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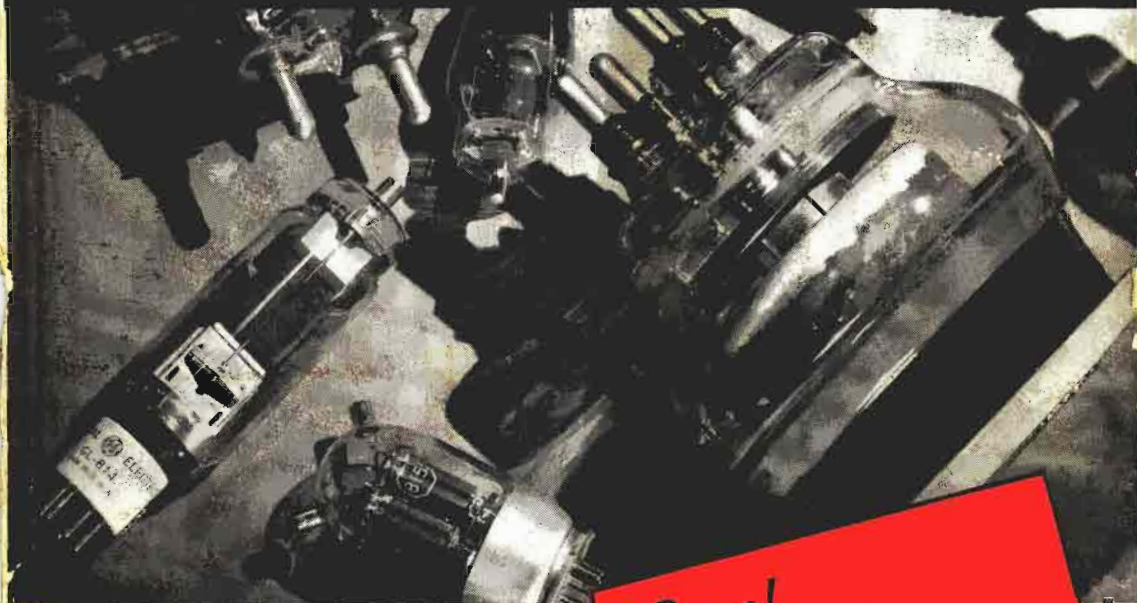


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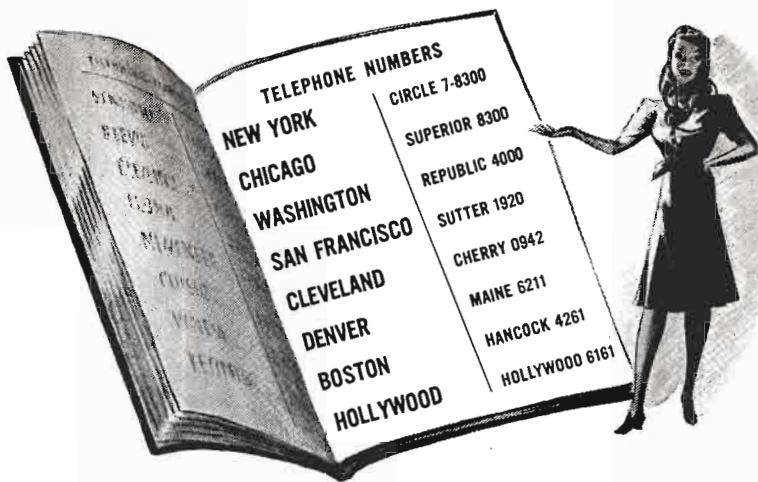
P R E S E N T S

