20 | |
| MAXIMUM RATINGS: | | | | | | | | | | | | | | | | | | | |
| Plate Volts | 2000 | 3000 | 3000 | 2000 | 4000 | 4000 | 3000 | 4000 | 4000 | 5000 | 5000 | 4000 | 6000 | 6000 | 6000 | 5000 | 3000 | 5000 | |
| Plate M.A. | 75 | 150 | 500 | 200 | 225 | 150 | 1000 | 300 | 300 | 375 | 375 | 600 | 600 | 600 | 1000 | 1000 | 800 | 2000 | |
| Grid M.A. | 25 | 30 | 75 | 40 | 40 | 25 | 150 | 60 | 70 | 60 | 85 | 100 | 80 | 110 | 125 | 250 | 200 | 500 | |
| MAXIMUM FREQUENCY, Mc.: | | | | | | | | | | | | | | | | | | | |
| Power Amplifier | 200 | 200 | 175 | 100 | 175 | 150 | 175 | 50 | 50 | 150 | 150 | 50 | 125 | 125 | 100 | 30 | 20 | 30 | |
| INTERELECTRODE CAP: | | | | | | | | | | | | | | | | | | | |
| C grid—plate u.f. | 1.7 | 1.8 | 5 | 4.6 | 3.6 | 0.04 | 9 | 3.8 | 3.8 | 3.4 | 3.4 | 5.5 | 5 | 4 | 5 | 11 | 18 | 15 | |
| C grid—filament u.f. | 2.5 | 2.1 | 7 | 4.7 | 3.3 | 13.8 In. | 12 | 4.5 | 4.5 | 4.6 | 4.6 | 6.2 | 6 | 8 | 8 | 15.5 | 15 | 25 | |
| C plate—filament u.f. | 0.4 | 0.5 | 0.4 | 1.0 | 1.0 | 6.7 Out. | 0.8 | 1.1 | 1.1 | 1.4 | 1.4 | 1.5 | 0.5 | 0.5 | 0.8 | 1.2 | 7 | 2.5 | |
| FILAMENT: | | | | | | | | | | | | | | | | | | | |
| Volts | 6.3 | 5.0 | 5-10 | 12.6 | 5.0 | 5.0 | 5-10 | 5 | 5 | 5 | 5 | 7.5 | 7.5 | 7.5 | 7.5 | 11 | 10 | 14 | |
| Amperes | 3 | 5 | 13-6.5 | 2.5 | 7.5 | 7.5 | 13-26 | 10 | 10 | 11 | 11 | 15 | 12 | 12 | 21 | 17.5 | 22 | 45 | |
| PHYSICAL: | | | | | | | | | | | | | | | | | | | |
| Length, inches | 4 1/4 | 5 1/8 | 7 3/4 | 4 3/4 | 7 | 6 3/4 | 7 3/4 | 9 | 9 | 10 | 10 | 10 3/4 | 12 1/2 | 12 1/2 | 16 1/2 | 18 | 21 1/4 | 30 3/4 | |
| Diameter, inches | 1 3/4 | 2 | 2 1/2 | 2 | 2 3/4 | 2 3/4 | 3 1/2 | 3 3/4 | 3 3/4 | 3 3/4 | 3 3/4 | 3 3/4 | 5 | 5 | 7 | 6 | 6 | 9 | |
| Weight, Oz. | 1 1/2 | 2 1/2 | 8 | 4 | 6 1/2 | 6 | 9 | 6 1/2 | 6 1/2 | 7 | 7 | 14 | 14 | 14 | 42 | 56 | 66 | 200 | |
| Base | Small | Std. | John-son #213 | Std. | Std. | Giant | John-son #213 | Std. | Std. | Std. | Std. | Std. | Std. | Std. | John-son #214 | HK | W.E. Co. | HK | |
| *Beam Pentode. | UX | UX | | UX | 50 | 7 | | 50 | 50 | 50 | 50 | 50 | 50 | 50 | | | | 255 | |
| NET PRICE | 4.75 | 8.00 | 30.00 | 18.50 | 13.50 | 27.50 | 65.00 | 24.50 | 24.50 | 27.50 | 27.50 | 75.00 | 75.00 | 75.00 | 175.00 | 225.00 | 300.00 | 395.00 | |



WRITE FOR FULL DATA ON **GAMMATRONS**

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 422)

date 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.

§3.424 *Records; inspection.*—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.

The Following Rule Is Quoted for the Information of Licensees and Permittees of All Classes of Broadcast Stations:

§43.1 * *Information as to ownership, operation, interests therein, contracts, etc.*—Licensees and permittees of all classes of broadcast stations shall file reports as follows:

(a) Within 30 days after becoming licensees or permittees all such licensees or permittees shall file with the Commission original reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(b) Thereafter, and within 30 days of the occurrence of any event which necessitates a change in information already reported, all such licensees or permittees shall file supplemental reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(c) All reports required hereby must be dated and executed under oath (or affirmed according to law) in accordance with the provisions of the form and show the date upon which each reporting event occurred. One report (original or supplemental) may be rendered by a licensee or permittee covering more than one station, provided the reported information relates equally to all stations. Otherwise, separate reports for each station must be filed.

(d) A licensee or permittee corporation which has of record on the date of submission of any report 1,000 stockholders or more, may file the information required herein as to the stockholders who own 1,000 or more shares of the stock of said corporation.

(e) The term "contract" as it appears on the forms provided by this section shall be construed to include every contract, understanding, or agreement, verbal or written. Verbal contracts shall be reduced to writing and certified copies thereof submitted.

* See also section 1.361 of the Rules of Practice and Procedure which requires the filing by each licensee of a standard broadcast station of financial statements.

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RELAY BROADCAST STATIONS

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Part 4.—RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

IN GENERAL

§4.1 *Frequency tolerance.*—The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in table I.

| Class of station | Frequency tolerance |
|--|-----------------------------------|
| Relay broadcast station: | |
| (a) 1622 to 2830 kc..... | 0.04 percent. |
| (b) 30000 to 40000 kc and above..... | 10 watts or less, 0.1 percent. |
| ST broadcast station..... | Above 10 watts, 0.05 percent. |
| International broadcast station..... | 0.01 percent. |
| Television broadcast station..... | 0.005 percent. ¹ |
| Facsimile broadcast station..... | 0.01 percent. |
| High frequency broadcast station..... | 0.05 percent or less as required. |
| Noncommercial educational broadcast station..... | 0.01 percent. |
| Developmental broadcast station..... | Do. |
| | 0.05 percent or less as required. |

§4.2 *Frequency monitors.*—(a) The licensee of each broadcast station listed in section 4.1 except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half (½) of the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in section 4.1 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

§4.3 *License period; renewal.*—(a) Licenses for the following classes of broadcast stations normally will be issued for a period of 1 year expiring as follows:²

¹ Tolerance may be 0.01 percent on equipment installed prior to January 1, 1940, and until January 1, 1941, when all international stations shall maintain frequency within 0.005 percent of the assigned frequency.

² Order No. 110, dated and effective December 29, 1942, suspends, until further order of the Commission, that portion of this section which established for international broadcast stations a normal license term of one year and ordered: "The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates: (a) November 1, 1945, or (b) the first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs".

³ Licenses will be renewed according to the schedules set out in these rules upon the expiration of existing licenses.

THE advent of Peace will see the entire resources of our augmented engineering staff and laboratories turned again to the service of the Broadcast Industry.

Until that day a large percentage of our effort must be devoted to our war contracts.

In the meantime our Broadcast Engineering Department will do its best to serve you.

. . . —

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(Continued from page 424)

| Class of station | Date of expiration |
|--|--------------------|
| ST broadcast station..... | Apr. 1 |
| International broadcast station..... | Nov. 1 |
| Television broadcast station..... | Feb. 1 |
| Facsimile broadcast station..... | Mar. 1 |
| High frequency broadcast station..... | Apr. 1 |
| Noncommercial educational broadcast station..... | May 1 |
| Developmental broadcast station..... | May 1 |

(b) Licenses for the following class of broadcast station normally will be issued for a period of two years expiring as follows:

| Class of station | Date of expiration |
|--------------------------------------|----------------------|
| Relay broadcast station: | |
| (a) 1622 to 2830 kc..... | Oct. 1 (even years). |
| (b) 30000 to 40000 kc and above..... | Dec. 1 (odd years). |

(c) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (section 1.360).

(d) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally⁴ in accordance with the regulations governing each class of station.

§4.4 Requirements, limitations, and restrictions.—(a) No station licensed experimentally will be assigned for exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licenses shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require that a station licensed experimentally conduct such experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental station⁴ shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of an experimental station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs: *Provided, however*, licensees of developmental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

⁴The phrases "station licensed experimentally" and "experimental station" are used interchangeably and refer to stations listed in section 4.3 when so specified in the instrument of authorization.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for any broadcast station on an experimental basis which specifies any frequency above 300000 kilocycles or in the bands 162000 to 168000, 210000 to 216000, and 264000 to 270000 kilocycles except television, confirming the applicant's understanding:

- (1) That all operation upon the frequency is experimental only,
- (2) That the frequency may not be the best suited to the particular experimental work to be carried on, and
- (3) That the frequency may not be allocated for the service that may be developed experimentally.

§4.5 Station records.—(a) The licensee of each class of broadcast station listed in section 4.1 shall maintain adequate records of the operation, including:

- (1) Hours of operation.
- (2) Program transmitted.
- (3) Frequency check.
- (4) Pertinent remarks concerning transmission.
- (5) In case of relay station, an entry giving point of program origination and receiver location shall be included.

(6) Research and experimentation conducted in case of an experimental station.

(7) And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) Where an antenna or antenna supporting structures(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:

- (1) The time the tower lights are turned on and off if manually controlled.
- (2) The time the daily visual observation of the tower lights was made.
- (3) In the event of any observed failure of a tower light.
 - (i) Nature of such failure.
 - (ii) Time the failure was observed.
 - (iii) Time and nature of the adjustments, repairs or replacements made.
 - (iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
 - (v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
- (4) Upon completion of the periodic inspection required at least once each three months,
 - (i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
 - (ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

[Amendment No. 194; Comm. action 9-28-43; effec. 10-28-43.]

§4.6 Equipment changes.—The licensee of each class of broadcast station listed in section 4.1 may make any changes in the equipment that are deemed desirable or necessary, *Provided*:

- (a) That the operating frequency is not permitted to deviate more than the allowed tolerance;
- (b) That the emissions are not permitted outside the authorized band;
- (c) That the power output complies with the license and the regulations governing the same; and
- (d) That the transmitter as a whole or output power rating of the transmitter is not changed.

§4.7 Emission authorized.—All classes of broadcast licenses authorize A3 emission only unless otherwise specified in the license. In case A1, A2, A4, A5, or special emission are necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs shall be made to, and authority therefor received from, the Commission.

§4.8 Additional orders, as needed.—In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

§4.9 Operation.—A licensed operator shall be on duty and in charge of the transmitter of each broadcast station listed in section 4.1. In no case will remote-control operation be authorized. A transmitter is not considered as being operated by remote control when the following conditions prevail:

- (a) Continuous reading indicating instruments are before the operator as follows:
 - (1) Frequency deviation meter.
 - (2) Percentage modulation indicator.
 - (3) Spurious emission check (receiver).
 - (4) Last radio stage plate voltage.
 - (5) Last radio stage total plate current.
 - (6) Output or antenna current.
- (b) The operator has off-and-on control of the power to the last radio stage.
- (c) The operator can reach the transmitter proper in not more than 5 minutes to make any changes or adjustments necessary to maintain proper operation.

§4.10 Rebroadcasts.⁵—(a) The licensee of an international or noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certified that express authority has been received from the licensee of the station originating the program.⁶ (See section 4.43 and 4.132 (c) concerning commercial announcements.)

(b) No licensee of an international broadcast station shall rebroadcast the programs of any other class of United States radio station without written

⁵ For definition of "rebroadcast" see 3.94 (a).

⁶ The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent must 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.



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authority having first been obtained from the Commission.⁷

(c) The licensee of a noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the noncommercial programs of a standard broadcast station or an international 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.

(d) No licensee of any other class of broadcast station listed in section 4.1 (television, facsimile, high frequency or developmental) shall rebroadcast the program of any radio station without written authority first having been obtained from the Commission.⁸

(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission: *Provided*, That the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the program.

§4.11 Equipment and program tests.—(a) A licensee of a broadcast station listed in section 4.1 shall conduct equipment tests in accordance with section 2.42 and program tests in accordance with section 2.43.

(b) In case the transmitter and associated equipment are on hand in complete form and an application for license was filed and granted with the application for construction permit, then the notification of equipment tests and program tests as required by paragraph (a) of this section need not be made.

§4.12 Station and operator licenses; posting of.—(a) The station license and any other instrument of authorization or individual order concerning the construction of the equipment or manner of operation of the station shall be posted so that all terms thereof are visible in a conspicuous place in the room in which the transmitter is located: *Provided*,

(1) If the transmitter operator is located at a distance from the transmitter pursuant to section 4.9, the station license shall be posted in the above-described manner at the operating position.

(2) If the station is licensed for portable-mobile operation, the station license or a photo copy thereof shall be affixed to the equipment or kept in the possession of the operator on duty at the transmitter. If a photo copy is used the original license shall be available for inspection by an authorized government representative.

(b) The license of each station operator (s) shall be conspicuously posted at the operating position: *Provided*,

(1) If the station at which the operator is on duty is licensed for portable-mobile operation, the operator's license may be kept in his personal possession.

RELAY BROADCAST STATIONS

§4.21 Defined.⁹—The term "relay broadcast station" means a station licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations, or orders concerning such programs.

§4.22 Licensing and authorizations.—(a) A license for a relay broadcast station will be issued only to the licensee of a standard broadcast station: *Provided, however*, In cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a standard broadcast station to install, operate, or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to another person to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under section 319 (b) of the Communications Act of 1934 without a construction permit: *And provided further*,

(b) The Commission may license a special relay broadcast station to the licensee of another class of broadcast station provided a need therefor is shown and the relay station will be used only for relaying of programs for broadcast by such broadcast station.

(c) The license of a relay broadcast station authorized the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its standard broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The license of a relay station does not authorize transmission of programs to be broadcast solely by other broadcast stations not aforementioned.

(d) In case a licensee has two or more standard broadcast stations located in different cities, it shall, in applying for a new relay station or for renewal of an existing relay station, designate the standard broadcast station or stations in conjunction with which the relay station is to be operated principally, and it shall not thereafter operate the relay station in conjunction with another of its standard broadcast stations located in a different city for more than a total of 10 days in any 30-day period.

(e) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a standard broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the standard broadcast station proposing the broadcast.

(f) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in section 4.23: *Provided, however*, In case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(g) An application for special temporary authority to operate on frequencies not allocated by section 4.23, or to operate another class of station as a relay broadcast station, must be received by the Commission not less than 10 days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, and the license of the station to be used. In case of emergencies, which shall be fully explained in the application, the Commission may waive the 10-day requirement specified herein.

⁷ The broadcasting of a program relayed by a relay broadcast station (section 4.21) is not considered a rebroadcast.

⁸ Informal application may be employed.

⁹ See section 4.5 (a) (6) for special log entry requirements.

¹⁰ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, this section is suspended "only insofar as it precludes by definition the use of a relay broadcast station where wire facilities are available for the transmission of programs from points under the jurisdiction of the military or naval establishments of the United States, where the broadcasting of such programs has been requested by the appropriate establishment."

¹¹ See "Number of Relay Broadcast Stations That Will Be Licensed to Each Holder of Standard Broadcast Station License" as announced by the Commission.

§4.23 Frequency assignment and operation.—(a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

| Group A Kilocycles | Group B Kilocycles | Group C Kilocycles | Group D Kilocycles | Group E Kilocycles |
|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| 1622 | 1606 | 1646 | 30820 | 31220 |
| 2058 | 2074 | 2090 | 33740 | 35620 |
| 2150 | 2102 | 2190 | 35820 | 37020 |
| 2790 | 2758 | 2880 | 37980 | 39260 |
| Group F Kilocycles | Group G Kilocycles | Group H Kilocycles | Group I Kilocycles | Group J |
| 31620 | 33880 | 156075 | 156750 | Any 4 frequencies above 300000 |
| 35260 | 35020 | 157575 | 158400 | kc. excluding band 400000 |
| 37340 | 37620 | 159975 | 159300 | to 401000 kc. |
| 39620 | 39820 | 161925 | 161100 | |

(b) One of the above groups only, including all four frequencies, will be assigned each station. The first application from any metropolitan area for the frequencies in groups A, B, or C shall specify group A; the second group B, and the third group C, the fourth group A again, etc., and likewise for frequencies in groups D, E, F, or G, first application group D, second E, third F, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applicants shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) A station may be licensed for group H when a need for frequencies of this order may be shown.

(d) Group I will be licensed to stations to operate with frequency modulation only when need for such operation and frequencies of this order may be shown.

(e) Any four specific frequencies under group J will be assigned on experimental operation only and an applicant may apply for the four frequencies which appear most suitable for the experimental work to be conducted.

(f) The licensee of a station on group J shall carry on research and experimentation for the advancement of the relay broadcast art and development of these ultra high frequencies for relay broadcast services. An application for authority to operate a station on frequencies in group J shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(g) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

§4.24 Frequency selection to avoid interference.—In case two or more stations are licensed for the same group of frequencies in the same area and in case simultaneous operation is contemplated, the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect

¹² Subject to the condition that no interference is caused to Government stations on adjacent channels.

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cannot be reached the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

§4.25 *Power limitations.*—(a) A relay broadcast station assigned frequencies in groups A, B, C, and J will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than licensed.

(b)¹³ A relay broadcast station assigned frequencies in groups D, E, F, and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; *Provided*, That before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, *And provided further*, That if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference.

(c)¹⁴ A relay broadcast station assigned frequencies in groups H and I will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than that licensed. In event interference may be caused to stations on adjacent channels, licensees shall endeavor to make arrangements to reduce power to a point where interference will not be objectionable. If a satisfactory arrangement cannot be agreed upon the Commission will determine and specify the maximum power or conditions of operation of each such station.

§4.26 *Supplemental report with renewal application.*—The licensee of a relay broadcast station assigned frequencies under group J shall submit a supplemental report with and made a part of each application for renewal of license as follows:

- (a) Number of hours operated for experimental purposes.
- (b) Developments carried on in the relay broadcast service.
- (c) Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
- (d) All developments or major changes in equipment.
- (e) Any other pertinent developments.

§4.27 *Station identification.*—Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

¹³ As amended by the Commission, effective November 7, 1939.

¹⁴ As amended by the Commission, effective July 12, 1939.

RULES GOVERNING ST BROADCAST STATIONS

§4.31 *Defined.*—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.

§4.32 *Licensing requirements.*—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.

§4.33 *Service.*—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.

§4.34 *Frequency assignment and operation.*—(a) The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis

| Kilocycles | Kilocycles | Kilocycles | Kilocycles | Kilocycles |
|------------|------------|------------|------------|------------|
| 330400 | 333400 | 336400 | 339400 | 342400 |
| 331000 | 334000 | 337000 | 340000 | 343000 |
| 331600 | 334600 | 337600 | 340600 | 343600 |
| 332200 | 335200 | 338200 | 341200 | |
| 332800 | 335800 | 338800 | 341800 | |

(b) ST broadcast stations will be authorized to employ frequency modulation only.

(c) The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

(d) 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 1 mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed one-fourth the free space field gain from a doublet.

§4.35 *Power.*—ST broadcast station will be licensed with a power output not in excess of that necessary to render a satisfactory service.

§4.36 *Required experimentation.*—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 antenna.
 - (c) Design and location of receiving antennas.
- §4.37 *Supplemental report with renewal application.*—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) Over-all fidelity of equipment, frequency and amplitude.

§4.38 *Station identification.*—Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

INTERNATIONAL BROADCAST STATIONS

§4.41 *Defined.*—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.)

§4.42 *Licensing requirements; necessary showing.*—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.¹⁵
- (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.

§4.43 *Service; commercial or sponsored programs.*—(a)¹⁷ 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.

¹⁵ The abbreviation "ST" is derived from "studio-transmitter."

¹⁶ See General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, art. 7. Prior to September 1, 1939, and thereafter see Cairo General Radio Regulations, art. 7, annexed to the International Telecommunications Conferences, Cairo, Egypt, 1938. Also, see list of assignments to international channels prepared by the Bureau of the International Telecommunications Union, Berne, Switzerland.

¹⁷ The Commission on July 14, 1939, suspended the operation of section 4.43 (a) until further order of the Commission.

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(b) 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.

(c) 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).

(d) An international broadcast station may transmit the program of a standard broadcast station or network system: *Provided*, The conditions in paragraph (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency: *And provided further*, That in the case of chain broadcasting¹⁹ 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.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is de-

signed for the foreign country or countries for which the service is primarily intended.

(f)²⁰ 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.

§4.44 *Frequency assignment*.—(a) The following groups of frequencies are allocated for assignment to international broadcast stations:

| Group A Kilocycles | Group B Kilocycles | Group C Kilocycles | Group D Kilocycles |
|-----------------------|-----------------------|------------------------|-----------------------|
| 6040 | 9530 | 11710 | ²⁰ 15130 |
| 6060 | ^{20 21} 9550 | ^{20 21} 11730 | 15150 |
| 6080 | 9570 | 11790 | 15210 |

| Group A Kilocycles | Group B Kilocycles | Group C Kilocycles | Group D Kilocycles |
|-----------------------|-----------------------|-----------------------|-----------------------|
| 6100 | 9590 | 11820 | 15250 |
| ²⁰ 6120 | 9650 | 11830 | 15270 |
| 6140 | 9670 | 11870 | 15330 |
| 6170 | | 11890 | 15350 |
| 6190 | | | |

| Group E Kilocycles | Group F Kilocycles | Group G Kilocycles |
|-----------------------|------------------------|-----------------------|
| 17750 | 21460 | 25600 |
| 17760 | ^{20 21} 21500 | 25625 |
| 17780 | 21520 | 25650 |
| 17800 | 21540 | 25675 |
| 17830 | 21570 | 25700 |
| | 21590 | 25725 |
| | 21610 | 25750 |
| | 21630 | 25775 |
| | 21650 | 25800 |
| | | 25825 |
| | | 25850 |

¹⁹ See sec. 3 (p) of the Communications Act of 1934 for the definition of "chain broadcasting."

(b) 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.

(c) 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.

(d)²² An international broadcast station will not be authorized to use more than one frequency listed in any group listed in paragraph (a) without a showing of technical necessity.

(e)²³ Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.

§4.45 *Power requirement*.—No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.²⁴

§4.46 *Supplemental report with renewal application*.—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:

(a) The number of hours operated on each frequency.
 (b) A list of programs transmitted of special international interest.
 (c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

§4.47 *Frequency control*.—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 percent of the assigned frequency.²⁵

VISUAL BROADCAST SERVICE

§4.61 *Defined*.—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.

¹⁹ Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

²⁰ 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.

²¹ 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.

²² 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.

²³ 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.

²⁴ Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

²⁵ This provision shall become effective as applying to existing stations July 1, 1941.
²⁶ Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

²⁷ See section 4.1. This provision shall become effective as applying to existing stations January 1, 1941.

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EXPERIMENTAL TELEVISION BROADCAST STATIONS

§4.71 *Defined.*—(a) The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.²⁰

(b) 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.

§4.72 *Purpose.*—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.

§4.73 *Licensing requirements, necessary showing.*—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 contribution to the developments of the television art.

(2) That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.

(3) That the transmission of signals by radio is essential to the proposed program of research and experimentation.

(4) That the program of research and experimentation will be conducted by qualified personnel.

(5) That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

(6) That public interest, convenience or necessity will be served through the operation of the proposed station.

§4.74 *Charges.*—No charges, either direct or indirect, shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

§4.75 *Announcements.*—(a) *Station identification.*—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) 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.

§4.76 *Operating requirements.*—(a) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(b) Each licensee of a television station will, from time to time, make such changes in its operations as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

§4.77 *Frequency assignment.*—(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

| Group A | | Group B | | Group C |
|-------------|---------------|-------------|---------------|---|
| Channel No. | Kilocycles | Channel No. | Kilocycles | |
| 1 | 53000-56000 | 8 | 162000-168000 | Any 6000 kc. band above 300000 kc., excluding band 400000 to 401000 kc. |
| 2 | 60000-66000 | 9 | 180000-186000 | |
| 3 | 66000-72000 | 10 | 186000-192000 | |
| 4 | 78000-84000 | 11 | 204000-210000 | |
| 5 | 84000-90000 | 12 | 210000-216000 | |
| 6 | 96000-102000 | 13 | 230000-236000 | |
| 7 | 102000-108000 | 14 | 236000-242000 | |
| | | 15 | 258000-264000 | |
| | | 16 | 264000-270000 | |
| | | 17 | 282000-288000 | |
| | | 18 | 288000-294000 | |

(b) 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.

(c) 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.

(d) 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 licensee shall make arrangements for operations to avoid interference.

(e) 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.

§4.78 *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.

§4.79 *Reports.*—(a) 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.

²⁰ The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast.

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(Continued from page 431)

- (2) Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
- (3) Data on expense of research and operation during the period covered.
- (4) Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.
- (5) Estimated degree of public participation in reception and the results of observations as to the effectiveness of types of transmission.
- (6) Conclusions, tentative and final.
- (7) Program for further developments in television broadcasting.
- (8) All developments and major changes in equipment.
- (9) Any other pertinent developments.
- (b) Special or progress reports shall be submitted from time to time as the Commission shall direct.

FACSIMILE BROADCAST STATIONS

§4.91 Defined.—The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

§4.92 Licensing requirements.—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:

(a) 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.

(b) That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

(c) That the program of research and experimentation will be conducted by qualified engineers.

(d) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(e) That the public interest, convenience, and/or necessity will be served through the operation of the proposed station.

§4.93 Charges prohibited; restrictions.—(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

§4.94 Frequency assignment.—(a) The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

| Group A | Group B | Group C |
|-------------------|-------------------|--|
| <i>Kilocycles</i> | <i>Kilocycles</i> | Any frequency above 300000 kc. excluding band 400000 to 401000 kc. |
| 25025 | 43540 | |
| 25050 | 43580 | |
| 25075 | 43620 | |
| 25100 | 43660 | |
| 25125 | 43700 | |
| 25150 | 43740 | |
| 25175 | 43780 | |
| 25200 | 43820 | |
| 25225 | 43860 | |
| 25250 | 43900 | |
| | 43940 | |

(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 to a facsimile station from the groups in paragraph (a) of this section. More than one frequency may be assigned under provisions of paragraph (b) of this section 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 given in section 4.1: *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 sections 4.1 to 4.11, inclusive, of these rules.

§4.95 Power.—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 1,000 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.

§4.96 Supplemental report with renewal application.—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:

- (a) Number of hours operated for transmission of facsimile programs.
- (b) Comprehensive report of research and experimentation conducted.
- (c) Conclusions and program for further developments of the facsimile broadcast service.
- (d) All developments and major changes in equipment.
- (e) Any other pertinent developments.

HIGH FREQUENCY BROADCAST STATIONS

§4.111 Defined.—The term "high frequency broadcast station" means a station licensed on frequencies above 25000 kilocycles for transmission of aural programs for general public reception.

(See Sec. 3.201 Different definition of same thing.)

§4.112 Licensing requirements; necessary showing.—A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

(b) That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

(c) That the research and experimentation will be conducted by qualified engineers.

(d) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(e) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

§4.113 Charges prohibited; restrictions and announcements.—(a) A licensee of a high frequency 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 high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given, in case of the rebroadcast of the program of any broadcast station, section 4.10 applies.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

§4.114 Frequency assignment.—(a) The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

| Group A | Group B | Group C | Group D |
|-------------------|-------------------|-------------------|-------------------|
| <i>Kilocycles</i> | <i>Kilocycles</i> | <i>Kilocycles</i> | <i>Kilocycles</i> |
| 25300 | 25900 | 26300 | 42060 |
| 25325 | 25925 | 26500 | 42100 |
| 25350 | 25950 | 26700 | 42140 |
| 25375 | 25975 | 26900 | 42180 |
| 25400 | 26000 | | 42220 |
| 25425 | 26025 | | 42260 |
| 25450 | 26050 | | 42300 |
| 25475 | 26075 | | 42340 |
| 25500 | 26100 | | 42380 |
| 25525 | 26125 | | 42420 |
| 25550 | 26150 | | 42460 |

| Group E | Group F | Group G | Group H |
|-------------------|-------------------|-------------------|---|
| <i>Kilocycles</i> | <i>Kilocycles</i> | <i>Kilocycles</i> | Any frequency above 800000 kc., excluding band 400000 to 401000 kc. |
| 42600 | 116590 | 117190 | |
| 42800 | 116710 | 117430 | |
| 43000 | 116830 | 117670 | |
| 43200 | 116950 | 117910 | |
| 43400 | 117070 | | |

(b) A station assigned a frequency in group A, B, D, or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in group C, E, or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

(c) Stations serving the same area will not be assigned frequencies separated less than the following:

Group A or B—100 kc.

Group D—160 kc.

Groups C, E, F, G, or H—To be determined.

(d) One frequency only in a group will be assigned to a station. A station assigned a frequency in group A, B, or C will not be assigned another frequency. A station assigned a frequency in group D may also be assigned a frequency in group F, and in group E, also in group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

(e) A licensee of a station assigned a frequency in group A or one of the last two frequencies in group C shall make the necessary observations to determine that no interference is caused to international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

§4.115 Power.—(a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can

show that greater power is needed to carry on a special program of research: *Provided, however*, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in group A or one of the last two frequencies in group C.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

§4.116 *Frequency control*.—Each high frequency broadcast station transmitter 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.

§4.117 *Supplemental report with renewal application*.—A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

- (a) The number of hours operated.
- (b) Data taken in compliance with section 4.112 (b).
- (c) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
- (d) Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
- (e) All developments or major changes in equipment.
- (f) Any other pertinent developments.
- (g) Comprehensive summary of all reports received. See section 4.114 (e).

NONCOMMERCIAL EDUCATIONAL BROADCAST STATIONS

§4.131 *Defined*.—The term "noncommercial educational broadcast station" means a station licensed to an organized nonprofit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

§4.132 *Operation and service*.—The operation of, and the service furnished by, noncommercial educational broadcast stations shall be governed by the following regulations:

(a) A noncommercial educational broadcast station will be licensed only to an organized nonprofit 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 nonprofit and noncommercial 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.

§4.133 *Power*.—The operating power of noncommercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

§4.134 *Frequency control*.—The transmitter of each noncommercial 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.

§4.135 *Operating schedule*.—Noncommercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

§4.136 *Equipment requirements*.—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.

§4.137 *Frequencies*.—(a) The following frequencies are allocated for assignment to noncommercial educational broadcast stations: Kilocycles—42100, 42300, 42500, 42700, and 42900.

(b) Stations serving the same area will not be assigned adjacent frequencies.

(c) Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

(d) Only one frequency will be assigned to a station.

DEVELOPMENTAL BROADCAST STATIONS

§4.151 *Defined*.—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.

§4.152 *Licensing requirements: necessary showing*.—(a) 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.

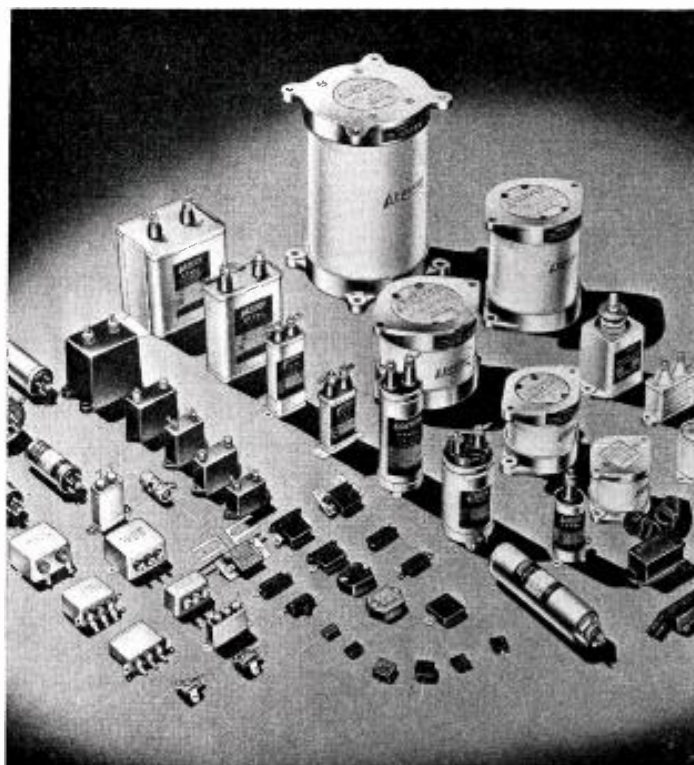
(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

(b) 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.

§4.153 *Program service; charges prohibited; announcements*.—(a) A license 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.

(b) A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission or 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



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(Continued from page 433)

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, section 4.10 applies.

§4.154 *Frequency assignment.*—(a) The following frequencies are allotted for assignment to developmental broadcast stations:²⁷

| | | |
|--|---|--|
| 1614 2396 } 2398 } 2400 } 3490 } 3492.5 } 3495 } 4795 } 4797.5 } 4800 } 6420 } 6425 } 6430 } 9130 } 9135 } 9140 } | 12855 } 12870 } 17300 } 17320 } 28100 } 30660 } 31020 } 31140 } 31180 } 31540 } 33840 } 33460 } 33820 } 35060 } 35460 } 37060 } 37140 } 37540 } 39140 } 39460 } 39540 } | 116050 } 116250 } 116450 } 116850 } 117050 } 117250 } 117650 } 118050 } 118250 } 118450 } 118650 } 118850 } 156525 } 156975 } 157425 } 157725 } 159175 } 159075 } 160425 } 161325 } 161775 } 162000 to 168000 } 210000 to 216000 } 264000 to 270000 } 300000 to 400000 } 401000 and above } |
|--|---|--|

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in paragraph (a) of this section, 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.

²⁷ Also available for assignment to all other stations in the experimental service.

§4.155 *Frequency tolerance.*—(a) The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in section 4.1: *Provided, however,* Where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(b) 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.

§4.156 *Supplemental report with renewal application.*—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 among others:

- (a) The number of hours operated.
- (b) Comprehensive report on research and experiments conducted.
- (c) Conclusions and program for further development of the broadcast service.

(d) All developments and major changes in equipment.

(e) Any other pertinent developments.

§4.157 *Frequency restrictions.*—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 stations and are not in conflict with section 4.1 to 4.11, inclusive, and sections 4.151 to 4.156, inclusive, of these rules.

COMMERCIAL TELEVISION BROADCAST STATIONS

DEFINITIONS

§4.201 *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.²⁸

§4.202 *Television broadcast band* means the bands of frequencies allocated for television broadcast stations.

§4.203 *Television channel* means a band of frequencies 6000 kilocycles wide and which may be designated by channel numbers as in section 4.224 or by the extreme lower and upper frequencies.

§4.204 *Television transmission standards* means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

§4.205 *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.

²⁸ The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

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§4.206 *Television transmitter* means the radio transmitter or transmitters for the transmission of both visual and aural signals.

§4.207 *Visual transmitter* means the radio equipment for the transmission of the visual signal only.

§4.208 *Aural transmitter* means the radio equipment for the transmission of the aural signal only.

§4.209 *Visual transmitter power* means the peak power output when transmitting a standard television signal.

§4.210 *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*.)

§4.211 *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

§4.221 *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, and the antenna height in feet above surrounding area.

§4.222 *Time of operation*.—Television broadcast stations will be licensed only for unlimited time operation.

§4.223 *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 accompanied 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.

§4.224 *Channel assignments*.—The channels or frequency bands set forth below are available for assignment to television broadcast stations:

| Channel No. | Kilocycles | Channel No. | Kilocycles |
|-------------|---------------|-------------|---------------|
| 1.. | 50000-56000 | 10.. | 186000-192000 |
| 2.. | 60000-66000 | 11.. | 204000-210000 |
| 3.. | 66000-72000 | 12.. | 210000-216000 |
| 4.. | 78000-84000 | 13.. | 230000-236000 |
| 5.. | 84000-90000 | 14.. | 236000-242000 |
| 6.. | 96000-102000 | 15.. | 258000-264000 |
| 7.. | 102000-108000 | 16.. | 264000-270000 |
| 8.. | 162000-168000 | 17.. | 282000-288000 |
| 9.. | 180000-186000 | 18.. | 288000-294000 |

(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.

§4.225 *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.

§4.226 *Multiple ownership*.—No person (including all persons under common control)³⁰ shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate

from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however*, That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: *And provided, further*, That the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

§4.227 *Normal license period*.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of 1 year, expiring February 1.

EQUIPMENT

§4.241 *Maximum rated power; how determined*.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

§4.242 *Maximum power rating and operating power*.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in section 4.221.

§4.243 *Monitors*.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations*;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the *Standards of Good Engineering Practice for Television Broadcast Stations*.

§4.244 *Required transmitter performance*.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice*. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

§4.245 *Indicating instruments*.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

§4.246 *Auxiliary and duplicate transmitters*.—The provisions of sections 3.63 and 3.64 of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations.

§4.247 *Changes in equipment and antenna system*.—(a) No changes in equipment shall be made:

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the *Standards of Good Engineering Practice*, provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section 4.261.)

(b) Specific authority³⁰ is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific authority³¹ upon filing *informal* request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice for Television Broadcast Stations* prescribed 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.

§4.248 *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

§4.261 *Minimum operating schedule*.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

§4.262 *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.

³⁰ Formal application required. See *Standards of Good Engineering Practice for Television Broadcast Stations* for specific application form.

³¹ Informal application by letter may be made.

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(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.

§4.263 Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

§4.264 Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

- (a) Program log.
- (1) Entry of the time each station identification is made.
- (2) Entry briefly describing each program broadcast under the heading "outside pickup," "studio production," and "motion picture film," or combination thereof.
- (3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.
- (4) Entry showing name of each sponsor and commodity advertised.
- (b) Operating log (when transmitting a standard television signal).
 - (1) Entry of the time the station begins to supply power to the antenna and the time it stops.
 - (2) Entry of the time the program begins and ends.
 - (3) Entry of each interruption to the carrier waves, cause and duration.
 - (4) Entry of the following each thirty minutes:
 - (i) Operating constants of the last radio stages.
 - (ii) Frequency monitor readings.
 - (c) Log of experimental operation when transmitting other than a standard television signal.
 - (1) Entry of the time the station begins to supply power to the antenna and the time it stops.
 - (2) Short description of the broadcast made and its technical purpose.
 - (4) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.32 (a), (b), and (c) as follows:
 - (1) The time the tower lights are turned on and off if manually controlled.
 - (2) The time the daily visual observation of the tower lights was made.
 - (3) In the event of any observed failure of a tower light,
 - (i) Nature of such failure.
 - (ii) Time the failure was observed.
 - (iii) Time and nature of the adjustments, repairs or replacements made.
 - (iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.
 - (v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.
 - (4) Upon completion of the periodic inspection required at least once each three months.
 - (i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.
 - (ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

[Amend. No. 195; Comm. act. 9-28-43, eff. 10-28-43]

§4.265 Logs; retention of.—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§4.281 The provisions of sections 3.421 to 3.424, both inclusive of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

PART 13—RULES GOVERNING COMMERCIAL RADIO OPERATORS

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GENERAL

§13.1 Licensed operators required.¹—Unless otherwise specified by the Commission, the actual operation of any radio station for which a station license is required shall be carried on only by a licensed operator of the required class.²

§13.2 Classes of licenses.—The classes of commercial operator licenses issued by the Commission are:

- (a) Commercial radiotelephone group:
 - (1) Radiotelegraph second-class operator license.
 - (2) Radiotelegraph first-class operator license.
- (b) Commercial radiotelegraph group:
 - (1) Radiotelegraph second-class operator license.
 - (2) Radiotelegraph first-class operator license.
- (c) Restricted commercial group:
 - (1) Restricted radiotelephone operator permit.
 - (2) Restricted radiotelegraph operator permit.