THE 1942
RADIO
ANNUAL



Edited by
JACK ALICOATE

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EDITORIAL

1942

INDEX

1942



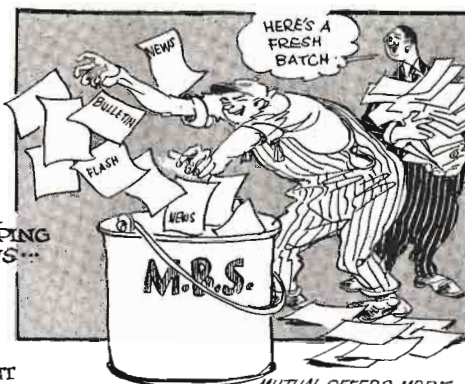
A

- Acoustical Society of America..... 945
Actors and Their Work in 1941..... 737
Actors' Equity Association, Officers, etc... 945
Adair, George P., Article "Technical Progress in 1941"..... 188
Administrative Procedure of FCC..... 190
- ADVERTISING:**
Advertising Federation of America.... 945
Advertising Research Foundation..... 945
Agencies, Addresses, Personnel, etc... 147
Agency Expenditures by Network..... 99
American Association of Advertising Agencies, Officers, etc.....146 & 946
Billings, Network 97
Expenditures, Network..... 99-101
Policy of FTC in Radio Advertising, Article by P. B. Morehouse..... 181
Representatives, Personnel, Stations, etc. 113
Team-Work in Radio Selling, Article by Frank E. Pellegrin..... 102
Agents and Managers, Talent..... 712-715
Agricultural Marketing Service — Radio Section, Personnel, etc..... 946
Agriculture and the Radio, Article by Wallace Kaddery 75
- ALABAMA:**
 Census Data 212
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper Affiliated Stations..... 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 346
- ALASKA:**
 Chief Engineers of Stations..... 987
 Home Economic Directors of Stations.. 625
 Musical Directors of Stations..... 619
 Newspaper Affiliated Stations..... 613
 Radio Editors and Writers..... 856
 Stations, Facilities and Personnel.... 601
- ALBERTA:**
 Chief Engineers of Stations..... 987
 Home Economic Directors of Stations.. 625
 Musical Directors of Stations..... 619
 Radio Editors and Writers..... 857
 Stations, Facilities and Personnel.... 645
- Alicoate, Jack, Introduction by..... 3
American Association of Advertising Agencies, Officers, etc.....146 & 946
American Bar Association (Standing Committee on Communications), Officers, etc. 946
American Communications Association.. 943
American Council on Education..... 946
American Federation on Musicians..... 946
American Federation of Radio Artists... 943
American Guild of Musical Artists, Inc... 947
American Marketing Association..... 947
The American Network, Inc., Officers, etc. 313
American Newspaper Publishers Assn... 947
The American Radio Relay League, Inc. 947
American Society of Composers, Authors and Publishers (ASCAP):
 Officers, Personnel, etc..... 947
 Publisher Members717-719
 Statement by E. C. Mills 716
American Television Society, Officers, etc. 948
Announcers and Their Work During 1941 797
Application (Broadcast) Procedure, Article 195
Applications, FCC Regulations..... 196
Argentine, Stations of.....1009
- ARIZONA:**
 Census Data 213
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper Affiliated Stations..... 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 351
Arizona Broadcasting Co., Personnel, etc. 313
The Arizona Network, Personnel, etc.... 313
- ARKANSAS:**
 Census Data 213
 Chief Engineers of Station..... 981
 Home Economic Directors of Stations.. 621
 Musical Directors of Stations..... 615
 Newspaper-Affiliated Stations 604
 Radio Editors and Writers..... 848
 Stations, Facilities and Personnel..... 353
Artists and Their Work During 1941... 737
Associated Actors and Artistes of America 948
Associated Broadcast Technicians (TBEW) 949
Association for Education by Radio.... 949
Association of Canadian Advertisers, Inc. 949
Association of National Advertisers, Inc. 949
Association of Radio Transcription Producers of Hollywood, Inc., Officers, etc. 949
Associations..... 945
Authors' Guild, Officers, etc..... 949
Authors' League, Officers, etc..... 950

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**NEWS-SPORTS-AND
POPULAR MUSIC**

EDITORIAL INDEX

B

Back Stage With Radio-Television-FM....	65
Band Leaders and Their Work During 1941	775
Bahamas, Stations of.....	1024
Behind the Mike (Artists and Their Work)	735
Billings:	
Agency Gross by Network.....	99
Network for 1941-40-39-38.....	97
Sponsor	101
BLUE NETWORK CO.:	
Affiliates, Alphabetically Listed by City	339
Commercial Programs in 1941.....	866
Network Map	292-293
Personnel	294
Stations, Owned, Managed, etc.....	294
Woods, Mark, Article by.....	291
Blue Ridge Network, Officers, etc.....	313
BMI Canada, Ltd., Officers, etc.....	950
Bolivia, Stations of.....	1010
Boutwell, W. D., Article on Educational Radio and National Defense.....	968
Brazil, Stations of	1011
BRITISH COLUMBIA:	
Chief Engineers of Station.....	987
Home Economic Directors of Stations..	625
Musical Directors of Stations.....	619
Radio Editors and Writers.....	857
Stations, Facilities and Personnel.....	647
British Guinea, Stations of.....	1013
British Honduras, Stations of.....	1022
Broadcast Application Procedure, Article	195
Broadcast Music, Inc. (BMI):	
Officers and Personnel.....	950
Station Subscribers	720-725
Statement by Merritt E. Tompkins.....	720
Business Side of Radio:	
Advertising Agencies	147
Agency and Sponsor Expenditures... 99-	101
American Assn. of Advertising Agencies	146
Census Data	209
Federal Communications Commission..	183
Federal Trade Commission.....	181
Network Billings	97
News Services	111
Publications	129
Representatives	113
Research Firms	178
Swalm, Tod, Article.....	95
Pellegrin, Frank E., Article.....	102
Check List for Spot Buying and Selling..	104
Business Side of Radio, by Tod Swalm... 95	

C

Cadena Radio Inter-Americana (CRIA)..	860
Calendar of Holidays and Leading Events	864
CALIFORNIA:	
Census Data	215
Chief Engineers of Station.....	981
Home Economic Directors of Stations..	621
Musical Directors of Stations.....	615

Newspaper Affiliated Stations.....	604
Radio Editors and Writers.....	848
Stations, Facilities and Personnel.....	355
California Radio System, Officers, etc....	313
Callahan, Vincent F., Article, Radio Sells Defense Bonds	59
CANADA:	
Canadian Broadcasting Corp.....	642
Chief Engineers of Station.....	987
Home Economic Directors of Stations....	625
Musical Directors of Stations.....	619
Networks	642
Newspaper-Owned Stations	666
Organizations of	667
Radio Editors and Writers.....	857
Stations by Province With Detailed In- formation	645
Canadian Association of Broadcasters....	950
Canadian Performing Right Society, Ltd..	950
Catholic Actors Guild of America, Inc....	950
Catholic Writers Guild of America, Inc... 950	
Censorship:	
Radio Censorship "Code," Article by J. H. Ryan	67
Code	67
CENSUS:	
Census Data by States and Counties..	209
Metropolitan Districts	276
Radio Markets of the Nation, Article by Robert A. Litzberg	210
Ross Federal Defense Market Study....	273
Central American, Stations of.....	1022
Central States Broadcasting System.....	313
Check List for Spot Buying and Selling, Article by N. Charles Rorabaugh.....	104
Chief Engineers of Stations.....	981
Chile, Stations of.....	1013
Clear Channel Broadcasting Service....	951
Codes:	
Censorship	67
NAB	939
Colombia, Stations of.....	1015
Colonial Network, Officers, etc.....	315
COLORADO:	
Census Data	216
Chief Engineers of Stations.....	981
Home Economic Directors of Stations..	621
Musical Directors of Stations.....	615
Newspaper Affiliated Stations.....	605
Radio Editors and Writers.....	849
Stations, Facilities and Personnel.....	371
COLUMBIA BROADCASTING SYSTEM:	
Affiliates, Alphabetically Listed by City	339
Commercial Programs in 1941.....	886
Gross Billings by Agencies for 1941..	99
Network Billings for 1941-40-39-38....	97
Network Map	296-297
Paley, William S., Article by.....	295
Pan American Network.....	858
Personnel	298-300
Sponsor Expenditures in 1941.....	101



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EDITORIAL INDEX

Stations, Owned, Operated or Leased by 300	
Commentators:	
News, and Their Work in 1941.....	785
Sports, and Their Work in 1941.....	827
Commercial Programs of Networks in 1941	866
Committee on Consumer Relations.....	951
Comparative Major Network Billings....	97
CONNECTICUT:	
Census Data	217
Chief Engineers of Station.....	981
Home Economic Directors of Stations...	621
Musical Directors of Stations.....	615
Newspaper Affiliated Stations.....	605
Radio Editors and Writers.....	849
Stations, Facilities and Personnel.....	375
Continuity Writers	835
Corn Belt Wireless Rebroadcasting Service	316
Costa Rica, Stations of.....	1022
The Cowles Group, Officers, etc.....	315
Crosley Corp., Pan-American Network of	860
Cuba, Stations of.....	1002
Curacao, Stations of.....	1024