§13.3 Dual holding of licenses.—A person may not hold more than one radiotelegraph operator license (or restricted radiotelegraph permit) and one radiotelephone operator license (or restricted radiotelephone operator permit) at the same time.

§13.4 Term of licenses.—Commercial operator licenses are normally issued for a term of 5 years from the date of issuance.

APPLICATIONS

§13.11 Procedure.—The application form in duplicate for operator license, properly completed and signed, shall be submitted in person or by mail to the office at which the applicant desires to be examined, which office will make the final arrangements for conducting the examination. If the application is for renewal of license,³ it must be submitted during the last year of the license term and if the service requirements are fulfilled⁴ the renewal license may be issued by mail. A renewal application shall also be accompanied by the license to be renewed.

§13.12⁵ Special provisions, radiotelegraph first class.—An applicant for the radiotelegraph first-class operator license must be at least 21 years of age at the time the license is issued and shall have had an aggregate of 1 year of satisfactory service as a radiotelegraph operator manipulating the key of a manually operated radiotelegraph station on board a ship or in a manually operated coastal telegraph station.

EXAMINATIONS

§13.21 Examination elements.—Written examinations will comprise questions from one or more of the following examination elements:

- (1) *Basic law.*—Provisions of law and regulation with which every operator should be familiar.
- (2) *Basic theory and practice.*—Technical matters appropriate for every class of license except restricted radiotelephone operator permit.
- (3) *Radiotelephone.*—Additional matters, both legal and technical, including radiotelephone theory and practice.
- (4) *Advanced radiotelephone.*—Theory and practice applicable to broadcast station operation.
- (5) *Radiotelegraph.*—Additional matters, both legal and technical, including radiotelegraph theory and practice.

¹ Wherever the term "license" is used generally to denote an authorization from the Commission, it includes both "license" and "permit."

² See section 13.61.

³ All outstanding radiotelegraph licenses bearing an endorsement granting privileges comparable with a radiotelephone license of any class shall be considered as two separate licenses and application for renewal thereof shall be made separately.

⁴ See section 13.28.

⁵ Radiotelegraph first-class licenses now held by persons under 21 years of age may be renewed without regard to the age limit provided by section 13.12.

(g) *Advanced radiotelegraph.*—Radiotelegraph theory and practice of wider scope, particularly with respect to ship radio matters (direction finders, ship radiotelephone stations, spark transmitters, etc.).

§13.22 *Examination requirements.*—Applicants for original licenses will be required to pass examinations as follows:

- (a) Radiotelephone second-class operator license:
 - (1) Ability to transmit and receive spoken messages in English.
 - (2) Written examination elements: 1, 2, and 3.
- (b) Radiotelephone first-class operator license:
 - (1) Ability to transmit and receive spoken messages in English.
 - (2) Written examination elements: 1, 2, 3, and 4.
- (c) Radiotelegraph second-class operator license:
 - (1) Ability to transmit and receive spoken messages in English.
 - (2) Transmitting and receiving code test of sixteen (16) code groups per minute.
 - (3) Written examination elements: 1, 2, 5, and 6.
- (d) Radiotelegraph first-class operator license:
 - (1) Ability to transmit and receive spoken messages in English.
 - (2) Transmitting and receiving code test of twenty-five (25) words per minute plain language and twenty (20) code groups per minute.
 - (3) Written examination elements: 1, 2, 5, and 6.
- (e) Restricted radiotelephone operator permit:
 - (1) Ability to transmit and receive spoken messages in English.
 - (2) Written examination element: 1.
- (f) Restricted radiotelegraph operator permit:
 - (1) Transmitting and receiving code test of sixteen (16) code groups per minute.
 - (2) Written examination elements: 1, 2, and 5.

§13.23 *Form of writing.*—Written examinations shall be in English and shall be written by the applicant in longhand in ink, except that diagrams may be in pencil.

§13.24 *Passing mark.*—A passing mark of 75 percent of a possible 100 percent will be required on each element of a written examination.

§13.25 *New class, additional requirements.*—The holder of a license, who applies for another class of license, will be required to pass only the added examination elements for the new class of license.

§13.26 *Canceling and issuing new licenses.*—If the holder of a license qualifies for a higher class in the same group, the license held will be canceled upon the issuance of the new license. Similarly, if the holder of a restricted operator permit qualifies for a first- or second-class operator license of the corresponding type, the permit held will be canceled upon issuance of the new license.

§13.27 *Eligibility for reexamination.*—An applicant who fails an examination element will be ineligible for 2 months⁶ to take an examination for any class of license requiring that element. Examination elements will be graded in the order listed,⁷ and an applicant may, without further application, be issued the class of license for which he qualifies.

§13.28 *Renewal examinations and exceptions.*⁸—A license may be renewed without examination provided the service record on the license⁹ shows at least 3 years satisfactory service in the aggregate during the license term and while actually employed as a radio operator under that license; or shows at least 2 years service in the aggregate, under the same conditions, of which 1 year must have been continuous and immediately prior to the date of application for renewal.

If the above requirements have not been fulfilled, but the service record shows at least 3 months satisfactory service in the aggregate, while actually employed as a radio operator under the license during the last 3 years of the license term, a license may be renewed upon the successful completion of a renewal examination which may be taken at any time during the last year of the license term.

Renewal examinations will consist of the same elements as for original licenses. However, the written examination will be directed toward a determination of the applicant's qualifications to continue to hold the license for which he has previously qualified. If the renewal examination is not successfully completed before expiration of the license sought to be renewed, or if the service is not acceptable, the applicant will be examined as for the original license.

CODE TESTS

§13.41 *Transmitting speed requirements.*—An applicant is required to transmit correctly in the International Morse Code for 1 minute at the rate of speed prescribed in these rules for the class of license desired.

§13.42 *Transmitting test procedure.*—Transmitting tests shall be performed by the use of the conventional Morse key except that a semi-automatic key, if furnished by the applicant, may be used in transmitting code tests of 25 words per minute.

§13.43 *Receiving speed requirements.*—An applicant is required to receive the International Morse Code by ear, and legibly transcribe, consecutive words or code groups for a period of 1 minute without error at the rate of speed specified in the rules for the class of license for which application is made.

§13.44 *Receiving test procedure.*—Receiving code tests shall be written in longhand either in ink or pencil except that in the case of the 25 words per minute code test, a typewriter may be used when furnished by the applicant.

⁶ A month after date is the same day of the following month, or if there is no such day, the last day of such month. This principle applies for other periods. For example, in the case of the 2-month period to which this note refers, an applicant examined December 1 may be reexamined February 1, and an applicant examined December 29, 30, or 31 may be reexamined the last day of February, while one examined February 28 may be reexamined April 28.

⁷ See Section 13.28.

⁸ By order No. 77, dated and effective December 4, 1940, this section is suspended, until further order of the Commission, insofar as the required showing of service or use of license is concerned.

⁹ Paragraph (2) of rule 439 shall remain in effect with respect to renewals of 3-year licenses outstanding on July 1, 1939.

¹⁰ "RULES 439 (2) All operator licenses, except amateur, may be renewed without examination, provided—

(a) The applicant has had 90 days' satisfactory service during the 6-month period prior to the date the application for renewal of license is due to be filed, namely, 60 days prior to the expiration date, or

(b) The applicant has had at least 12 months' satisfactory service during the license term prior to the date the application for renewal of license is due to be filed."

¹¹ See sections 13.91 to 13.94, inclusive.

§13.45 *Computing word or code groups.*—Each five characters shall be counted as one word or code group. Punctuation marks or figures count as two characters.

Amendment No. 80 (Amending sec. 13.61 (a) effective September 1, 1941. To be substituted for p. 7-8, Part 13, Rules Governing Commercial Radio operators.

SCOPE OF AUTHORITY

§13.61 *Operator's authority.*¹²—The various classes of commercial operator licenses issued by the Commission authorize the holders thereof to operate radio stations, except amateur, as follows:

(a) *Radiotelephone second-class operator license.*—Any station while using type A-0, A-3, A-4, or A-5 emission except standard broadcast stations, International Broadcast stations, or high frequency and television broadcast stations licensed for commercial operation, or ship stations licensed to use power in excess of 100 watts and type A-3 emission for communication with coastal telephone stations.

(b) *Radiotelephone first-class operator license.*—Any station while using type A-0, A-3, A-4, or A-5 emission except ship stations licensed to use a power in excess of 100 watts and type A-3 emission for communication with coastal telephone stations.

(c) *Radiotelegraph second-class operator license.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission except—

(1) Any of the various classes of broadcast stations other than a relay broadcast station, or

(2) On a passenger¹³ vessel required by treaty or statute to maintain a continuous radio watch by operators or on a vessel having continuous hours of service for public correspondence, the holder of this class of license may not act as chief operator.

(3) ¹⁴ On a vessel (other than a vessel operated exclusively on the Great Lakes) required by treaty or statute to be equipped with a radiotelegraph installation, the holder of this class license may not act as chief or sole operator until he has had at least 6 months' satisfactory service as a qualified radiotelegraph operator on a vessel of the United States.

(d) *Radiotelegraph first-class operator license.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission except—

(1) Any of the various classes of broadcast stations other than a relay broadcast station.

(2) ¹⁵ On a cargo vessel (other than a vessel operated exclusively on the Great Lakes) required by treaty or statute to be equipped with a radiotelegraph installation, the holder of this class license may not act as chief or sole operator until he has had at least 6 months' satisfactory service as a qualified radiotelegraph operator on a vessel of the United States.

(e) *Restricted radiotelephone operator permit.*—Any station while using type A-0, A-3, or A-4 emission: *Provided, That—*

(1) Such operator is prohibited from making adjustments that may result in improper transmitter operation.

(2) The equipment is so designed that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation.

(3) Any needed adjustments of the transmitter that may affect the proper operation of the station are regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment.

Exceptions:

(1) The permit is not valid for the operation of any of the various classes of broadcast stations other than a relay broadcast station.

(2) The permit is not valid for the operation of a coastal telephone station or a coastal harbor station other than in the Territory of Alaska.

(3) The permit is not valid for the operation of a ship station licensed to use type A-3 emission for communication with coastal telephone stations.

(f) *Restricted radiotelegraph operator permit.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission: *Provided, That, in the case of equipment designed for and using type A-3 or A-4 emission—*

(1) Such operator is prohibited from making adjustments that may result in improper transmitter operation.

(2) The equipment is so designed that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation.

(3) Any needed adjustments of the transmitter which may affect proper operation of the station are regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment.

Exceptions:

(1) The permit is not valid for the operation of any of the various classes of broadcast stations other than a relay broadcast station.

(2) The permit is not valid for the operation of a ship station licensed to use type A-3 emission for communication with coastal telephone stations.

FEDERAL COMMUNICATIONS COMMISSION RULES AND REGULATIONS

Amendment No. 26 (Adopting Secs. 13.64-13.70) effective July 8, 1940
To be substituted for p. 9-10, Part 13, Rules Governing Commercial Radio Operators

(3) The license is not valid for the operation of a radiotelegraph station on board a vessel required by treaty or statute to be equipped with a radio installation.

(4) The license is not valid for the operation of any ship telegraph, coastal telegraph, or marine-relay station open to public correspondence.

§13.62 *Special privileges.*—(a) Any operator may operate any station in the experimental service, while using frequencies above 300,000 kilocycles.

(b) Subject to the limitations set forth herein,¹⁶ the holder of any class

¹² See Order No. 91-C, dated and effective January 19, 1943; Order No. 97, dated and effective May 19, 1942; Order No. 102, dated and effective June 16, 1942.

¹³ A ship shall be considered a passenger ship if it carries or is licensed or certificated to carry more than 12 passengers. A cargo ship means any ship not a passenger ship.

¹⁴ Suspended until Jan. 9, 1942 by Order No. 83.

¹⁵ These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, and 83-D. Order No. 83-D is effective as of July 1, 1943 and expires on December 30, 1943. (Amend. 175; Comm. action 6-29-43.)

¹⁶ Section 13.61.

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 437)

radiotelephone operator license may operate a radiotelephone point-to-point station, a coastal harbor, or coastal telephone station while using A-1 or A-2 emission, for testing or other transmission entirely secondary and incidental to the service of such station.

§13.63 *Operator's responsibility.*—The licensed operator responsible for the maintenance of a transmitter may permit other persons to adjust a transmitter in his presence for the purpose of carrying out tests or making adjustments requiring specialized knowledge or skill, provided that he shall not be relieved thereby from responsibility for the proper operation of the equipment.

§13.64 *Obedience to lawful orders.*—All licensed radio operators shall obey and carry out the lawful orders of the master or person lawfully in charge of the ship or aircraft on which they are employed.

§13.65 *Damage to apparatus.*—No licensed radio operator shall willfully damage, or cause or permit to be damaged, any radio apparatus or installation in any licensed radio station.

§13.66 *Unnecessary, unidentified, or superfluous communications.*—No licensed radio operator shall transmit unnecessary, unidentified, or superfluous radio communications or signals.

§13.67 *Obscenity, indecency, profanity.*—No licensed radio operator or other person shall transmit communications containing obscene, indecent, or profane words, language, or meaning.

§13.68 *False signals.*—No licensed radio operator shall transmit false or deceptive signals or communications by radio, or any call letter or signal which has not been assigned by proper authority to the radio station he is operating.

§13.69 *Interference.*—No licensed radio operator shall willfully or maliciously interfere with or cause interference to any radio communication or signal.

§13.70 *Fraudulent licenses.*—No licensed radio operator or other person shall obtain or attempt to obtain, or assist another to obtain, an operator's license by fraudulent means.

MISCELLANEOUS

§13.71 *Issue of duplicate license.*—An operator whose license or permit has been lost, mutilated, or destroyed, shall immediately notify the Commission. A sworn application for duplicate should be submitted to the office of issue embodying a statement attesting to the facts thereof. If a license has been lost, the applicant must state that reasonable search has been made for it, and further, that in the event it be found either the original or the duplicate will be returned for cancellation. The applicant must also give a statement of the service that has been obtained under the lost license.

§13.72 *Exhibiting signed copy of application.*—When a duplicate operator license or permit has been requested, or request for renewal upon service has been made, the operator shall exhibit in lieu thereof a signed copy of the application for duplicate, or renewal, which has been submitted by him.

§13.73 *Supervision of examinations for permit.*—Persons other than employees of the Commission may be authorized to supervise examinations for Restricted Radiotelephone Operator Permits for one or more employees of a division of local or State Government: *Provided*—

(a) That the absence of such employees for the purpose of taking an examination at a field office or designated examining city would interfere with the proper functioning of the division, and

(b) That the chief of police, director of public safety, or other official of equal responsibility furnish the names of the persons to be examined and designate an official by name and title to supervise the examination. The application for supervisory examination shall be made to the inspector in charge of the district in which the applicants are located.

§13.74 *Verification card.*—The holder of an operator license who operates any station in which the posting of an operator license is not required, may, upon filing application¹² in duplicate, accompanied by his license, obtain a Verification Card.¹³ This card may be carried on the person of the operator in lieu of the original operator license: *Provided*, The license is readily accessible within a reasonable time for inspection upon demand by an authorized Government representative.

§13.75 *Posting license or verified statement.*—The holder of a radiotelegraph or radiotelephone first or second class license who is employed as a service and maintenance operator at stations operated by holders of Restricted Operator Permits shall post at such station his operator license or a verified statement from the Commission¹⁴ in lieu thereof.

SERVICE

§13.91 *Endorsement of service record.*—A station licensee, or his duly authorized agent, or the master of a vessel acting as the agent of a licensee, shall endorse the service record appearing on said operator license, showing

the call letters and types of emission of the station operated, the nature and period of employment, and quality of performance of duty.

§13.92 *Aviation service endorsement.*—If the operator has operated more than three stations in the aviation service, the service may be shown by giving the name of the aviation chain or company in lieu of listing the call letters of the several stations.

§13.93 *Service acceptability.*—Credit will be allowed only for satisfactory service obtained under conditions that required the employment of licensed operators, or when obtained at United States Government stations.

§13.94 *Statement in lieu of service endorsement.*—The holder of a radiotelegraph license or a restricted radiotelegraph operator permit desiring an endorsement to be placed thereon attesting to an aggregate of at least 6 months' satisfactory service as a qualified operator on a vessel of the United States, may, in the event documentary evidence cannot be produced, submit to any office of the Commission a statement under oath accompanied by the license to be endorsed, embodying the following:

- (a) Names of ships at which employed;
- (b) Call letters of stations;
- (c) Types of emission used;
- (d) Type of service performed as follows:
 - (1) Manual radiotelegraph operation only; and
 - (2) Transmitter control only; or
 - (3) Combination of (1) and (2) running concurrently;
- (e) Whether service was satisfactory or unsatisfactory;
- (f) Period of employment;
- (g) Name of master, employer, licensee, or his duly authorized agent.

ORDER NO. 91-C

FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C.

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C. on the 19th day of January, 1943.

The Commission having under consideration its Orders No. 91, 91-A, and 91-B and the request of the Board of War Communications that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and,

IT APPEARING, That the demand of the military services for radiotelegraph and radiotelephone operators has increased as a result of the war and that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators;

IT IS ORDERED, That until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station;

PROVIDED, FURTHER, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

PROVIDED, FURTHER, That a broadcast station having a licensed power of 1000 watts or less may be operated by a holder of restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by certification of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency such operator shall not attempt to make any adjustment, but shall immediately shut down the station.

PROVIDED, FURTHER, That nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules and Regulations of the Commission; and,

PROVIDED, FURTHER, That Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

This Order supersedes Orders 91, 91-A and 91-B.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie,
Secretary.

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington 25, D. C., Phone Executive 3620
(For field offices and staffs, see page 466)

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Private Secretary: Charlotta Gallap
Senior Clerk Stenographer: Farrell D. McGonigal
T. A. M. Craven, Commissioner
(Democrat; term 1937-1944)
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Ewell K. Jett, Commissioner-designate
(Awaiting Senate confirmation as YEARBOOK went to press)
(Republican; term 1944-1950)

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Secretary: Laura L. Hollingsworth
Dick Carlson, Director of Personnel
Secretary: Janet B. Fisher

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Asst. Chief, Radio Intelligence Division: Stacy W. Norman
Secretary: Neva Bell Perry
William N. Krebs, Chief Safety & Special Services Div.
Asst. Chief, Safety and Special Services Division: Glen E. Nielsen

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Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Fickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafont, Utah
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—May 23, 1934
Thad H. Brown, Ohio
January 21, 1932 (Deceased)
James H. Hanley, Nebraska
April 1, 1935—July 10, 1934

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—Dec. 31, 1934
Annie S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)
Irvin Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941
George H. Payne, New York
July 1, 1934—June 30, 1943

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Secretary: Lillian Conley
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Robert E. Hodson, Chief, Minute Section
Lawrence A. Corridon, Chief of Audits and Accounts Section

Paul F. Godley
Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS OF THE U. S.

(Corrected to Jan. 1, 1944)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KIJJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRG-FM, HARTFORD—Licensed to WDRG, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD—Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLM, CHICAGO—Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, director.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

WGNB, CHICAGO—Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON—Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD—Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—CP issued to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, director; Elizabeth Whitehead, stu. director.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

WNBF-FM, BINGHAMTON—Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, director.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: M. S. Novik, director; John De Prospe, Bertrand Arnow.

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: John V. L. Hogan, president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, commercial manager; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. G. Adams, program director; Ken. Sparnon, music director.

WIIFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFN, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM—Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; James Blower, program director; Herbert Welch, promotion.

PENNSYLVANIA

KYW-FM, PHILADELPHIA—Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ulmer, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA—Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: Clifford C. Harris, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Lew London, director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH—Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE

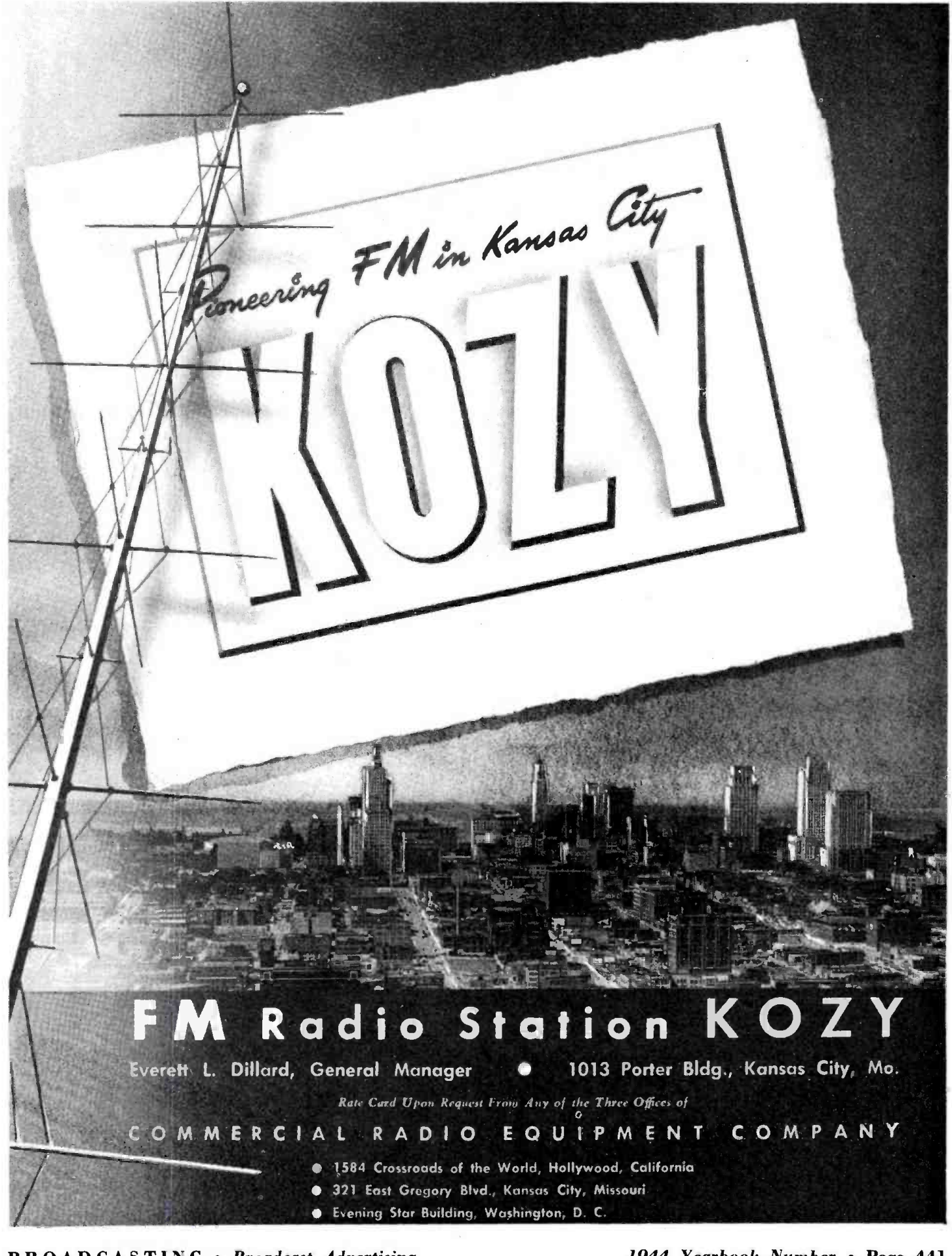
WSM-FM, NASHVILLE—Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, program director; Charles Golling, merchandising and promotion manager; D. W. Gellerup, chief engineer (on leave); Phillip Laeser, transmitter supervisor.



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KOZY

FM Radio Station KOZY

Everett L. Dillard, General Manager • 1013 Porter Bldg., Kansas City, Mo.

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CENTRAL AMERICAN BROADCASTING STATIONS

Including Stations of West Indies. Data from Latest Available Sources, Supplied by International Division of the Federal Communications Commission and the Co-ordinator of Inter-American Affairs.

BRITISH HONDURAS

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------|--------------|----------------------|-------------------------|--------------------|
| Belize | ZIK-2 | Government | 10600 | .200 |

COSTA RICA

[Receiving Sets, 25,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------------|--------------|---|-------------------------|--------------------|
| Alajuela | TIJJM-5 | Ecos del Poas (Emilio E. Martinez) | 575 | .8 |
| Cartago | TIMC | Radio Caribe (J. Mario Cardos M.) | 735 | 0.70 |
| Heredia (Heredia) | TI4NRH | La Voz del Comercio (Amando Cespedes Marin) | 725 | 0.75 |
| Puntarenas (Puntarenas) | TIWS | Ecos del Pacifico (Manuel Campos J.) | 900 | .350 |
| San Jose | TILJ | Radio San Jose (Lola Monje M. de Jimenez) | 775 | 3.0 |
| " " | TI-MACHO | Estafeta Comercial (Maximo Chaves Arias) | 1100 | 1.0 |
| " " | TIOS | Radio Titania (Rafael Sotela) | 940 | 2.0 |
| " " | TILS | Para Ti (Luis Saenz Mata) | 880 | 5.0 |
| " " | TIGPH | Alma Tica (Gonzalo Pinto H.) | 605 | .5 |
| " " | TIGPH2 | Nueva Alma Tica (Gonzalo Pinto H.) | 800 | 8.0 |
| " " | TIGPH3 | Radio Tibas (Gonzalo Pinto H.) | 650 | 10.0 |
| " " | TIRH | Radio El Mundo (Rafael Hine Chavarria) | 970 | 1.0 |
| " " | TIJMP | Radio America Latina (Jose Maria Pinaud) | 690 | 2.5 |
| " " | TIPG | La Voz de la Victor (Perry Girton) | 625 | 5.0 |
| " " | TIFA | La Voz de Italia (Francisco Arie) | 1000 | 0.25 |
| " " | TINBC | La Voz de la Democracia (Perry Girton) | 1070 | 5.0 |
| " " | TICQ | La Voz del Continente (Narciso Garcia) | 750 | 0.5 |
| " " | TIEP | La Voz del Tropico (Eduardo Pinto H.) | 830 | 3.0 |
| " " | TIRS | Radio Athenea (Rogelio Sotela B.) | 925 | 1.0 |
| " " | TIHZ | Radio Universal (Heli Zuniga) | 1150 | 1.0 |
| " " | TIRCC | Accion Catolica (Carlos Borge) | 1200 | 0.5 |
| San Juan de Tibas | TIBAS | Estacion Tibas (Gonzalo Pinto H.) | 650 | 8.0 |

CUBA

[Receiving Sets, 250,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|------------------------|--------------|---|-------------------------|--------------------|
| Bayamo, Orte | CMKX | (Oscar Vidal Benitez) | 1390 | 0.25 |
| Caibarien | CMHD | (Manuel Alvarez) | 1560 | 0.25 |
| Camaguey | CMJL | Cirquito CMQ (Cambo y Gabriel S. A.) | 920 | 10.0 |
| " | CMJN | Radio Habana Cuba Cadena Azul, S. A. | 740 | 1.0 |
| " | COJK | (Jones, Castrillon y Cia.) | 8663 | 1.0 |
| " | CMJK | (Jones, Castrillon y Cia.) | 1160 | 0.25 |
| " | CMJA | (Rafael Valdes Jimenez) | 1060 | 0.25 |
| " | CMJE | (Primo Alonso Casares) | 1230 | 0.25 |
| " | CMJF | (Gertrudis de la Cruz Perez) | 1300 | 0.25 |
| " | CMJW | (Andres Moran Cisneros) | 1440 | 0.25 |
| " | CMJC | (Fernando Terron Bolanos) | 1340 | 0.25 |
| " | CMHO | (Enrique Lassanta, Oliver) | 1250 | 0.25 |
| Camaguey (Santa Clara) | CMHO | (Enrique Lassanta, Oliver) | 1250 | 0.25 |
| Cardenas, Mtsas | CMGE | (Genaro Sabater) | 1470 | 0.25 |
| Ciego de Avila | CMJH | (Luis Marauri Mendoza) | 1370 | 0.25 |
| " | CMJI | Ciego de Avila (Isidro Castellanos Perez) | 1400 | 0.25 |
| " | CMJM | Radio Habana Cuba Cadena Azul, S. A. | 1270 | 1.0 |
| " | CMJO | (Bonifacio Idefonso) | 1470 | 0.25 |
| Cienfuegos, L. V. | CMHM | (Jose Ramon Femenias, Jr.) | 1450 | 0.25 |
| " | CMHJ | (Romualdo Ugalde y Cordero) | 1350 | 0.25 |
| Cruces, L. V. | CMHK | (Virgilia Villanueva) | 1380 | 0.25 |
| Guanajay, P. del Rio | CMAC | (Jose Manuel Alvarez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo) | 1370 | 0.1 |
| Guantanamo, Orte | CMKS | (Candido Savon Suarez) | 900 | 0.25 |
| " | CMKH | (Virgilio Arciero Maffei) | 1130 | 0.25 |
| Guines | CM9RT | (Raul Torres Pabdal) | 1610 | 0.25 |
| Guanabacoa (Habana) | COCH | Radio O'Shea (Radio International) | 9437 | 1.0 |
| " | CMBH | Radio Reloj (Vicente Espinosa) | 1540 | 5.0 |
| " | CMCF | Radio O'Shea (Radio International) | 910 | 5.0 |

CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------------------------|--------------|---|---|--------------------|
| Habana | COCQ-1 | Cirquito CMQ (Cambo y Gabriel S. A.) | 8833 | 5.0 |
| " | COBZ | Radio Salas (Manuel y Guillermo Salas) | 9030 | 1.0 |
| " | CMA5 | (Cuba Transatlantic Radio Corporation) | 5780 6790 8630 11560 15505 17260 | 1.0 0.15 |
| " | CMCJ | (Rafael Rodriguez) | 1680 | 0.25 |
| " | CMCR | La Voz del Caribe (Juan Gonzalez y Seneriz) | 1580 | 0.25 |
| " | CMCA | (Augusto Testar y J. M. Gonzales) | 1490 | 0.25 |
| " | CMCG | La Onda S. A. (Dr. Miguel Angel Campos) | 1460 | 0.25 |
| " | CMCQ | (Andres Martinez) | 740 | 0.25 |
| " | CMBX | Radio Talleres Alvarez (Vicente Espinosa, Julio C. Travieso) | 1390 | 0.25 |
| " | CMK | (Fausto Montiel) | 830 | 0.25 |
| " | CMQ | Cirquito CMQ (Cambo y Gabriel S. A.) | 690 | 25.0 |
| " | CMCY | Radio Habana Cuba, Cadena Azul, S. A. | 590 | 15.0 |
| " | CMW | Cadena Rosa Voz de Las Antillas (Adolfo Gil y Miguel Troncoso) | 550 | 2.5 |
| " | COCX | (Francisco A. Lavin) | 11650 | 1.0 |
| " | COCW | Ciudad de la Habana (Adolfo Gil y Miguel Troncoso) (Under Construction) | 21740 6322 | 1.0 |
| " | COCM | (Cia. Transradio Columbia, S. A.) | 9833 | 1.0 |
| " | COCY | Radio Habana Cuba Cadena Azul, S. A. | 11740 21620 | 0.1 |
| " | COBQ | (Andrea Martinez) | 9235 9540 | 0.1 |
| " | COF | (Cuartel de Bomberos Ministerio de Defensa Publicas) | 7255 | 0.1 |
| " | COK | (Cuban National Sports Dept.) | 11616 | 1.0 |
| Cerro (Habana) | CMCB | Radio Cadena Informativa (Metropolitan Radio de Cuba, S. A.) | 1330 | 0.25 |
| Habana | CMOA | (Juan Fernandez Duran) | 1360 | 0.25 |
| " | CMC | (Rafael Valdes) | 1360 | 0.25 |
| " | CMBG | Voz de Oro (John L. Stowers) | 1390 | 0.25 |
| " | CMCX | Radio Popular (Jose Custodio Milagro Rumbaut y Lanza) | 1290 | 0.25 |
| " | CMCH | (Jose Vilarino) | 1230 | 0.25 |
| " | CMCU | (Jorge Garcia Serra) | 1190 | 0.25 |
| " | CMBY | Casa de Las Medias (Pages y Cia.) | 1110 | 0.25 |
| " | CMX | (Francisco A. Lavin) | 1010 | 10.0 |
| " | CMBZ | Radio Salas (Manuel y Guillermo Salas) | 950 | 5-D 1-N |
| Holguin | CMKJ | Cirquito "CMQ" (Cambo y Gabriel, S. A.) | 970 | 1.0 |
| " | CMKV | Radio Habana Cuba, Cadena Azul, S. A. | 600 | 1.0 |
| " | CMKF | (Manuel J. de Gongara) | 1490 | 0.25 |
| " | CMKO | (Manuel Angulo Farran) | 1220 | 0.25 |
| " | CMKG | (Emilio Grau Medina) | 1050 | 0.25 |
| Jovellanos, (Matanzas) | CMGN | Radio Habana Cuba, Cadena Azul, S. A. | 1310 | 1.0 |
| Manzanillo, Orte. | CMKE | (Cia Radio Emisora Manzanillo, S. A.) | 1320 | 0.25 |
| " | CMKM | (Raimundo Comas Solar, Merchan y P. Giguere) | 560 | 0.25 |
| Matanzas, Cuba | COGF | (Bernabe R. de la Torre) | 11800 | 1.0 |
| " | CMGH | (Garcia Alvarez & Heirs) | 1440 | 1.0 |
| " | CMGF | (Bernabe R. de La Torre) | 1240 | 0.25 |
| Marianao (Habana) | CMZ-1 | La Voz de Democracia (Government-Ministry of Nat'l. Defense) | 660 | 0.5 |
| " | CMBF | Radio Universal (Compania Radio Universal, S. A.) | 730 | 5.0 |
| " | CMZ | (Ministry of Education) | 1260 | 5.0 |
| " | COX | (Ministry of Education) | 9640 | 5.0 |
| Nuevitas, Cam. | CMJQ | (Manuel Puig Martinez) | 1580 | 0.25 |
| Palma Soriano, Orte. | CMKZ | (Joaquin Venero Obregon) | 1430 | 0.25 |
| Pinar del Rio | CMAB | (Francisco Martinez P. R.) | 1450 | 0.25 |
| " | CMAQ | Cirquito "CMQ" (Cambo y Gabriel, S. A.) | 810 | 1.0 |
| " | CMAN | Radio Habana Cuba Cadena Azul, S. A. | 1300 | 1.0 |
| Placetas, L. V. | CMHP | (Candido de Los Angeles, Guevara Perdomo) | 1320 | 0.25 |
| Puentes Grandes (Habana) | CMBQ | (Amletto Battisti) | 1150 | 1-D 5-N |
| Puerto Padre, Orte | CMKY | (Pedro Zacca Cheda) | 1350 | 0.1 |
| Rancho Boyeros (Habana) | COBC | Radio Progreso (Domingo Fernandez Cruz) | 9863 | 1.0 |
| " | CMBC | Radio Progreso (Domingo Fernandez Cruz) | 790 | 5-D 1-N |
| Regla (Habana) | CMCD | La Voz Del Aire, S. A. | 630 | 12.0 |
| " | COCD | La Voz Del Aire, S. A. | 6130 | 1.0 |

**ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS**

**KFQD
ANCHORAGE
ALASKA**

**GEO. WILLIAMS'
HP5J-HP6J
PANAMA CITY**

**CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS**

**TGW
GUATEMALA CITY
GUATEMALA**

**MEXICO'S
RADIO MIL
NETWORK**

**TIPG
SAN JOSE
COSTA RICA**

**HCIBF-HCIBD
QUITO
ECUADOR**

**PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS**

**HHW-HH3W
PORT-AU-PRINCE
HAITI**

**ZFY
GEORGETOWN
BRITISH GUIANA**

**CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS**

**RADIO CARACAS
VENEZUELA
10,000 WATTS**

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IN HOLLYWOOD — HOMER GRIFFITH — 6362 HOLLYWOOD BLVD.**

CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|--------------|--|---|--------------------|
| Reparto Rancho Boyeros (Habana) | CMCK | (Luis Casas Rodriguez, Ernesto Casas Rodriguez) | 980 | 5.0 |
| " | COCO | (Luis Casas Rodriguez, Ernesto Casas Rodriguez) | 8700 | 5.0 |
| Reparto Vedado (Habana) | CMBD | (Luis Perez Garcia) | 1460 | 5.0 0.25 |
| " | CMOX | (Perez y Chisholm) | 1490 | 1.0 |
| Roselea Abreu | CMBL | Radio Cadena Suaritos (Radio Cadena Suaritos S. A.) (Laureano Suarez Valdes) | 860 | 5.0 |
| Sagua La Grande, S.C. | CMHA | (Abelardo Menocal) | 1280 | 0.25 |
| Sancti Spiritus | CMHB | (V. E. Weiss y O. Ramirez Isla) | 1410 | 0.25 |
| Santiago de Cuba | CMKN | Radio Habana Cuba Cadena Azul, S. A. | 930 | 1.0 |
| " | CMKU | (Cambo y Gabriel) | 760 | 1.0 |
| " | CMKW | (Ricardo Miranda Cortes y Raul Soular y Echevarria) | 1000 | 1.0 |
| " | CMKC | (Roberto Miguel Gonzalez) | 1250 | 0.25 |
| " | CMKR | (Jaime Nadal) | 1090 | 0.25 |
| " | COKG | (Emilio Grau Medina) | 8942 | 1.2 |
| " | CML5 | (Cuba Transatlantic Radio Corp.) | 15505 5780 8630 8790 11560 17260 | 0.15 |
| " | CMKD | (Otto Juan Vinas Gimeno) | 1290 | 1.0 |
| Santiago de las Vegas, (Habana) | CMBA | (Juan de Dios Carrero y Valdes) | 1420 | 0.25 |
| San Luis, Oriente | CMKQ | (Angela Viecido Quintero) | 1460 | 10.0 |
| Santa Clara (Las Villas) | CMHQ | Cirquito "CMQ" (Cambo y Gabriel) | 800 | 10.0 |
| " | CMHI | Radio Habana Cuba, Cadena Azul, S. A. | 570 | 15.0 |
| " | CMHN | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| " | CMHX | (Francisco Chavarrey Fuster) | 1480 | 0.25 |
| " | COHI | Radio Habana Cuba, Cadena Azul, S. A. | 11765 6455 | 5.0 |
| " | CMBM | (Jose Ramon Femenias, Jr.) | 1450 | 0.25 |
| C. de Manicaragua, Santa Clara (Las Villas) | CMHW | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| Trinidad, L. V. | CMHT | (F. E. Soto del Valle) | 990 | 0.25 |
| Vedado (Habana) | CMOY | | | 0.25 |
| " | CMCO | (Enrique Lasanta Oliver. Lessee-Carlos M. Sanchez) | 1230 | 0.25 |
| " | CMBS | (Enrique Artalejo Fernandez) | 1090 | 1.0 |
| " | CMCM | Ron Merino (Compania Transradio Columbia, S. A.) | 1060 | 0.25 |

GUATEMALA

[Receiving Sets, 40,000. Set Tax, \$3.00 per Year]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|--------------|--|-------------------------|--------------------|
| Guatemala City | TG1 | Radio Morse (Guatemalan Government) | 1310 | 0.25 |
| " | TG2 | | 6190 | |
| " | TG3 | | 2320 | |
| " | TGW | Radio Nacional (Guatemalan Government) | 610 | 10. |
| " | TGWA | | 9685 | 10. |
| " | TGWB | | 11760 | |
| " | TGWC | | 15170 | |
| " | TGX | (El Liberal Progresista) | 17800 | 1. |
| " | TGX1 | | 6460 | 1. |
| " | TGQ | | 1520 | 0.1 |
| Quezaltenango | T6Q | Radio Nacional (Guatemalan Government) | 1400 | |
| " | T6QA | | 6130 | .25 |
| " | | | 6400 | |