D

Defense Communications Board:	
Article by E. K. Jett.....	43
Members, Coordinating Committee 45 &	951
Committees	961 & 951
Defense Savings Radio Section, Treasury	
Department, Personnel, etc.....	951
DELAWARE:	
Census Data	217
Newspaper Affiliated Stations.....	605
Stations, Facilities and Personnel.....	379
Developmental Broadcast Stations (U. S.)	923
DISTRICT OF COLUMBIA:	
Census Data	218
Chief Engineers of Station.....	981
Home Economic Directors of Stations...	621
Musical Directors of Stations.....	615
Newspaper Affiliated Stations.....	605
Radio Editor sand Writers.....	849
Stations, Facilities and Personnel.....	380
Dominican Republic, Stations of.....	1024
Don Lee Broadcasting System, Officers, etc.	315
Dorrance, Dick, Article, FM Making Rapid	
Progress	913
Dramatic Artists and Their Work, 1941..	737
The Dramatists' Guild, Officers, etc....	951

E

Ecuador, Stations of.....	1017
Editors and Writers, Radio.....	848
EDUCATION:	
Educational Radio Plays Its Part in Na-	
tional Defense, by W. D. Boutwell... 968	
National Association of Educational	
Broadcasters	954 & 967
FCC Regulations for Non-Commercial	
Educational Broadcast Stations.....	970

Non-Commercial Educational Stations..	970
Ellsworth, T. B. and E. M. Jones, Ross Fed-	
eral Population Study	273
Engineering Developments, Article by	
Lynne Smeby	973
Equipment Firms, Officers, Addresses, etc.	990
Expeditures:	
Advertising Agency, on Networks....	99
Network, by Sponsors.....	101

F

Facsimile:	
Regulations	911
Stations	912
Fan (Radio) Publications.....	129
Federal Communications Bar Associations,	
Officers, Members.....	203 & 951

FEDERAL COMMUNICATIONS COMMISSION:

Application Regulations	196
Application Procedure Article.....	195
Administrative Procedure Article.....	190
Chain Broadcasting Regulations.....	201
Defense Communications Board, Article	
by E. K. Jett	43
Developmental Station, Regulations. 923-925	
Facsimile Stations and Regulations 911-912	
High Frequency (FM) Stations and Regu-	
lations	914-922
History of Radio Regulation.....	627
International Stations, Regulations. 998 & 1000	
National Defense Regulations.....	202
Newspaper Owned or Affiliated Stations 604	
Non-Commercial Stations, Regulations. 970	
Personnel	184
Production (Operation) Regulations.....	888
Radio in Defense, Statement by James	
Lawrence Fly	35
ST Stations and Regulations.....	925-926
Stations Listing (see Stations).....	321
Technical Progress in 1941, Article by	
George P. Adair	188
Television Stations and Regulations 899-911	
Federal Radio Education Committee.....	952
Federal Trade Commission.....	952
Financial Advertisers Association.....	952
First Advertising Agency Group.....	952

FLORIDA:

Census Data	218
Chief Engineers of Station.....	981
Home Economic Directors of Stations...	621
Musical Directors of Stations.....	615
Newspaper-Affiliated Stations	605
Radio Editors and Writers.....	849
Stations, Facilities and Personnel.....	383
Fly, James Lawrence, on Radio in Defense	35
F M Broadcasters, Inc. (FMBI).....	952
Foothills Group, Officers, etc.....	316

FOREIGN:

For a United Hemisphere, Article by Syl-	
vester L. Weaver, Jr.....	77

"The MAKE BELIEVE BALLROOM"—7th YEAR



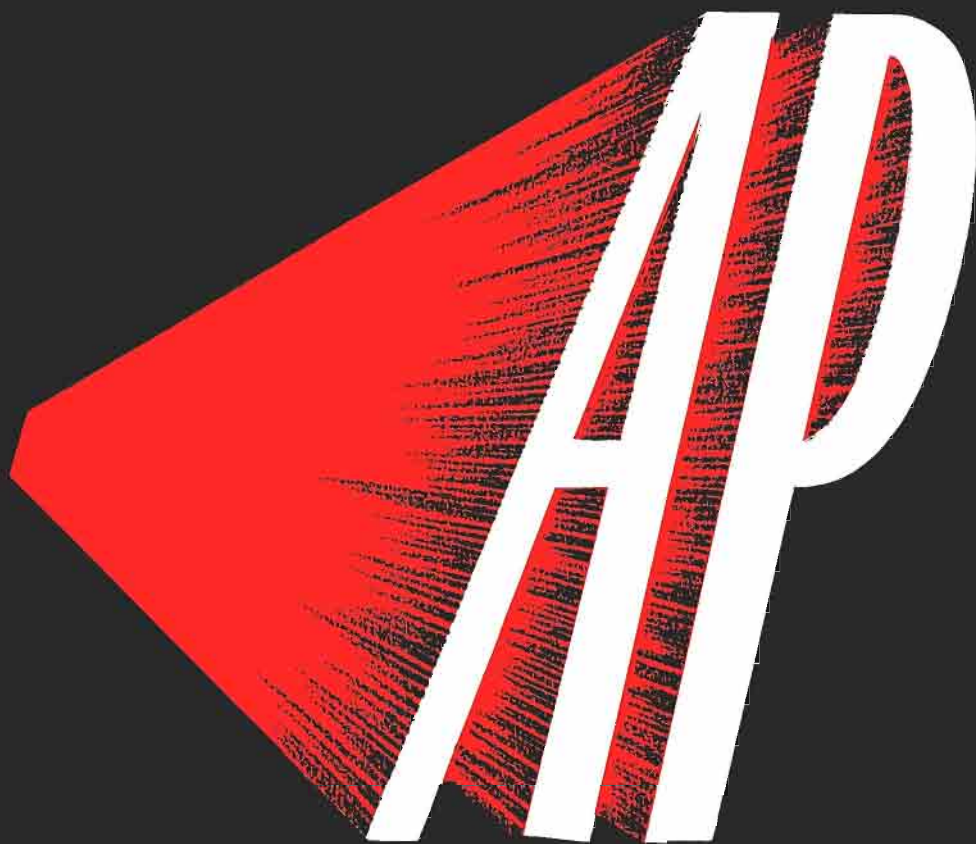
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EDITORIAL INDEX

Language Programs, Censorship Code	73	Newspaper Affiliated Stations	606
Latin American Networks, The, Article	999	Radio Editors and Writers	850
Networks	858	Stations, Facilities and Personnel	401
Stations	997	Independent Radio Network Affiliates, Inc., Article	943
FREQUENCY MODULATION:		Officers, Directors, etc.	943 & 952
American Network, Inc., Officers, etc.	313	INDIANA:	
Backstage With Radio-Television-FM	65	Census Data	225
FM Broadcasters, Inc., Officers, etc.	952	Chief Engineers of Stations	982
FM Progress, Article by Dick Dorrance	913	Home Economic Directors of Stations	622
Regulations Regarding High Frequency (FM) Stations	917	Musical Directors of Stations	616
Stations	914	Newspaper Affiliated Stations	636
Geddes, Bond, RMA War Program	977	Radio Editors and Writers	350
		Stations, Facilities and Personnel	412
		Institute of Radio Engineers, Officers, etc.	953
		Inter-City Broadcasting System	316
		Intercollegiate Broadcasting System, Inc.	953
		Interdepartment Radio Advisory Comm.	953
		Intermountain Network, Officers, etc.	316
		International Broadcast Station Rules	1000
		International Broadcast Stations, U. S.	998
		International News Service, Officers, etc.	111
		International Section	997
		International Short Wave Club	953
		Introduction by Jack Allicoate	3
		IOWA:	
		Census Data	226
		Chief Engineers of Stations	982
		Home Economic Directors of Stations	622
		Musical Directors of Stations	616
		Newspaper Affiliated Stations	606
		Radio Editors and Writers	850
		Stations, Facilities and Personnel	417
		J	
		Jett, E. K., Article on Defense Communications Board	43
		Jones, E. M. and T. B. Ellsworth, Ross Federal Population Study	273
		K	
		Kadderly, Wallace, Article on Agriculture	75
		KANSAS:	
		Census Data	228
		Chief Engineers of Stations	982
		Home Economic Directors of Stations	822
		Musical Directors of Stations	616
		Newspaper Affiliated Stations	606
		Radio Editors and Writers	850
		Stations, Facilities and Personnel	422
		Kansas State Network, Officers, etc.	316
		Kersta, Noran E., Article, Television Aids Defense	897
		KENTUCKY:	
		Census Data	230
		Chief Engineers of Stations	982
		Home Economic Directors of Stations	622
		Musical Directors of Stations	616
		Newspaper Affiliated Stations	607
		Radio Editors and Writers	850
		G	
		GEORGIA:	
		Census Data	219
		Chief Engineers of Station	982
		Home Economic Directors of Stations	621
		Musical Directors of Stations	615
		Newspaper Affiliated Stations	605
		Radio Editors and Writers	849
		Stations, Facilities and Personnel	391
		Georgia Association of Broadcasters	952
		Georgia Broadcasting System	316
		Georgia Major Market Trio, Officers, etc.	316
		Grombach, Major Jean V., Article, Radio Is Building Morale	109
		Guatemala, Stations of	1022
		Guilds	945
		H	
		Hartley, J. Harrison, Article on Air Waves and the U. S. Navy	53
		HAWAII:	
		Chief Engineers of Stations	987
		Newspaper Affiliated Stations	613
		Radio Editors and Writers	857
		Stations, Facilities and Personnel	602
		Headlines, Television, from RADIO DAILY	894
		Heinecke, Paul, Statement on SESAC	726
		History of Radio Regulation, Compiled by Mary O'Leson	627
		Home Economic Directors of Stations	621
		Honduras, Stations of	1023
		House Organs, Radio	143
		I	
		IDAHO:	
		Census Data	222
		Chief Engineers of Station	982
		Home Economic Directors of Stations	622
		Musical Directors of Stations	616
		Radio Editors and Writers	850
		Stations, Facilities and Personnel	398
		ILLINOIS:	
		Census Data	223
		Chief Engineers of Stations	982
		Home Economic Directors of Stations	622
		Musical Directors of Stations	616



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EDITORIAL INDEX

Stations, Facilities and Personnel.....	426
Keystone Broadcasting System:	
Network Map.....	320 b-c
Personnel.....	320-D & 705
Sillerman, Michael M., Article by.....	320-a
Kirby, Edward M., Article, Radio Great Aid to Many Activities of War Dept....	47

L

The Lambs, Officers, etc.....	953
Lake Superior Network, Officers, etc.....	317
Latin-American Networks, Article.....	999
Libraries, Script and Transcription.....	707
Litzberg, Robert A., Article, Radio Mar- kets of the Nation.....	210
The Lone Star Chain, Officers, etc.....	317

LOUISIANA:

Census Data.....	232
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	428

M

Magazines, Radio.....	129
-----------------------	-----

MAINE:

Census Data.....	234
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	432

Managers and Agents, Talent.....	712-715
----------------------------------	---------

MANITOBA:

Chief Engineers of Stations.....	987
Home Economic Directors of Stations....	625
Musical Directors of Stations.....	619
Radio Editors and Writers.....	857
Stations, Facilities and Personnel.....	650

Market Research Council, Officers, etc....	953
--	-----

Market Statistics, U. S. Census:

By States and Counties.....	212-272
By Metropolitan Districts.....	276-287
Radio Markets of the Nation, Article by Robert A. Litzberg.....	210

MARYLAND:

Census Data.....	234
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	435

Mason-Dixon Radio Group, Officers, etc....	317
--	-----

MASSACHUSETTS:

Census Data.....	235
Chief Engineers of Stations.....	983

Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	439
McCosker, Alfred J., Article on MBS....	301
Metropolitan Districts, U. S. Census.....	276
Mexico, Stations of.....	1005

MICHIGAN:

Census Data.....	235
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	446
Michigan Radio Network, Officers, etc....	317
Miller, Joseph L., Article on Labor Rela- tions in 1941.....	937

Miller, Neville:

Broadcasting and the War, Article by..	933
Statement by.....	37
Mills, E. C., Statement on ASCAP.....	715

MINNESOTA:

Census Data.....	237
Chief of Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	616
Newspaper Affiliated Stations.....	607
Radio Editors and Writers.....	851
Stations, Facilities and Personnel.....	452

MISSISSIPPI:

Census Data.....	238
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	622
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	608
Radio Editors and Writers.....	852
Stations, Facilities and Personnel.....	457

MISSOURI:

Census Data.....	240
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	608
Radio Editors and Writers.....	852
Stations, Facilities and Personnel.....	459

MONTANA:

Census Data.....	242
Chief Engineers of Stations.....	983
Home Economic Directors of Stations....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	608
Radio Editors and Writers.....	852
Stations, Facilities and Personnel.....	465

Morehouse, P. B., Article "Policy of FTC in Radio Advertising".....	181
--	-----

Mountain & Plain Network, Officers, etc....	317
---	-----

Music Publishers, A Listing.....	729-733
----------------------------------	---------