DOMINICAN REPUBLIC

[Receiving Sets, 12,000. Set Tax, 50 Cents Yearly]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|--|-------------------------|--------------------|
| Ciudad Trujillo | HIZ | (Frank Hatton) | 1350 | 0.2 |
| " | H11Z | | 6316 | 0.25 |
| " | H1N | (Partido Dominicano) | 1090 | 0.15 |
| " | H11N | | 6243 | .7 |
| " | H1X | (Dominican Government) | 950 | 0.2 |
| " | H11X | | 6340 | .25 |
| " | H13X | | 11960 | .25 |
| " | H11G | (Andres Cordero P.) | 6120 | 0.25 |
| " | H12G | | 9140 | 0.25 |
| " | HIT | (F. A. Sanabria) | 6630 | 0.1 |
| " | HIL | (Joaquin C. Pellicer) | 1050 | |
| " | H16H | La Voz del Pueblo (Emilio Garden, Jr.) | 6175 | 0.08 |
| " | | | 6115 | 0.1 |
| " | HIH | (Domingo Dominguez) | 1420 | .150 |
| Romana (La) (Seybo) | HI3C | (Antonio Herrero) | 6690 | .150 |
| Monsignor Nouel (La Vega) | HI2T | (Jose Arismendy Trujillo) | 6480 | .200 |
| Puerto Plata | HI9T | (Luis A. Pelegrin) | 6170 | .025 |
| " | HI9U | | 1010 | .1 |
| San Pedro de Macoris | HIH | (Domingo Dominguez) | 6780 | 0.25 |
| " | HI1J | (Fausto M. Donastorg) | 6025 | 0.25 |
| Santiago | HI1A | (Rafael Western) | 6190 | 0.25 |
| " | HI3U | Estacion Perifonica (Fernando Bertran) | 6015 | 0.1 |
| " | HI9B | (Jacinto L. Sanchez) | 6383 | 0.25 |
| " | HI1S | (Generoso Sarhelli) | 6420 | 0.2 |
| " | HI1L | La Voz del Diario (Maria J. Tavarez) | 6480 | 0.1 |

HAITI

[Receiving Sets, 5,000. Set Tax, 20c per Tube]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|--------------|---------------------------------------|-------------------------|--------------------|
| Port-au-Prince | HHW | (C. Ricardo Widmaier, Jr.) | 1300 | .5 |
| " | HH3W | | 10100 | .750 |
| " | HH2S | (Societe Haitienne de Radiodiffusion) | 7500 | .800 |
| " | HHBM | (Frank C. Magliore) | 5940 | |
| " | | | 9660 | 0.1 |

EL SALVADOR

[Receiving Sets, 8,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------------|--------------|---|-------------------------|--------------------|
| San Salvador | YSR | La Voz de El Salvador (Alberto Cevallos) | 990 | 2.0 |
| " | YSS | "Alma Cuscatleca" (Government of El Salvador) | 6265 | |
| " | | | 650 | 0.5 |
| " | HUB | | 5556 | 0.4 |
| " | YSD | | 7894 | |
| " | YSP | La Voz de Cuscatlan (Fernando Albayeros-Sosa) | 780 | 0.5 |
| " | | | 760 | |
| " | | | 6150 | |
| " | YSY | (Consul of Paraguay) | 1100 | 0.25 |
| " | | | 7225 | |

HONDURAS

[Receiving Sets, 11,800. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------------|--------------|--|-------------------------|--------------------|
| Ceiba (La) (Atlantida) | HRD2 | La Voz de Atlantida (Ing. M. R. Moncada) | 6235 | 0.25 |
| San Pedro Sula (Cortes) | HRP1 | El Eco de Honduras (Filiberto Diaz Zelaya) | 6351 | .200 |
| Tegucigalpa | HRN | La Voz de Honduras (Rafael Ferrari) | 5875 | .2 |

MEXICO

[Receiving Sets, 750,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|--|-------------------------|--------------------|
| Acapulco, Gro. | XEKJ | Sra. Refugio Acosta de Valdivieso | 1400 | 0.25 |
| Agua Prieta, Son. | | (Under construction) | 610 | 0.25 |
| " | XERP | | 1190 | 50.0 |
| Aguascalientes, Agn. | XEBI | (Pedro C. Rivas) | 1860 | 0.25 |
| " | XELY | | 1490 | 0.15 |
| Campeche | XEA | Luis A. Maury | 1370 | 1.0 |
| Cananea, Son | XEFQ | Ernesto Felix | 980 | 0.5 |
| " | XESY | Hector Compy | 1320 | 0.2 |
| " | | | 1490 | .25 |
| Casas Grandes, Chih. | XETX | | 1400 | 0.1 |
| Celaya, Guan. | XENC | | 1540 | 0.25 |
| " | | | 1090 | .25 |
| Chihuahua, Chih. | XEFI | Ramiro G. Uranga | 1440 | 1.0 |
| " | XEM | Pedro Meneses, Jr. | 1390 | 0.5 |
| " | XEBW | Radio Emisora del Norte | 1280 | 0.6 |
| " | XEBU | Feliciano Lopez Islas | 1260 | 0.1 |
| " | | | 580 | .25 |
| Ciudad Camargo, Chih. | XEOH | | 1270 | 0.15 |
| Ciudad Delicias | XEJK | David G. Cervantes | 1340 | 0.1 |
| Ciudad Guzman, Jal. | XEBA | Jose D. Gonzales | 1270 | .25 |
| Ciudad Juarez, Chih. | XELO | Cia. Radiodifusion de Piedras Negras | 800 | 150. |
| " | XEJ | Pedro Meneses, Jr. | 970 | 5. |
| " | XEP | Esteban Parra | 1300 | 0.5 |
| " | XEWG | Carlos Mendez | 1460 | 1.0 |
| " | XEF | Gilberto Gil | 1420 | 0.25 |
| " | XEFV | Dario Cordoba | 1240 | 0.25 |
| C. Madero, Tams. | XETR | Cesar Trujillo Badillo | 1490 | 0.1 |
| Ciudad Obregon, Son. | XEAP | Emilio Manzanilla | 1290 | 0.1 |
| " | XEOX | Felipe G. de Leon | 1340 | 0.25 |
| C. Valles, San Luis Potosi | | | 1340 | 0.1 |
| Ciudad Victoria, Tam. | XEBJ | Fernando Elizalde | 1450 | 0.1 |
| Coatzacoalcos, Ver. | XEFZ | Pedro E. Rocher | 1340 | 0.25 |
| Colima, Col. | XERL | J. Roberto Levy | 1280 | 0.25 |
| Cordoba de Veracruz | XECW | Juan Sedas M. | 1340 | 0.25 |
| " | XEAG | | 1280 | 0.25 |
| Cuernavaca, Moretes | XEJC | | 1420 | 0.1 |
| " | | Radio Bugainvilla (Ing. Juan Gutierrez, Jr.) | | |
| " | KEY | Lucinda Arenas de Meza Millan | 980 | 0.15 |
| Culiacan, Sin. | XESA | Pablos y Elizalde, S. de R. L. | 1360 | .5 |
| " | XEBL | Max Gomez Blanco | 1260 | 0.5 |
| " | XEGF | | 1300 | 0.1 |
| Durango, Dur. | XEE | Alejandro O. Stevenson, Jr. | 1280 | .25 |
| " | XEDU | | 1400 | 0.15 |
| Ensenada, B. C. | XEPF | Luis Enrique Enciso | 1400 | 0.2 |
| Fresnillo, ZAC | XEMA | Jose M. Acededo Moya | 1340 | 0.1 |
| Gomez Palacio, Dur. | XEMG | | 1310 | 0.25 |

MORE THAN JUST A *Good Neighbor!*

A GOOD MARKET

MEXICO



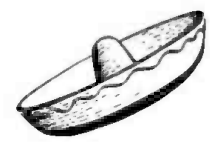
Modern Mexico
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Modern Mexico
New land of opportunity
Coverage assured by our 70 stations ready to serve you

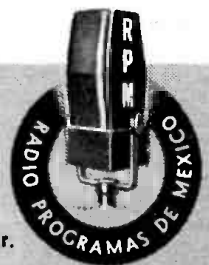


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Modern Mexico offers a rich field to progressive American advertisers - - - particularly those with a thought to the future - - - those who are making plans now for the new era in advertising that will come with Victory. There is no better time than now to enter the Mexican market - - - and no better selection than Mexico's greatest network. We invite your inquiries.

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System



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

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|---|-------------------------|--------------------|
| Guadalajara, Ja. | KFJB | Gobierno del Estado de Jalisco | 1010 | 5.0 |
| " | XEJG | " | 4820 | 0.2 |
| " | XEDK | Salvador Vazquez Tello | 1250 | 0.5 |
| " | XED | Cia. Radiofonografica, S. A. | 680 | 1.0 |
| " | XEDQ | " | 6155 | 0.1 |
| " | XEHL | Radio Anunciadora Kist, S. de R. L. | 1870 | 0.5 |
| " | XELW | Salvador Galindo de la Torre | 1340 | 0.25 |
| " | XEHK | Carmen Villaseor | 960 | 0.25 |
| " | XEAV | Alfredo Vasquez, Cine Alameda | 580 | 1.0 |
| " | XEAD | Alejandro A. Diaz | 1150 | 0.25 |
| " | XEXN | " | 1400 | 0.25 |
| Guajuato, Guan. | XEJT | " | 570 | 0.1 |
| Guaymas, Son. | XEDR | Modesto Ortega | 1490 | .25 |
| Hermosillo, Son. | XFRH | Carlos Balderrama | 920 | 1.0 |
| " | XEBR | " | 11820 | 0.15 |
| " | XEDL | " | 1250 | 0.5 |
| " | XEHQ | Radio Hermosillo S. de R. L. (Jose Sosa) | 590 | 0.3 |
| " | XEOP | " | 960 | 0.5 |
| " | | " | 1300 | 0.25 |
| Hidalgo del Parral, Chih. | XEJS | " | 1160 | 0.5 |
| " | XEAT | Jorge Perez | 1250 | 0.25 |
| " | XEJR | Anastasio Gomez Gallardo | 1490 | 0.1 |
| Irapuato, GT. | XEBO | La Voz del Centro (Alfonso Martinez) | 1330 | 0.5 |
| " | XEWE | Felipe Gallardo | 1420 | 0.1 |
| Jalapa de Veracruz | XERF | Pedro Coronel Aburto | 6090 | 0.25 |
| " | XEKL | Carlos Ferraz Matos | 550 | 0.1 |
| " | XEJA | " | 1400 | 0.25 |
| " | XEJW | " | 1490 | 0.1 |
| La Paz, Baja Calif. | XEPX | " | 550 | 0.25 |
| Leon de Guanajuato | XEFM | Sucs. R. Ortiz Gonzalez | 1270 | 0.1 |
| " | XERZ | Rafael C. Navarro | 1240 | 0.25 |
| " | XERW | Rafael C. Navarro | 1390 | 0.1 |
| Linares | XER | Rafael T. Carranza | 1260 | 0.25 |
| Los Algodones, Baja, Cal. | | " | 560 | 0.1 |
| Los Mochis, Sinaloa | XECF | Francisco Perez H. | 1410 | 1.-D .5-N |
| Magdalena de Sonora | XEDJ | Enrique Sorolegui | 1450 | 0.1 |
| Matamoros, Tam. | XEO | " | 970 | 0.75 |
| " | XEXP | " | 1450 | 0.1 |
| " | XEAM | Manuel L. Salinas | 1400 | 0.25 |
| Mazatlan, Sin. | XERJ | Oscar Perez E. | 1320 | 0.5 |
| " | XEDS | Alejandro A. Schober | 1420 | 0.5 |
| " | | " | 1380 | .25 |
| Merida, Yuc. | XEZ | Jorge L. Palomeque | 600 | 2.0 |
| " | XEME | Perfecto Villamil Cicero | 1270 | 0.5 |
| " | XEFC | Julio Molina Font | 1340 | 0.25 |
| " | XEFK | Manuel Zapata Espinosa | 1450 | 0.1 |
| " | XEMQ | Lazaro Achurra Suarez | 1240 | 0.25 |
| " | XEMH | Alvaro Barquet Y. | 1400 | 0.25 |
| Mexicali, B. C. | XECL | Alfonso A. Lacarra | 990 | 5.0 |
| " | XEAO | Chavez y Castro, Sucesores | 910 | 0.25 |
| " | | " | 560 | 0.25 |
| " | XEAA | Alberto Gonzalez | 1340 | 0.25 |
| Mexico City | XEXA | Radio Gobernacion (Depto. de Publicidad y Propaganda) | 6175 | 0.1 |
| " | XEBT | El Buen Tono, S. A. | 6000 | 0.5 |
| " | XEB | " | 1220 | 100. |
| " | XEW | La Voz de la America Latina desde Mexico | 900 | 100. |
| " | XEWV | (Cadena Radiodifusora Mexicana) | 9500 | 10. |
| " | XEQ | Radio Panamericana S. A. | 730 | 150.0 |
| " | XEQQ | " | 9680 | 1.0 |
| " | XEDP | Radio Gobernacion | 940 | 50.0 |
| " | XEOY | Ignacio Diaz R. | 1000 | 10.0 |
| " | XEST | " | 1060 | 50.0 |
| " | XEBZ | El Vocero Mexicano (Habenero Piza, S. A.) | 660 | .5 |
| " | XELA | Radio Metropolitana | 830 | 1.0 |
| " | XEUZ | Partido Revolucion Mexicana | 6130 | .1 |
| " | XEFO | " | 1110 | 20. |
| " | XEN | Radio Mundial (Guillermina P. de del Conde) | 690 | 5. |
| " | XEYU | National Univ. of Mexico | 9600 | .25 |
| " | XEUN | " | 860 | 5.0 |
| " | XEML | Roberto Valezzi Espatza | 1550 | 1.0 |
| " | XEQR | Corp. Mexicana de Radio, S. A. | 1090 | 1.0 |
| " | XEQK | Angel H. Ferreiro | 1350 | 1.0 |
| " | XEDA | Pedro Riestra Diaz | 1290 | 1.0 |
| " | XEMC | Delores G. Estrada de F. | 1590 | 5.0 |
| " | XERC | Radio Popular de Mex., S. A. | 790 | 1.0 |
| " | XELZ | La Voz de la Industria Nacional (Maria Cardona de Zetina) | 1440 | 1.0 |
| " | XENK | " | 620 | 5.0 |
| " | XEPH | Pedro Riestra Diaz | 590 | 5. |
| " | XERH | Voz de la Revista Hoy | 1500 | .5 |
| " | XEJP | Delia Cubillas de Fernandez | 1150 | 0.6 |
| " | XESM | Salvador San Martin | 1470 | 5.-D 1.-N |
| " | XEAI | Radio Zenith (Carmen Gutierrez) | 1320 | 0.5 |
| " | XEK | Arturo Martinez | 970 | 0.5 |
| " | XEL | Ramon Ferrero | 1260 | 0.75 |
| " | XEBS | Maria Remedios Delgado | 1410 | 0.75 |
| " | | " | 1180 | 0.25 |

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|---|-------------------------|--------------------|
| Mexico City | XEMX | Guillermo Robles | 1380 | 0.5 |
| " | XEOF | " | 560 | 1.0 |
| " | XERQ | Corp. Mexicana de Radio, S.A. | 9610 | 0.5 |
| " | XETT | Angel H. Ferreiro | 9555 | 0.5 |
| Minatitlan, Ver. | XEDW | Hector Silva Canto | 1260 | 0.25 |
| Monterrey, N. L. | XETA | El Pregonero del Norte, S. A. | 9555 | 1.0 |
| " | XET | " | 990 | 5.0 |
| " | XEG | The Friendly Voice from Mex. | 1050 | 150.0 |
| " | XEH | Radio Tarnava S. de R. L. (Ing. C. de Tarnava Jr., Luis de Tarnava, Bros.) | 1420 | 1.0 |
| " | XEFB | Jesus Quintanilla | 630 | 0.5 |
| " | XEMR | Henrique Serna Martinez | 1370 | 0.5 |
| " | XEX | El Herald del Comercio, S. A. | 1280 | 0.5 |
| Morelia, Michoacan | XEKW | Jose Martinez Ramirez | 6080 | 0.5 |
| " | XELQ | Francisco Larios Iturbido | 1270 | 0.1 |
| " | XEI | Carlos Gutierrez | 1400 | 0.25 |
| " | XESF | Jose Martinez R. | 600 | 0.25 |
| Naco, Son. | XETM | Jesus Manuel Franco | 1350 | 1.0 |
| Navojos, Son. | XEGL | Fausto M. Gomez | 1270 | 0.5 |
| " | XENJ | " | 1430 | 0.5 |
| " | XEAJ | Emilio Manzanilla | 1400 | 0.1 |
| Nogales, Son. | XEHF | Gaston Mascarenas | 1370 | 1.0 |
| " | | Ralph Carranza | 1010 | 0.25 |
| Nueva Laredo, Tam. | XEFE | La Voz de la Frontera (Rafael T. Carranza) | 960 | 1.0 |
| " | XEDF | Ruperto Villarreal | 790 | 0.5 |
| " | XEBK | G. Guajardo y J. M. Cortes | 1340 | 0.1 |
| " | XENT | Cia. Industrial Universal, S. A. | 1140 | 50.0 |
| " | XELF | " | 1380 | 0.25 |
| " | XELC | " | 1410 | 0.25 |
| " | XELJ | " | 1260 | 0.25 |
| " | XELH | " | 1460 | 0.1 |
| Oaxaca | XEAX | Alvaro Rodriguez A. | 1270 | 0.5 |
| Orizaba, Vera Cruz | XEOR | " | 580 | 1.0 |
| " | XEPP | Hector Sotomayor | 1450 | .25 |
| " | XETQ | Francisco Campos H. | 1370 | 0.25 |
| Piedras Negras, Coah. | XEMU | Cia. Radiodif. Piedras Negras, S. A. | 580 | 5. |
| " | XEMJ | Jesus F. Elizalde | 920 | 0.2 |
| Progreso, Yuc. | XEOK | Arturo Pina Perez | 1430 | 0.1 |
| Pueblo, Pueblo | XEHR | Manuel R. Canalo | 1090 | 0.25 |
| " | XECC | Ricardo Vasquez A. | 6185 | .05 |
| " | XECD | " | 1170 | 0.35 |
| Queretaro, Queretaro | XEJX | Radio Emisora Queretana, S. de R. L. | 1450 | 0.25 |
| " | | " | 1300 | 0.1 |
| Reynosa, Tam. | XEAW | Cia. International Reynosa | 1010 | 50. |
| " | | " | 1570 | 100. |
| " | XEAZ | " | 1390 | 0.25 |
| " | XEKN | Carlos V. Rodriguez | 1390 | 0.25 |
| " | XERT | Carlos B. Rodriguez | 590 | 5.-D 0.25-N |
| Rosario, B. C. | XERB | Radiodifusora Internacional, S. A. | 1090 | 50.0 |
| Sabinas, Coah. | XEBX | Sucs. Miguel B. Rodriguez | 610 | 0.5 |
| Saltillo, Coah. | XESJ | " | 1250 | 1.0-D 0.5-N |
| " | | " | 1450 | 0.1 |
| " | XEKS | Juan Antonio de la Pena | 1330 | 0.1 |
| " | XEDE | Aurelio G. Zaragoza | 1400 | 0.25 |
| " | XEXU | " | 1490 | 0.1 |
| San Luis Potosi | XECZ | La Voz de la Nasa Central Zeferino Jimenez (Zeferino Z. Jimenez) | 1430 | 1. |
| " | XEBM | Benjamin Briones | 1260 | 0.25 |
| " | XEXQ | " | 1400 | 0.1 |
| S. Luis Rio Colorado, Son. | XEY | Lucinda Arenaxde de Maza Millan | 1450 | 0.25 |
| Santa Barbara (Chih.) | XESB | " | 1400 | 0.15 |
| Santa Rosalia (B.C.) | | " | 560 | 0.1 |
| Tampico, Tam. | XEPW | La Voz de Tampico (Messrs. Flores y Martinez) | 810 | 50. |
| " | XETW | " | 6045 | 0.1 |
| " | XETU | Impulsora Moderna del Radio—Radio Tampico (Juan Perez Cardenas) | 1460 | 1.0 |
| " | XECA | El Vocero de Tampico (Nicolas M. Picot) | 980 | 1.0 |
| " | XES | The Voice of the Gulf of Mexico From Tampico (Difusora Portena S. de R. L.) | 1300 | .25 |
| Tapachula, Chiapas | XETS | Wadley Dominguez Correa | 630 | 0.1 |
| " | XETA | " | 1450 | 0.25 |
| Tepic, Nayarit | XEXT | Official Station of State Government (Gobierno del Estado de Nayarit) | 980 | 1.0 |
| " | XERK | Dario Mondragon | 1450 | 0.1 |
| Texcoco | XEXE | H. Ayuntamiento | 1450 | 0.1 |
| Teziutlan, Puebla | XETZ | " | 1360 | 0.25 |
| Tijuana | XEBG | Angel B. Fernandez | 1550 | 1.0 |
| " | XEAC | Jorge I. Rivera | 690 | 5.0 |
| " | XEMO | Fernando Frederico Ferreira | 860 | 5.0 |
| " | XEAU | Manuel Acuna Varela | 1470 | 5.0 |
| " | XEGM | Rita Mayans y Gustavo Faist E. | 950 | 1.0 |
| " | XEON | Cia. Radiodifusora S. A. | 1420 | 2.0 |
| " | | " | 1590 | 5.0 |
| " | XERT | " | 1270 | 0.5-N 5.0-D |
| " | XEC | Luis E. Enciso | 1310 | 0.25 |
| Tlaxcala, Tlaxcala | XEXZ | " | 1480 | 5.0 |
| Toluca, Mexico | XEXS | Instituto Cientifico y Literario | 1340 | 0.1 |
| " | XECH | Rodolfo Llamas | 1490 | 0.25 |
| Torreón, Coah. | XETB | Sucs. Aurelio G. Zaragoza | 1350 | 0.5 |
| " | XEDN | Difusoras del Norte, S. A. | 600 | 1.0 |

Log of Mexican Broadcast Stations

Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As Released by the Government of Mexico, March 13, 1941)

DA Directional Antenna

NOTE

Where two powers are shown, lower wattage represents operating power, higher represents authorized potential power.

Class designation refers to authorized potential power.

| Call Letters | City | Power in Watts | Class | Call Letters | City | Power in Watts | Class | Call Letters | City | Power in Watts | Class |
|--------------|-----------------------|----------------|-------|--------------|----------------------|----------------|-------|--------------|---------------------------|----------------|-------|
| XEMU | Piedras Negras, Coah. | 250 | I | XEPE | San Laredo, Tama. | 250 | III-A | XEL | Mexico, D. F. | 100 | IV |
| | 600 KILOCYCLES | | | XEU | Veracruz, Ver. | 500 | III-B | XEBI | Culiacan, Sinal. | 150 | IV |
| XEZ | Mexico, D. F. | 2,000 | III-A | XENK | Guadalajara, Jal. | 125 | IV | XEBM | San Luis Potosi, S. L. P. | 150 | IV |
| | 810 KILOCYCLES | | | | 970 KILOCYCLES | | | XEDW | Minatitlan, Ver. | 250 | IV |
| XEXB | Mexico, D. F. | 250 | III-B | XEXK | Mexico, D. F. | 200 | III-B | XEBU | Chihuahua, Chih. | 100 | IV |
| XEXC | Mazatlan, Sin. | 500 | II | XEXL | Cuidad Juarez, Chih. | 1,000 | III-A | XERP | Torreon, Coah. | 250 | IV |
| | 500 KILOCYCLES | | | | 980 KILOCYCLES | | | XEDF | Nuevo Laredo, Tama. | 250 | IV |
| XEFB | Monterrey, N. L. | 500 | III-B | XEFQ | Cananea, Son. | 500 | III-B | | 1070 KILOCYCLES | | |
| | 600 KILOCYCLES | | | XEXT | Tepec, Nay. | 1,000 | III-A | XEOL | Navarro, Son. | 500 | III-B |
| XEBZ | Mexico, D. F. | 100 | II | | 990 KILOCYCLES | | | XEFM | Leon, Gto. | 100 | IV |
| | 600 KILOCYCLES | | | XET | Monterrey, N. L. | 5,000 | II | XEBC | Moralia, Mich. | 100 | IV |
| XED | Guadalajara, Jal. | 1,000 | II | XECL | Mexicali, B. C. | 1,000 | II | XEBA | C. Guzman, Jal. | 250 | IV |
| | 690 KILOCYCLES | | | | 1000 KILOCYCLES | | | XEFV | C. Juarez, Chih. | 50 | IV |
| XEN | Mexico, D. F. | 1,000 | II | | 1010 KILOCYCLES | | | XEME | Merida, Yuc. | 100 | III-B |
| XEAC | Tijuana, B. C. | 5,000 | II | XEEN | Mexico, D. F. | 500 | II | | 1280 KILOCYCLES | | |
| | 730 KILOCYCLES | | | | 1050 KILOCYCLES | | | XEX | Monterrey, N. L. | 500 | III-B |
| XEDP | Mexico, D. F. | 500 | I-A | XEG | Monterrey, N. L. | 50,000 | I-A | XEXD | Durango, Dgo. | 50 | IV |
| | 790 KILOCYCLES | | | | 1090 KILOCYCLES | | | XEXE | San Mateo, Sinal. | 250 | IV |
| XERC | Mexico, D. F. | 500 | III-A | XEHR | Puebla, Pue. | 250 | DA | XEFB | Zacatecas, Zac. | 100 | IV |
| | 810 KILOCYCLES | | | | 1100 KILOCYCLES | | | XEBB | Chihuahua, Chih. | 250 | III-B |
| XERA | Arana, Coah. | 100,000 | I-A | XEFO | Mexico, D. F. | 5,000 | II | XEFC | Chihuahua, Chih. | 250 | IV |
| | 810 KILOCYCLES | | | | 1140 KILOCYCLES | | | XEFG | Cadama, Col. | 250 | IV |
| XEPW | Tampico, Tama. | 300 | II | XEON | Nuevo Laredo, Tama. | 2,000 | II | XEGG | Cordoba, Ver. | 250 | IV |
| | 820 KILOCYCLES | | | | 1150 KILOCYCLES | | | | 1290 KILOCYCLES | | |
| XELA | Mexico, D. F. | 1,000 | II | XEJP | Mexico, D. F. | 100 | III-B | XEDA | Mexico, D. F. | 200 | III-A |
| | 860 KILOCYCLES | | | XEJN | Cananea, Son. | 100 | III-B | XEAP | C. Obregon, Son. | 50 | IV |
| XEMO | Tijuana, B. C. | 5,000 | II | | 1170 KILOCYCLES | | | XEAT | C. Obregon, Son. | 100 | IV |
| XEUN | Mexico, D. F. | 1,000 | II | XEJO | Mexico, D. F. | 100 | III-B | | 1300 KILOCYCLES | | |
| | 900 KILOCYCLES | | | XEJL | Cananea, Son. | 100 | III-B | XEPE | Chihuahua, Chih. | 500 | III-A |
| XEW | Mexico, D. F. | 100,000 | I-A | XEJQ | Cananea, Son. | 100 | III-B | XEPL | San Luis Potosi, S. L. P. | 500 | III-B |
| | 910 KILOCYCLES | | | | 1190 KILOCYCLES | | | XEPM | San Luis Potosi, S. L. P. | 500 | III-B |
| XEAD | Mexicali, B. C. | 250 | IV | XEJO | Tijuana, B. C. | 10,000 | I-II | | 1400 KILOCYCLES | | |
| | 920 KILOCYCLES | | | XEJQ | Mexico, D. F. | 20,000 | I-A | XEDB | Mexico, D. F. | 250 | III-B |
| XEDH | Hermosillo, Son. | 1,000 | III-B | XEJQ | Mexico, D. F. | 100,000 | I-A | XEDC | Mexico, D. F. | 250 | III-B |
| | 930 KILOCYCLES | | | | 1220 KILOCYCLES | | | XEDD | Mexico, D. F. | 250 | III-B |
| XEQ | Mexico, D. F. | 50,000 | I-II | XEJQ | Mexico, D. F. | 200 | III-B | | 1470 KILOCYCLES | | |
| | 950 KILOCYCLES | | | XEJQ | Monterrey, N. L. | 200 | IV | XEAL | Tijuana, B. C. | 250 | III-A |
| XEGM | Tijuana, B. C. | 2,500 | III-A | XEJQ | Veracruz, Ver. | 500 | III-B | XENM | Mexico, D. F. | 500 | III-A |
| | 960 KILOCYCLES | | | XEDK | Guadalajara, Jal. | 250 | III-B | | 1500 KILOCYCLES | | |
| | | | | | | | | XEAM | Matamoros, Tama. | 250 | IV |
| | | | | | | | | XEAF | C. Juarez, Chih. | 100 | IV |
| | | | | | | | | XEAG | Navojas, Son. | 100 | IV |
| | | | | | | | | XEAI | Morolia, Mich. | 250 | IV |
| | | | | | | | | | 1600 KILOCYCLES | | |
| | | | | | | | | XEAM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAN | Mexico, D. F. | 500 | III-A |
| | | | | | | | | XEAO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAP | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAT | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAV | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAW | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAX | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAY | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEAZ | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBA | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBP | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBQ | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBR | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBU | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBV | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBW | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBX | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBY | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEBZ | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XEC | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
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| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
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| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
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| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
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| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECN | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECO | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECB | Mexico, D. F. | 100 | III-B |
| | | | | | | | | XECM | Mexico, D. F. | 100 | III-B |
| | | | | | | | | | | | |

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|--|-------------------------|--------------------|
| Torreón, Coah. | XEBP | Alejandro O. Stevenson, Jr. | 1260 | 0.25 |
| " | XEQW | Maria Refugio A. de Valdivieso | 1450 | 0.25 |
| " | XEOB | Panfilo Gonzales Flores | 1490 | 0.1 |
| Tuxpan, Vera Cruz | XETL | Calixto Almazan | 1890 | 0.25 |
| Tuxtla Gutierrez, Chiapas | XEXJ | Government of State of Chiapas | 1280 | 0.1 |
| Uruapan, Mich. | XEFU | Ignacio Navatro | 550 | 0.35 |
| Vera Cruz, Ver. | XEFT | Jose Rodriguez Lopez | 9545 | 0.25 |
| " | XEUW | Fernando Pazos Sosa | 6020 | 0.25 |
| " | XEU | 960 | 0.5 | |
| " | XEHV | Radiodifusora Veracruzana (Juan A. Palavicini) | 1810 | 1.0 |
| " | XETF | Jose Rodriguez Lopez | 1250 | 0.5 |
| " | XELR | 610 | 0.10 | |
| " | XELL | 1430 | 0.25 | |
| Villa Acuna, Coah. | XEDH | Vicente Hernandez | 1340 | 0.25 |
| " | XEAB | 1600 | 5.0 | |
| " | XEAQ | 1480 | 0.1 | |
| Villahermosa | | 790 | 0.5 | |
| Zacatecas de Zac | XELK | Jose Macias Guerrero | 1280 | 0.1 |
| Zamora, Mich. | XEGC | Guillermo Calzada | 1450 | 0.1 |
| " | XEGT | 1490 | 0.25 | |

PANAMA

[Receiving Sets, 44,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency | Power |
|--------|--------------|---|-----------|-------|
| Cofon | HP5K | La Voz de la Victor (Jose Jaen y Jaen y Compania) | 6005 | 1.000 |
| " | HP5F | La Voz de Colon (Servicio Publica de Radio) | 6050 | 0.15 |
| " | HOK | La Voz de la Victor (Jose Jaen y Jaen y Compania) | 640 | 0.25 |
| Panama | HP5G | La Voz de la Democracia (Jose Antonio Sosa M.) | 11780 | 0.5 |
| " | HOA | La Voz de la Democracia (Jose Antonio Sosa M.) | 2340 | 0.5 |
| " | HOC | La Voz de la Victor (Jose Jaen Y Jaen y Compania) | 1440 | 0.250 |
| " | HP5A | Radio Teatro Estrella de Panama (Jose Jaen y Jaen y Compania) | 11700 | 0.3 |
| " | HOQ | Radio Nacional (Agustin Fernandez Jose Herrera, Jr.) | 1250 | 0.400 |
| " | HP5B | Radio Miramar, S. A. (E. de la Guardia) | 6030 | 0.15 |
| " | HP5C | 730 | 0.5 | |
| " | HP5H | La Voz del Pueblo (M. Lombardo Vega) | 6122 | 0.200 |
| " | HP5J | La Voz de Panama | 9585 | 0.250 |
| " | HP6J | (Servicio Publico de Radio) | 1358 | 0.3 |

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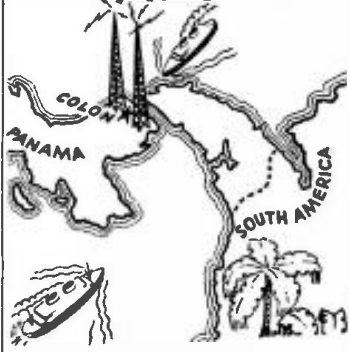
For Officers and Directors, see page 463

- Albertson, Fred W., Munsey Bldg. Telephone: Metropolitan 3535.
- Bailey, Clyde S., National Press Bldg. Telephone: National 7257.
- *Baldwin, James W., 5501 Lincoln Ave., Bethesda, Md. Telephone: Wisconsin 2728.
- Bastian, Walter M., National Press Bldg. Telephone: National 3628.
- Bechhoefer, E. G., 3107 Cleveland Ave., N.W. Telephone: Ordway 8662.
- Beebe, Raymond N., 815 Fifteenth St. N.W. Telephone: National 4056.
- *Beelar, Donald C., 5047 Sedgwick, N.W. Telephone: Woodley 6446.
- Bennett, Andrew W., Edmonds Bldg. Telephone: Republic 3607.
- Benton, John E., New P. O. Bldg. Telephone: National 7325.
- Bingham, Herbert M., Tower Bldg. Telephone: District 2141.
- Blanton, Matthews, Earle Bldg. Telephone: National 8417.
- Brady, John E., Colorado Bldg. Telephone: National 4806.
- Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.
- Cambron, Charles Ray, 855 Senate Office Bldg. Telephone: National 3120.
- Canfield, Austin F., Woodward Bldg. Telephone: District 3184.
- Carson, Byron G., Tower Bldg. Telephone: National 0080.
- Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.
- Cohen, Lester, Colorado Bldg. Telephone: National 2006.
- Coleman, J. Randolph, Jr., 725 13th St., N.W. Telephone: Metropolitan 9900.
- Colladio, Edward P., 1331 G St. N.W. Telephone: National 0790.
- Curry, John R., Shoreham Bldg. Telephone: National 5731.
- Dalberg, Melvin H., National Press Bldg. Telephone: National 3431.
- David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.
- Dempsey, Wm. J., Bowen Bldg. Telephone: Republic 6363.
- Denslow, I. Alton, Colorado Bldg. Telephone: National 9127.
- Diamond, Sidney A., 1627 K St., N.W. Telephone: Executive 2715.
- Drain, Dale D., 1422 F St. N.W. Telephone: National 0200.
- Driscoll, H. D., 1025 Conn. Ave., N.W. Telephone: National 7128.
- Duvall, Charles F., Earle Bldg. Telephone: District 4234.
- Fisher, Ben S., Earle Bldg. Telephone: District 4234.
- *Fletcher, Frank U., Munsey Bldg. Telephone: Metropolitan 0023.
- Foley, James F., Arlington Village, Arlington, Va. Telephone: Chestnut 7500.
- Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.
- Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.
- Granik, Theodore P., 1627 K St. N.W. Telephone: Republic 5995.
- *Guider, John W., 34 Kalorama Circle, Telephone: Dupont 3616.
- *Haley, Andrew G., Earle Bldg. Telephone: National 5535.
- Hanley, James H., Tower Bldg. Telephone: Metropolitan 2940.
- Hanson, Flisha, 729 Fifteenth St. N.W. Telephone: Metropolitan 5263.
- Hart, David A., 815 Fifteenth St., N.W. Telephone: National 1955.
- Hayden, James J., 112 E. Bradley Lane, Chevy Chase, Md. Telephone: Wisconsin 2614.
- Heffron, Edward J., 1312 Massachusetts Ave., N.W. Telephone: Republic 3553.
- Hennessey, Philip J., Woodward Bldg. Telephone: District 5405.
- *Hidalgo, Edward K.
- Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.
- Horne, Richard C., Jr., McGill Bldg. Telephone: National 6719.
- *Hurley, John J., 4717 S. Chelsea Lane, Bethesda, Md. Telephone: Wisconsin 3032.
- Hyde, Rosel H., FCC, Telephone: Executive 3620.
- Jameson, Guilford S., Investment Bldg. Telephone: National 6232.
- Jansky, Maurice M., 815 15th St. Telephone: National 4056.
- Jevons, Richard A., 1312 Saratoga Ave., N. E. Telephone: Dupont 5496.
- Johnson, Walter, Star Bldg. Telephone: Metropolitan 1906.
- Johnston, E. D., National Press Bldg. Telephone: Metropolitan 1464.
- *Keller, Joseph E., Munsey Bldg., Telephone: Metropolitan 8722.
- *Koplovitz, Wm. C., Bowen Bldg. Telephone: Republic 6363.
- Landa, Alfons B., 815 Fifteenth St., N.W. Telephone: National 4056.
- Leahy, William E., Shoreham Bldg. Telephone: District 0558.
- LeRoy, Howard S., Colorado Bldg. Telephone: National 9127.
- Littlepage, John M., Investment Bldg. Telephone: District 3723.
- *Littlepage, Thomas P., Jr., Investment Bldg. Telephone: District 3723.
- Lohnes, Horace L., Munsey Bldg. Telephone: Metropolitan 3555.
- Loucks, Philip G., National Press Bldg. Telephone: Metropolitan 1070.
- Lovett, Eliot C., 729 Fifteenth St. N.W. Telephone: Metropolitan 5263.
- Mav, Robert E., Shoreham Bldg. Telephone: Republic 4128.
- McCormick, H. L., 1901 Glebe Rd., Arlington, Va. Telephone: Chestnut 0877.
- Miller, Neville, NAB, 1760 N St., N.W. Telephone: National 2080.
- Montfort, Louis B., Munsey Bldg. Telephone: National 9280.
- O'Connor, John, Washington Bldg. Telephone: Republic 1080.
- *Patrick, Duke M., 2737 Devonshire Place, N.W. Telephone: Adams 4110.
- Pierson, W. Theodore, Munsey Bldg. Telephone: Republic 3934.
- Place, Russell P., NAB, 1760 N St., N.W. Telephone: National 2080.
- Porter, George B., Earle Bldg. Telephone: National 5535.
- Porter, Paul A., 6001 Broad Branch Rd., N.W. Telephone: Woodley 7911.
- *Porter, William A., Bowen Bldg. Telephone: Metropolitan 3475.
- *Powell, Bolling R., Jr., P. O. Box 416, Vienna, Va. Telephone: Vienna 198-W.
- Pratt, Elmer W., Second National Bank Bldg. Telephone: National 0790.
- *Prime, E. Gardner.
- *Proffitt, James L., 1210 Massachusetts Ave., N.W. Telephone: District 5003.
- Roberson, Frank, Munsey Bldg. Telephone: Metropolitan 0023.
- Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.
- *Russell, Percy H., Jr., National Press Bldg. Telephone: Metropolitan 1464.
- *Scharfeld, Arthur W., National Press Bldg. Telephone: Metropolitan 1070.
- *Schroeder, Arthur H., 3823 S Street, N.W. Telephone: Emerson 6482.
- Scott, Frank D., Munsey Bldg. Telephone: National 7533.
- *Segal, Paul M., Woodward Bldg. Telephone: District 5405.
- Shea, George F., Tower Bldg. Telephone: District 2400.
- Smith, George S., Woodward Bldg. Telephone: District 5405.
- Smith, Karl A., Colorado Bldg. Telephone: National 2006.
- Smith, William Montromery, Shoreham Bldg. Telephone: National 0998.
- Spearman, John C., Munsey Bldg. Telephone: Metropolitan 0023.
- Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.
- Stollenwerck, Frank, National Press Bldg. Telephone: National 7846.
- Sirton, George O., National Press Bldg. Telephone: National 7949.
- Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.
- Tumulty, Joseph P., Jr., 1317 F St. N.W. Telephone: District 4163.
- Van Den Berg, George, Evans Bldg. Telephone: District 4163.
- Van Orsdel, Ralph A., 725 Thirteenth St. N.W. Telephone: Metropolitan 9900.
- Waddell, James E., Bowen Bldg. Telephone: National 2968.
- *Walker, Ralph L., FCC, Telephone: Executive 3620.
- *Warner, Harry P., Woodward Bldg. Telephone: District 5405.
- Wavland, Charles V., Earle Bldg. Telephone: District 4234.
- Welch, Francis X., Munsey Bldg. Telephone: National 0527.
- Wheat, Carl I., Shoreham Bldg. Telephone: Republic 4123.
- Wheeler, Edward K., Bowen Bldg. Telephone: Metropolitan 3475.
- Willebrandt, Mabel Walker, Shoreham Bldg. Telephone: National 0928.
- Williams, A. Rea, Investment Bldg. Telephone: District 3723.
- *Wilson, Thomas Winfield, Munsey Bldg. Telephone: Metropolitan 3535.
- Wright, James Warren, Bureau of Ships, Navy Dept. Telephone: Republic 7400.
- *Yourd, Kenneth L., CBS, Earle Bldg. Telephone: Metropolitan 3200.