Music Publishers' Protective Association..	954
--	-----

Musical Conductors and Their Work....	775
---------------------------------------	-----

Musical Directors of Stations.....	615
------------------------------------	-----

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EDITORIAL INDEX

MUTUAL BROADCASTING SYSTEM:

Affiliates, Alphabetically Listed by City	339
Commercial Programs of 1941	866
Gross Billings by Agencies for 1941	99
McCosker, Alfred J., Article by	301
Networks Billings for 1941-40-39-38	97
Network Map	302-303
Personnel	304
Sponsor Expenditures, 1941	101

N

National Advisory Council on Radio in Education, Officers, etc.	954
National Assn. of Broadcast Engineers	954

NATIONAL ASSOCIATION OF BROADCASTERS:

Broadcast Music, Inc.	950 & 720
Broadcasting and the War, Article by Neville Miller	933
Code	939
Engineering Developments, Article by Lynn Smeby	973
Labor Relations in 1941, Article by Joseph L. Miller	937
Legal-Legislative Activities, Article by Russell P. Place	935
Personnel, Directors, Committees	928 & 954
Public Relations, Article	938
Research Activities, Article by Paul F. Peter	934
Statement by Neville Miller	37
Team Work in Radio Selling, Article by Frank E. Pellegrin	102
War-Defense Activities, Article by Arthur Stringer	936
National Association of Educational Broadcasters:	
Officers, etc.	954
Station Members	967
National Assn. of Performing Artists	954
National Better Business Bureau, Inc.	954

NATIONAL BROADCASTING CO.:

Affiliates, Alphabetically Listed by City	339
Commercial Program of 1941	866
Network Billings for 1941-40-39-38	97
Network Map	306-307
Pan American Network	861
Personnel	309-311
Stations Owned, Managed or Programmed by	311
Trammell, Niles, Article by	305
National Committee of Education by Radio	955
National Independent Broadcasters, Inc. Article	942
Officers, Directors, etc.	942 & 955
National Industrial Advertisers Assn.	955
National Television Systems Committee, Personnel, etc.	980 & 955
National Variety Artists, Inc.	956

National Youth Administration Radio Workshop, Personnel, etc.	956
Navy Department, Article, Air Waves and the U. S. Navy	53

NEBRASKA:

Census Data	243
Chief Engineers of Stations	983
Home Economic Directors of Stations	623
Musical Directors of Stations	617
Newspaper Affiliated Stations	608
Radio Editors and Writers	852
Stations, Facilities and Personnel	467
Nebraska Broadcasters Association	956
Network Affiliates, Inc. Article	944
Officers, Directors, etc.	944 & 956

NETWORKS:

Advertising Agency Gross Billings	91-101
Affiliates, Alphabetically Listed by City	339
Billings for 1941-40-39-38	97
Blue Network Co.	291-294
Canadian Broadcasting Corp.	642
Columbia Broadcasting System	295-300
Expenditures by Agencies & Sponsors	99-101
Keystone Broadcasting System, 320a-d & 705	
Mutual Broadcasting System	301-304
National	289
National Broadcasting Co.	305-311
Pan American	858-863
Programs, Commercial, of	866
Regional	313
Regulations of FCC	201

NEVADA:

Census Data	245
Chief Engineers of Stations	984
Home Economic Directors of Stations	623
Musical Directors of Stations	617
Newspaper Affiliated Stations	608
Radio Editors and Writers	852
Stations, Facilities and Personnel	471

NEW BRUNSWICK:

Chief Engineers of Stations	987
Home Economic Directors of Stations	625
Musical Directors of Stations	619
Radio Editors and Writers	857
Stations, Facilities and Personnel	651

NEW HAMPSHIRE:

Census Data	245
Chief Engineers of Stations	984
Home Economic Directors of Stations	623
Musical Directors of Stations	617
Newspaper Affiliated Stations	608
Radio Editors and Writers	852
Stations, Facilities and Personnel	473

NEW JERSEY:

Census Data	246
Chief Engineers of Stations	984
Home Economic Directors of Stations	623
Musical Directors of Stations	617
Newspaper Affiliated Stations	609
Radio Editors and Writers	852
Stations, Facilities and Personnel	475