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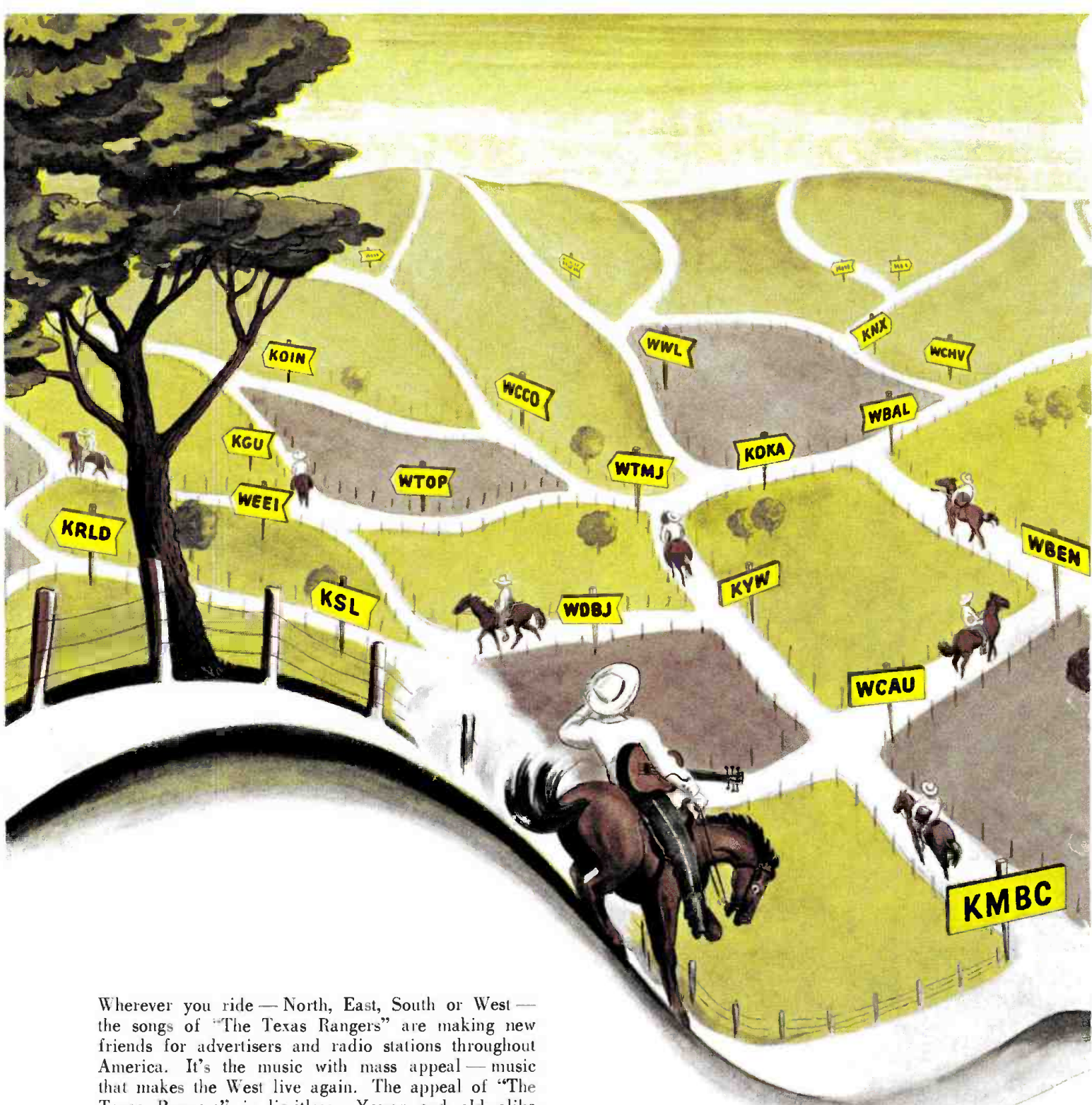
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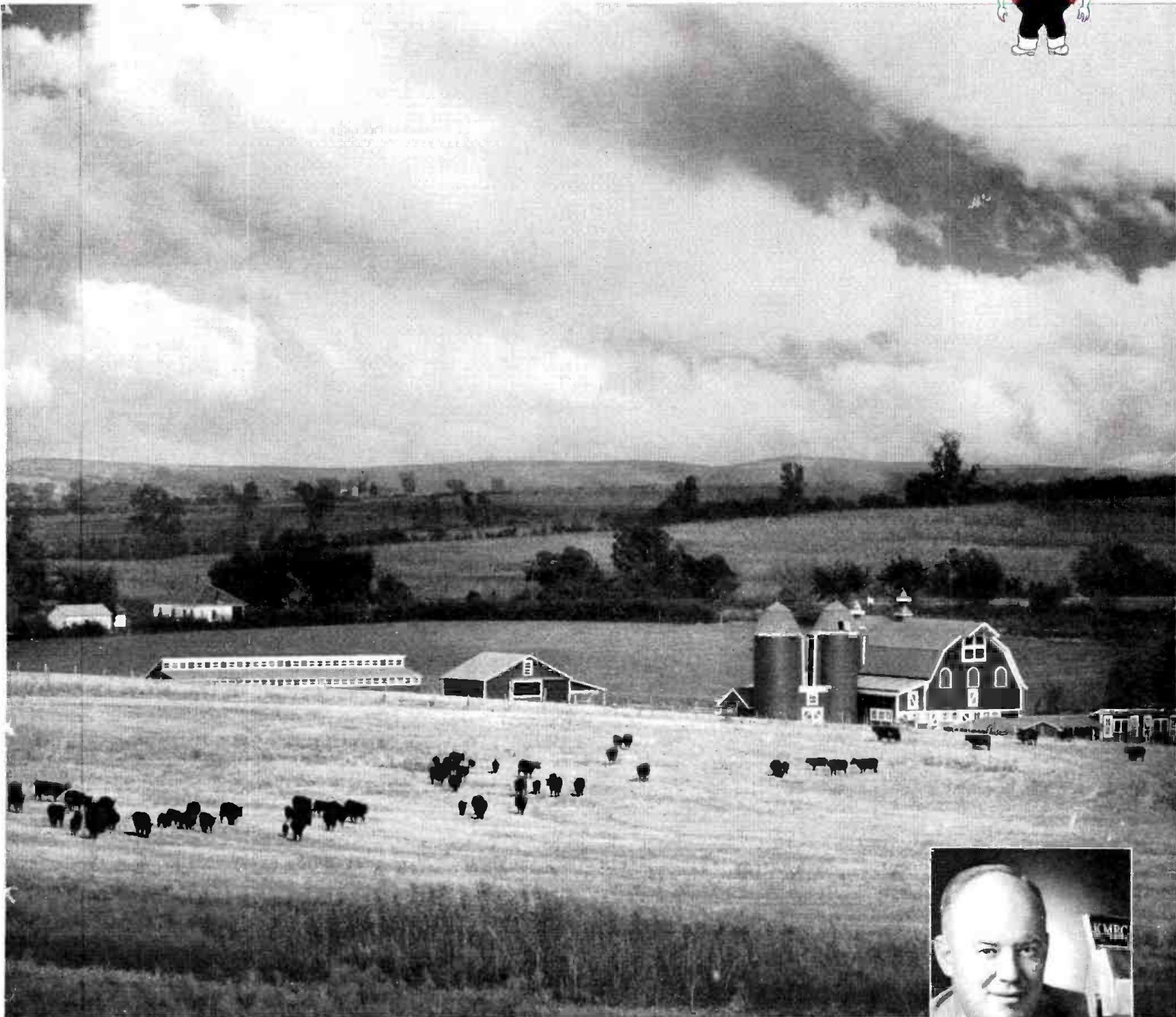


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KMBC SERVICE FARMS



The past year has seen the opening of another New Horizon which already has had a marked influence on radio's ever-broadening service to listeners throughout the Heart of America. KMBC has long recognized, as is evidenced by its programming policy, census findings that 51% of the population here is urban, 49% rural. As another important step in improving KMBC's service to the farmers of this area, there was born this year "KMBC Service Farms"—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Thus again, KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

PHIL EVANS

Director of Farm Service . . . whose thrice daily broadcasts from "KMBC Service Farms" highlight this station's extensive farm programming log.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of January 1, 1944

K

| | | | | | |
|--------------------------------|-------------------------------|----------------------------------|------------------------------|---------------------------------|-------------------------------|
| KABC.....San Antonio, Tex. | KGFL.....Roswell, N. M. | KPRO.....Riverside, Cal. | KWNO.....Winona, Minn. | WCBS.....Springfield, Ill. | WGIL.....Galesburg, Ill. |
| KABR.....Aberdeen, S. D. | KGFW.....Kearney, Neb. | KQV.....Pittsburgh, Pa. | KWOC.....Poplar Bluff, Mo. | WCBT.....Roanoke Rapids, N. C. | WGKV.....Charleston, W. Va. |
| KADA.....Ada, Okla. | KGFX.....Pierre, S. D. | KQW.....San Jose, Cal. | KWON.....Bartlesville, Okla. | WCCO.....Minneapolis, Minn. | WGL.....Ft. Wayne, Ind. |
| KALB.....Alexandria, La. | KGFF.....Coffeyville, Kan. | KRBA.....Lufkin, Tex. | KWOS.....Jefferson City, Mo. | WCED.....DuBois, Pa. | WGN.....Chicago, Ill. |
| KALE.....Portland, Ore. | KGGM.....Albuquerque, N. M. | KRBC.....Abilene, Tex. | KWRC.....Pendleton, Ore. | WCFL.....Chicago, Ill. | WGNB.....Gastonia, N. C. |
| KAND.....Corsicana, Tex. | KGHI.....Little Rock, Ark. | KRBM.....Bozeman, Mont. | KWCS.....Pullman, Wash. | WCHS.....Charleston, W. Va. | WGOV.....Valdosta, Ga. |
| KANS.....Wichita, Kan. | KGHL.....Billings, Mont. | KRE.....Berkeley, Cal. | KWTO.....Springfield, Mo. | WCHV.....Charlottesville, Va. | WGPC.....Albany, Ga. |
| KARK.....Little Rock, Ark. | KGIR.....Butte, Mont. | KRGV.....Weslaco, Tex. | KWYO.....Sheridan, Wyo. | WCKY.....Cincinnati, O. | WGR.....Buffalo, N. Y. |
| KARM.....Fresno, Cal. | KGIW.....Alamosa, Col. | KRIC.....Beaumont, Tex. | KXEL.....Seattle, Wash. | WCLE.....Cleveland, O. | WGRM.....Greenwood, Miss. |
| KASA.....Elk City, Okla. | KGKB.....Tyler, Ore. | KRIS.....Corpus Christi, Tex. | KXLB.....Portland, Ore. | WCLS.....Janesville, Wis. | WGST.....Atlanta, Ga. |
| KAST.....Astoria, Ore. | KGKL.....San Angelo, Tex. | KRKF.....Miles City, Mont. | KXO.....El Centro, Cal. | WCMI.....Ashland, Ky. | WGTC.....Greenville, N. C. |
| KATE.....Albert Lea, Minn. | KGKO.....Fort Worth, Tex. | KRKO.....Everett, Wash. | KXOK.....St. Louis, Mo. | WCNC.....Elizabeth City, N. C. | WGTM.....Wilson, N. C. |
| KAVE.....Carlsbad, N. M. | KGKY.....Scottsbluff, Neb. | KRLC.....Lewiston, Ida. | KXOX.....Sweetwater, Tex. | WCOA.....Pensacola, Fla. | WGY.....Schenectady, N. Y. |
| KBIX.....Muskego, Okla. | KGLO.....Mason City, Ia. | KRLD.....Dallas, Tex. | KXRO.....Aberdeen, Wash. | WCOB.....Meridian, Miss. | WHA.....Madison, Wis. |
| KBKR.....Baker, Ore. | KGLU.....Safford, Ariz. | KRLH.....Midland, Tex. | KXYZ.....Houston, Tex. | WCOB.....Columbus, O. | WHAM.....Greenfield, Mass. |
| KBND.....Bend, Ore. | KGMB.....Honolulu, T. H. | KRMD.....Shreveport, La. | KYSA.....San Francisco, Cal. | WCOP.....Boston, Mass. | WHAM.....Rochester, N. Y. |
| KBON.....Omaha, Neb. | KGNC.....Amarillo, Tex. | KRNB.....Roseburg, Ore. | KYCA.....Prescott, Ariz. | WCOS.....Columbia, S. C. | WHAS.....Louisville, Ky. |
| KBPS.....Portland, Ore. | KGNO.....Dodge City, Kan. | KRNT.....Des Moines, Ia. | KYOS.....Merced, Cal. | WCOU.....Lewiston, Me. | WHAT.....Philadelphia, Pa. |
| KBST.....Big Spring, Tex. | KGVO.....Misoula, Mont. | KROC.....Rochester, Minn. | KYUM.....Yuma, Ariz. | WCOV.....Montgomery, Ala. | WHAZ.....Troy, N. Y. |
| KBTM.....Jonesboro, Ark. | KGW.....Portland, Ore. | KROD.....El Paso, Tex. | KYW.....Philadelphia, Pa. | WCPO.....Cincinnati, O. | WHBB.....Selma, Ala. |
| KBUR.....Burlington, Ia. | KGX.....Olympia, Wash. | KROS.....Clinton, Ia. | | WCPS.....Greenwood, S. C. | WHBC.....Canton, O. |
| KBWD.....Brownwood, Tex. | KHAS.....Hastings, Neb. | KROY.....Sacramento, Cal. | | WCRW.....Chicago, Ill. | WHBF.....Rock Island, Ill. |
| KCKN.....Kansas City, Kan. | KHBC.....Hilo, T. H. | KRRV.....Sherman, Tex. | | WCSC.....Charleston, S. C. | WHBI.....Newark, N. J. |
| KCMC.....Texarkana, Tex. | KHBJ.....Okmulgee, Okla. | KRSC.....Seattle, Wash. | | WDEA.....Tampa, Fla. | WHBL.....Sheboygan, Wis. |
| KCMO.....Kansas City, Mo. | KHJ.....Los Angeles, Cal. | KSAC.....Manhattan, Kan. | | WDAF.....Kansas City, Mo. | WHBO.....Memphis, Tenn. |
| KCRJ.....Jerome, Ariz. | KHMO.....Hannibal, Mo. | KSAL.....Salina, Kan. | | WDAK.....Columbus, Ga. | WHBY.....Appleton, Wis. |
| KDAL.....Duluth, Minn. | KHQ.....Spokane, Wash. | KSAN.....Huntsville, Tex. | | WDAN.....Danville, Ill. | WHCA.....Ithaca, N. Y. |
| KDB.....Santa Barbara, Cal. | KHSL.....Chico, Cal. | KSAN.....San Francisco, Cal. | | WDAS.....Philadelphia, Pa. | WHDF.....Calumet, Mich. |
| KDFN.....Casper, Wyo. | KHUB.....Watsonville, Cal. | KSCJ.....Flocity, Ia. | | WDAY.....Fargo, N. D. | WHDD.....Boston, Mass. |
| KDKA.....Pittsburgh, Pa. | KICD.....Clovis, N. M. | KSD.....St. Louis, Mo. | | WDBC.....Escanaba, Mich. | WHDL.....Allegany, N. Y. |
| KDLR.....Devils Lake, N. D. | KIDO.....Idaho Falls, Ida. | KSBJ.....Jamestown, N. D. | | WDBJ.....Roanoke, Va. | WHEB.....Portsmouth, N. H. |
| KDNT.....Denton, Tex. | KIDM.....Eureka, Cal. | KSRY.....Dallas, Tex. | | WDBO.....Orlando, Fla. | WHEC.....Rochester, N. Y. |
| KDON.....Monterey, Cal. | KIEV.....Glendale, Cal. | KSL.....Salt Lake City, Utah | | WDEF.....Chattanooga, Tenn. | WHFC.....Cicero, Ill. |
| KDRO.....Sedalia, Mo. | KIHO.....Grand Forks, N. D. | KSLM.....Salem, Ore. | | WDEL.....Wilmington, Del. | WHIO.....Dayton, O. |
| KDTH.....Dubuque, Ia. | KINY.....Juneau, Alaska | KSO.....Des Moines, Ia. | | WDEW.....Waterbury, Vt. | WHIS.....Bluefield, W. Va. |
| KDYL.....Salt Lake City, Utah | KIRO.....Seattle, Wash. | KSOO.....Sioux Falls, S. D. | | WDGY.....Minneapolis, Minn. | WHIT.....New Bern, N. C. |
| KECA.....Los Angeles, Cal. | KIT.....Yakima, Wash. | KSRO.....Santa Rosa, Cal. | | WDLR.....Panama City, Fla. | WHIZ.....Zanesville, O. |
| KEEW.....Brownsville, Tex. | KIUL.....Garden City, Kan. | KSTP.....St. Paul, Minn. | | WDMJ.....Marquette, Mich. | WHJB.....Greenburg, Pa. |
| KELA.....Centralia, Wash. | KIUN.....Peocs, Tex. | KSUB.....Cedar City, Utah | | WDNC.....Durham, N. C. | WHJC.....Cleveland, O. |
| KELD.....El Dorado, Ark. | KIUP.....Durango, Colo. | KSUN.....Lowell, Ariz. | | WDOD.....Chattanooga, Tenn. | WHKC.....Columbus, O. |
| KELO.....Sioux Falls, S. D. | KJRS.....San Francisco, Cal. | KSWO.....Lawton, Okla. | | WDRS.....Hartford, Conn. | WHKY.....Hickory, N. C. |
| KENO.....Las Vegas, Nev. | KJR.....Seattle, Wash. | KTAR.....Phoenix, Ariz. | | WDSM.....Duluth, Minn. | WHLB.....Virginia, Minn. |
| KERN.....Bakersfield, Cal. | KJTB.....Tacoma, Wash. | KTBC.....Austin, Tex. | | WDSU.....New Orleans, La. | WHLD.....Niagara Falls, N. Y. |
| KEUB.....Price, Utah | KKLB.....LaGrande, Ore. | KTBS.....Tacoma, Wash. | | WDWS.....Champaign, Ill. | WHLN.....Harlan, Ky. |
| KEVE.....Everett, Wash. | KLON.....Blytheville, Ark. | KTBS.....Shreveport, La. | | WDX.....Tuscola, Ill. | WHLS.....Port Huron, Mich. |
| KEVR.....Seattle, Wash. | KLO.....Ogden, Utah | KTEM.....Tempe, Ariz. | | WEAF.....New York, N. Y. | WHMA.....Annisston, Ala. |
| KEX.....Portland, Ore. | KLMO.....Minot, N. D. | KTF.....Twin Falls, Ida. | | WEAN.....Providence, R. I. | WHNA.....New York, N. Y. |
| KEYS.....Corpus Christi, Tex. | KLRA.....Little Rock, Ark. | KTGS.....Two Springs, Ark. | | WEAU.....Eau Claire, Wis. | WHO.....Des Moines, Ia. |
| KFAB.....Lincoln, Neb. | KLS.....Oakland, Cal. | KTTH.....Visalia, Cal. | | WEBC.....Duluth, Minn. | WHOM.....Jersey City, N. J. |
| KFAC.....Los Angeles, Cal. | KLUF.....Galveston, Tex. | KTCK.....Ketchikan, Alaska | | WERG.....Harrisburg, Ill. | WHOP.....Hopkinsville, Ky. |
| KFAM.....St. Cloud, Minn. | KLX.....Oakland, Cal. | KTNN.....Ketchikan, Alaska | | WFRB.....Buffalo, N. Y. | WHPR.....Harrisburg, Pa. |
| KFAR.....Fairbanks, Alaska | KLZ.....Denver, Colo. | KTNS.....Santa Barbara, Cal. | | WFED.....Rocky Mount, N. C. | WHUB.....Cookeville, Tenn. |
| KFBP.....Great Falls, Mont. | KMA.....Shenandoah, Ia. | KTNM.....Tucumcari, N. M. | | WEEB.....Boston, Mass. | WHYN.....Holoke, Mass. |
| KFCB.....Cheyenne, Wyo. | KMAC.....San Antonio, Tex. | KTOH.....Lihue, T. H. | | WEEU.....Reading, Pa. | WIAC.....San Juan, P. R. |
| KFBI.....Wichita, Kan. | KMBC.....Kansas City, Mo. | KTOK.....Oklahoma City, Okla. | | WEGO.....Concord, N. C. | WIBA.....Madison, Wis. |
| KFBK.....Sacramento, Cal. | KMED.....Medford, Ore. | KTRB.....Modesto, Cal. | | WFTM.....Fitchburg, Mass. | WIBC.....Indianapolis, Ind. |
| KFDA.....Amarillo, Tex. | KMJ.....Fresno, Cal. | KTRH.....Houston, Tex. | | WELI.....New Haven, Conn. | WIBG.....Philadelphia, Pa. |
| KFDM.....Beaumont, Tex. | KMLB.....Monroe, La. | KTRI.....Sioux City, Ia. | | WELL.....Battle Creek, Mich. | WIBM.....Jackson, Mich. |
| KFEL.....Denver, Colo. | KMMJ.....Grand Island, Neb. | KTSA.....San Antonio, Tex. | | WEMP.....Milwaukee, Wis. | WIBU.....Poynette, Wis. |
| KFFQ.....St. Joseph, Mo. | KMO.....Tacoma, Wash. | KTSM.....El Paso, Tex. | | WENR.....Chicago, Ill. | WIBW.....Topeka, Kan. |
| KFFA.....Helena, Ark. | KMPX.....St. Louis, Mo. | KTSP.....Springfield, Mo. | | WENY.....Elmira, N. Y. | WIBX.....Utica, N. Y. |
| KFFQ.....Boone, Ia. | KMPC.....Los Angeles, Cal. | KTUL.....Tulsa, Okla. | | WEOA.....Evansville, Ind. | WICA.....Ashtabula, O. |
| KPH.....Wichita, Kan. | KMPB.....Los Angeles, Cal. | KTVL.....Tulsa, Okla. | | WFRC.....Eric, Pa. | WICC.....Bridgeport, Conn. |
| KPI.....Los Angeles, Cal. | KMPY.....Marysville, Cal. | KTW.....Seattle, Wash. | | WEST.....Easton, Pa. | WIGM.....Medford, Wis. |
| KPFO.....Spokane, Wash. | KMYR.....Denver, Colo. | KUIN.....Grants Pass, Ore. | | WESTX.....Marblehead, Mass. | WIGL.....St. Louis, Mo. |
| KPFZ.....Fond du Lac, Wis. | KNEL.....Brady, Tex. | KUJ.....Walla Walla, Wash. | | WESV.....New York, N. Y. | WILL.....Urbana, Ill. |
| KPFI.....Klamath Falls, Ore. | KNET.....Palestine, Tex. | KUOA.....Siloam Springs, Ark. | | WETV.....St. Louis, Mo. | WILM.....Wilmington, Del. |
| KPFJ.....Klamath Falls, Ore. | KNOW.....Austin, Tex. | KUSD.....Vermillion, S. D. | | WEXL.....Royal Oak, Mich. | WINC.....Winchester, Va. |
| KPFM.....Grand Forks, N. D. | KNX.....Los Angeles, Cal. | KUTA.....Salt Lake City, Utah | | WFAS.....White Plains, N. Y. | WIND.....Gary, Ind. |
| KPFZ.....Fort Worth, Tex. | KOA.....Denver, Colo. | KVAK.....Atchison, Kan. | | WFBC.....Greenville, S. C. | WING.....Dayton, O. |
| KPKA.....Greely, Colo. | KOAC.....Corvallis, Ore. | KVAN.....Vancouver, Wash. | | WFRB.....Altoona, Pa. | WINN.....Louisville, Ky. |
| KPKU.....Lawrence, Kan. | KOAM.....Pittsburg, Kan. | KVCV.....Redding, Cal. | | WFBL.....Syracuse, N. Y. | WINS.....New York, N. Y. |
| KFMB.....San Diego, Cal. | KOB.....Albuquerque, N. M. | KVEC.....San Luis Obispo, Cal. | | WFBM.....Indianapolis, Ind. | WINX.....Washington, D. C. |
| KFNF.....Shenandoah, Ia. | KOBH.....Rapid City, S. D. | KVFD.....Ft. Dodge, Ia. | | WFER.....Baltimore, Md. | WIOD.....Miami, Fla. |
| KFOR.....Lincoln, Neb. | KOCA.....Kilgore, Tex. | KVGB.....Great Bend, Kan. | | WFCI.....Pawtucket, R. I. | WIP.....Philadelphia, Pa. |
| KFOX.....Long Beach, Cal. | KOCY.....Oklahoma City, Okla. | KVIC.....Victoria, Utah | | WFDF.....Flint, Mich. | WIRE.....Indianapolis, Ind. |
| KFPW.....Pt. Beach, Ark. | KODL.....The Dalles, Ore. | KVNU.....Logan, Utah | | WFEA.....Manchester, N. H. | WIS.....Columbia, S. C. |
| KFPY.....Spokane, Wash. | KOH.....North Platte, Neb. | KVOA.....Tucson, Ariz. | | WFRH.....Wisconsin Rapids, Wis. | WISE.....Asheville, N. C. |
| KFQD.....Anchorage, Alaska | KOIL.....Omaha, Neb. | KVOD.....Denver, Colo. | | WFIG.....Sumter, S. C. | WISH.....Indianapolis, Ind. |
| KFRC.....San Francisco, Cal. | KOIN.....Portland, Ore. | KVOE.....Santa Ana, Cal. | | WFLG.....Philadelphia, Pa. | WISN.....Milwaukee, Wis. |
| KFRE.....Fresno, Cal. | KOKO.....La Junta, Colo. | KVOL.....Lafayette, La. | | WFLA.....Tampa, Fla. | WISR.....Butler, Pa. |
| KPRO.....Longview, Tex. | KOL.....Seattle, Wash. | KVOO.....Tulsa, Okla. | | WFIN.....Findlay, O. | WITH.....Baltimore, Md. |
| KFRU.....Columbia, Mo. | KOMA.....Oklahoma City, Okla. | *KVOP.....Plainview, Tex. | | WFLA.....Tampa, Fla. | WIZE.....Springfield, O. |
| KFSD.....San Diego, Cal. | KOME.....Tulsa, Okla. | KVOR.....Colorado Springs, Colo. | | WFMD.....Frederick, Md. | WJAC.....Johnstown, Pa. |
| KFSG.....Los Angeles, Cal. | KOMO.....Seattle, Wash. | KVOS.....Bellingham, Wash. | | WFMJ.....Youngstown, O. | WJAG.....Norfolk, Neb. |
| KFUN.....Las Vegas, N. M. | KON.....San Antonio, Tex. | KVOX.....Moorhead, Minn. | | WFNC.....Fayetteville, N. C. | WJAR.....Providence, R. I. |
| KFUO.....Clayton, Mo. | KOOS.....Marshfield, Ore. | KVRS.....Rock Springs, Wyo. | | WFOR.....Hattiesburg, Miss. | WJAS.....Pittsburgh, Pa. |
| KFVJ.....Los Angeles, Cal. | KORE.....Eugene, Ore. | KVSF.....Santa Fe, N. M. | | WFPG.....St. Augustine, Fla. | WJAX.....Jacksonville, Fla. |
| KFVS.....Cape Girardeau, Mo. | KORN.....Promont, Neb. | KVSO.....Ardmore, Okla. | | WPGA.....Atlantic City, N. J. | WJBC.....Bloomington, Ill. |
| KFWB.....Los Angeles, Cal. | KOVV.....Valley City, N. D. | KVVC.....Vernon, Tex. | | WFTC.....Kinston, N. C. | WJKB.....Detroit, Mich. |
| KFXD.....Nampa, Ida. | KOVO.....Provo, Utah | KWAL.....Wallace, Ida. | | WFTL.....Ft. Lauderdale, Fla. | WJBO.....Baton Rouge, La. |
| KFKX.....Grand Junction, Colo. | KOWH.....Omaha, Neb. | KWAT.....Watertown, S. D. | | WFVA.....Fredericksburg, Va. | WJWB.....New Orleans, La. |
| KFKM.....San Bernardino, Cal. | KOY.....Phoenix, Ariz. | *KWBC.....Corpus Christi, Tex. | | WGAA.....Cedarhurst, N. Y. | WJBY.....Gadsden, Ala. |
| KFYO.....Lubbock, Tex. | KPAB.....Laredo, Tex. | KWBW.....Hutchinson, Kan. | | WGAC.....Augusta, Ga. | WJDX.....Jackson, Miss. |
| KFYR.....Bismarck, N. D. | KPAC.....Port Arthur, Tex. | KWEW.....Hobbs, N. M. | | WGAL.....Lancaster, Pa. | WJEF.....Hagerstown, Md. |
| KGA.....Spokane, Wash. | KPAS.....Pasadena, Cal. | KWFC.....Hot Springs, Ark. | | WGAN.....Portland, Me. | WJHL.....Johnson City, Tenn. |
| KGB.....San Diego, Cal. | KPDN.....Pampa, Tex. | KWFT.....Wichita Falls, Tex. | | WGAR.....Cleveland, O. | WJHO.....Opelika, Ala. |
| KGRS.....Harlingen, Tex. | KPFA.....Helena, Mont. | KWLG.....Stockton, Cal. | | WGAU.....Athens, Ga. | WJHP.....Jacksonville, Fla. |
| KGBX.....Springfield, Mo. | KPFO.....Phoenix, Ariz. | KWL.....Albany, Ore. | | WGBB.....Freeport, N. Y. | WJIM.....Lansing, Mich. |
| KGCU.....Mandan, N. D. | KPLC.....Lake Charles, La. | KWLB.....Globe, Ariz. | | WGBF.....Evansville, Ind. | WJJD.....Chicago, Ill. |
| KGCX.....Sidney, Mont. | KPLT.....Paris, Tex. | KWJB.....Portland, Ore. | | WGBG.....Greensboro, N. C. | WJLB.....Detroit, Mich. |
| KGDE.....Fergus Falls, Minn. | KPMC.....Bakersfield, Cal. | KWJJ.....Portland, Ore. | | WGBI.....Scranton, N. C. | WJLD.....Bessemer, Ala. |
| KGDM.....Stockton, Cal. | KPO.....San Francisco, Cal. | KWK.....St. Louis, Mo. | | WGRR.....Goldsboro, N. C. | WJLS.....Beckley, W. Va. |
| KGEK.....Sterling, Colo. | KPOF.....Denver, Colo. | KWKW.....Shreveport, La. | | WGCM.....Gulfport, Miss. | WJMC.....Rice Lake, Wis. |
| KGER.....Long Beach, Cal. | KPOW.....Powell, Wyo. | KWKK.....Presadena, Cal. | | WGES.....Chicago, Ill. | WJMS.....Ironwood, Mich. |
| KGEZ.....Kalspell, Mont. | KPPC.....Pasadena, Cal. | KWLC.....Decorah, Ia. | | WGA.....Gainesville, Ga. | |
| KGFF.....Shawnee, Okla. | KPQ.....Wenatchee, Wash. | KWLK.....Longview, Wash. | | WGH.....Newport News, Va. | |
| KGJ.....Los Angeles, Cal. | KPRC.....Houston, Tex. | KWLM.....Willmar, Minn. | | | |

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| WAAB.....Worcester, Mass. | WAAE.....Ft. Meyers, Fla. | WAAP.....Chicago, Ill. | WAT.....Newark, N. J. | WABC.....New York, N. Y. | WABI.....Bangor, Me. | WABY.....Albany, N. Y. | WACO.....Waco, Tex. | WADC.....Akron, O. | WAGA.....Atlanta, Ga. | WAGE.....Syracuse, N. Y. | WAGF.....Dothan, Ala. | WAGM.....Presque Isle, Me. | WAIR.....Anderson, S. C. | WAIR.....Winston-Salem, N. C. | WAIT.....Chicago, Ill. | WAKR.....Morgantown, W. Va. | WALA.....Akron, O. | WALB.....Albany, Ga. | WALL.....Middletown, N. Y. | WAML.....Laurel, Miss. | WAOV.....Vincennes, Ind. | WAPI.....Birmingham, Ala. | WAPC.....Chattanooga, Tenn. | WARM.....Scranton, Pa. | *WARW.....Clarksdale, Miss. | WASK.....Lafayette, Ind. | WATL.....Atlanta, Ga. | WATN.....Watertown, N. Y. | WATR.....Waterbury, Conn. | WATW.....Ashland, Wis. | WAVE.....Louisville, Ky. | WAWZ.....Zarephath, N. J. | WAYS.....Charlotte, N. C. | WAYX.....Waycross, Ga. | WAZL.....Hazleton, Pa. | WBAA.....West Lafayette, Ind. | WBAB.....Atlantic City, N. J. | WBAL.....Baltimore, Md. | WBAP.....Fort Worth, Tex. | WBAX.....Wilkes-Barre, Pa. | WBBL.....Richmond, Va. | WBMM.....Chicago, Ill. | WBRR.....Brooklyn, N. Y. | WBZ.....Ponca City, Okla. | WBOM.....Bay City, Mich. | WBEN.....Buffalo, N. Y. | WBHP.....Huntsville, Ala. | WBIG.....Greensboro, N. C. | WBIR.....Knoxville, Tenn. | WBLJ.....Dalton, Ga. | WBLK.....Clarksburg, W. Va. | WBML.....Macon, Ga. | WBNS.....Columbus, O. | WBNY.....New York, N. Y. | WBOW.....Buffalo, N. Y. | WBPC.....Salisbury, Md. | WBRE.....Terre Haute, Ind. | WBRC.....Birmingham, Ala. | WBRE.....Wilkes-Barre, Pa. | WBRR.....Pittsfield, Mass. | WBWB.....Welch, W. Va. | WBRY.....Waterbury, Conn. | WBT.....Charlotte, N. C. | WBTA.....Batavia, N. Y. | WBTH.....Williamson, W. Va. | WBTM.....Danville, Va. | WBYN.....Brooklyn, N. Y. | WBZ.....Boston, Mass. | WBZA.....Springfield, Mass. | WCAE.....Pittsburgh, Pa. | WCAL.....Northfield, Minn. | WCAM.....Camden, N. J. | WCAO.....Baltimore, Md. | WCAP.....Asbury Park, N. J. | WCAR.....Pontiac, Mich. | WCAT.....Rapid City, S. D. | WCAU.....Philadelphia, Pa. | WCAX.....Burlington, Vt. | WCAZ.....Carthage, Ill. | WCBA.....Allentown, Pa. | WCBI.....Columbus, Miss. | WCBM.....Baltimore, Md. |
|---------------------------|---------------------------|------------------------|-----------------------|--------------------------|----------------------|------------------------|---------------------|--------------------|-----------------------|--------------------------|-----------------------|----------------------------|--------------------------|-------------------------------|------------------------|-----------------------------|--------------------|----------------------|----------------------------|------------------------|--------------------------|---------------------------|-----------------------------|------------------------|-----------------------------|--------------------------|-----------------------|---------------------------|---------------------------|------------------------|--------------------------|---------------------------|---------------------------|------------------------|------------------------|-------------------------------|-------------------------------|-------------------------|---------------------------|----------------------------|------------------------|------------------------|--------------------------|---------------------------|--------------------------|-------------------------|---------------------------|----------------------------|---------------------------|----------------------|-----------------------------|---------------------|-----------------------|--------------------------|-------------------------|-------------------------|----------------------------|---------------------------|----------------------------|----------------------------|------------------------|---------------------------|--------------------------|-------------------------|-----------------------------|------------------------|--------------------------|-----------------------|-----------------------------|--------------------------|----------------------------|------------------------|-------------------------|-----------------------------|-------------------------|----------------------------|----------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|

(Cont'd on page 454)

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of January 1, 1944

(Continued from page 453)

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|---------------------------------|----------------------------|------------------------------|-----------------------------|--------------------------------|-----------------------------|
| WJNO...W. Palm Beach, Fla. | WLBZ...Bangor, Me. | WMSL...Decatur, Ala. | WPEN...Philadelphia, Pa. | WSIX...Nashville, Tenn. | WTOL...Toledo, O. |
| WJOB...Hammond, Ind. | WLDS...Jacksonville, Ill. | WMT...Cedar Rapids, Ia. | WPIC...Sharon, Pa. | WSJS...Winston-Salem, N. C. | WTOP...Washington, D. C. |
| WJPA...Washington, Pa. | WLEU...Erie, Pa. | WMUR...Manchester, N. H. | WPR...Mayaguez, Puerto Rico | WSKB...McComb, Miss. | WTRC...Elkhart, Ind. |
| WJPF...Herrin, Ill. | WLIB...Brooklyn, N. Y. | WMVA...Martinsville, Va. | WPRO...Providence, R. I. | WSLB...Ogdensburg, N. Y. | WTRY...Troy, N. Y. |
| WJPR...Greenville, Miss. | WLLH...Lowell, Mass. | WNAB...Bridgeport, Conn. | WPRP...Ponce, Puerto Rico | WSLI...Jackson, Miss. | WTSP...St. Petersburg, Fla. |
| WJR...Detroit, Mich. | WLNH...Laconia, N. H. | WNAC...Boston, Mass. | WPTF...Raleigh, N. C. | WSLS...Roanoke, Va. | WTM...Trenton, N. J. |
| WJRD...Tuscaloosa, Ala. | WLOF...Orlando, Fla. | WNAD...Norman, Okla. | WQAM...Miami, Fla. | WSM...Nashville, Tenn. | WWDC...Washington, D. C. |
| WJTN...Jamestown, N. Y. | WLOG...Logan, W. Va. | WNAX...Yankton, S. D. | WQAN...Scranton, Pa. | WSMB...New Orleans, La. | WWJ...Detroit, Mich. |
| WJW...Cleveland, O. | WLOK...Lima, O. | WNBC...Hartford, Conn. | WQBC...Vicksburg, Miss. | WSNJ...Bridgeton, N. J. | WWL...New Orleans, La. |
| WJZ...New York, N. Y. | WLOR...Minneapolis, Minn. | WNBH...New Bedford, Mass. | WQXR...New York, N. Y. | WSNY...Schenectady, N. Y. | WWNC...Asheville, N. C. |
| WJZM...Clarkesville, Tenn. | WLPM...Suffolk, Va. | WNBZ...Saranac Lake, N. Y. | WRAC...Williamsport, Pa. | WSOC...Charlotte, N. C. | WWNY...Watertown, N. Y. |
| WKAQ...San Juan, Puerto Rico | WLS...Chicago, Ill. | WNEL...Saranac Lake, N. Y. | WRAL...Raleigh, N. C. | WSOO...Henderson, Ky. | WWPG...Palm Beach, Fla. |
| WKAR...East Lansing, Mich. | WLVA...Lynchburg, Va. | WNEU...San Juan, Puerto Rico | WRAP...Reading, Pa. | WSOY...Sault Ste. Marie, Mich. | WWRL...Woodside, N. Y. |
| WKAT...Miami Beach, Fla. | WLW...Cincinnati, O. | WNEW...New York, N. Y. | WRBL...Columbus, Ga. | WSFA...Decatur, Ill. | WWSW...Pittsburgh, Pa. |
| WKBB...Dubuque, Ia. | WMAL...Washington, D. C. | WNLC...New London, Conn. | WRD...Washington, D. C. | WSFB...Spartanburg, S. C. | WVVA...Wheeling, W. Va. |
| WKBH...LaCrosse, Wis. | WMAN...Marinette, Wis. | WNOE...New Orleans, La. | WRDO...Augusta, Ga. | WSPB...Sarasota, Fla. | WXYZ...Detroit, Mich. |
| WKBN...Youngstown, O. | WMAN...Mansfield, O. | WNOX...Knoxville, Tenn. | WRDW...Augusta, Ga. | WSPD...Toledo, O. | |
| WKBO...Harrisburg, Pa. | WMAQ...Chicago, Ill. | WNYC...New York, N. Y. | WRER...Memphis, Tenn. | WSPR...Springfield, Mass. | |
| WKBY...Richmond, Ind. | WMAS...Springfield, Mass. | WOAI...San Antonio, Tex. | WREN...Lawrence, Kan. | WSSR...Stamford, Conn. | |
| WKBW...Buffalo, N. Y. | WMAZ...Macon, Ga. | WOC...Davenport, Ia. | WRGA...Rome, Ga. | WSTP...Salisbury, N. C. | |
| WKBU...Muskegon, Mich. | WMBD...Peoria, Ill. | WOL...Ames, Ia. | WRJN...Racine, Wis. | WSTV...Stuvenville, O. | |
| WKEU...Griffin, Ga. | WMBG...Richmond, Va. | WOLK...Albany, N. Y. | WRLE...Toccoa, Ga. | WSUI...Iowa City, Ia. | |
| WKEY...Covington, Va. | WMBH...Joplin, Mo. | WOL...Washington, D. C. | WRNL...Richmond, Va. | WSUN...St. Petersburg, Fla. | |
| WKIP...Poughkeepsie, N. Y. | WMBL...Chicago, Ill. | WOLF...Syracuse, N. Y. | WROK...Rockford, Ill. | WSVA...Harrisonburg, Va. | |
| WKMO...Kokomo, Ind. | WMBO...Auburn, N. Y. | WOLS...Florence, S. C. | WROL...Knoxville, Tenn. | WSYB...Rutland, Vt. | |
| WKNE...Keene, N. H. | WMBR...Jacksonville, Fla. | WOMI...Owensboro, Ky. | WRR...Dallas, Tex. | WSYR...Syracuse, N. Y. | |
| WKNY...Kingston, N. Y. | WMBS...Uniontown, Pa. | WOMT...Manitowoc, Wis. | WRRF...Washington, N. C. | WTAD...Quincy, Ill. | |
| WKOK...Sunbury, Pa. | WMC...Memphis, Tenn. | WOOD...Grand Rapids, Mich. | WRRN...Warren, O. | WTAG...Worcester, Mass. | |
| WKPA...New Kensington, Pa. | WMCA...New York, N. Y. | WOPI...Bristol, Tenn. | WRUF...Gainesville, Fla. | WTAL...Tallahassee, Fla. | |
| WKRC...Cincinnati, O. | WMEX...Boston, Mass. | WOR...New York City | WRVA...Richmond, Va. | WTAM...Cleveland, O. | |
| WKST...Cairo, Ill. | WMFD...Wilmington, N. C. | WORC...Worcester, Mass. | WSAI...Cincinnati, O. | WTAQ...Green Bay, Wis. | |
| WKWK...Wheeling, W. Va. | WMFG...Plattsburg, N. Y. | WORD...Spartanburg, S. C. | WSAJ...Grove City, Pa. | WTAR...Norfolk, Va. | |
| WKY...Oklahoma City, Okla. | WMFJ...Hibbing, Minn. | WORK...York, Pa. | WSAM...Saginaw, Mich. | WTAW...College Station, Tex. | |
| WKZO...Kalamazoo, Mich. | WMFR...Daytona Beach, Fla. | WORL...Boston, Mass. | WSAN...Allentown, Pa. | WTAX...Springfield, Ill. | |
| WLAC...Nashville, Tenn. | WMGA...High Point, N. C. | WOSH...Oshkosh, Wisc. | WSAP...Portsmouth, Va. | WTB...Cumberland, Md. | |
| WLAG...La Grange, Ga. | WMIN...Moultrie, Ga. | WOSU...Columbus, O. | WSAR...Fall River, Mass. | WTCC...Traverse City, Mich. | |
| WLAK...Lakeland, Fla. | WMIS...St. Paul, Minn. | WOV...New York, N. Y. | WSAU...Wausau, Wis. | WTCN...Minneapolis, Minn. | |
| WLAV...Lexington, Ky. | WMJM...Natchez, Miss. | WOW...Omaha, Neb. | WSAV...Savannah, Ga. | WTEL...Philadelphia, Pa. | |
| WLAW...Grand Rapids, Mich. | WMNM...Cordele, Ga. | WOWO...Ft. Wayne, Ind. | WSAY...Rochester, N. Y. | WTHC...Hartford, Conn. | |
| WLAW...Lawrence, Mass. | WMOB...Fairmont, W. Va. | WPAB...Ponce, Puerto Rico | WSAZ...Huntington, W. Va. | WTIC...Hartford, Conn. | |
| WLAY...Muscle Shoals City, Ala. | WMOB...Mobile, Ala. | WPAD...Paducah, Ky. | WSB...Atlanta, Ga. | WTJS...Jackson, Tenn. | |
| WLB...Minneapolis, Minn. | WMPC...Brunswick, Ga. | WPAP...Parkersburg, W. Va. | WSBA...York, Pa. | WTMA...Charleston, S. C. | |
| WLB...Muncie, Ind. | WMPD...Lapeer, Mich. | WPAT...Paterson, N. J. | WSBC...Chicago, Ill. | WTMC...Ocala, Fla. | |
| WLB...Bowling Green, Ky. | WMPS...Memphis, Tenn. | WPAX...Thomasville, Ga. | WSBT...South Bend, Ind. | WTMJ...Milwaukee, Wis. | |
| WLBL...Stevens Point, Wis. | WMRC...Greenville, S. C. | WPAY...Portsmouth, O. | WSFA...Montgomery, Ala. | WTMJ...E. St. Louis, Ill. | |
| | WMRN...Lewistown, Pa. | WPDQ...Jacksonville, Fla. | WSGN...Birmingham, Ala. | WTNJ...Trenton, N. J. | |
| | WMRO...Aurora, Ill. | | | WTOC...Savannah, Ga. | |

SHORTWAVE

| |
|---------------------------|
| KGEI...Belmont, Cal. |
| KWID...San Francisco |
| KWIX...San Francisco |
| WBOS...Hull, Mass. |
| WCBN...Brentwood, N. Y. |
| WCBX...Brentwood, N. Y. |
| WCDA...Brentwood, N. Y. |
| WCRC...Brentwood, N. Y. |
| WGEA...Schenectady, N. Y. |
| WGEO...Schenectady, N. Y. |
| WGEX...Schenectady, N. Y. |
| WLWK...Mason, O. |
| WLWL...Mason, O. |
| WLWR...Mason, O. |
| WLWS...Mason, O. |
| WNBI...Bound Brook, N. J. |
| WNRA...Bound Brook, N. J. |
| WNRE...Bound Brook, N. J. |
| WNRI...Bound Brook, N. J. |
| WNRX...Bound Brook, N. J. |
| WOOC...Wayne, N. J. |
| WOOW...Wayne, N. J. |
| WRCA...Bound Brook, N. J. |
| WRUA...Scituate, Mass. |
| WRUL...Scituate, Mass. |
| WRUS...Scituate, Mass. |
| WRUW...Scituate, Mass. |
| WRUX...Scituate, Mass. |

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D

WATTS

1130 K.C. - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1944)

*CP granted for increase in power.

†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

L—Limited time: operates night hours only when dominant station is not operating.

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|-------------------------|------------------------------|--------------------|----------------------|-------------------------|----------------------|--------------------|----------------------|-------------------------|----------------------|--------------------|----------------------|-------------------------|-----------------------------|--------------------|----------------------|
| 550 KC. REGIONAL | | | | 640 KC. CLEAR | | | | 830 KC. CLEAR | | | | 970 KC. REGIONAL | | | |
| KOY | Phoenix, Ariz. | 1,000 | 1,000 | KFI | Los Angeles | 50,000 | 50,000 | WCCO | Minneapolis, Minn. | 50,000 | 50,000 | WFLA | Tampa, Fla. | 5,000 | 1,000 |
| KSD | St. Louis | 5,000 | 1,000 | WOI | Ames, Ia. | 5,000 | | WNYC | New York | 1,000 | L-1,000 | WAVE | Louisville, Ky. | 5,000 | 5,000 |
| WGR | Buffalo, N. Y. | 5,000 | 1,000 | WHKC | Columbus, O. | 500 | L-500 | | | | | WCSH | Portland, Me. | 5,000 | 5,000 |
| KFYR | Bismarck, N. D. | 5,000 | 5,000 | WNAD | Norman, Okla. | 1,000 | | 840 KC. CLEAR | | | | WAAT | Newark, N. J. | 1,000 | 1,000 |
| WKRC | Cincinnati, O. | 5,000 | 1,000 | | | | | WHAS | Louisville, Ky. | 50,000 | 50,000 | WDAY | Fargo, N. D. | 5,000 | 5,000 |
| KOAC | Corvallis, Ore. | 5,000 | 1,000 | 650 KC. CLEAR | | | | 850 KC. CLEAR | | | | WICA | Ashtabula, O. | 1,000 | |
| KTSA | San Antonio, Tex. | 5,000 | 1,000 | WSM | Nashville, Tenn. | 50,000 | 50,000 | KOA | Denver, Col. | 50,000 | 50,000 | KOIN | Portland, Ore. | 5,000 | 5,000 |
| WDEV | Waterbury, Vt. | 1,000 | | 660 KC. CLEAR | | | | WRUF | Gainesville, Fla. | 5,000 | L-5,000 | WHA | Madison, Wis. | 5,000 | |
| WSVA | Harrisonburg, Va. | 1,000 | | ‡KFAR | Fairbanks, Alaska | 10,000 | 10,000 | WHDH | Boston, Mass. | 5,000 | 5,000 | 980 KC. REGIONAL | | | |
| 560 KC. REGIONAL | | | | KOWH | Omaha, Neb. | 500 | | KFUD | Clayton, Mo. | 5,000 | L-5,000 | KFWB | Los Angeles, Cal. | 5,000 | 5,000 |
| KSFO | San Francisco | 5,000 | 1,000 | KSKY | Dallas, Tex. | 1,000 | | WJW | Cleveland, O. | 5,000 | 5,000 | WRC | Washington, D. C. | 5,000 | 5,000 |
| KLZ | Denver | 5,000 | 5,000 | 670 KC. CLEAR | | | | WEEU | Reading, Pa. | 1,000 | | KMBC | Kansas City, Mo. | 5,000 | 5,000 |
| WQAM | Miami, Fla. | 5,000 | 1,000 | WMAQ | Chicago | 50,000 | 50,000 | 860 KC. CLEAR | | | | WTRY | Troy, N. Y. | 1,000 | 1,000 |
| WND | Gary, Ind. | 5,000 | 5,000 | 680 KC. CLEAR | | | | KTRB | Modesto, Cal. | 1,000 | 1,000 | WGBG | Greensboro, N. C. | 1,000 | |
| WGAN | Portland, Me. | 5,000 | 5,000 | KPO | San Francisco | 50,000 | 50,000 | WSON | Henderson, Ky. | 250 | | WSIX | Nashville, Tenn. | 5,000 | 5,000 |
| KWTO | Springfield, Mo. | 5,000 | 1,000 | WLAU | Lawrence, Mass. | 5,000 | 5,000 | 870 KC. CLEAR | | | | 990 KC. CLEAR | | | |
| WFIL | Philadelphia | 1,000 | 1,000 | KFEQ | St. Joseph, Mo. | 5,000 | 5,000 | KIEV | Glendale, Cal. | 250 | | WIBG | Philadelphia, Pa. | 10,000 | 10,000 |
| WIS | Columbia, S. C. | 5,000 | 5,000 | WPTF | Raleigh, N. C. | 50,000 | 50,000 | WWL | New Orleans, La. | 50,000 | 50,000 | WPRA | Mayaguez, P. R. | 5,000 | 1,000 |
| KFDM | Beaumont, Tex. | 1,000 | 1,000 | WISR | Butler, Pa. | 250 | | WKAR | East Lansing, Mich. | 5,000 | | WNOX | Knoxville, Tenn. | 10,000 | 10,000 |
| KPQZ | Wenatchee, Wash. | 1,000 | 1,000 | 690 KC. CLEAR | | | | WHCU | Ithaca, N. Y. | 1,000 | L-1,000 | 1000 KC. CLEAR | | | |
| 570 KC. REGIONAL | | | | KGFF | Coffeyville, Kan. | 1,000 | 500 | 880 KC. CLEAR | | | | WCFL | Chicago, Ill. | 10,000 | 10,000 |
| KMTR | Los Angeles | 1,000 | 1,000 | 700 KC. CLEAR | | | | WHB | Kansas City, Mo. | 1,000 | | KJR | Seattle, Wash. | 5,000 | 5,000 |
| WMCA | New York | 5,000 | 5,000 | WLW | Cincinnati, O. | 50,000 | 50,000 | WABC | New York | 50,000 | 50,000 | 1010 KC. CLEAR | | | |
| WSYR | Syracuse, N. Y. | 5,000 | 5,000 | 710 KC. CLEAR | | | | 890 KC. CLEAR | | | | WINS | New York, N. Y. | 10,000 | 10,000 |
| WWNC | Asheville, N. C. | 1,000 | 1,000 | KMPC | Los Angeles, Cal. | 10,000 | 10,000 | WENR | Chicago | 50,000 | 50,000 | KLRA | Little Rock, Ark. | 10,000 | 5,000 |
| WKBN | Youngstown, O. | 5,000 | 5,000 | WFTL | Ft. Lauderdale, Fla. | 10,000 | 10,000 | WLS | Chicago | 50,000 | 50,000 | KWBU | Corpus Christi, Tex. | 50,000 | |
| WNAX | Yankton, S. D. | 5,000 | 5,000 | WOR | New York | 50,000 | 50,000 | 900 KC. CLEAR | | | | 1020 KC. CLEAR | | | |
| KGKO | Ft. Worth, Tex. | 5,000 | 5,000 | KIRO | Seattle, Wash. | 50,000 | 50,000 | KLCN | Blytheville, Ark. | 1,000 | | KFVD | Los Angeles, Cal. | 1,000 | L-1,000 |
| KUTA | Salt Lake City, Utah | 5,000 | 5,000 | 720 KC. CLEAR | | | | WSBA | York, Pa. | 1,000 | | KDKA | Pittsburgh, Pa. | 50,000 | 50,000 |
| KVI | Tacoma, Wash. | 5,000 | 5,000 | WGN | Chicago | 50,000 | 50,000 | 910 KC. REGIONAL | | | | 1030 KC. CLEAR | | | |
| WMAM | Marinette, Wis. | 250 | | 730 KC. CLEAR | | | | KLX | Oakland, Cal. | 1,000 | 1,000 | WBZ | Boston, Mass. | 50,000 | 50,000 |
| 580 KC. REGIONAL | | | | KMPJ | Atlanta, Ga. | 50,000 | 50,000 | KPOF | Denver, Col. | 1,000 | 1,000 | WBZA | Springfield, Mass. | 1,000 | 1,000 |
| KMJ | Fresno, Cal. | 5,000 | 5,000 | KTRH | Houston, Tex. | 50,000 | 50,000 | KFKA | Greeley, Col. | 1,000 | 1,000 | KOB | Albuquerque, N. M. (1770kc) | 150,000 | 125,000 |
| WDBO | Orlando, Fla. | 5,000 | 5,000 | 740 KC. CLEAR | | | | WSUI | Iowa City, Ia. | 5,000 | 5,000 | | | 50,000 | 50,000 |
| WILL | Urbana, Ill. | 5,000 | | QWV | San Jose, Cal. | 5,000 | 5,000 | ‡WABI | (CP) Bangor, Me. | 250 | 250 | 1040 KC. CLEAR | | | |
| KSAC | Manhattan, Kan. | 1,000 | 500 | KGU | Honolulu, Hawaii | 2,500 | L-2,500 | WFDF | Flint, Mich. | 1,000 | 1,000 | WHO | Des Moines, Ia. | 50,000 | 50,000 |
| WBW | Topeka, Kan. | 5,000 | 5,000 | WJR | Detroit, Mich. | 50,000 | 50,000 | WCOC | Meridian, Miss. | 1,000 | 1,000 | 1050 KC. CLEAR | | | |
| WTAG | Worcester, Mass. | 5,000 | 5,000 | 750 KC. CLEAR | | | | WGBI | Scranton, Pa. | 1,000 | 500 | WAZ | Scranton, Pa. | 1,000 | 500 |
| WIAC | San Juan, P. R. | 5,000 | 5,000 | WSE | Atlanta, Ga. | 50,000 | 50,000 | WJHL | Johnson City, Tenn. | 1,000 | 1,000 | WZL | Tuscola, Ill. | 1,000 | |
| WCHS | Charleston, W. Va. | 5,000 | 5,000 | KMMJ | Grand Island, Neb. | 1,000 | L-1,000 | KRRV | Sherman, Tex. | 1,000 | 1,000 | WIIN | New York | 50,000 | 50,000 |
| 590 KC. REGIONAL | | | | WHEB | Portsmouth, N. H. | 1,000 | L-1,000 | WVNL | Richmond, Va. | 5,000 | 5,000 | 1060 KC. CLEAR | | | |
| WAGA | Atlanta, Ga. | 5,000 | 5,000 | KXL | Portland, Ore. | 10,000 | L-10,000 | KVAN | Vancouver, Wash. | 500 | | WYV | Philadelphia, Pa. | 50,000 | 50,000 |
| KGMB | Honolulu, Hawaii | 5,000 | 5,000 | 760 KC. CLEAR | | | | 920 KC. REGIONAL | | | | 1070 KC. CLEAR | | | |
| WEEI | Boston, Mass. | 5,000 | 5,000 | WJZ | New York | 50,000 | 50,000 | KARK | Little Rock, Ark. | 5,000 | 5,000 | WAPI | Birmingham, Ala. | 5,000 | 5,000 |
| WZO | Kalamazoo, Mich. | 5,000 | 5,000 | KXA | Seattle, Wash. | 1,000 | L-1,000 | KFXJ | Grand Junction, Col. | 1,000 | 500 | KNX | Los Angeles, Cal. | 50,000 | 50,000 |
| WOW | Omaha, Neb. | 5,000 | 5,000 | 770 KC. CLEAR | | | | WGST | Atlanta, Ga. | 5,000 | 1,000 | WIBC | Indianapolis | 5,000 | 1,000 |
| WMB3 | Uniontown, Pa. | 1,000 | 1,000 | WLB | Minneapolis, Minn. | 5,000 | | WBAA | West Lafayette, Ind. | 5,000 | 1,000 | KFBI | Wichita, Kan. | 5,000 | 1,000 |
| WTBC | Austin, Tex. | 1,000 | 250 | WCAL | Northfield, Minn. | 5,000 | | KFNF | Shenandoah, Ia. | 1,000 | 500 | 1080 KC. CLEAR | | | |
| KHQ | Spokane, Wash. | 5,000 | 5,000 | WEW | St. Louis, Mo. | 1,000 | | WTTM | Trenton, N. J. | 1,000 | 1,000 | WTIC | Hartford, Conn. | 50,000 | 50,000 |
| 600 KC. REGIONAL | | | | IKOB | Albuquerque, N. M. | 150,000 | 125,000 | WBWB | Burlington, N. C. | 1,000 | | WCAZ | Carthage, Ill. | 250 | |
| KPSD | San Diego, Cal. | 1,000 | 1,000 | WJZ | New York | 50,000 | 50,000 | WJAR | Providence, R. I. | 5,000 | 5,000 | KWJJ | Portland, Ore. | 1,000 | 1,000 |
| WICC | Bridgeport, Conn. | 1,000 | 500 | WKB | Lincoln, Neb. | 10,000 | 10,000 | KUSD | Vermillion, S. D. | 5,000 | 5,000 | KRLD | Dallas, Tex. | 50,000 | 50,000 |
| WMT | Cedar Rapids, Ia. | 5,000 | 5,000 | 780 KC. CLEAR | | | | KPEY | Spokane, Wash. | 5,000 | 5,000 | 1090 KC. CLEAR | | | |
| WCAO | Baltimore, Md. | 5,000 | 5,000 | WBBM | Chicago | 50,000 | 50,000 | WMMN | Fairmont, W. Va. | 5,000 | 5,000 | KTHS | Hot Springs, Ark. | 10,000 | 5,000 |
| WSJS | Winston-Salem, N. C. | 5,000 | 5,000 | KFAB | Lincoln, Neb. | 10,000 | 10,000 | 930 KC. REGIONAL | | | | WBAL | Baltimore, Md. | 50,000 | 50,000 |
| WREC | Memphis, Tenn. | 5,000 | 5,000 | 790 KC. REGIONAL | | | | KTKN | Ketchikan, Alaska | 1,000 | 1,000 | WJAG | Norfolk, Neb. | 1,000 | L-1,000 |
| KROD | El Paso, Tex. | 1,000 | 500 | KFOA | Los Angeles | 1,000 | 1,000 | KHJ | Los Angeles | 5,000 | 5,000 | WVTV | Seattle, Wash. | 250 | 250 |
| 610 KC. REGIONAL | | | | KGHL | Billings, Mont. | 5,000 | 5,000 | WJAX | Jacksonville, Fla. | 5,000 | 1,000 | 1100 KC. CLEAR | | | |
| WSGN | Birmingham, Ala. | 5,000 | 1,000 | WNNY | Watertown, N. Y. | 1,000 | 1,000 | KSEI | Pocatello, Ida. | 1,000 | 250 | WCAZ | Carthage, Ill. | 250 | |
| KFAR | Fairbanks, Alaska (1660 kc.) | 10,000 | 10,000 | WVPC | Sharon, Pa. | 1,000 | | WTAD | Quincy, Ill. | 1,000 | 1,000 | KWJJ | Portland, Ore. | 1,000 | 1,000 |
| KFRG | San Francisco | 5,000 | 5,000 | WEAN | Providence, R. I. | 5,000 | 5,000 | WFMD | Frederick, Md. | 500 | 500 | KRLD | Dallas, Tex. | 50,000 | 50,000 |
| WIOD | Miami, Fla. | 5,000 | 5,000 | WMC | Memphis, Tenn. | 5,000 | 5,000 | WPAT | Paterson, N. J. | 1,000 | | 1090 KC. CLEAR | | | |
| KDAL | Duluth, Minn. | 1,000 | 1,000 | WTR | Norfolk, Va. | 5,000 | 5,000 | WBEN | Buffalo, N. Y. | 5,000 | 5,000 | KTHS | Hot Springs, Ark. | 10,000 | 5,000 |
| WDAF | Kansas City, Mo. | 5,000 | 5,000 | KVOS | Bellingham, Wash. | 250 | 250 | WVRF | Washington, N. C. | 1,000 | | WBAL | Baltimore, Md. | 50,000 | 50,000 |
| WMUR | Manchester, N. H. | 5,000 | 1,000 | WEAU | Eau Claire, Wis. | 5,000 | 1,000 | WKY | Oklahoma City, Okla. | 5,000 | 1,000 | WJAG | Norfolk, Neb. | 1,000 | L-1,000 |
| WAYS | Charlotte, N. C. | 1,000 | 1,000 | 800 KC. CLEAR | | | | WSA | Huntington, W. Va. | 1,000 | 1,000 | WVTV | Seattle, Wash. | 250 | 250 |
| WCLE | Cleveland, O. | 500 | | KFOA | Los Angeles | 1,000 | 1,000 | WLBZ | Stevens Point, Wis. | 5,000 | | 1100 KC. CLEAR | | | |
| WIP | Philadelphia, Pa. | 5,000 | 5,000 | KGIL | Billings, Mont. | 5,000 | 5,000 | 940 KC. CLEAR | | | | WCAZ | Carthage, Ill. | 250 | |
| 620 KC. REGIONAL | | | | WNNY | Watertown, N. Y. | 1,000 | 1,000 | KTKJ | Visalia, Cal. | 5,000 | 5,000 | KWJJ | Portland, Ore. | 1,000 | 1,000 |
| KTAR | Phoenix, Ariz. | 5,000 | 5,000 | WVPC | Sharon, Pa. | 1,000 | | WMAZ | Macon, Ga. | 5,000 | 5,000 | KRLD | Dallas, Tex. | 50,000 | 50,000 |
| WSUN | St. Petersburg, Fla. | 5,000 | 5,000 | WEAN | Providence, R. I. | 5,000 | 5,000 | 950 KC. REGIONAL | | | | 1110 KC. CLEAR | | | |
| WLZ | Bangor, Me. | 5,000 | 5,000 | WMC | Memphis, Tenn. | 5,000 | 5,000 | KFEL | Denver, Col. | 5,000 | 5,000 | KPAS | Pasadena, Cal. | 10,000 | 10,000 |
| WAGE | Syracuse, N. Y. | 1,000 | 1,000 | WTR | Norfolk, Va. | 5,000 | 5,000 | WAAF | Chicago | 1,000 | | WMBI | Chicago, Ill. | 5,000 | L-5,000 |
| KGW | Portland, Ore. | 5,000 | 5,000 | KVOS | Bellingham, Wash. | 250 | 250 | WORLD | Boston | 1,000 | | WBT | Charlotte, N. C. | 50,000 | 50,000 |
| WHAB | Greensburg, Pa. | 250 | | WEAU | Eau Claire, Wis. | 5,000 | 1,000 | WVJ | Detroit, Mich. | 5,000 | 5,000 | 1120 KC. CLEAR | | | |
| WKAQ | San Juan, P. R. | 5,000 | 5,000 | 810 KC. CLEAR | | | | WPEJ | Philadelphia, Pa. | 5,000 | 5,000 | KMOX | St. Louis, Mo. | 50,000 | 50,000 |
| WROL | Knoxville, Tenn. | 1,000 | 500 | KGO | San Francisco | 7,500 | 7,500 | WSPA | Sparksburg, S. C. | 5,000 | 1,000 | 1130 KC. CLEAR | | | |
| KWFT | Wichita Falls, Tex. | 5,000 | 1,000 | KOAM | Pittsburg, Kan. | 1,000 | | KPRC | Houston, Tex. | 5,000 | 5,000 | WVTV | Seattle, Wash. | 250 | 250 |
| WCAX | Burlington, Vt. | 1,000 | 1,000 | WGY | Schenectady, N. Y. | 50,000 | 50,000 | KOMO | Seattle, Wash. | 5,000 | 5,000 | 1130 KC. CLEAR | | | |
| WTMJ | Milwaukee, Wis. | 5,000 | 5,000 | 820 KC. CLEAR | | | | 960 KC. REGIONAL | | | | WVTV | Seattle, Wash. | 250 | 250 |
| 630 KC. REGIONAL | | | | WAIT | Chicago | 5,000 | L-5,000 | WBRC | Birmingham, Ala. | 5,000 | 5,000 | KWKH | Shreveport, La. | 50,000 | 50,000 |
| KVOD | Denver, Colo. | 5,000 | 5,000 | WOSU | Columbus, O. | 5,000 | L-5,000 | KROW | Oakland, Cal. | 1,000 | 1,000 | WDCR | Pontiac, Mich. | 1,000 | |
| WMAL | Washington, D. C. | 5,000 | 5,000 | WFAA | Dallas, Tex. | 50,000 | 50,000 | WELI | New Haven, Conn. | 1,000 | 500 | WGDY | Minneapolis, Minn. | 5,000 | L-5,000 |
| KXOK | St. Louis | 5,0 | | | | | | | | | | | | | |

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from Page 455)

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|----------------------------|-------------------------|--------------------|----------------------|-----------------------------|-----------------------|--------------------|----------------------|--------------------------|---------------------|--------------------|----------------------|--------------------------|---------------------|--------------------|----------------------|
| 1140 KC. CLEAR | | | | 1230 KC. (Continued) | | | | 1250 KC. REGIONAL | | | | 1340 KC. LOCAL | | | |
| KGDM | Stockton, Cal. | 5,000 | 5,000 | WFTC | Kinston, N. C. | 250 | 250 | KTMS | Santa Barbara, Cal. | 1,000 | 1,000 | KCRJ | Jerome, Ariz. | 250 | 250 |
| KSOO | Sioux Falls, S. D. | 5,000 | L-5,000 | WCBT | Roanoke Rapids, N. C. | 250 | 250 | WDAE | Tampa, Fla. | 5,000 | 5,000 | KWFC | Hot Springs, Ark. | 250 | 250 |
| WRVA | Richmond, Va. | 50,000 | 50,000 | WBBC | Canton, O. | 250 | 250 | KFKU | Lawrence, Kan. | 5,000 | 1,000 | KFBE | Fresno, Cal. | 250 | 250 |
| 1150 KC. REGIONAL | | | | (CP 1480 kc.) | | | | 1260 KC. REGIONAL | | | | 1300 KC. REGIONAL | | | |
| KFSG | Los Angeles | 2,500 | 1,000 | WCPO | Cincinnati, O. | *1,000 | *1,000 | WREN | Lawrence, Kan. | 5,000 | 1,000 | KHUB | Vaughtonville, Cal. | 250 | 250 |
| KRKD | Los Angeles | 2,500 | 1,000 | WCOL | Columbus, O. | 250 | 250 | WCAE | Pittsburgh, Pa. | 5,000 | 5,000 | KMYR | Denver, Col. | 250 | 250 |
| WDEL | Wilmington, Del. | 5,000 | 5,000 | WTOL | Toledo, O. | 250 | 250 | WTMA | Charleston, S. C. | 1,000 | 1,000 | WINX | Washington, D. C. | 250 | 250 |
| KSAL | Salina, Kan. | 1,000 | 1,000 | KADA | Ada, Okla. | 250 | 250 | KPAC | Port Arthur, Tex. | 1,000 | 1,000 | WLAK | Lakeland, Fla. | 250 | 250 |
| WJBO | Baton Rouge, La. | 5,000 | 5,000 | WBBZ | Ponca City, Okla. | 250 | 250 | KWSC | Pullman, Wash. | 5,000 | 5,000 | WWPG | Palm Beach, Fla. | 250 | 250 |
| WCOP | Boston, Mass. | 500 | 500 | KAST | Astoria, Ore. | 250 | 250 | KTW | Seattle, Wash. | 1,000 | 1,000 | WTAL | Tallahassee, Fla. | 250 | 250 |
| KSWO | Lawton, Okla. | 250 | ... | KODL | The Dalles, Ore. | 250 | 300 | 1270 KC. REGIONAL | | | | 1320 KC. REGIONAL | | | |
| WKPA | New Kensington, Pa. | 250 | ... | KCMC | Marshfield, Ore. | 250 | 250 | KYA | San Francisco | 5,000 | 1,000 | WWSA | Washington, D. C. | 1,000 | 1,000 |
| WFO | Chattanooga, Tenn. | 5,000 | 1,000 | WCED | Du Bois, Pa. | 250 | 250 | WOL | Washington, D. C. | 1,000 | 1,000 | WJWF | Indianapolis, Ind. | 5,000 | 5,000 |
| WTAW | College Station, Tex. | 1,000 | ... | WKBO | Harrisburg, Pa. | 250 | 250 | WFBM | Indianapolis, Ind. | 5,000 | 5,000 | WCLS | Herrin, Ill. | 250 | 250 |
| KRSC | Seattle, Wash. | 1,000 | 1,000 | WAIM | Anderson, S. C. | 250 | 250 | KFGQ | Boone, Ia. | 250 | ... | WTRC | Joliet, Ill. | 250 | 250 |
| WISN | Milwaukee, Wis. | 5,000 | 5,000 | WOLS | Florence, S. C. | 250 | 250 | WNAK | Bozeman, Mont. | 5,000 | 5,000 | WLBC | Muncie, Ind. | 250 | 250 |
| 1160 KC. CLEAR | | | | (CP) Testakana, Tex. | | | | 1280 KC. REGIONAL | | | | 1360 KC. REGIONAL | | | |
| WJJD | Chicago, Ill. | 20,000L-20,000 | | WCAT | Rapid City, S. D. | 100 | ... | KGGM | Albuquerque, N. M. | 1,000 | 1,000 | WWSY | Decatur, Ill. | 250 | 250 |
| KSL | Salt Lake City, Utah | 50,000 | 50,000 | KELO | Sioux Falls, S. D. | 250 | 250 | KYB | Bozeman, Mont. | 5,000 | 5,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1170 KC. CLEAR | | | | 1240 KC. LOCAL | | | | 1290 KC. REGIONAL | | | | 1380 KC. REGIONAL | | | |
| KVOO | Tulsa, Okla. | 50,000 | 50,000 | KVNU | Logan, Utah | 250 | 250 | KTFI | Twin Falls, Idaho | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WWVA | Wheeling, W. Va. | 50,000 | 50,000 | WVLA | Lynchburg, Va. | 250 | 250 | WHPD | Jacksonville, Fla. | 5,000 | 5,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1180 KC. CLEAR | | | | 1250 KC. LOCAL | | | | 1300 KC. REGIONAL | | | | 1400 KC. REGIONAL | | | |
| WLDS | Jacksonville, Ill. | 250 | ... | KFIO | Spokane, Wash. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WHAM | Rochester, N. Y. | 50,000 | 50,000 | WLOG | Logan, W. Va. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1190 KC. CLEAR | | | | 1260 KC. LOCAL | | | | 1310 KC. REGIONAL | | | | 1420 KC. REGIONAL | | | |
| WOWO | Ft. Wayne, Ind. | 10,000 | 10,000 | WJAX | Morgantown, W. Va. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WLJB | New York | 1,350 | L-1,000 | WHBY | Appleton, Wis. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KEX | Portland, Ore. | 5,000 | 5,000 | WCLO | Janesville, Wis. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1200 KC. CLEAR | | | | 1270 KC. LOCAL | | | | 1320 KC. REGIONAL | | | | 1440 KC. REGIONAL | | | |
| WOAI | San Antonio, Tex. | 50,000 | 50,000 | WDSM | Superior, Wis. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1210 KC. CLEAR | | | | 1280 KC. LOCAL | | | | 1330 KC. REGIONAL | | | | 1460 KC. REGIONAL | | | |
| WCAU | Philadelphia, Pa. | 50,000 | 50,000 | KPOW | Powell, Wyo. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1220 KC. CLEAR | | | | 1290 KC. LOCAL | | | | 1340 KC. REGIONAL | | | | 1480 KC. REGIONAL | | | |
| WGNV | Newburgh, N. Y. | 1,000 | ... | WJBY | Gadsden, Ala. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WGAR | (CP) Cleveland, O. | *5,000 | *5,000 | WCOV | Montgomery, Ala. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| 1230 KC. LOCAL | | | | 1300 KC. LOCAL | | | | 1350 KC. REGIONAL | | | | 1500 KC. REGIONAL | | | |
| WBHP | Huntsville, Ala. | 250 | 250 | KWJB | Globe, Ariz. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WMOB | Mobile, Ala. | 250 | 250 | KYUM | Yuma, Ariz. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WJRD | Tuscaloosa, Ala. | 250 | 250 | KDON | Monterey, Cal. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KSUN | Lowell, Ariz. | 250 | 250 | KPCP | Pasadena, Cal. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KPHO | Phoenix, Ariz. | 250 | 250 | KPCO | Sacramento, Cal. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KBTM | Jonesboro, Ark. | 250 | 250 | KEXM | San Bernardino, Cal. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KGHI | Little Rock, Ark. | 250 | 250 | WAAC | Ft. Myers, Fla. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KGFJ | Los Angeles | 100 | 100 | WFOY | St. Augustine, Fla. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KVCV | Redding, Cal. | 250 | 250 | WGAC | Augusta, Ga. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KVEC | San Luis Obispo, Cal. | 250 | 250 | WGGG | Gainesville, Ga. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KWEG | Stockton, Cal. | 250 | 250 | WLAG | La Grange, Ga. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KGKE | Hartford, Conn. | 100 | 100 | WBML | Macon, Ga. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WTHT | Oriando, Fla. | 250 | 250 | WFAX | Thomasville, Ga. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WDLF | Panama City, Fla. | 1,350 | 250 | WCRW | Chicago | 100 | 100 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WJNO | West Palm Beach, Fla. | 250 | 250 | WEDC | Chicago | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WRBL | Columbus, Ga. | 250 | 250 | WSBC | Chicago | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WBLJ | Dalton, Ga. | 250 | 250 | WBBQ | Harrisburg, Ill. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WAYX | Waycross, Ga. | 250 | 250 | WTAX | Springfield, Ill. | 100 | 100 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KHCB | Hilo, Hawaii | 250 | 250 | WHBU | Anderson, Ind. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KFXD | Nampa, Idaho | 250 | 250 | KWLC | Decorah, Ia. | 250 | ... | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WJBC | Bloomington, Ill. | 250 | 250 | KBIZ | Ottumwa, Ia. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WJOB | Hammond, Ind. | 250 | 250 | KICD | Spencer, Ia. | 100 | 100 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WBOV | Terre Haute, Ind. | 250 | 250 | KIUL | Garden City, Kan. | 100 | 100 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KFJB | Marshalltown, Ia. | 250 | 250 | KANS | Wichita, Kan. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WHOP | Hodkinsville, Ky. | 250 | 250 | WINN | Louisville, Ky. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KMLB | Monroe, La. | 250 | 250 | KALB | Alexandria, La. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WJBW | New Orleans, La. | 250 | 250 | WCOU | Lewiston, Me. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WABI | Bangor, Me. | 250 | 250 | WJEJ | Hagerstown, Md. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| (CP) and †, 910 kc) | | | | 1310 KC. LOCAL | | | | 1360 KC. REGIONAL | | | | 1410 KC. REGIONAL | | | |
| WTH | Baltimore, Md. | *5,000 | *5,000 | WHAI | Greenfield, Mass. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WBOC | Baltimore, Md. | 250 | 250 | WJIM | Lansing, Mich. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WESX | Marblehead, Mass. | 250 | 250 | WMFG | Hibbing, Minn. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WMPC | Lapeer, Mich. | 250 | 250 | WGRM | Greenwood, Miss. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WSOO | Sault Ste. Marie, Mich. | 250 | 100 | WGM | Gulfport, Miss. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KGDE | Fergus Falls, Minn. | 250 | 100 | WOS | Jefferson City, Mo. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KYSM | Mankato, Minn. | 250 | 100 | KPPA | Helena, Mont. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KWNO | Winona, Minn. | 250 | 250 | KFOR | Lincoln, Neb. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WWSB | McComb, Miss. | 250 | 250 | KODY | North Platte, Neb. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WIL | St. Louis, Mo. | 250 | 250 | WSNJ | Bridgeton, N. J. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KHAS | Hatfield, Neb. | 250 | 250 | KAVE | Carysbad, N. M. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| KFUN | Las Vegas, N. M. | 250 | 250 | KICA | Clovis, N. M. | 250 | 250 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WENY | Elmira, N. Y. | 250 | 250 | WGBB | Freeport, N. Y. | 100 | 100 | WVBF | Wichita, Kan. | 1,000 | 1,000 | WJPD | Herrin, Ill. | 250 | 250 |
| WFA5 | White Plains, N. Y. | 250 | 250 | WJTN | Jamestown, N. Y. | 250 | 250 | | | | | | | | |

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from Page 456)

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|--------------------------|-----------------------|--------------------|----------------------|--------------------------|--------------------------|--------------------|----------------------|-----------------------------------|----------------------|--------------------|----------------------|-----------------------|----------------------|--------------------|----------------------|
| 1380 KC. REGIONAL | | | | 1410 KC. REGIONAL | | | | 1450 KC. LOCAL—(Continued) | | | | 1490 KC. LOCAL | | | |
| WTSP | St. Petersburg, Fla. | 1,000 | 500 | WALA | Mobile, Ala. | 5,000 | 5,000 | WJMS | Ironwood, Mich. | 250 | 250 | WHBB | Selma, Ala. | 100 | 100 |
| KIDO | Boise, Idaho | 2,500 | 1,000 | KERN | Bakersfield, Cal. | 1,000 | 1,000 | WIBM | Jackson, Mich. | 250 | 250 | KYCA | Prescott, Ariz. | 250 | 250 |
| KWK | St. Louis, Mo. | 5,000 | 1,000 | WNBC | Hartford, Conn. | 5,000 | 5,000 | WHLS | Port Huron, Mich. | 250 | 250 | KFFA | Helena, Ark. | 250 | 250 |
| WAWZ | Zarepath, N. J. | 5,000 | 1,000 | WEGO | Concord, N. C. | 1,000 | 5,000 | KATE | Albert Lea, Minn. | 250 | 250 | KOTN | Pine Bluff, Ark. | 250 | 250 |
| WBNX | New York | 5,000 | 5,000 | WING | Dayton, O. | 5,000 | 5,000 | KFAM | St. Cloud, Minn. | 250 | 250 | KXO | El Centro, Cal. | 100 | 100 |
| KBWD | Brownwood, Tex. | 1,000 | 500 | KQV | Pittsburgh, Pa. | 1,000 | 1,000 | WLSI | Jackson, Miss. | 250 | 250 | KYOS | Merced, Cal. | 250 | 250 |
| KTSM | El Paso, Tex. | 1,000 | 500 | WKBH | La Crosse, Wis. | 1,000 | 1,000 | WMBH | Joplin, Mo. | 250 | 250 | KVOE | Santa Ana, Cal. | 250 | 250 |
| WSYB | Rutland, Vt. | 1,000 | 1,000 | 1420 KC. REGIONAL | | | | KFBM | Bozeman, Mont. | 250 | 250 | KDB | Santa Barbara, Cal. | 250 | 250 |
| WMBG | Richmond, Va. | 5,000 | 5,000 | WOC | Davenport, Ia. | 5,000 | 5,000 | WFGP | Atlantic City, N. J. | 250 | 250 | WNLC | New London, Conn. | 250 | 250 |
| 1390 KC. REGIONAL | | | | WHK | Cleveland, O. | 5,000 | 5,000 | WHDL | Allegany, N. Y. | 250 | 250 | WTMC | Ocala, Fla. | 250 | 250 |
| KGFR | Long Beach, Cal. | 5,000 | 5,000 | WHPK | Ponce, P. R. | 250 | 250 | WKIP | Poughkeepsie, N. Y. | 250 | 250 | WMOG | Brunswick, Ga. | 250 | 100 |
| WGCS | Chicago, Ill. | 5,000 | 5,000 | WFCR | Pawtucket, R. I. | 1,000 | 1,000 | WFNC | Fayetteville, N. C. | 250 | 250 | WMJM | Cordele, Ga. | 250 | 100 |
| WGBC | Vicksburg, Miss. | 1,000 | 5,000 | WABR | Aberdeen, S. D. | 5,000 | 5,000 | WGNC | Gastonia, N. C. | 250 | 250 | WRGA | Rome, Ga. | 250 | 250 |
| WRBL | Syracuse, N. Y. | 5,000 | 5,000 | WWSR | St. Albans, Vt. | 1,000 | 1,000 | WHIT | New Bern, N. C. | 250 | 250 | KTOH | Lihue, Hawaii | 250 | 250 |
| KLPM | Minot, N. D. | 1,000 | 1,000 | KUJ | Walla Walla, Wash. | 1,000 | 1,000 | WEDD | Rocky Mount, N. C. | 250 | 250 | WDRN | Cairo, Ill. | 250 | 250 |
| KCRC | Enid, Okla. | 1,000 | 1,000 | 1430 KC. REGIONAL | | | | WFMJ | Youngstown, O. | 250 | 250 | WLAN | Danville, Ill. | 250 | 250 |
| KSLM | Salem, Ore. | 1,000 | 1,000 | KARM | Fresno, Cal. | 5,000 | 5,000 | KGFE | Shawnee, Okla. | 250 | 250 | WTMV | East St. Louis, Ill. | 250 | 250 |
| WCSC | Charleston, S. C. | 1,000 | 500 | KRWV | Pasadena, Cal. | 1,000 | 1,000 | KORE | Eugene, Ore. | 250 | 250 | WKBY | Richmond, Ind. | 100 | 100 |
| WTJS | Jackson, Tenn. | 1,000 | 1,000 | WIRE | Indianapolis, Ind. | 5,000 | 5,000 | KLBM | La Grande, Ore. | 250 | 250 | KBUR | Burlington, Ia. | 250 | 250 |
| 1400 KC. LOCAL | | | | WBYN | Brooklyn, N. Y. | 1,000 | 500 | KBPS | Portland, Ore. | 100 | 100 | WKBW | Dubuque, Ia. | 250 | 250 |
| WJLD | Bessemer, Ala. | 250 | 250 | KTUL | Tulsa, Okla. | 5,000 | 5,000 | WLEU | Erie, Pa. | 250 | 250 | WOMI | Owensboro, Ky. | 250 | 250 |
| WMSL | Decatur, Ala. | 250 | 250 | KLO | Ogden, Utah | 5,000 | 5,000 | WAZL | Hazleton, Pa. | 250 | 250 | KPLC | Lake Charles, La. | 250 | 250 |
| WAGF | Dothan, Ala. | 250 | 100 | 1440 KC. REGIONAL | | | | WJPA | Washington, Pa. | 250 | 250 | WJBC | Detroit, Mich. | 250 | 250 |
| WFO | Opelika, Ala. | 250 | 100 | WSFA | Montgomery, Ala. | 1,000 | 500 | WCBS | Greenwood, S. C. | 250 | 250 | WDBC | Escanaba, Mich. | 250 | 250 |
| WTUC | Tucson, Ariz. | 250 | 250 | WROK | Rockford, Ill. | 1,000 | 500 | WCHV | Charlottesville, Va. | 250 | 250 | WKBY | Muskogee, Mich. | 250 | 250 |
| KBEL | El Dorado, Ark. | 250 | 250 | WAB | Worcester, Mass. | 5,000 | 5,000 | KRIC | Beaumont, Tex. | 250 | 250 | WMIS | Natchez, Miss. | 250 | 250 |
| KFPW | Ft. Smith, Ark. | 250 | 250 | WBCM | Bay City, Mich. | 1,000 | 500 | KDNT | Denton, Tex. | 100 | 100 | KDRO | Sedalia, Mo. | 250 | 250 |
| KRE | Berkeley, Cal. | 250 | 250 | KJFM | Grand Forks, N. D. | 1,000 | 500 | KNET | Palestine, Tex. | 100 | 100 | KBON | Omaha, Neb. | 250 | 250 |
| KIUP | Durango, Col. | 250 | 250 | KILO | Grand Forks, N. D. | 1,000 | 500 | KABC | San Antonio, Tex. | 250 | 250 | KGKY | Scottsbluff, Neb. | 250 | 250 |
| KOKO | La Junta, Col. | 250 | 250 | KMED | Medford, Ore. | 1,000 | 1,000 | KCMC | Texarkana, Tex. | 250 | 250 | WBAB | Atlantic City, N. J. | 250 | 250 |
| WSRR | Stamford, Conn. | 250 | 250 | KGNC | Amarillo, Tex. | 5,000 | 1,000 | (CP 1230 kc.) | | 250 | 250 | KWEW | Hobbs, N. M. | 100 | 100 |
| WMBR | Jacksonville, Fla. | 250 | 250 | WHIS | Bluefield, W. Va. | 1,000 | 500 | WACO | Waco, Tex. | 250 | 250 | WBTA | Batavia, N. Y. | 250 | 250 |
| WATL | Atlanta, Ga. | 250 | 250 | 1450 KC. LOCAL | | | | KEUB | Price, Utah | 250 | 250 | WKNY | Kingston, N. Y. | 250 | 250 |
| WMGA | Moultrie, Ga. | 250 | 250 | WHMA | Anniston, Ala. | 250 | 250 | WCHV | Charlottesville, Va. | 250 | 250 | WOLF | Syracuse, N. Y. | 250 | 250 |
| KRLC | Lewiston, Idaho | 250 | 250 | WLAY | Muscle Shoals City, Ala. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | WDNC | Durham, N. C. | 250 | 250 |
| WDWS | Champaign, Ill. | 250 | 250 | KGLU | Safford, Ariz. | 250 | 250 | WLMV | Suffolk, Va. | 250 | 250 | WGTC | Greenville, N. C. | 250 | 250 |
| WGIL | Galesburg, Ill. | 250 | 250 | KMYC | Marysville, Cal. | 250 | 250 | WPAP | Parkersburg, W. Va. | 250 | 250 | WSTP | Salisbury, N. C. | 250 | 250 |
| WEOA | Evansville, Ind. | 250 | 250 | KFMB | San Diego, Cal. | 250 | 250 | KRIZ | Fond du Lac, Wis. | 250 | 250 | WVCT | Valley City, N. D. | 250 | 250 |
| WKMO | Kokomo, Ind. | 250 | 250 | KSAN | San Francisco | 250 | 250 | †WARW | Clarksdale, Miss. | 250 | 250 | WMRN | Marion, O. | 250 | 250 |
| KVFD | Ft. Dodge, Ia. | 250 | 250 | KGIW | Alamosa, Col. | 250 | 250 | KEVE | Everett, Wash. | 500 | 500 | KBIX | Muskogee, Okla. | 250 | 250 |
| KTSW | Emporia, Kan. | 250 | 250 | WNAH | Bridgeport, Conn. | 250 | 250 | KINY | Juneau, Alaska | 5,000 | 5,000 | KBKR | Baker, Ore. | 250 | 250 |
| KWGB | Great Bend, Kan. | 250 | 250 | WILM | Wilmington, Del. | 250 | 250 | KSO | Des Moines, Ia. | 5,000 | 5,000 | ROSB | Roseburg, Ore. | 250 | 250 |
| WGRC | Louisville, Ky. | 250 | 250 | WWDG | Washington, D. C. | 250 | 250 | WOKO | Albany, N. Y. | 1,000 | 500 | WERC | Erie, Pa. | 250 | 250 |
| WRDO | Augusta, Me. | 250 | 250 | WMFJ | Daytona Beach, Fla. | 250 | 250 | WHCC | Rochester, N. Y. | 1,000 | 500 | WGAL | Lancaster, Pa. | 250 | 250 |
| WCBM | Baltimore, Md. | 250 | 250 | WSPB | Sarasota, Fla. | 250 | 250 | WBNS | Columbus, O. | 5,000 | 1,000 | WLWV | Lewiston, Pa. | 250 | 250 |
| WHYN | Holyoke, Mass. | 250 | 250 | WGFC | Albany, Ga. | 250 | 250 | WHP | Harrisburg, Pa. | 5,000 | 1,000 | WWSW | Pittsburgh, Pa. | 250 | 250 |
| WLLH | Lowell, Mass. | 250 | 250 | WGOV | Valdosta, Ga. | 250 | 250 | WMP | Memphis, Tenn. | 1,000 | 500 | WMRC | Greenville, S. C. | 250 | 250 |
| WELL | Battle Creek, Mich. | 250 | 250 | KWAL | Wallace, Ida. | 250 | 250 | WMS | Mississippi | 1,000 | 500 | WOPI | Bristol, Tenn. | 250 | 250 |
| WHDF | Calumet, Mich. | 250 | 250 | WHPC | Wichita, Kan. | 250 | 250 | WHP | Harrisburg, Pa. | 5,000 | 1,000 | KNOI | Austin, Tex. | 250 | 250 |
| WLB | Detroit, Mich. | 250 | 250 | WGL | Ft. Wayne, Ind. | 250 | 250 | WMP | Memphis, Tenn. | 1,000 | 500 | KNEL | Big Spring, Tex. | 100 | 100 |
| WSA-M | Saginaw, Mich. | 250 | 250 | WASK | Lafayette, Ind. | 250 | 250 | WMBD | Peoria, Ill. | 5,000 | 1,000 | KNEL | Brady, Tex. | 100 | 100 |
| WTCM | Traverse City, Mich. | 250 | 250 | WAOV | Vincennes, Ind. | 250 | 250 | WBIG | Greensboro, N. C. | 5,000 | 5,000 | KREW | Brownsville, Tex. | 250 | 100 |
| WMIN | St. Paul, Minn. | 250 | 250 | KTRI | Sioux City, Ia. | 250 | 250 | WBCA | Allentown, Pa. | 500 | 500 | KEYS | Corpus Christi, Tex. | 250 | 250 |
| WHLB | Virginia, Minn. | 250 | 250 | KVAK | Atchison, Kan. | 250 | 250 | WSAN | Allentown, Pa. | 500 | 500 | KSAM | Huntsville, Tex. | 250 | 250 |
| WFOR | Hattiesburg, Miss. | 250 | 250 | WHLN | Harlan, Ky. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | KPAB | Laredo, Tex. | 250 | 250 |
| KFVS | Cape Girardeau, Mo. | 250 | 250 | WLPD | Paducah, Ky. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | KPLT | Paris, Tex. | 250 | 250 |
| KFRU | Columbia, Mo. | 250 | 250 | WNOE | New Orleans, La. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | KGKB | Tyler, Tex. | 250 | 250 |
| KTTT | Springfield, Mo. | 250 | 250 | WAGM | Presque Isle, Me. | 100 | 100 | WVMA | Martinsville, Va. | 250 | 250 | KVWC | Vernon, Tex. | 250 | 250 |
| KORN | Fremont, Neb. | 250 | 250 | WTBO | Cumberland, Md. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | WSAP | Portsmouth, Va. | 250 | 250 |
| KRNO | Las Vegas, Nev. | 250 | 250 | WMAS | Springfield, Mass. | 250 | 250 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| KGFL | Roswell, N. M. | 100 | 100 | 1470 KC. REGIONAL | | | | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| KTNM | Tucumcari, N. M. | 250 | 250 | KIEM | Eureka, Cal. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WABY | Albany, N. Y. | 250 | 250 | WRDW | Augusta, Ga. | 5,000 | 5,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WBNY | Buffalo, N. Y. | 250 | 250 | KTBS | Shreveport, La. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WSLB | Ogdensburg, N. Y. | 250 | 250 | WSAR | Fall River, Mass. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WCNC | Elizabeth City, N. C. | 250 | 250 | KCMO | Kansas City, Mo. | 5,000 | 5,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WGBR | Goldboro, N. C. | 250 | 250 | KGCX | Sidney, Mont. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WFMD | Wilmington, N. C. | 250 | 250 | WHOM | Jersey City, N. J. | 1,000 | 500 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| KSJB | Jamestown, N. D. | 250 | 250 | WHBC | (CP) Canton, O. | *1,000 | *1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WMAN | Mansfield, O. | 250 | 250 | WGAR | Cleveland, O. | 5,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WPAV | Portsmouth, O. | 250 | 250 | (CP 1220 kc.) | | 5,000 | *5,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WRRN | Warren, O. | 250 | 250 | 1480 KC. REGIONAL | | | | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| KWON | Bartlesville, Okla. | 250 | 250 | KIEM | Eureka, Cal. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| KTOK | Oklahoma City, Okla. | 250 | 250 | WRDW | Augusta, Ga. | 5,000 | 5,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WEST | Easton, Pa. | 250 | 250 | KTBS | Shreveport, La. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WJAC | Johnstown, Pa. | 250 | 250 | WSAR | Fall River, Mass. | 1,000 | 1,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | 250 | 250 |
| WDAS | Philadelphia, Pa. | 250 | 250 | KCMO | Kansas City, Mo. | 5,000 | 5,000 | WVMA | Martinsville, Va. | 250 | 250 | WVMA | Portsmouth, Va. | | |

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1944
 * Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.

| Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts |
|-----------------------|-----------------------|----------------|-----------------------------------|---------------------|----------------|--|---------------------|----------------|------------------------------|-----------------------|----------------|---------------------------------|----------------------|----------------|
| 540 KILOCYCLES | | | 730 KILOCYCLES | | | 960 KILOCYCLES | | | 1240 KILOCYCLES | | | 1430 KILOCYCLES | | |
| CBK | Watrous, Sask. | 50,000 | CKAC | Montreal, Que. | 5,000 | CFAC | Calgary, Alta. | 1,000 | CKLN | Nelson, B. C. | 250 | CHEX | Peterborough, Ont. | 1,000 |
| 550 KILOCYCLES | | | 740 KILOCYCLES | | | CHNS Halifax, N. S. 1,000 | | | CFPR Prince Rupert, B. C. 50 | | | 1450 KILOCYCLES | | |
| CFNB | Fredericton, N. B. | 1,000 | CBL | Toronto, Ont. | 50,000 | CKWS | Kingston, Ont. (DA) | 1,000 | CJCS | Stratford, Ont. | 50 | 1450 KILOCYCLES | | |
| 560 KILOCYCLES | | | 790 KILOCYCLES | | | 980 KILOCYCLES | | | CKCH Hull, Que. 250 | | | CFBR Brockville, Ont. 100 | | |
| CJKL | Kirkland Lake, Ont. | 1,000 | CKSO | Sudbury, Ont. | 1,000 | CKRM | Regina, Sask. | 1,000 | CHLT | Sherbrooke, Que. | 250 | CHLN | Three Rivers, Que. | 100 |
| 580 KILOCYCLES | | | 800 KILOCYCLES | | | 990 KILOCYCLES | | | CFRN Edmonton, Alta. 1,000 | | | 1460 KILOCYCLES | | |
| CJFX | Antigonish, N.S. (DA) | 1,000 | CHAB | Moose Jaw, Sask. | 1,000 | CKY | Winnipeg, Man. | 15,000 | 1270 KILOCYCLES | | | CJGX Yorkton, Sask. 1,000 | | |
| CKUA | Edmonton, Alta. | 1,000 | CKLW | Windsor, Ont. | 5,000 | 1010 KILOCYCLES | | | CJCB Sydney, N. S. 1,000 | | | 1470 KILOCYCLES | | |
| CKPR | Fort William, Ont. | 1,000 | CHRC | Quebec, Que. (DA) | 1,000 | CFCN | Calgary, Alta. | 10,000 | 1310 KILOCYCLES | | | CKGB Timmins, Ont. 1,000 | | |
| CKCL | Toronto, Ont. (DA) | 1,000 | 860 KILOCYCLES | | | CJBC Toronto, Ont. (DA) 1,000 | | | CKCO Ottawa, Ont. (DA) 1,000 | | | 1480 KILOCYCLES | | |
| 600 KILOCYCLES | | | 900 KILOCYCLES | | | 1060 KILOCYCLES | | | 1340 KILOCYCLES | | | CJVI Victoria, B. C. 500 | | |
| CJOR | Vancouver, B. C. | 1,000 | CJBR | Rimouski, Que. | 1,000 | CJOC | Lethbridge, Alta. | 1,000 | CHAD | Amos, Que. | 250 | CHGS | Summerside, P. E. I. | 100 |
| CFQC | Saskatoon, Sask. | 1,000 | CHML | Hamilton, Ont. (DA) | 1,000 | 1070 KILOCYCLES | | | CKCV | Quebec, Que. | 100 | 1490 KILOCYCLES | | |
| CFCH | North Bay, Ont. | 100 | CKBI | Prince Albert, Man. | 1,000 | CBA | Sackville, N. B. | 50,000 | CJLS | Yarmouth, N. S. | 100 | *CJMH Medicine Hat, Alta. 100 | | |
| 610 KILOCYCLES | | | 910 KILOCYCLES | | | 1130 KILOCYCLES | | | CJPS | Grande Prairie, Alta. | 250 | CKCR | Kitchener, Ont. | 250 |
| CJAT | Trail, B. C. | 1,000 | CBO | Ottawa, Ont. | 1,000 | CBR | Vancouver, B. C. | 5,000 | CHWK | Chilliwack, B. C. | 100 | CFRC | Kingston, Ont. | 100 |
| CHNC | New Carlisle, Que. | 1,000 | CFJC | Kamloops, B. C. | 1,000 | 1150 KILOCYCLES | | | CHOV | Pembroke, Ont. | 250 | CHLP | Montreal, Que. | 250 |
| 620 KILOCYCLES | | | 920 KILOCYCLES | | | CKX Brandon, Man. 1,000 | | | 1380 KILOCYCLES | | | CJIC Sault Ste. Marie, Ont. 250 | | |
| CKCK | Regina, Sask. | 1,000 | CKNX | Wingham, Ont. (DA) | 1,000 | CKOC | Hamilton, Ont. | N-500 | CKPC | Brantford, Ont. | 100 | 1550 KILOCYCLES | | |
| 630 KILOCYCLES | | | 930 KILOCYCLES | | | CHSJ St. John, N. B. 1,000 | | | 1400 KILOCYCLES | | | CKTB St. Catharines, Ont. 1,000 | | |
| CFCY | Charlottetown, P.E.I. | 1,000 | CJCA | Edmonton, Alta. | 1,000 | 1220 KILOCYCLES | | | 1400 KILOCYCLES | | | 1570 KILOCYCLES | | |
| CFCO | Chatham, Ont. | 100 | 940 KILOCYCLES | | | CJRL Kenora, Ont. 1,000 | | | CKRN | Rouyn, Que. | 250 | CFPL London, Ont. (DA) 1,000 | | |
| CKOV | Kelowna, B. C. | 1,000 | CBM | Montreal, Que. | 5,000 | 1230 KILOCYCLES | | | CKCW | Moncton, N. B. | 250 | 1580 KILOCYCLES | | |
| CKRC | Winnipeg, Man. | 1,000 | 950 KILOCYCLES | | | CFAR Flin Flon, Man. 250 | | | CFOS | Owen Sound, Ont. | 250 | CBJ Chicoutimi, Que. 1,000 | | |
| 690 KILOCYCLES | | | CKNB Campbellton, N.B. (DA) 1,000 | | | CJCI Calgary, Alta. 100 | | | 1410 KILOCYCLES | | | | | |
| CBF | Montreal, Que. | 50,000 | | | | CHGB Ste. Anne de la Pocatiere, Que. 250 | | | CKMO Vancouver, B. C. 100 | | | | | |
| | | | | | | CKVD Val d'Or, Que. 100 | | | | | | | | |

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

| | | | | | |
|------------------------------|---------------------------------------|-------------------------------|-----------------------------|-----------------------------|-------------------------|
| CBA.....Sackville, N. B. | CFJC.....Kamloops, B. C. | CHML.....Hamilton, Ont. | CJKL...Kirkland Lake, Ont. | CKLW.....Windsor, Ont. | CKY.....Winnipeg, Man. |
| CBF.....Montreal, Que. | CFNB.....Fredericton, N. B. | CHNC.....New Carlisle, Que. | CJLS...Yarmouth, N. S. | CKMO.....Vancouver, B. C. | |
| CBJ.....Chicoutimi, Que. | CFOS.....Owen Sound, Ont. | CHNS.....Halifax, N. S. | *CJMH...Medicine Hat, Alta. | CKNB...Campbellton, N. B. | SHORTWAVE |
| CBK.....Watrous, Sask. | CFPL.....London, Ont. | CHOV.....Pembroke, Ont. | CJOC...Lethbridge, Alta. | CKNX...Wingham, Ont. | CBFW.....Montreal, Que. |
| CBL.....Toronto, Ont. | CFPR.....Prince Rupert, B. C. | CHPS.....Parry Sound, Ont. | CJOR...Vancouver, B. C. | CKOC...Hamilton, Ont. | CBFX.....Montreal, Que. |
| CBM.....Montreal, Que. | CFQC.....Saskatoon, Sask. | CHRC.....Quebec, Que. | CJRN...Kenora, Ont. | CKOV...Kelowna, B. C. | CBFY.....Montreal, Que. |
| CBO.....Ottawa, Ont. | CFRB.....Toronto, Ont. | CHSJ...St. John, N. B. | CJVI...Victoria, B. C. | CKPC...Brantford, Ont. | CBFZ.....Montreal, Que. |
| CBR.....Vancouver, B. C. | CFRC.....Kingston, Ont. | CHWK...Chilliwack, B. C. | CKAC...Montreal, Que. | CKPR...Port Arthur, Ont. | CBRX...Vancouver, B. C. |
| CBV.....Quebec, Que. | CFRN...Edmonton, Alta. | CJAT...Trail, B. C. | CKBI...Prince Albert, Sask. | CKRC...Winnipeg, Man. | CFCX...Montreal, Que. |
| CFAC...Calgary, Alta. | CHAB...Moose Jaw, Sask. | CJBC...Toronto, Ont. | CKCH...Hull, Que. | CKRM...Regina, Sask. | CJCY...Sydney, N. S. |
| CFAR...Flin Flon, Man. | CHAD...Amos, Que. | CJBR...Rimouski, Que. | CKCK...Regina, Sask. | CKRN...Rouyn, Que. | CFRX...Toronto, Ont. |
| CFBR...Brockville, Ont. | CHEX...Peterborough, Ont. | CJCA...Edmonton, Alta. | CKCL...Toronto, Ont. | CKSO...Sudbury, Ont. | CFYP...Calgary, Alta. |
| CFCF...Montreal, Que. | CHGB...St. Anne de la Pocatiere, Que. | CJCB...Sydney, N. S. | CKCO...Ottawa, Ont. | CKTB...St. Catharines, Ont. | CHNX...Halifax, N. S. |
| CFCH...North Bay, Ont. | CHGS...Summerside, P.E.I. | CJCI...Calgary, Alta. | CKCR...Kitchener, Ont. | CKVA...Val d'Or, Que. | CKFX...Vancouver, B. C. |
| CFCN...Calgary, Alta. | CHLN...Three Rivers, Que. | CJCS...Stratford, Ont. | CKCV...Quebec, Que. | CKWS...Kingston, Ont. | CKRO...Winnipeg, Man. |
| CFCO...Chatham, Ont. | CHLP...Montreal, Que. | CJFX...Antigonish, N. S. | CKCW...Moncton, N. B. | CKWX...Vancouver, B. C. | CKRX...Winnipeg, Man. |
| CFCY...Charlottetown, P.E.I. | CHLT...Sherbrooke, Que. | CJGX...Yorkton, Sask. | CKGB...Timmins, Ont. | CKX...Brandon, Man. | |
| CFGP...Grande Prairie, Alta. | | CJIC...Sault Ste. Marie, Ont. | CKLN...Nelson, B. C. | | |

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

International Broadcasting Stations of the United States and Canada

Authorized by FCC as of January 1, 1944

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered, including suspension of the normal license term of one year.

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | | Power in Watts |
|--------------|---|---|--|--------------------------------|
| KWID | The Associated Broadcasters Inc. San Francisco, Cal. | 6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61, | | 100,000 |
| KWIX | Associated Broadcasters Inc. San Francisco, Cal. | 6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61 | | 50,000 |
| †WCBN | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | | 50,000 |
| WCBX | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | | 50,000 |
| WCDA | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | | 10,000 |
| WCRC | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | | 50,000 |
| †WOOO | Columbia Broadcasting System Inc. Wayne, N. J. | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | | 50,000 |
| †WOOO | Columbia Broadcasting System Inc. Wayne, N. J. | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | | 50,000 |
| WLWK | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | | 50,000 |
| †WLWL | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | | 200,000 |
| WLWO | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | | 75,000 |
| †WLWR | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | | 200,000 |
| †WLWS | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | | 200,000 |
| KGEI | General Electric Co. Near Belmont, Cal. | 6.19, 7.25, 9.53, 9.55, 11.73, 15.21, 15.33 | | 50,000 |
| WGEA | General Electric Co. So. Schenectady, N. Y. | 6.19, 7, 9.55, 11.8475, 13.33, 21.5, 21.59 SA- 9.53 | | 50,000 |
| WGEO | General Electric Co. So. Schenectady, N. Y. | 6.19, 7, 9.53, 11.8475, 15.33 | | 100,000 |
| †WGEX | General Electric Co. So. Schenectady, N. Y. | | | 25,000 |
| WNBI | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893 | | 50,000 (100,000 on 9.67) |
| †WNRA | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63, | | 50,000 |
| †WNRE | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63, | | 50,000 |

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | | Power in Watts |
|--------------|--|--|--|--------------------------------|
| †WNRI | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63, | | 50,000 |
| †WNRX | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63, | | 50,000 |
| WRCA | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893 | | 50,000 (100,000 on 9.67) |
| WBOS | Westinghouse Radio Stations Inc. Hull, Mass. | 6.14, 9.57, 11.87, 15.21, 17.78, 21.54, | | 50,000 |
| WRUA | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 9.7, 11.73, 15.35, 17.75, 21.46, | | 50,000 |
| WRUL | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46 | | 50,000 |
| WRUS | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 9.7, 11.73, 15.35, 17.76, 21.46 | | 50,000 |
| WRUW | World Wide Broadcasting Corp. Scituate, Mass. | 9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6 | | 20,000 |
| WRUX | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, | | 7,000 |

† Construction perm't.
SA-Special Authorization.

CANADA

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts |
|--------------|---|------------------|----------------|
| CFCX | Canadian Marconi Co., Montreal Montreal, Que. | 60.05 | 75 |
| CFRX | Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont. | 60.7 | 1,000 |
| CFVP | Voice of the Prairies Ltd., Calgary, Alta. Strathmore, Alta. | 60.3 | 100 |
| CHNX | Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N. S. | 61.3 | 500 |
| CJCX | Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S. | 60.1 | 1,000 |
| CKRO | Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man. | 61.5 | 2,000 |
| CKRX | Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man. | 117.2 | 2,000 |
| CKFX | Standard Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C. | 60.8 | 10 |
| CBFW | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 60.9 | 7,500 |
| CBFX | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 96.3 | 7,500 |
| CBFY | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 117.05 | 7,500 |
| CBFZ | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 151.9 | 7,500 |
| CBRX | Canadian Broadcasting Corp., Vancouver, B. C. Lulu Island, B. C. | 61.6 | 150 |

Television Stations Authorized by the FCC

(As of January 1, 1944 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

| Channel No. | Channel No. | Channel No. | Channel No. | Channel No. |
|---------------------|---------------------|---------------------|----------------------|-----------------------|
| 1 50,000-56,000 kc. | 2 60,000-66,000 kc. | 4 78,000-84,000 kc. | 5 84,000-90,000 kc. | 7 102,000-108,000 kc. |
| | 3 66,000-72,000 kc. | | 6 96,000-102,000 kc. | |

GROUP B

| Channel No. | Channel No. | Channel No. | Channel No. | Channel No. |
|-----------------------|------------------------|------------------------|------------------------|------------------------|
| 8 162,000-168,000 kc. | 10 186,000-192,000 kc. | 12 210,000-216,000 kc. | 15 258,000-264,000 kc. | 17 282,000-288,000 kc. |
| 9 180,000-186,000 | 11 204,000-210,000 | 13 230,000-236,000 | 16 264,000-270,000 | 18 288,000-294,000 |
| | | 14 236,000-242,000 | | |

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

COMMERCIAL

| Licensee and Location | Call Letters | Channel No. | Effective Signal Radiated | Licensee and Location | Call Letters | Channel No. | Effective Signal Radiated |
|--|--------------|-------------|---------------------------|--|--------------|-------------|---------------------------|
| Balaban & Katz Corp., Chicago, Ill. | WBKB | 2 | 550 | The Journal Co., Milwaukee, Wis. | †W MJT | 8 | 1,200 |
| Columbia Broadcasting System Inc., New York City | WCBW | 2 | 1,000 | National Broadcasting Co. Inc., New York City | WNBT | 1 | 1,800 |
| Don Lee Broadcasting System, Hollywood, Cal. | †KTSL | 1 | 5,600 | Philco Radio & Television Corp., Philadelphia, Pa. | WPTZ | 3 | 500 |
| General Electric Co., Schenectady, N. Y. | WRGB | 3 | 3,100 | Zenith Radio Corp., Chicago, Ill. | †WTZR | 1 | 1,270 |

† Under construction.

EXPERIMENTAL

| Licensee and Location | Call Letters | Channel No. | Power in Watts Visual | Power in Watts Aural | Licensee and Location | Call Letters | Channel No. | Power in Watts Visual | Power in Watts Aural |
|---|--------------|-------------|-----------------------|----------------------|--|--------------|-------------|-----------------------|----------------------|
| Balaban & Katz Corp., Chicago, Ill. | W9XBK | 2 | 4,000 | 2,000 | Don Lee Broadcasting System, Los Angeles, Cal. | W6XAO | 1 | 1,000 | 150 |
| Balaban & Katz Corp., Chicago, Ill. | W9XPR | Group C | 10 | | Metropolitan Television, Inc., New York, N. Y. | W2XMT | 8 | 50 | 50 |
| The Crosley Corp., Cincinnati, Ohio | W8XCT | 1 | 1,000 | 1,000 | Philco Radio & Television Corp., Philadelphia, Pa. | W8XE | 3 | 10,000 | 11,000 |
| Allen B. DuMont Laboratories, Inc., Passaic, N. J. | W2XVT | 4 | 50 | 50 | Purdue University, West Lafayette, Ind. | W9XG | 3 | 750 | 750 |
| Allen B. DuMont Laboratories, Inc., New York, N. Y. | W2XWV | 4 | 1,000 | 1,000 | State University of Iowa, Iowa City, Iowa | W9XUI | 1 & 12 | 100 | |
| Allen B. DuMont Laboratories, Inc., Washington, D. C. | W8XWT | 1 | 1,000 | 1,000 | Television Productions, Inc., Los Angeles, Cal. | W6XYZ | 4 | 4,000 | 1,000 |
| | | | | | Zenith Radio Corp., Chicago, Ill. | W9XZV | 1 | 1,000 | 1,000 |

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules 4.131-4.137)

† Under Construction.

| Call Letters | Licensee & Location | Frequency in Kc. | Power in Watts |
|--------------|---|------------------|----------------|
| KALW | Board of Education of the San Francisco Unified District, San Francisco, Cal. | 42,100 | 1,000 |
| WBEZ | Board of Education, City of Chicago, Chicago, Ill. | 42,500 | 1,000 |
| WBKY | University of Kentucky, Beattyville, Ky. | 42,900 | 100 |
| WBOE | Cleveland City Board of Education, Cleveland, O. | 42,500 | 1,000 |
| †WCAH | Board of Education, City of Buffalo, Buffalo, N. Y. | 42,900 | 1,000 |
| WIUC | University of Illinois, Urbana, Ill. | 42,900 | 250 |
| WNYE | Board of Education, City of New York, Brooklyn, N. Y. | 42,100 | 1,000 |

Note—All stations employ FM except WBKY which uses AM (A3) emission.

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City 18. Telephone: Bryant 9-0430. Officers: Bruce Barton, chairman of board; J. M. Dawson, president; Earle Pearson, general manager.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City. Telephone: Lexington 2-7980. Officers: John Benson, president; Frederic R. Gamble, managing director; Allen L. Billingsley, chairman of the board; Emerson Foote, Foote, Cone & Belding, New York, vice president; Robert E. Grove, Ketchum, MacLeod & Grove, Pittsburgh, secretary; John L. Anderson, McCann-Erickson, N. Y., treasurer. Committee on Radio Broadcasting: A. K. Spencer, J. Walter Thompson Co., New York, chairman. Mac Wilkins, Mac Wilkins & Cole, Portland Ore.; S. Heagan Bayles, Ruthrauff & Ryan, Inc., New York; Arthur Pryor Jr., BBDO, New York; R. J. Scott, Schwimmer & Scott, Chicago; Jack Smalley, BBDO, Hollywood; L. L. Shenfield, Pedlar & Ryan, New York; L. T. Bush, Compton Advertising, New York; Walter Craig, Benton & Bowles, New York; Myron P. Kirk, Arthur Kudner Inc., New York; Dwight Mills, Kenyon & Eckhardt, New York; Charles Holcomb, Alley & Richards, Boston; Joseph Katz, The Joseph Katz Co., Baltimore; T. F. Harrington, Young & Rubicam, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York City 17. Telephone: Caledonia 5-2000. Officers: Linwood I. Noyes, president; William G. Chandler, vice-president; Norman Chandler, secretary; Edwin S. Friendly, treasurer; Cranston Williams, general manager. Branch offices: 300 N. Michigan Ave., Chicago 1. Telephone: Franklin 3746. George N. Dale, manager. Collegeville, Pa. Telephone: 258, H. W. Flagg, manager.

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St. W., Toronto 1, Ont. Telephone: Adelaide 9774. Officers: R. L. Sperber, president; H. J. G. Jackson, L. E. Phenner, N. B. Powter, H. E. Stephenson, vice-presidents; J. P. Lyons, treasurer; Athol McQuarrie, managing director. Directors: D. E. Bankart, George Bertram, C. W. Chamberlin, W. O. H. James, J. W. Moore. Lee Trenholm, H. Harold Smyth, A. Usher, Muriel Whitlock.

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York City 17. Telephone: Murray Hill 5-9167. Officers: Charles G. Mortimer, Jr., General Foods, chairman of the board; Carleton Hoaly, Hiram Walker Co., vice-chairman; C. C. Carr, Alcoa, vice-chairman; Paul B. West, president; Robert B. Brown, treasurer; G. S. McMillan, secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—320 Bay St., Toronto, Ont. Telephone: Elgin 5351. Officers: J. W. Thain, A. McKim Ltd., president; T. L. Anderson, Cockfield-Brown & Co. Ltd., vice-president; Harry M. Tedman, J. J. Gibbons Ltd., treasurer.

CANADIAN ASSOCIATION OF BROADCASTERS—Victory Bldg., Toronto 2, Ont. Telephone: Elgin 5023. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer; Harry Sedgwick, Toronto, chairman of board; George C. Chandler, Vancouver, vice-chairman. Directors: J. K. Cooke, Toronto;

E. T. Sandell, St. Catharines, Ont.; Philip Lalonde, Montreal; J. N. Thivierge, Quebec; N. Nathanson, Sydney, N. S.; Col. K. S. Rogers, Charlottetown; A. A. Murphy, Saskatoon; J. W. B. Browne, Kelowna; Harold Carson, Calgary.

CANADIAN FACTS—19 Melinda St., Toronto, Ont. Telephone: Adelaide 2067. John F. Graydon, president; Ethel O. Colwell, vice-president.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago 4, Ill. Telephone: State 5547. President: Lewis F. Gordon; Executive Vice-President: Preston E. Reed.

MEDIA MEN'S ASSN. OF NEW YORK—Officers: T. Norman Tveter, Erwin, Wasey & Co., president; Robert B. White, William Esty & Co. and E. A. Elliott, Campbell-Ewald Co., vice-presidents; Ray Huhta, Kenyon & Eckhardt, secretary; E. R. Wood, G. Lynn Sumner Co., treasurer; D. M. Gordon, Ruthrauff & Ryan, sergeant-at-arms. Executive Board: Joseph Burland, Lambert & Feasley; Joseph Vesley, Kenyon & Eckhardt; John J. Hagan, Lloyd, Chester & Dillingham.

PACIFIC ADVERTISING ASSOCIATION—Monadnock Bldg., San Francisco 5. Telephone: Garfield 8868. Officers: Maurice W. Heaton, president; Charles W. Collier, managing director; Lela M. Huey, executive secretary.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York City. Telephone: Bryant 9-6990. President: Wm. L. Sweet. Secretary: Howard W. Dunk.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington 6, D. C. Telephone: National 1914. Officers: Dr. Frederick J. Cullen, Washington, executive vice-president; Fred E. Rathburn, Olive Tablet Co., Columbus, O., president; Charles P. Tyrrell, secretary-treasurer.

WAR ADVERTISING COUNCIL Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-2773. Officers: Chester J. LaRoche, chairman; Harold B. Thomas, vice-chairman; Paul B. West, vice-chairman; Frederic R. Gamble, secretary; Mason Britton, treasurer.

CONSULTING RADIO ENGINEERS

VICTOR J. ANDREW Co.—363 E. 75th St., Chicago 19, Ill. Telephone: Triangle 4400. Officers: Victor J. Andrew, partner and manager; C. Russell Cox, chief engineer.

STUART L. BAILEY—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associate: C. M. Jansky Jr.

JOHN H. BARRON—Earle Bldg., Washington 4, D. C. Telephone: National 7757.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Talbot 4943.

COMMERCIAL RADIO EQUIPMENT Co.—Eastern Office: Star Bldg., Washington 4, D. C. Telephone: Republic 1464. Everett L. Dillard, general manager and proprietor. Midwest Offices: 321 E. Gregory Blvd Kansas City 5, Mo. Telephone: Jackson 5302. Robert F. Wolfskill, manager; 7134 Main St., Kansas City 5, Mo. Telephone: Jackson 4500. Wilton W. Woodward, chief engineer. West Coast Office: 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. Orven Nigh, Earl Chamberlin, Harry Brown, associate engineers.

A. EARL CULLUM Jr.—Highland Park Village, Dallas 5, Tex. Telephone: Lakeside 2352. Associates: C. M. Daniell, D. A. Peterson.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Telephone: District 8456.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. Officials: E. M. Doolittle, president; G. W. Loreng, vice-president; Dudley Gray, vice-president and chief engineer.

HERMANN FLOREZ—41-29 41st St., Long Island City 4, N. Y. Telephone: Stillwell 4-6916.

PAUL F. GODLEY—10 Marion Road, Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-0302.

JOHN V. L. HOGAN—730 Fifth Ave., New York City 19. Telephone: Columbus 5-5536. Associates: Wilson Aull Jr., Murray E. Tucker.

C. M. JANSKY Jr.—Jansky & Bailey, National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 5411. Associate: Stuart L. Bailey.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C. Telephone: District 1205.

ANDREW D. RING—Ring & Clark, Munsey Bldg., Washington 4, D. C. Telephone: Republic 2347. (R. L. Clark on leave for military service).

HAROLD C. SINGLETON—2005 N. E. 28th Ave., Portland 12, Ore. Telephone: Trinity 7045.

HECTOR R. SKIFTER—St. Paul, Minn. Telephone: Garfield 5511. Hector R. Skifter, Donald M. Miller.

LT. COL. W. ARTHUR STEEL—63 Sparks St., Ottawa, Ont., Canada. Telephone: 3-1134.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000.

NATHAN WILLIAMS—150 High St., Oshkosh, Wis. Telephone: Oshkosh 548.

RAYMOND M. WILMOTTE—1469 Church St. N. W., Washington 5, D. C. Telephone: Decatur 1231.

FOREIGN BROADCASTING REPRESENTATIVES IN U. S.

BRITISH BROADCASTING CORP.—North American Director: Lindsay Wellington, 630 Fifth Ave., New York City 20. Telephone Circle 7-0656, Branch: 1150 Conn. Ave., N. W., Washington 6, D. C. Telephone: Executive 1465. Miss Annette Ebsen, manager.

HOWARD C. BROWN Co.—6404 Sunset Blvd., Hollywood, Cal. Telephone: Hollywood 6405. American Representative: 2UE, Sydney, Australia; 3XY, Melbourne, Australia; New Zealand Commercial Radio Stations.

MELCHOR GUZMAN Co. Inc.—9 Rockefeller Plaza, New York City 20. Telephone: Circle 7-2450. Manager Radio Department: A. M. Martinez. (Represents various stations in Latin American countries.)

RALPH L. POWER—Van Nuys Bldg., Los Angeles 14. Telephone: Madison 5617. Represents Victrola Broadcasting Network, Western Province Radio; Broadcast Entertainments; Central Murray Broadcasters; Variety Investments, Sydney & Melbourne, Australia.

FREQUENCY MEASURING SERVICES

COMMERCIAL RADIO EQUIPMENT Co. (Frequency measurements made from Kansas City and Hollywood offices.)—321 E. Gregory Blvd., Kansas City 5, Mo. Telephone: Jackson 5302. Engineers in charge of frequency measurements: Earl Chamberlin (day); Harry Brown (night). 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeu, manager. Evening Star Bldg., Washington 4, D. C. Everett L. Dillard, general manager. Telephone: Republic 1464.

DOOLITTLE RADIO Inc.—7421 So. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. President E. M. Doolittle. Vice-President: G. W. Loreng; Vice-President and Chief Engineer: Dudley Gray.

RCA COMMUNICATIONS Inc.—66 Broad St., New York City 4. Telephone: Hanover 2-1829. Vice-President and General Manager: W. A. Winterbottom. Commercial Manager: Louis de Bottari; Branch: Riverhead, L. I., N. Y.; telephone, 2290; manager, E. C. Rundquist. Branch: San Francisco 8, Cal.; telephone, Garfield 4200; manager, N. R. Cherrigan.

SCIENTIFIC RADIO SERVICE—4301 Sheridan St., University Park, Hyattsville, Md. Telephone: Hyattsville 0535. Owner and Manager: Harry D. Eisenhauer.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N. E., Atlanta, Ga. Telephone: Dearborn 4774. (Frequency measurement service.)

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000. General Manager: Gomer L. Davies; Supervisor, frequency monitoring section: J. W. Hutton; Director Engineering Division: G. H. Wintermute.

MARKET RESEARCH AND MARKETING GROUPS

ADVERTISING RESEARCH FOUNDATION Inc.—330 W. 42nd St., New York City 18. Telephone: Longacre 3-1454. Officers: Wm. G. Palmer, chairman of board; John Benson, treasurer; Paul B. West, secretary; A. W. Lehman, technical director. Directors: Lee H. Bristol, Allan Brown, Richard Compton, Chester J. LaRoche, H. K. McCann, Allyn B. McIntire, Stuart Peabody, Otis A. Kenyon, Harold B. Thomas.

WALTER P. BURN & ASSOCIATES—7 West 44th St., New York City 18. Telephone: Murray Hill 2-7461. Officers: Walter P. Burn, president; William Noble, vice-president.

CALIFORNIA ASSOCIATES—417 So. Hill St., Los Angeles 13. Telephone: Madison 1196. John B. Knight and Geraldine Parker, partners. Branch: 300 Montgomery St., San Francisco 4. Telephone: Exbrook 0600.

CANADIAN FACTS—19 Melinda St., Toronto, Ontario. Telephone: Adelaide 2067. General Manager: J. F. Graydon. Director of Personnel: Mrs. R. E. Goudie; Chief Statistician: J. F. Graydon.

COMMERCIAL SERVICES Inc.—2011 Park Ave., Detroit 26, Mich. Telephone: Randolph 1485. R. W. Oudersluis, president; Lawrence E. Black, secretary-treasurer.

ROBERT S. CONLAN & ASSOCIATES, New York Life Bldg., Kansas City 6. Telephone: Victor 1973. Officials: Robert S. Conlan, principal; C. J. Conlan, associate; G. G. Zander, associate.

COOPERATIVE ANALYSIS OF BROADCASTING (C.A.B.)—330 W. 42nd St., New York City 18. Telephone: Longacre 3-1454. Officials: A. W. Lehman, general manager; D. P. Smelser, chairman; G. H. Gallup, treasurer. Other committee board members: For ANA: D. P. Smelser, Robert B. Brown, John Bogert. For AAAA: L. D. H. Weld, F. B. Ryan Jr. (Non-profit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

CROSSLEY Inc.—330 W. 42nd St., New York City 18. Telephone: Bryant 9-4562. Officials: Archibald M. Crossley, president; James A. Ward, vice-president.

EGERT RESEARCH CORP.—512 Fifth Ave., New York City 18. Telephone: Lackawanna 4-5020. Heien Egert, president. (Nation-wide market research, rural and urban. Radio spot checking, word for word checking of commercial announcements.)

ELLIOTT-HAYNES Ltd.—25 King St., Toronto, Ont. Telephone: Elgin 5012. Officers: Walter E. Elliott, president; W. Paul Haynes, vice-president; E. R. Comte, secretary-treasurer. Branch: Sun Life Bldg., Montreal. Telephone: Plateau 6494.

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: R. E. Rindtusz, president; Frank R. Coutant, managing director.

FACTS CONSOLIDATED—111 Sutter St., San Francisco. Telephone: Douglas 2-415. Principals: Roy S. Frounham and Dorothy D. Corey. Hollywood Office: 6500 Lucca at Vme. Telephone: Granite 3605. (Radio telephone surveys & personal interview research.)

EDGAR H. FELIX—1127 N. Kentucky St., Arlington, Va. Telephone: Grebe 6193. Entire staff with military or naval services or on technical assignments for the services. L. C. Skipper, chief field engineer; J. Murray, chief statistician.

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York City 17. Telephone: Plaza 3-4366. Director: J. B. Graham.

C. E. HOOPER, Inc.—10 E. 40th St., New York City 16. Telephone: Lexington 2-9000. Officials: C. E. Hooper, president; Dorothy M. Benrens, manager, radio program reports; Edythe F. Bull, manager, special surveys; W. Ward Dorren, manager, station audience reports; Dr. Matthew A. Chappin, consultant. Branch: 1709 W. 5th St., Los Angeles 14. Telephone: Federal 1111. Manager: Ruth Arnold.

HOOPER-HOLMES BUREAU Inc.—102 Maman Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: Winham Henry. (18 branch offices; for addresses, consult local telephone directories.)

INDUSTRIAL SURVEYS Co., Inc.—341 Madison Ave., New York City 17. Telephone: Murray Hill 3-0690. Officials: Samuel G. Barton, president; Henry C. Trainor, secretary-treasurer; Jean L. Stewart, asst. research director; Branch: 75 E. Wacker Drive, Chicago 4. Telephone: Wabash 3363. Manager: Stanley Womer, vice-president.

MARKET RESEARCH COMPANY OF AMERICA—444 Madison Ave., New York City 22. Telephone: Plaza 3-8920. Staff: Percival White, Pauline Arnold, Matilda White, Elise Macy Nelson.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland, O. Telephone: Main 0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

McKINSEY & Co.—60 E. 42nd St., New York City 17. Telephone: Vanderbilt 6-3280. Partners and principals: H. G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, H. A. Roddick, A. E. Werolin, J. E. Walters. Boston Branch—75 Federal St.; telephone, Hubbard 0620; manager, Stanley Balmer.

ROBERT N. McMURRY & Co.—310 So. Michigan Ave., Chicago. Telephone: Wabash 3880. Robert N. McMurry, president.

MEDIA RECORDS Inc.—354 Fourth Ave., New York City. Telephone: Murray Hill 5-9376. President: P. L. Carty.

NATIONAL RADIO RECORDS—347 Madison Ave., New York City 17. Telephone: Murray Hill 6-9186. President: N. Charles Rorabaugh. Executive Vice-President: Fulton Dent.

NATIONAL RESEARCH BUREAU Inc.—320 No. LaSalle St., Chicago 10. Telephone: Superior 6365.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Telephone: Hollywood 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president in charge of Chicago office; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch—300 Fifth Ave., New York City; telephone, Pennsylvania 6-7126; manager, James O. Peckham. Branch—109 St. Aldates, Oxford, England; manager, E. L. Lloyd.

NORTHWEST MARKETING SERVICE—15 N. Eighth St., Minneapolis 3, Minn. Telephone: Main 0497. Manager: Aurilia Smith; partner: Naomi Emerson.

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Telephone: 1676. Officers: Dr. Claude Robinson, president; Dittman K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5947.

PARB RESEARCH SERVICES—Box 3086, San Francisco 19, Cal. Telephone: Douglas 6600. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor; Dorothy Parker, special services.

THE PSYCHOLOGICAL CORPORATION—322 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary.

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—National Advertising Records, 31 E. 10th St., New York City 3. Telephone: Stuyvesant 9-7354. Officials: Anne R. Ogerty, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 N. Michigan Ave., Chicago, Ill.; telephone, Randolph 3442. A. J. Crane, manager.

PULSE OF NEW YORK—500 Fifth Ave., New York City 18. Telephone: Lackawanna 4-3300. Radio research organization for the New York area. Director: Dr. Sydney Roslow.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York City 17. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein; A. T. Robinson, field director.

ELMORPER—30 Rockefeller Plaza, New York City 20. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius.

ROSS FEDERAL RESEARCH CORP.—18 E. 48th St., New York City 17. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; F. X. Miske, secretary.

PAUL W. STEWART & ASSOCIATES—9 Rockefeller Plaza, New York City 20. Telephone: Circle 5-5447. Officials: Paul W. Stewart, partner; A. B. Dougall, partner. Senior Research Associates: R. C. Allen, A. J. Amos, P. W. Atwood, Johanna B. Cooke, P. H. Crane, Madeline E. Greer, Dorothy Miller.

THE TRAFFIC AUDIT BUREAU Inc.—330 W. 42nd St., New York City 18. Telephone: Bryant 9-9444. Officers: A. W. Lehman, director; Henry M. Stevens, J. Walter Thompson Co., New York, president; Albert Brown, Best Foods, Inc., New York, vice-president; Kerwin H. Fulton, Outdoor Adv. Inc., New York, secretary-treasurer.

MISCELLANEOUS SERVICES AND ORGANIZATIONS

ASSOCIATED MUSIC PUBLISHERS Inc.—25 West 45th St., New York City 19. Telephone: Bryant 9-0845. President: Chinton M. Finney. Manager of Music Division: Gretl Urban.

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1, Ill. Telephone: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York City 18; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and magazine audit service.)

MERLIN H. AXLESWORTH—30 Rockefeller Plaza, New York City 20. Telephone: Circle 6-2535.

BELL TELEPHONE LABORATORIES—463 West St., New York City. Telephone: Chelsea 3-1000. Development and engineering of broadcast equipment. O. E. Buckley, president; O. B. Blackwell, vice-president; M. J. Kelly, director of research; O. M. Glunt, director of commercial products development; R. E. Poole, radio development engineer.

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters.)

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-6381. Officials: Frank L. Avery, managing director; R. L. Lloyd, president; O. S. Tyson, vice-president; S. L. Meulandyke, secretary; Leonard Tingle, treasurer. (Auditing, circulation of business publications.)

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York City. Telephone: Vanderbilt 6-1479. Officials: Howard Korman, McCann-Erickson, president; Edward N. Mayer Jr., Jas. Gray Inc., and G. Douglas Scott, E. B. Eddy Co. Ltd., vice-presidents; Donald Macaulay, S. D. Warren Co., secretary-treasurer; Jane L. Bell, executive manager.

REUBEN H. DONNELLEY CORP.—350 E. Cermak Rd., Chicago 16. Telephone: Victory 3232. Officers: Raymond M. Gunnison, president. Thomas E. Donnelley, chairman of board; Clarence O. Lillyblade, vice-president and treasurer; Thorne Donnelley, vice-president (on leave, U. S. Navy); David L. Harrington, vice-president. Branch offices: 305 E. 45th St., New York City 17. Telephone: Murray Hill 4-7000. Manager:

R. M. Gunnison. 401 N. Broad, Philadelphia 5. Telephone: Walnut 2434. Manager: A. H. Bamforth. 209 W. Seventh St., Cincinnati 2. Telephone: Parkway 2570. Manager: F. D. Inglis. (Radio contest judging; publishers, telephone directories; premium mailing; packaging, etc.)

VINCENT EDWARDS & Co.—342 Madison Ave., New York City. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

FOOD - DRUG - COSMETIC REPORTS—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

HEARST RADIO Inc.—(Affiliated with Hearst Newspapers), 25 W. 43rd St., New York City 18. Telephone: Longacre 3-5907. Officials: E. M. Stoer, general manager.

INTERCOLLEGIATE BROADCASTING SYSTEM Inc.—507 Fifth Ave., New York City 17. Telephone: Vanderbilt 6-6075. Executives: George Abraham, chairman; Louis M. Block Jr., business manager; David Bost, technical manager; Harriette Slote, program director.

INTERNATIONAL EVENTS—430 N. Michigan Ave., Chicago 11, Ill. Telephone: Superior 4993. David Gottlieb, Manager (newspicture publicity service).

GEORGE MCKITTRICK & Co.—108 Fulton St., New York City 7. Telephone: Barclay 7-4828. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago 1. Telephone: State 8911; manager, Ann Weiszbrod. (Publishes McKittrick's Directory of Advertisers and Agencies.)

MUZAK Corp.—229 Fourth Ave., New York City 3. Telephone: Algonquin 4-3300. Clinton M. Finney, president. (Production and transmission of musical and other programs over wires and other guiding structures.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York City 17. Telephone: Murray Hill 6-3335. Officials: Edward L. Greene, general manager; Ray Clayberger, president; Phillips Wyman, vice-president.

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 Broadway, New York City 5. Director of radio: Howard J. London. (Medical research and social welfare.)

NATIONAL REGISTER PUBLISHING Co.—330 W. 42nd St., New York City 18. Telephone: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RETAIL DRY GOODS ASSN.—101 W. 31st St., New York City. Telephone: Pennsylvania 6-2155. Officers: Lew Hahn, general manager and treasurer; Edward N. Allen, president. Branch: Washington, D. C., Munsey Building. Harold R. Young, manager.

PUBLISHERS' INFORMATION BUREAU (PIB)—31 E. 10th St., New York City 3. Telephone: Stuyvesant 9-7334. Officers: Anne K. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer. Branch: Chicago, 333 N. Michigan Ave. Telephone: Randolph 3442. A. J. Crane, manager. (Publishes reports on advertising space and expenditures.)

RADIO REPORTS, Inc.—220 E. 42nd St., New York City 17. Telephone: Murray Hill 2-3564. Edward F. Loomis, president; P. R. Rieber, editor. Branch: 617 S. Olive St., Los Angeles 14. Manager: Miss Dixie Wilkinson. (Recording and digesting radio news and comments.)

SCRIPPS-HOWARD RADIO Inc.—Keith Bldg., Cincinnati 2. Telephone: Main 3314. Mortimer C. Watters, vice-president and general manager. Branch offices: Radio Station WNOX, Knoxville, Tenn. Telephone: 3-3171. Manager: R. B. Westergaard; Radio Station WMPB, Memphis, Tenn. Telephone: 5-2721. Manager: H. R. Krelstein.

SOUNDSRIPT REPORTERS Inc.—17 E. 42nd St., New York City 17. Telephone: Murray Hill 2-5092. Officers: Calvin Truesdale, president; Natalie Meader, secretary-treasurer. (Reporting via recordings conventions, speeches, conferences, etc.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington 4, D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

TRADE-WAYS Inc.—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: William H. Lough, president and treasurer; James E. Lough, secretary. (Marketing counselors.)

UNITED NATIONS INFORMATION BOARD—610 Fifth Ave., New York City 20. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas. Broadcasting Division: John H. Macdonell.

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6870. Operating WBZ, Boston; WBZA, Springfield, Mass.; WBOS, Boston; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: Walter C. Evans, vice-president; Lee B. Wailes, manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program supervisor; F. A. Logue, auditor.

CLIFFORD YEWDALL—350 Fifth Ave., New York City. Telephone: Pennsylvania 6-7861. Branch: Lincoln, Neb., Stuart Bldg., telephone: B 3135. (Accountant specializing in radio.)

MUSIC LICENSING GROUPS DEALING WITH BROADCASTERS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS—RCA Bldg., New York City 20. Telephone: Columbus 5-4024. Officers: Deems Taylor, president; Gustave Schirmer & Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; Max Dreyfus, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; Robert L. Murray, director of public & customer relations; Schwartz & Froidlich, general counsel; Herman Finkelstein, resident attorney. Board of Directors: Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, Max Dreyfus, Walter Fischer, Otto A. Harbach, A. Walter Kramer, R. F. Murray, L. Wolfe Gilbert, George W. Meyer, Jack Mills, Oscar Hammerstein II, Geoffrey O'Hara, Richard Rodgers, Herman Starr, Gustave Schirmer, Deems Taylor, John O'Connor, J. J. Robins, Donald Gray, Ray Henderson.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-5466. Officers: Neville Miller, president; Sydney M. Kaye, first vice-president; Merritt E. Tompkins, vice-president & general manager; Carl Haverlin, vice-president & director of station relations; Chas. E. Lawrence, treasurer. Board of Directors: Neville Miller, NAB Washington; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Frank

White, CBS, New York; William Hedges, NBC, New York; Paul Moroney, WTIC, Hartford; Leonard Kapner, WCAE, Pittsburgh. Department Heads: Milton J. Rettenberg, chief music editor; Robert J. Burton, staff counsel; Roy Harlow, program director; Ralph C. Wentworth, field representative. Chicago Office—54 W. Randolph St., Manager, James Cairns. Los Angeles Office—1549 N. Vine St.; Manager, Eddie Janis.

CANADIAN PERFORMING RIGHTS SOCIETY Ltd.—Royal Bank Bldg., Toronto, Ont. Telephone: Elgin 9219. President: H. T. Jamieson.

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS—630 Fifth Ave., New York. Telephone: Circle 7-8194. Officials: James J. Walker, president; Fred Waring, chairman of board; Maurice J. Speiser, general counsel.

G. RICORDI & Co., 12 West 45th St., New York City 19. Telephone: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc.—475 Fifth Ave., New York City 17. Telephone: Murray Hill 5-5365. Officials: Paul Heinecke, president; Ruth C. Heinecke, treasurer.

SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS—152 W. 42nd St., New York City 18. Telephone: Longacre 5-9124. Officials: Sholom Secunia, president; Rev. Pincus Jassinowsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitz, secretary; Salom J. Perlmutter, general manager.

PUBLICITY AND PUBLIC RELATIONS SERVICES

DAVID O. ALBER ASSOCIATES 30 Rockefeller Plaza, New York City 20. Telephone: Circle 6-9595. President: David O. Alber. Executive Assistants: Mildred Brown, Ed Aaronoff, Philip Meltzer. Branch: 6831 Hollywood Blvd., Hollywood, Cal.; telephone, Hollywood 7111; Coy Williams, manager.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City 17. Telephone: Wickersham 2-8995. Manager: Fred E. Baer.

BALDWIN & MERMEX—205 E. 42nd St., New York City 17. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Maurice Mermex.

BENTLEY & LIVINGSTONE Inc.—75 E. Wacker Drive, Chicago. Telephone: Dearborn 1237. President: George Livingstone. Secretary-treasurer: L. R. Healy.

EDWARD L. BERNAYS—9 Rockefeller Plaza, New York City 20. Telephone: Circle 6-5075.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York City. Telephone: Circle 6-8040. Associates: Philip Calkin, L. A. Nixon, H. C. Cotter, Kay L. Harris.

CARL BYOIR & ASSOCIATES—10 East 40th St., New York City. Telephone: Ashland 4-3466. Richard F. Davis, radio director; Helene Jamieson, assistant radio director.

DENSON-FREY & AFFILIATES Inc.—347 Madison Ave., New York City 17. Telephone: Lexington 2-3488. Executives: Erwin M. Frey, president; Helen V. Denson, executive vice-president.

MARTIN DODGE & CARLTON K. MATSON—RKO Bldg., New York City 20. Telephone: Circle 5-6767.

ARTHUR EDDY—Taft Bldg., Hollywood 28, Cal. Telephone: Gladstone 5305.

EDITORIAL SERVICES LTD—80 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4249. J. A. Cowan, president; Arthur J. McKenna, account executive.

EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—10 E. 43d St., New York City; telephone, Murray Hill 2-1710. President: Eliot M. Stark.

FADELL PUBLICITY BUREAU—Hotel Radisson, Minneapolis 2. Minn. Telephone: Atlantic 7242. General Manager: Michael J. Fadell.

EARLE FERRIS—40 E. 49th St., New York City. Telephone: Wickersham 2-3666.

TOM FIZDALE Inc.—485 Madison Ave., New York City 22. Telephone: Eldorado 5-5580. Officers: Tom Fizdale, president; Irwin M. Nathanson, vice-president. Hollywood branch: 1509 N. Vine St.; telephone, Hollywood 7363; Manager, Andy Kelly.

GILLIAMS SERVICE Inc.—225 W. 39th St., New York City 18. Telephone: Longacre 5-5220. Thomas F. Gilliams, president; William Watson, general manager.

STEVE HANNAGAN—247 Park Ave., New York City. Telephone: Plaza 5-2900. Associates: Larry Smits, Joe Coppers.

CONSTANCE HOPE ASSOCIATES—29 W. 57th St., New York City 19. Telephone: Plaza 3-3390. Constance Hope, president.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York City. Telephone: Mohawk 4-9590. Officials: Bernard Lichtenberg, president; John W. Darr, vice-president and managing director. Branch: Field Bldg., Chicago. Telephone: Randolph 2260.

LEE & Co.—16 E. 48th St., New York City. Telephone: Plaza 8-0350. Morris M. Lee, president; H. H. Stansbury, press relations; Mike Wren, radio relations.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Partner: John L. Dupree. Associates: Burnham Carter, Harcourt Parrish, James W. Lee II, J. M. Ripley, Ivy Lee Jr.

LEE-STOCKMAN NEWS SERVICE—30 Vesey St., New York City. Telephone: Rector 2-0350. Manager in charge: R. B. Burnham.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Telephone: Croton 444.

MANDEVILLE PRESS BUREAU—32 Broadway, New York City. Telephone: Whitehall 4-7245. President: Ernest W. Mandeville. Associate: Frazier Nounan.

J. W. MILFORD & ASSOCIATES—11 W. 42 St., New York City 18. Telephone Wisconsin 7-5968. Director: J. W. Milford.

A. E. NELSON Co.—300 Montgomery St., San Francisco 4. Telephone: Yukon 2767. Officials: A. E. Nelson, president; Donald M. Lawton, vice-president; Lawrence Livingston, secretary; John F. Greig, treasurer.

CARL POST PUBLICITY ASSOCIATES—307 E. 44th St., New York City. Telephone: Murray Hill 4-4800. Carl Post, manager.

PUBLICITY ASSOCIATES—Empire State Bldg., New York City 1. Telephone: Longacre 5-3210. President: Joseph Israels II.; vice-president: Amy Vanderbilt; secretary: Ruth V. Martin; associates: Gertrude Blair, Arthur von Stein, Bernard Lewis.

GLADSTONE MURRAY—Victory Bldg., Toronto, Ont., Canada. Telephone: Adelaide 8184. (Public relations and policy counsel.)

FRANK LINDSAY RAND & Co.—360 N. Michigan Ave., Chicago 1, Ill. Telephone: Randolph 0001.

THOMAS W. PARRY JR.—319 N. Fourth St., St. Louis 2, Mo. Telephone: Central 5622.

LEO R. SACK—Southern Bldg., Washington 5, D. C. Telephone: District 0120.

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN RADIO RELAY LEAGUE—33 LaSalle Road, W. Hartford 7, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, secretary; George W. Bailey, president; Francis E. Handy, communications manager; David H. Houghton, treasurer.

ASSOCIATION OF RADIO NEWS ANALYSTS—Algonquin Hotel, New York City. Officers: Major George Fielding Eliot, president; H. V. Kaltenborn, W. S. Hillman, vice-presidents; Quincy Howe, treasurer; Caesar Saerchinger, secretary.

ASSN. OF RECORDING STUDIOS Inc.—1600 Broadway, New York City. Telephone: Circle 6-6686. Executives: Hazard E. Reeves, Reeves Sound Studios, honorary president; K. R. Smith, Muzak Transcriptions, president; Dorothy Vanston, Brinckerhoff Studios Production Inc., vice-president; Maurier Wolksy, Advertisers Recording Service, secretary; Max Rittershausen, Carl Fischer Inc., treasurer. (Association of independent transcription firms.)

BLUE NETWORK STATIONS PLANNING AND ADVISORY COMMITTEE—30 Rockefeller Plaza, New York City, Harold V. Hough, KGKO, Fort Worth, chairman. Committee members: William Ripple, WTRY, Troy, N. Y., District 1; Allen Campbell, WXYZ, Detroit, District 2; Earl E. May, KMA, Sheanadoah, Iowa, District 3; Henry P. Johnston, WSGN, Birmingham, Ala., District 4; W. D. Pyrie, KVOD, Denver, District 6; W. B. Stult, KJR, Seattle, District 7.

CANADIAN ASSOCIATION OF BROADCASTERS—Victory Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Telephone: Republic 3306. Chairman, Edwin W. Craig, WSM, Nashville. Vice Chairman: J. O. Maland, WHO, Des Moines. Executive Committee: Edwin W. Craig, J. O. Maland, Mark Ethridge. Treasurer: Harold Hough, WBAP, Fort Worth.

FEDERAL COMMUNICATIONS BAR ASSN.—Munsey Bldg., Washington 4, D. C. Officers: Ben S. Fisher, president; Eliot C. Lovett, first vice-president; Carl I. Wheat, second vice-president; W. Theodore Pierson, secretary; Kenneth L. Yourd, treasurer. Executive Committee: E. O. Sykes, Reed Rollo, Ralph Van Orsdel, Herbert M. Bingham, Horace L. Lohnes, Lester Cohen.

FOREIGN LANGUAGE RADIO WARTIME CONTROL—Munsey Bldg., Washington 4, D. C. Telephone: Metropolitan 3535. Committee: Arthur Simon, WPEN, Philadelphia, chairman; James F. Hopkins, WJKB, Detroit, vice chairman; Gene T. Dyer, WGES, Chicago, secretary; Joseph Lang, WHOM, Jersey City, treasurer; Howard W. Davis, KMAC, San Antonio Tex.; S. H. Patterson, KSAN, San Francisco; William Welch, WSAK, Fall River, Mass.; Marie Clifford, WHFC, Cicero, Ill.; Lee Little, KTUC, Tucson, Ariz.

FM BROADCASTERS Inc.—333 W. State St., Milwaukee 1. Telephone: Marquette 6000. Officers: Walter J. Damm, president; Theodore C. Streibert, vice-president; Lewis W. Herzog, secretary-treasurer.

INSTITUTE OF RADIO ENGINEERS—330 W. 42nd St., New York City 18. Medallion 3-5661. Officers: H. M. Turner, Yale Univ., president; R. A. Hackbusch, Research Enterprises Ltd., vice-president; Haraden Pratt, Mackay Radio & Telegraph Corp., secretary; R. A. Heising, Bell Telephone Labs., treasurer; Alfred N. Goldsmith, editor. Directors: W. L. Barrow, MIT; A. B. Chamberlain, U. S. Navy; W. L. Everitt, War Dept.; R. F. Guy, NBC; L. C. F. Horle; F. B. Llewellyn, Bell Tel. Labs.; B. J. Thompson, RCA Labs.; A. F. Van Dyck, U. S. Navy; H. A. Wheeler, Hazeltine Electronics Corp.; L. P. Wheeler, FCC; W. C. White, General Electric Co.

NATIONAL ASSOCIATION OF BROADCASTERS—1760 N St. N. W., Washington 6, D. C. [see page 37].

NBC STATIONS PLANNING & ADVISORY COMMITTEE—30 Rockefeller Plaza, New York City. Officers: James D. Shouse, WLW, Cincinnati, chairman; Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; Stanley E. Hubbard, KSTP, St. Paul; Arden K. Pangborn, KGW, Portland, Ore.; H. W. Slavick, WMC, Memphis; Edgar Bell, WKY, Oklahoma City; Richard Lewis, KTAR, Phoenix.

NEWSPAPER-RADIO COMMITTEE—370 Lexington Ave., New York City. Telephone: Lexington 2-8497. Officers: Harold Hough, chairman; Walter Damm, vice-chairman; Dean Fitzner, treasurer. Committee members: John E. Person, A. H. Kirchofer, Col. Harry M. Ayers, Gardner Cowles Jr., Truman Green, Major E. M. Storer.

RADIO DIRECTORS GUILD—114 E. 52nd St., New York City. Telephone: Plaza 3-4300. Officers: Earle L. McGill, president; Jerry Devine, vice-president and chairman membership committee; Robert L. Shayon, treasurer; John Macdonell, secretary; Philip Cohan, chairman war activities committee.

RADIO EXECUTIVES CLUB Inc. 347 Madison Ave., New York City 19. Officers: Murray B. Grabhorn, president; Elizabeth Black, vice-president; Winette Joseph, treasurer; Warren Jennings, secretary.

RADIO MANUFACTURERS ASSOCIATION—1317 F St., N. W., Washington 4, D. C. Telephone: National 4901. Officials: Bond Geddes, executive vice-president and general manager; Paul Galvin, Galvin Mfg. Co., Chicago, president; M. F. Balm, Sylvania Electric Products, Emporium, Pa., vice-president; R. C. Cosgrove, The Crosley Corp., Cincinnati, vice-president; Ray F. Sparrow, P. R. Mallory Co., Indianapolis, vice-president; W. P. Hilliard, Bendix Radio Division, Baltimore, vice-president; T. A. White, Jensen Radio Mfg. Co., Chicago, vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel.

RADIO MANUFACTURERS ASSN. OF CANADA—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: W. W. Richardson. President: L. A. Young. Vice-President: R. M. Brophy. Chairman, parts division: R. Randall.

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.—542 So. Broadway, Los Angeles 13. Officers: Lawrence W. McDowell, president; Harry Maizlish, secretary-treasurer; Van C. Newkirk, chairman executive committee; Ethel M. Bell, director radio coordination.

SOUTHERN CALIFORNIA SPORTSCASTERS ASSN.—117 W. Ninth St., Los Angeles 15. Phone: Vandike 7913. Frank Bull, president; Bill Schroeder, secretary-treasurer; Sam Balter, vice-president.

TOWN HALL Inc.—America's Town Meeting of the Air, 123 W. 43rd St., New York City 18. Telephone: Wisconsin 7-5800. President of Town Hall and moderator of program: George V. Denny Jr. Director of radio forum division; Marian S. Carter.

VETERAN WIRELESS OPERATORS ASSN.—30 Rockefeller Plaza, New York City. Telephone: Columbus 5-5900. Officers: William J. McGonigle, president; A. J. Costigan, vice-president; G. H. Clark, secretary; William C. Simon, treasurer.

WESTERN ASSOCIATION OF BROADCASTERS—C. P. R. Bldg., Edmonton, Alta. Telephone: 22-101. President: G. R. A. Rice. Directors: T. Elphicke, British Columbia; B. Cairns, Alberta; L. Moffatt, Saskatchewan; Roy Wright, Manitoba.

RADIO EDUCATIONAL GROUPS

ASSOCIATION FOR EDUCATION BY RADIO—228 N. La Salle St., Chicago 1. Telephone: Dearborn 7801. Officers: Maj. Harold W. Kent, president; William D. Boutwell, vice-president; Luke Roberts, vice-president; George Jennings, treasurer; Elizabeth Goudy, secretary.

BUREAU OF RESEARCH IN EDUCATION BY RADIO—University of Texas, Austin, Tex. Telephone: 9171-234. Officers: A. L. Chapman, director; Nadine Wilson, secretary; Elizabeth Berg, Helen Kelley, Jerry Barnes, Camille Lyons, Janice Lyons, assistants.

CHICAGO RADIO COUNCIL—(Board of Education) 228 N. LaSalle St., Chicago. Telephone: Dearborn 7801. Officers: James B. McCahey, president of the board; Dr. William H. Johnson, superintendent; George Jennings, acting director; E. H. Andresen, chief engineer; Elizabeth E. Marshall, program director; Robert R. Miller, associate producer (operates FM station WBEZ).

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Federal Security Agency, Washington 25, D. C. Telephone: Executive 6500, extension 2565. Officials: Dr. John W. Studebaker, Commissioner of Education, chairman; Mrs. Gertrude G. Broderick, executive secretary. Executive Committee: George P. Adair, Federal Communications Commission; John Elmer, WCBM, Baltimore; Lyman Bryson, CBS; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, National Assn. of Educational Broadcasters; Neville Miller, NAB; Judith C. Waller, NBC; Levering Tyson, Muhlenberg College.

INSTITUTE FOR EDUCATION BY RADIO—Ohio State University, Columbus 10. O. Telephone: University 3148. Officers: W. W. Charters, honorary chairman; I. Keith Tyler, director; Ardis Hillman Wheeler, secretary.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—1010 So. Wright, Urbana, Ill. Telephone: 7-2616. Officers: Gilbert D. Williams, WBAA, Lafayette, Ind., president; Allen Miller, KOAC, Corvallis, Ore., vice-president; W. I. Griffith, WOI, Ames, Iowa, treasurer; Frank E. Schooley, WILB, Urbana, Ill., executive secretary.

OFFICE OF RADIO RESEARCH—Under auspices of Columbia U. Council for Research in Science, 15 Amsterdam Ave., New York City. Telephone: Columbus 5-6951. Director: Dr. Paul F. Lazarsfeld.

RADIO COUNCIL (WBEZ) Chicago Public Schools—228 N. La Salle St., Chicago 1, Ill. Telephone: Dearborn 7801. Officers: George Jennings, acting director; Elizabeth E. Marshall, program director; E. H. Andresen, chief engineer; Robert R. Miller, associate producer.

RADIO WORKSHOP—Central States Teachers College, Stevens Point, Wis. Bertie L. Hanson, director; Bob Rifeman, production.

ROCKY MOUNTAIN RADIO COUNCIL, Inc.—21 E. 18th Ave., Denver 2. Telephone: Keystone 5306. Director: Robert B. Hudson, Executive committee; C. B. Hershey, Colorado College, president; W. M. Spackman, University of Colorado, secretary; E. A. Conway, S. J. Regis College, treasurer. Members: Ben M. Cherrington, University of Denver; Malcolm G. Wyer, Denver Public Library; W. D. Armentrout, Colorado State College of Education; Glenn Kinghorn, Colorado State College of Agriculture.

SCHOOL BROADCAST CONFERENCE—A permanent national conference on utilization of radio in education. 228 N. La Salle St., Chicago 1. Telephone: Dearborn 7801. Executive Committee: Major Harold W. Kent, chairman; George Jennings, director of conference; Judith Waller, NBC; David Heffernan, Cook County Public Schools; Elizabeth E. Marshall, Chicago Radio Council.

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York City 19. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Mero-Irion.

RADIO NEWS SERVICES

BRITISH UNITED PRESS Ltd.—231 St. James St., W. Montreal, Que. Telephone: Plateau 9947. Officials: G. I. Sullans, general news manager; R. W. Keyserlingk, managing director; Claude Cain, bureau manager; G. H. Waring, news editor; J. D. Hamilton, news editor; F. A. Darrell, accountant. Branch offices: Broadcasting House, Halifax, N. S. Telephone: Bishop 8318. Earle Beattie, manager, House of Commons, Ottawa, Ont. Telephone: 2-8211. Norman MacLeod, manager, 21 King St. E., Toronto, Ont. Telephone: Adelaide 8834. Charles B. Lynch, manager, 500 Beatty St., Vancouver, B. C. Telephone: Pacific 5732. Alex Janusitis, manager, 166 Portage Ave., Winnipeg, Man. Telephone: 98-322. Brian A. Tobin, manager.

CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston 15, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd. Donald O. J. Messenger, script writer; Ruth Darville, editorial assistant; Fernie J. Martin, secretary.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, editor-in-chief; Walter E. Moss, business manager.

PRESS ASSOCIATION Inc.—Subsidiary of Associated Press, 50 Rockefeller Plaza, New York City 20. Telephone: Circle 7-1357. General Manager: William J. McCambridge. Assistant to general manager: Oliver Gramling. News Director: Tom O'Neil.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 44 Victoria St., Toronto 1, Ont. Telephone: Elgin 2692. Officers: A. R. Ford, president; J. A. McNeil, chief executive; Sam G. Ross, manager; C. A. Day, treasurer.

REUTERS LTD. OF LONDON—50 Rockefeller Plaza, New York City. Telephone: Circle 6-3960. D. K. Rogers, manager.

TRANSRADIO NEWS FEATURES Inc.—521 Fifth Ave., New York City 17. Telephone: Murray Hill 2-4341. Officers: Herbert Moore, president; Dixon Stewart, vice-president.

TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York City 17. Telephone: Murray Hill 2-4053. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president. Branch Offices: 203 N. Wabash, Chicago. Manager: Milton Fishman; National Press Bldg., Washington 4. Manager: Rex Goad; Taft Bldg., Hollywood. Manager: Wilfred Brown.

UNITED PRESS ASSOCIATIONS 220 East 42nd St., New York City. Telephone: Murray Hill 2-0400. Officials: Hugh Baillie, president; Edwin Moss Williams, vice-president; Al F. Harrison, radio sales manager; Phil Newsom, radio news manager.

* Indicates news is sold for commercial sponsorship.

TELEVISION LABORATORIES AND EXPERIMENTAL SERVICES

AMERICAN TELEVISION SOCIETY—1140 Broadway, New York City 1. Telephone: Caledonia 5-7430. Officers: Norman D. Waters, president; Charles Kleinman, vice-president; C. Matthew Dessner, treasurer; Kay Reynolds, secretary.

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City 22. Telephone: Wickersham 2-2000. Television executives: Gilbert Seldes, director of television programs; Dr. Peter C. Goldmark, chief television engineer; Worthington Miner, manager of television dept.

DON LEE BROADCASTING SYSTEM—3800 Mount Lee Drive, Hollywood 28, Cal. Telephone: Hollywood 8255. Harry R. Lubcke, director of television; W6XAO (experimental station and research).

ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Paul Ware, general manager; Bruce T. DuMont, plant supt.; Thomas T. Goldsmith Jr., director of research; P. S. Christaldi, chief engineer. (Experimentation and manufacture of television apparatus.)

FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St., Fort Wayne 1, Ind. Telephone: Anthony 5301. E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; E. H. Vogel, vice-president in charge of sales; E. M. Martin, secretary and counsel; R. C. Jenkins, general superintendent; J. S. Garceau, adv. and sales pr. mgr.

GENERAL ELECTRIC Co. (radio, television & electronics department)—1 River Road, Schenectady, N. Y. Telephone: 4-2211. Dr. W. R. G. Baker, vice-president.

MIDLAND RADIO AND TELEVISION SCHOOLS Inc.—Power & Light Bldg., Kansas City 6, Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; Arthur B. Church, KMBC, treasurer; D. G. Warrick, secretary. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New York City 20. Telephone: Circle 7-8300. Officials Assigned to Television: Clarence L. Menser, manager of programs; John Williams, assistant (Commercial television broadcasting and experimentation.)

(Continued on page 465)

Radio Reference Books and Publications

Editor's Note: Due to space limitations, the cumulative bibliography published in previous *Yearbooks* is suspended. This listing is designed to cover only the periodicals in radio and the advertising fields, selected works on radio advertising and listener data. The cumulative bibliography through 1942 is available in the 1942 *Yearbook*.

PERIODICALS: GENERAL

THE ADVERTISER Monthly. The Advertiser Pub. Co., 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING Monthly. Robbins Pub. Co., Inc., 9 E. 88th St., N. Y.

THE BILLBOARD Weekly. The Billboard Pub. Co., 25 Opera Pl., Cincinnati.

BROADCASTING Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington, D. C.

FEDERAL COMMUNICATIONS BAR JOURNAL Monthly. Federal Communications Bar Assn., Woodward Bldg., Washington, D. C.

HEINL RADIO BUSINESS LETTER. 2400 California St., Washington, D. C.

INTERNATIONAL BROADCASTING UNION MONTHLY BULLETIN. 37, quai Wilson, Geneva, Switzerland.

JOURNAL OF THE AIR Monthly except May through August. Assn. for Education By Radio, 228 N. LaSalle St., Chicago.

THE LISTENER Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

LONDON CALLING Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

NAB REPORTS Weekly. National Assn. of Broadcasters, 1760 N. St., N. W., Washington, D. C.

PRINTERS' INK Weekly. Printers' Ink Pub. Co., Inc., 205 E. 42nd St., N. Y.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton Univ., Princeton, N. J.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS Monthly. Publishers' Information Bureau, 31 E. 10th St., N. Y.

RADIO ADVERTISING RATES AND DATA Monthly. Standard Rate & Data Service, 353 N. Michigan Ave., Chicago.

RADIO AND TELEVISION WEEKLY. Consolidated Publications Co., Inc., 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO MIRROR Monthly. Macfadden Publications, Inc., 205 E. 42nd St., N. Y.

RADIO RETAILING TODAY Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

RADIO SHOWMANSHIP Monthly. Showmanship Publications, 1004 Marquette, Minneapolis, Minn.

RADIO-TELEVISION JOURNAL Monthly. Kolbe Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

SALES MANAGEMENT Semi-monthly. Sales Management, Inc., 386 Fourth Ave., N. Y.

TIDE Semi-monthly. Tide Publishing Co., Inc., 282 Madison Ave., N. Y.

TUNE IN Monthly. D. S. Publishing Co., Inc., 30 Rockefeller Plaza, N. Y.

VARIETY Weekly. Variety, Inc., 154 W. 46th St., N. Y.

WESTERN ADVERTISING Monthly. Ramsey Oppenheim Publications, 564 Market St., San Francisco.

TECHNICAL

COMMUNICATIONS Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRONIC ENGINEERING Monthly. 43-44 Shoe Lane, London, E. C. 4.

ELECTRONIC INDUSTRIES Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

ELECTRONICS Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y.

FM RADIO-ELECTRONICS Monthly. FM Company, 21 E. 37th St., N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

QST Monthly. American Radio Relay League, Inc., 38 LaSalle Rd., West Hartford, Conn.

RADIO Monthly. Radio Magazines, Inc., 132 W. 43rd St., N. Y.

RADIO NEWS Monthly. Ziff-Davis Pub. Co., 540 N. Michigan Ave., Chicago.

RADIO SERVICE-DEALER Monthly. Cowan Pub. Corp., 132 W. 43rd St., N. Y.

RADIO-CRAFT Monthly. Radcraft Publications, Inc., 25 W. Broadway, N. Y.

WIRELESS WORLD Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.

RADIO ADVERTISING

ACCEPTABILITY OF ACCOUNTS, time limitations, standards of good taste, as provided for in the Commercial Section of the Code of the NAB, National Assn. of Broadcasters, 1940.

ADVERTISING MEDIA AND MARKETS. By Ben Duffy. Prentiss-Hall, 1939. Comprehensive practical study of all types of media.

A DECADE OF RADIO ADVERTISING. By H. S. Hettlinger. Univ. of Chicago Press, 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

NETWORK RADIO ADVERTISING. National Broadcasting Co. A series of over 75 studies giving complete details relative to the network radio advertising of individual firms. Includes program details, network used, time of broadcast, campaign period, agency, gross expenditures. Revisions issued. Available for reference purposes.

SPOT BROADCASTING FOR SALES. John Blair & Co. 1942. An explanation of spot broadcasting and its advantages.

SURVEY OF BROADCAST ADVERTISING. 92 DEPARTMENT SORES. Research Bureau for Retail Training, U. of Pittsburgh, 1941. Study of management reaction to radio advertising together with experience stories.

RADIO ADVERTISING STATISTICAL SERVICES

CAB ANALYSIS OF THE USE OF RADIO SETS—Oct. 1941-Apr. 1942. *Cooperative Analysis of Broadcasting*. Analyzes the daily use of radios by set owners, comparing the use of radio sets geographically and by income classes.

CAB PROGRAM AUDIENCES AND LISTENING HABITS—RURAL VERSUS CITIES. Basic Area, Spring 1941. *Cooperative Analysis of Broadcasting*. Comparison of commercial program ratings in 22 interviewing cities and surrounding rural areas.

CAB PROGRAM REPORT. *Cooperative Analysis of Broadcasting*. A bi-weekly report which measures the relative size of the radio audience that remembers having heard individual programs.

CAB RADIO PROGRAM AUDIENCES. Oct. 1941-Apr. 1942. *Cooperative Analysis of Broadcasting*. Analysis of commercial program ratings by type and length of program, geographic divisions and income groups.

CAB SET USER PROGRAM REPORT. *Cooperative Analysis of Broadcasting*. Monthly report showing program ratings, percent of sets in use and proportion of total audience of programs arranged chronologically.

CAB STATION AUDIENCES. *Cooperative Analysis of Broadcasting*. An annual report indicating the relative standing of the leading broadcasting stations in each of 33 cities.

HOOPER RADIO REPORTS. C. E. Hooper, Inc. Monthly national ratings on daytime and evening programs. Separate reports for Pacific Coast, and for selected cities. Also reports on sets in use by 15 minute periods.

INDUSTRIAL SURVEYS. Industrial Surveys Co. Monthly surveys based on panel technique of programs heard regularly, occasionally, or never.

NAB REPORTS. National Assn. of Broadcasters. Weekly summary of radio industry. Carries FCC docket and action, also Federal Trade Commission action.

NATIONAL RADIO RECORDS. Reports of spot radio advertising of individual companies.

NIELSEN RADIO INDEX SERVICE. A. C. Nielsen Co. Monthly analyses of subscribers' programs and ratings on all programs.

THE 100% YARDSTICK. New York Radio Station Audiences. Pulse of New York. Monthly measure of radio audience in New York market area by using roster method and personal door-to-door interview.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau, Inc., 1936-date. A monthly service containing records of all network and spot expenditures by individual companies and by individual groups.

LISTENER AND MARKET DATA

THE ABC'S OF RADIO AUDIENCES. By H. M. Beville Jr. (Reprint from PUBLIC OPINION QUARTERLY, June 1940). Program appeal to audiences by income groups; composition of audience, rating of programs.

EFFECTS OF GASOLINE RATIONING ON KANSAS RURAL BUYING HABITS. By F. L. Whelan. WIBW, Topeka, Kansas. An advance supplement to the 1943 Kansas Radio Audience Survey, comparing the effects on farm and village families.

FACTS ABOUT SUMMER BROADCAST ADVERTISING. NBC, 1940. Brief study of why summer radio advertising is worth a hile.

HOW RADIO MEASURES ITS AUDIENCE. Columbia Broadcasting System, 1939. Made up of reprints of 4 magazine articles by Hooper, Crossley, Weld plus a special study by PRINTER'S INK MONTHLY.

INVASION FROM MARS. By Hadley Cantril. Princeton U. Press, 1940. A study of the psychology of listener reactions following the above broadcast.

THE 1943 IOWA RADIO AUDIENCE SURVEY. By F. L. Whelan. Central Broadcasting Co., Des Moines, Iowa, 1943. Personal interview study.

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. Sections 1-4. Pub. by the National Broadcasting Co. and the Columbia Broadcasting System, Feb. 1939. Comprehensive statistical study.

PORTABLE RADIO BEACH SURVEY. Conducted by the Hooper-Holmes Bureau for Radio Station WOR August, 1939. Personal interview survey of use of portable radios at Jones Beach, Long Beach, Riis Park, Asbury Park, to determine station popularity, number and make of sets, program popularity, baseball listening.

THE RADIO AUDIENCE BY STATIONS. Crossley, Inc. 1943. Telephone coincidental study of morning, afternoon, and evening listeners in major cities within 1/2 mile area of WJZ.

RADIO AUDIENCE "RATINGS" By M. N. Chappell. C. E. Hooper, 1942. A comparison of the "coincidental" and the "day-part recall", the two methods most extensively employed in determining ratings.

RADIO MARKET DATA HANDBOOK. NAB Research Department, National Assn. of Broadcasters, 1943. A 250-page manual of market data of value to radio stations and users of broadcast time.

RADIO RESEARCH, 1941. Ed. by P. F. Lazarsfeld & F. N. Stanton. Duell, Sloan & Pearce, 1941. Six studies dealing with programs, listeners, and their relationship. Prepared under the auspices of Columbia University's Office of Radio Research.

RADIO RESEARCH AND APPLIED PSYCHOLOGY. Ed. by Paul F. Lazarsfeld. (THE JOURNAL OF APPLIED PSYCHOLOGY, Feb. 1939.) Collection of articles on listener data furnished mainly by the Princeton Radio Research Project, under such headings as: index problems, program research, questionnaire techniques, radio in different fields of activity, reports of other surveys.

A STUDY OF FM LISTENING WITH PARTICULAR REFERENCE TO FM STATION WJNY. WOR, 1942. A study of the FM listener in the New York area, his income, listening habits and preferences.

SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING. By Herta Herzog. Office of Radio Research, Columbia Univ. 1941. A survey of literature on children's (6-18) listening habits,—age peak of listening, program preferences, reactions, etc.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. The Cooperative Analysis of Broadcasting, 1939. History of network programs, plus ratings in chart and table form. Originally prepared for Variety Radio Directory, v. 3.

Services Related to Broadcasting

(Continued from page 464)

PHILCO RADIO & TELEVISION Corp.—Tioga & C Streets, Philadelphia 34, Pa. Telephone: Nebraska 5100. Chief Television Engineer, F. J. Bingley; Program Director, Paul Knight. (Experimental Station W3XE; commercial station WPTZ.)

RADIO CORP OF AMERICA (RCA Victor Division) — Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Receiving and transmitting television equipment.

RADIO ELECTRONICS LABORATORY Inc.—120 Freeman St., Brooklyn, N. Y. Telephone: Evergreen 9-5227. (Manufacturers of Cathode Ray tubes and related television equipment.)

TELEVISION PRODUCTIONS Inc.—5451 Marathon St., Hollywood 38. Telephone: Hollywood 2411. Officers: Paul Raibourn, president; Y. Frank Freeman, vice-president; Bernard

Goodwin, vice-president; Klaus Landsberg, director of television and chief engineer.

UNITED ARTIST BUREAU—1164 Sixth Ave., Des Moines 14. Telephone: 4-5533. R. B. Eaton, manager. (Experimental television.)

UNITED STATES TELEVISION MFG. Corp.—106 Seventh Ave., New York City. Telephone: Chelsea 2-3966. Officials: John Hoge, president; Burt J. Toegel, general manager and chief engineer; Martin V. B. Morris, secretary-treasurer. (Television receiver and electronic radio apparatus manufacture.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago 39, Ill. Telephone: Berkshire 7500. Officials: E. P. McDonald Jr., president; Hugh Robertson, executive vice-president; G. E. Gustafson, vice-president in charge engineering.

**Field Offices of the
Federal Communications Commission**
Chief of Field Division: George S. Turner, Washington, D. C.

| District No. | City | Address | Inspector in Charge |
|--------------|---------------------|---|-----------------------|
| 1 | Boston, Mass. | Customhouse | Charles C. Kolster |
| 2 | New York, N. Y. | 641 Washington St. | Arthur Batcheller |
| 3 | Philadelphia, Pa. | 1200 U. S. Customhouse, 2nd & Chestnut St. | Forest F. Redfern |
| 4 | Baltimore, Md. | 508 Old Town Bank Bldg. | Edward W. Chapin |
| 5 | Norfolk, Va. | 402 New P. O. Bldg. | Hyman A. Cohen |
| | Newport News, Va. | 106 U. S. Post Office Bldg. | Alfred H. Kleist |
| 6 | Atlanta, Ga. | 411 Federal Annex | Paul H. Herndon, Jr. |
| | Savannah, Ga. | P. O. Box 77 | Joseph L. Condon |
| 7 | Miami, Fla. | P. O. Box 150 | Arthur S. Fish |
| | Tampa, Fla. | 203 Post Office Bldg. | Milton W. Grinnell |
| 8 | New Orleans, La. | 400 Audubon Bldg. | Theodore G. Deiler |
| 9 | Galveston, Texas | 404 Federal Bldg. | Nathan A. Hallenstein |
| 10 | Dallas, Texas | 500 U. S. Terminal Annex | Louis B. McCabe |
| | Beaumont, Texas | P. O. Box 1527 | William E. Clyne |
| 11 | Los Angeles, Calif. | 539 U. S. P. O. & Courthouse Bldg. | Bernard H. Linden |
| | San Diego, Calif. | 307 U. S. Customhouse | Harold D. DeVoe |
| | San Pedro, Calif. | 326 U. S. P. O. & Courthouse Bldg. | J. Lee Smith |

| | | | |
|----|-----------------------|---------------------------------------|----------------------|
| 12 | San Francisco, Calif. | Customhouse | Francis V. Sloan |
| 13 | Portland, Ore. | 805 Terminal Sales Bldg. | George V. Witte |
| 14 | Seattle, Wash. | 808 New Federal Bldg. | Landon C. Herndon |
| 15 | Denver, Colo. | 504 Customhouse | Donald A. Murray |
| 16 | St. Paul, Minn. | 208 U. S. P. O. & Courthouse Bldg. | Edwin S. Heiser |
| 17 | Kansas City, Mo. | 809 U. S. Courthouse | William J. McDonnell |
| 18 | Chicago, Ill. | 246 U. S. Courthouse Bldg. | Harold D. Hayes |
| 19 | Detroit, Mich. | 414 New Federal Bldg. | Emery H. Lee |
| | Cleveland, O. | 541 Old Post Office Bldg. | Charles F. Kocher |
| 20 | Buffalo, N. Y. | 328 Federal Bldg. | Walter L. Davis |
| 21 | Honolulu, T. H. | 609 Stangenwald Bldg. | John H. Homsy |
| 22 | San Juan, P. R. | Box 2987 | Edward H. Hackman |
| 23 | Juneau, Alaska. | P. O. Box 1421 | Herbert H. Arlowe |

MONITORING STATIONS

| | | | |
|---|---------------------|---------------|------------------|
| — | Grand Island, Nebr. | P. O. Box 788 | Benjamin E. Wolf |
| — | Allegan, Mich. | P. O. Box 89 | Irl D. Ball |
| — | Kingsville, Tex. | P. O. Box 632 | Iver A. Rockman |

ACCOUNTING OFFICES

| | | | |
|---|-----------------------|-----------------------------|--------------------|
| — | New York, N. Y. | 45 Broadway | Lon A. Cearley |
| — | Atlanta, Ga. | 515 First Nat'l Bank Bldg. | Max Krumholz |
| — | St. Louis, Mo. | 1860 Railway Exchange Bldg. | Curtis M. Bushnell |
| — | San Francisco, Calif. | 605 Market St. | Paul Summerhays |

Radio's Weekly Payroll in 1943

Average Compensation as Computed by
Federal Communications Commission

WITH average weekly compensation to fulltime employes of \$55.75, as compared with \$52.32 last year, a gain of 6.6%, radio apparently has maintained in 1943 its position in paying the highest average wages and salaries of any U. S. industry.

The annual report of the FCC on Radio Employment and Compensation reveals that during the week of Oct. 17, 815 standard broadcast stations and 10 networks employed 24,515 persons fulltime and 4,862 parttime. Total weekly payroll of fulltime employes was \$1,366,687. Excluding executives, the average per fulltime employe was \$49.50, or an increase of 7.3% over last year's average of \$46.12.

Station employes in executive capacities were found to be receiving the following average weekly salaries: general managers, \$132.73; technical, \$67.15; program, \$67.29; commercial, \$102.49; publicity, \$65.32.

In non-executive positions, station technical operating personnel averaged \$48.53; announcers, \$45.76; staff musicians \$53.83; outside salesmen, \$76.85. Writers averaged \$37.60.

Network employes in the same categories receive average weekly compensation as follows: executive positions, general managers, \$420.57; technical, \$134.11; program, \$180.34; commercial, \$175.49; publicity, \$128.33.

Network, non-executive: technical operating, \$66.94; announcers, \$71.35; staff musicians, \$121.20; outside salesmen, \$122.53. Network

writers received \$62.11. The average weekly network salary is \$61.53.

Comparing station salaries by districts and regions, the average compensation of executive employes, fulltime, is as follows: Northeastern Region, \$116.59;

Great Lakes, \$106.77; Midwest, \$89.51; Pacific Coast, \$88.90; Southeastern, \$81.50; Mountain, \$78.89; South Central, \$77.53.

Average non-executive station employe salaries, by regions: Great Lakes Region, \$51.57; Northeastern, \$48.49; Pacific, \$48.22; Midwest, \$41.09; Mountain, \$39.66; Southeastern, \$37.13; South Central, \$36.53.

The largest classification of parttime employes is that of "other artists," including 2,411 of the 4,862 listed in the parttime class.

Networks and network-owned stations pay this talent group an average salary of \$80.44 per week; stations, \$30.25.

The 815 reporting stations pay the following average salaries to parttime employes in the executive class: general managerial, \$77.64; technical, \$26.38; program, \$29.25; commercial, \$48.75; publicity, \$28.60; "other," \$64.98. To parttime operating employes they pay a weekly average of \$11.15; to parttime announcers, \$13.14; to parttime musicians, \$27.12.

| Particulars | Total 10 Networks and 815 Stations | | | Networks including 9 key stations of major networks | | | Total Stations | | |
|--------------------------------------|---------------------------------------|--------------|----------|--|--------------|----------|-------------------|--------------|----------|
| | Number | Compensation | Average | Number | Compensation | Average | Number | Compensation | Average |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| Number of stations..... | | | | | | | 806 | | |
| Executives: | | | | | | | | | |
| General managerial..... | 969 | \$141,856 | \$146.39 | 46 | \$19,346 | \$420.57 | 923 | \$122,510 | \$132.73 |
| Technical..... | 554 | 38,409 | 69.33 | 18 | 2,414 | 134.11 | 536 | 35,995 | 67.15 |
| Program..... | 518 | 38,814 | 74.93 | 35 | 6,312 | 180.34 | 483 | 32,502 | 67.29 |
| Commercial..... | 400 | 44,281 | 110.70 | 45 | 7,897 | 175.49 | 355 | 36,384 | 102.49 |
| Publicity..... | 119 | 9,474 | 79.61 | 27 | 3,465 | 128.33 | 92 | 6,009 | 65.32 |
| Other..... | 216 | 17,737 | 82.12 | 30 | 3,558 | 118.60 | 186 | 14,179 | 76.23 |
| Total, executives..... | 2,776 | 290,571 | 104.67 | 201 | 42,992 | 213.89 | 2,575 | 247,579 | 96.15 |
| Employes (Other than executives): | | | | | | | | | |
| Technical: | | | | | | | | | |
| Research and development..... | 92 | 6,996 | 76.04 | 45 | 4,329 | 96.20 | 47 | 2,667 | 56.74 |
| Operating..... | 4,383 | 227,617 | 51.93 | 809 | 54,154 | 66.94 | 3,574 | 173,463 | 48.53 |
| Other..... | 324 | 11,856 | 36.59 | 56 | 2,669 | 40.44 | 258 | 9,187 | 35.61 |
| Program: | | | | | | | | | |
| Production..... | 1,022 | 55,730 | 54.53 | 384 | 24,884 | 64.80 | 638 | 30,846 | 48.35 |
| Writers..... | 802 | 33,096 | 41.27 | 120 | 7,453 | 62.11 | 682 | 25,643 | 37.60 |
| Announcers..... | 3,072 | 144,786 | 47.13 | 164 | 11,702 | 71.35 | 2,908 | 133,084 | 45.76 |
| Staff musicians..... | 2,150 | 150,569 | 70.03 | 517 | 62,659 | 121.20 | 1,633 | 87,910 | 53.83 |
| Other artists..... | 1,386 | 88,553 | 63.89 | 704 | 48,817 | 69.34 | 682 | 39,736 | 58.26 |
| Other..... | 1,197 | 53,151 | 44.40 | 537 | 27,515 | 51.24 | 660 | 25,636 | 38.84 |
| Commercial: | | | | | | | | | |
| Outside salesmen..... | 1,848 | 110,540 | 60.00 | 152 | 18,625 | 122.63 | 1,196 | 91,915 | 76.85 |
| Promotion and merchandising..... | 592 | 30,636 | 51.75 | 361 | 19,895 | 55.11 | 231 | 10,741 | 46.50 |
| Other..... | 488 | 19,549 | 40.06 | 307 | 13,350 | 43.49 | 181 | 6,199 | 34.25 |
| General and administrative: | | | | | | | | | |
| Accounting..... | 937 | 34,342 | 36.65 | 266 | 10,366 | 38.97 | 671 | 23,976 | 35.73 |
| Clerical..... | 1,120 | 28,190 | 25.17 | 247 | 6,517 | 26.38 | 873 | 21,673 | 24.83 |
| Stenographic..... | 1,172 | 33,214 | 28.34 | 218 | 6,850 | 31.42 | 954 | 26,364 | 27.64 |
| Other..... | 1,248 | 35,765 | 28.66 | 594 | 18,515 | 31.17 | 654 | 17,250 | 26.38 |
| Miscellaneous..... | 406 | 11,526 | 28.39 | 51 | 2,674 | 52.43 | 355 | 8,852 | 24.94 |
| Total, employees..... | 21,739 | 1,076,116 | 49.50 | 5,542 | 340,974 | 61.53 | 16,197 | 735,142 | 45.39 |
| Total, executives and employees..... | 24,515 | 1,366,687 | 55.75 | 5,743 | 363,966 | 66.86 | 18,772 | 982,721 | 52.35 |

RADIO TECHNICAL PLANNING BOARD FOR POST WAR RADIO ALLOCATIONS

RADIO TECHNICAL PLANNING BOARD was organized Sept. 15 in New York to formulate plans for the technical future of radio and to advise government, industry and the public of allocation plans covering postwar radio. Financed by trade groups in radio and communications, the Board held its organization meeting with the Federal Communications Commission in Washington on Nov. 17, to formulate methods and procedure for cooperation between industry and government in the study and exchange of technical information concerning the future of radio. Organization follows:
Dr. W. R. G. Baker, General Electric Co., chairman.
Dr. A. N. Goldsmith, consulting radio engineer, vice-chairman.
W. B. Cowlich, Institute of Radio Engineers, secretary.
Bond Geddes, Radio Manufacturers Assn., treasurer.

MEMBERS

Prof. G. T. Harness, American Institute of Electrical Engineers.
George Bailey, American Radio Relay League.
Walter J. Damm, FM Broadcasters Inc.
Haraden Pratt, Mackay Radio & Telegraph Corp.
George Lewis, National Electrical Manufacturing Assn.
Dr. R. H. Manson, Stromberg-Carlson Co.
Howard S. Frazier, National Assn. of Broadcasters.

Harold LaFount, National Independent Broadcasters.
Capt. D. S. Leonard, International Assn. of Chiefs of Police.

H. A. Friede, International Municipal Signal Assn. Inc.
All sponsors are contributing or non-contributing.

Contributors take part in administration, non-contributors are members of the board making recommendations.

Following groups are being formed and seek participation:
Telephone Group: U. S. Independent Telephone Association, Bell System (contributing).

Society of Television Engineers of Los Angeles (non-contributing).
Society of Motion Picture Engineers (non-contributing).

Edison Electric Institute (non-contributing).

PANEL No. 1—Spectrum Utilization

Dr. A. N. Goldsmith, chairman, New York; Dr. R. H. Manson, vice-chairman, Stromberg-Carlson Co.; George Grammer (m), K B. Warner (a), American Radio Relay League; A. C. Peterson (m), Bell Tel. Labs.; W. G. Richardson (m), Canadian Broadcasting Corp.; E. K. Cohan (m), W. B. Lodge (a), P. C. Goldmark (m), Robert Serrell (a), CBS; G. F. Leydorf (m), W. S. Alberts (a), Crosley Corp.; L. P. Wheeler (m), FCC.

P. F. Siling (a), FCC; H. B. Marvin (m), H. R. Summerhayes Jr. (a), G-E; Walter S. Lemmon (m), International Bus. Machine Corp.; C. M. Jansky (m), Stuart L. Bailey (a), Jansky & Bailey; Leroy Spangenberg (m), Mackay Radio; Howard S. Frazier (m), NAB; O. B. Hanson (m), Raymond Gux (a), NBC; D. E. Noble (m), Galvin Mfg. Co.; H. O. Peterson (m), RCA; B. E. Shackelford

(m), W. C. Lent (a), RCA Labs.; A. J. Costigan (m), I. F. Byrnes (a), Radio-Marine; Col. A. G. Simson (m), War Dept.; C. J. Burnside (m), R. N. Harmon (a), Westinghouse.

PANEL No. 2—Frequency Allocation

Dr. C. B. Jolliffe, chairman, RCA Victor; F. M. Ryan, vice-chairman, A.T.&T.; Dr. A. N. Goldsmith (m), New York; G. E. Gustafson (m), Zenith; Frank Gunther (m), Radio Engineering Lab.; Prof. D. E. Noble (a), Galvin Corp.; W. P. Hilliard (m), Bendix Corp.; Wm. B. Lodge (m), CBS; Walter Merkle (m), Philco.

Haraden Pratt (m), Mackay Radio & Telegraph; R. E. Shelby (m), NBC; Charles J. Young (m), RCA Labs.; Howard S. Frazier (m), NAB; K. B. Warner (m), American Radio Relay League; George Grammer (a), West Hartford, Conn.; W. C. White (m), G-E; N. P. Case (o), Hamilton Radio Corp.; G. F. Leydorf (o), Crosley Corp.; Walter S. Lemmon (m), A. C. Holt (a), International Business Machines; D. G. Little (m), A. C. Goodnow (a), Westinghouse; L. J. A. van Lieshout (a), North American Philips Co.; E. W. Engstrom (m), RCA Labs.; Rudolph F. Wild (o), The Brown Instrument Co.

PANEL No. 4—Standard Broadcasting

Howard S. Frazier, chairman, NAB; Burgess Dempster, vice-chairman, Crosley Corp.; J. R. Poppele, secretary, WOR; F. A. Cowan (m), AT&T; John H. Barron (m), consulting engineer; George O. Milne (m), BLUE; A. E. Barrett (o), BBC; R. D. Cahoon (o), CBC; E. K. Cohan (m), CBS; William B. Lodge (a), CBS; George C. Davis (m), consulting engineer; George P. Adair (o), FCC.

J. S. McKechnie (m), Fed. Tel. & Radio Corp.; Earl G. Ports (a), Fed. Tel. & Radio Corp.; William T. Freeland (m), Freeland Olchener Products; D. H. Mitchell (m), Galvin Mfg. Co.; Elmer Waverling (a), Galvin Mfg. Co.; C. R. Miner (m), G-E; R. H. Williamson (m), G-E; W. G. Broughton (a), G-E; Paul F. Godley (m), consulting engineer; Stuart L. Bailey (m), Jansky & Bailey; George M. Lohnes (a), Jansky & Bailey.

T. C. Kenney (m), KDKA; Royal V. Howard (m), KSFO; J. E. Tapp (a), KSFO; Grant R. Wrathall (m), McNary & Wrathall; John V. L. Hogan (m), WQXR; NAB; O. B. Hanson (m), NBC; Phil Merryman (a), NBC; R. T. Capodanno (m), Philco Corp.; D. D. Cole (m), RCA; K. A. Chlitzik (a), RCA; J. B. Coleman (m), RCA; V. E. Troutant (a), RCA.

A. D. Ring (m), Ring & Clark; Lynne C. Smeby (m), consulting engineer; C. W.

Finnigan (m), Stromberg-Carlson; Benjamin Olney (a), Stromberg-Carlson; G. Porter Houston (m), WCMB; K. J. Gardner (m), WHAM; H. W. Holt (m), WOV; F. M. Doolittle (m), WDRC; Frank McIntosh (o), WPB; H. B. Canon (m), Wells-Gardner & Co.; Gordon T. Bennett (a), Wells-Gardner & Co.; R. E. Poole (m), Bell Telephone Labs.

J. C. Bayles (a), Bell Telephone Labs.; M. R. Briggs (m), Westinghouse Elec. & Mfg. Co.; A. C. Goodnow (a), Westinghouse Elec. & Mfg. Co.; Karl B. Hoffman (m), WGR-WKBW; I. R. Lounsbury (a), WGR-WKBW; Ronald J. Rockwell (m), WLW; Clyde M. Hunt (m), WTOP; Walter A. Brester (a), WTOP; E. B. Passo (m), Zenith Radio Corp.

PANEL No. 6—Television Broadcasting

David B. Smith, chairman, Philco; I. J. Kaar, vice-chairman, G-E; Dr. George Town, secretary, Stromberg-Carlson; G. L. Beers (m), RCA-Victor; F. J. Bingley (m), Philco; N. F. Smith (a), Philco; B. Ray Cummings (m), Farnsworth; Allen B. DuMont (m), DuMont; T. T. Goldsmith (a), DuMont; O. B. Hanson (m), NBC; R. E. Shelby (a), NBC.

John D. Reid (m), Crosley; R. Serrell (m), CBS; C. A. Priest (m), G-E; R. Longfellow (a), G-E; Ray E. Manson (m), Stromberg-Carlson; A. E. Newton (a), Stromberg-Carlson; J. E. Brown (m), Zenith; Donald G. Fink (m), War Dept.; Harry R. Lubcke (m), Don Lee; W. A. MacDonald (m), Hazeltine; T. B. Grenier (m), Met. Television Inc.; L. L. Thompson (a), Met. Television Inc.; W. Blacksher (a), Met. Television Inc.

C. E. Nobles (m), Westinghouse; C. E. McClellan (a), Westinghouse; Jean Brand (m), Raytheon; Howard Gates (o), Warwick; N. P. Case (o), Hamilton; J. A. Quimet (o), Canadian Broadcasting Corp.; Norman Snyder (o), Ansley.

Committee 1, Television Channel—D. E. Harnett, chairman, Hazeltine.

Committee 2, Synchronization Standards and Video Modulation—T. T. Goldsmith, chairman, DuMont.

Committee 3, Review of Old Standards and Proposed New Standards—George Town, chairman, Stromberg-Carlson.

Committee 4, Frequency Allocations and Service Limits—R. Ray Cummings, chairman, Farnsworth.

Committee 5, Standards of Good Engineering Practice for Television Transmitters—J. E. Brown, chairman, Zenith.

Committee 6, Relay Links—F. J. Bingley, chairman, Philco.

TEXT OF WPB ORDER P-133

FOLLOWING is the text of WPB Order P-133, now exclusive controlling authority for obtaining maintenance, repair and operating supplies for radio communication and radio broadcasting [BROADCASTING, Oct. 11]. A rewritten version of the previous P-133, it incorporates amendments and revisions to date and is one of the first WPB orders to be written in lay English rather than in legalistic terms characteristic of earlier WPB orders.

PART 3289—RADIO AND RADAR [Preference Rating Order P-133, as Amended Oct. 8, 1943] ELECTRONIC EQUIPMENT

Section 3289.41 Preference Rating Order P-133 is hereby amended to read as follows:

§ 3289.41 Preference Rating Order P-133—(a) *What this order does.* This is a complete revision of Preference Rating Order P-133. It gives preference ratings to persons engaged in certain businesses. It also entitles some of them to use the allotment symbol "MRO". The ratings and symbol can be used only to get materials for maintenance, repair and operating supplies; and there are also certain special restrictions set forth in paragraph (e). The businesses, and the ratings and symbol assigned to persons engaged in them are:

(1) Radio communication—AA-1. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(2) Radio broadcasting—AA-2. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(3) Sound recording for commercial, educational or industrial purposes—AA-5.

(4) Operation and maintenance of public address, intercommunication, plant sound or other similar electronic systems, such as systems for the controlled distribution of musical programs—AA-5.

(b) *What is meant by maintenance, repair and operating supplies.* These terms include whatever is necessary to

keep a person's business property and equipment in sound working condition, or to fix it when it has broken down or is about to break down. They also include those things which are normally used in the day-by-day operation of any of these businesses, being as a rule things which are consumed in use. On the other hand, there are some things which these terms do not include, and to which the benefits of this order do not extend. These are production materials, capitalized repairs, capital equipment, capital replacements, plant expansion, addition of facilities, and the construction and remodeling of buildings.

(c) *Relation of this order to War Production Board regulations and other orders.* This order and all things done under it are subject to the provisions of all applicable regulations and orders of the War Production Board, except that persons who are engaged in the businesses listed in this order to that extent are entitled to none of the benefits, and are subject to none of the restrictions, contained in CMP Regulations No. 5 and No. 5A. Anyone using this order should read particularly Priorities Regulation No. 3, which tells how to apply and extend ratings, and which contains a list of things which blanket MRO ratings (such as those assigned by this order) cannot be used to get (Priorities Regulation No. 3, paragraph (f) and List B).

(d) *How to use the ratings and allotment symbol.* (1) Persons entitled to use these ratings and the allotment symbol "MRO" under this order may do so by placing on their purchase orders either the form of certificate provided in Priorities Regulation No. 3, or that provided in CMP Regulation No. 7. In every case those persons entitled under this order to use the allotment symbol "MRO" must place on their purchase orders in addition to the certificate the symbol "MRO-P-133".

(2) Any purchase order for controlled materials which bears such a certificate and symbol is an authorized controlled material order, and on such orders the preference rating should not be shown. The preference rating must, of course, be shown on orders for anything but controlled materials.

(e) *Restrictions on the use of the rat-*

ings and allotment symbol. No person shall use these ratings or allotment symbol:

(1) To buy or to repair a tube unless a similar tube has first been operated to failure, or unless he has in stock less than one new and one rebuilt, or two rebuilt spare tubes for each active tube socket. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

(2) To replace in stock any spare parts except parts which are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of operations unless they come by be immediately replaced from stock.

(3) To replace in stock a new part (other than a tube) if the old part can be repaired.

(4) To replace equipment which has not been used within the ratings specified by the manufacturer of the equipment.

(5) To increase the value of a person's inventory of repair parts (not including tubes) above the value of such inventory on October 5, 1942.

(6) To increase a person's inventory of operating supplies (not including tubes) above a ninety-day requirement.

(7) To get aluminum if the use of any other material is practicable, or to get more than five hundred pounds of aluminum in any calendar quarter in any event.

(8) To get materials for the maintenance, repair or operation of equipment for the account of War Emergency Radio Service.

(f) *Persons who service these businesses.* Any person (such as a service repair shop) who does maintenance or repair work for anyone engaged in any of the businesses described in this order may use the rating and symbol to which his customer would be entitled in order to get materials to do that work for his customer. In such a case the restrictions of paragraph (a) apply as to the customer and the customer shall be responsible if they are violated.

(g) *Special rule for international, point-to-point, radio communication carriers.* Any person engaged in international, point-to-point radio communication, as a commercial operation, may use the rating and allotment symbol given by this order to rearrange, modify or expand existing

facilities and equipment (but not buildings) either to maintain his regularly established services, or to provide whatever new or modified service may be necessary to render services required by or for the account of the United States Army, the United States Navy, any agency of the United States Government, or any agency of any foreign government.

The cost of materials for any one project undertaken under this paragraph (g) must not exceed \$1,500.00, in which case the restrictions of paragraph (e) of this order, and the rules of Conservation Order L-41 shall not apply, and an authorization to begin construction shall not be necessary.

(h) *Penalties for violating this order.* Any person who willfully violates any provision of this order or falsifies the certificate prescribed in paragraph (d), or who conceals any material information or furnishes false information to any department or agency of the United States is guilty of a crime, for which he may be punished by fine or imprisonment. He may also be deprived of any or all priorities assistance. For example he may be prohibited from getting, delivering, processing, or using anything which is subject to priority control by the WPB.

(i) *How to appeal from any provision of this order.* Any person may appeal for relief from any provision of this order by writing a letter which explains fully what provisions he is appealing from and why he thinks he should be relieved from those provisions so far as they relate to him or his business. He should send this letter with two signed copies to the WPB.

(j) *Letters and reports about this order.* Any letters about this order, or any reports which persons subject to this order may be required to file, should be addressed to the War Production Board, Radio and Radar Division, Washington 25, D. C., Ref: P-133.

Issued this 8th day of October 1943.

By J. JOSEPH WHELAN,
Recording Secretary.

CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

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