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WXYZ

DETROIT

Blue Network

5000 WATTS DAY TIME 5000 WATTS NIGHT TIME

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Michigan

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MOLLE

MOUNDS CANDY

PROCTER & GAMBLE

RCA VICTOR

STERLING SALT

VICKS CHEMICAL

WESTERN ELECTRIC

AND THE NATIONAL BROADCASTING COMPANY

Sincerely,

George F. Putnam

NBC, NEW YORK

PARAMOUNT
NEWSREEL

EDITORIAL INDEX

New Jersey Broadcasters' Association.....	956
NEW MEXICO:	
Census Data.....	246
Chief Engineers of Stations.....	984
Home Economic Directors of Stations.....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	609
Radio Editors and Writers.....	852
Stations, Facilities and Personnel.....	479
NEW YORK:	
Census Data.....	247
Chief Engineers of Station.....	984
Home Economic Directors of Stations.....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	609
Radio Editors and Writers.....	852
Stations, Facilities and Personnel.....	481
News Events of 1941, Ten Outstanding..	41
News Services.....	111
Newscasters and Their Work in 1941.....	785
Newspapers Owned or A'ffiliated Stations:	
Canada.....	666
U. S.....	604
Newspaper Radio Committee, Officers, etc.	956
Nicaragua, Stations of.....	1023
NORTH CAROLINA:	
Census Data.....	248
Chief Engineers of Stations.....	984
Home Economic Directors of Stations.....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	609
Radio Editors and Writers.....	853
Stations, Facilities and Personnel.....	507
North Carolina Association of Broadcasters	956
North Central Broadcasting System, Inc....	317
NORTH DAKOTA:	
Census Data.....	250
Chief Engineers of Stations.....	984
Home Economic Directors of Stations.....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	609
Radio Editors and Writers.....	853
Stations, Facilities and Personnel.....	515
Northern Broadcasting & Publishing, Ltd....	318
Northern California Broadcasters Assn....	957
Northland Network, Officers, etc.....	318
Northwest Network, Officers, etc.....	318
NOVA SCOTIA:	
Chief Engineers of Station.....	987
Home Economic Directors of Stations..	625
Musical Directors of Stations.....	619
Radio Editors and Writers.....	857
Stations, Facilities and Personnel.....	652
<hr style="width: 20%; margin: 10px auto;"/>	
OHIO:	
Census Data.....	251
Chief Engineers of Station.....	984
Home Economic Directors of Stations.....	623
Musical Directors of Stations.....	617
Newspaper Affiliated Stations.....	610
Radio Editors and Writers.....	853
Stations, Facilities and Personnel.....	517
Ohio Association of Broadcasters.....	957
OKLAHOMA:	
Census Data.....	253
Chief Engineers of Stations.....	985
Home Economic Directors of Stations..	624
Musical Directors of Stations.....	618
Newspaper Affiliated Stations.....	610
Radio Editors and Writers.....	854
Stations, Facilities and Personnel.....	529
Oklahoma Metropolitan Line, Officers, etc.	318
Oklahoma Network, Officers, etc.....	318
ONTARIO:	
Chief Engineers of Station.....	987
Home Economic Directors of Stations..	625
Musical Directors of Stations.....	619
Radio Editors and Writers.....	857
Stations, Facilities and Personnel.....	653
O'Leson, Mary, Article, History of Radio	
Regulation.....	627
OPM Radio Industry Advisory Committee	980
Orchestra Leaders and Their Work, 1941	775
OREGON:	
Census Data.....	254
Chief Engineers of Station.....	985
Home Economic Directors of Stations..	624
Musical Directors of Stations.....	618
Newspaper Affiliated Stations.....	610
Radio Editors and Writers.....	854
Stations, Facilities and Personnel.....	533
Oregon State Broadcasters' Association.	957
Organizations.....	945
<hr style="width: 50%; margin: 10px auto;"/> P <hr style="width: 50%; margin: 10px auto;"/>	
Pacific Advertising Association.....	957
Pacific Broadcasting Co., Officers, etc....	318
Paley, William S., Article on CBS.....	295
Panama, Stations of.....	1023
Paraguay, Stations of.....	1017
Pellegrin, Frank E., Article on Team-Work	
in Radio Selling.....	102
PENNSYLVANIA:	
Census Data.....	255
Chief Engineers of Station.....	985
Home Economic Directors of Stations.....	624
Musical Directors of Stations.....	618
Newspaper Affiliated Stations.....	610
Radio Editors and Writers.....	854
Stations, Facilities and Personnel.....	539
Pennsylvania Broadcasters' Association.	957
The Pennsylvania Network, Officers, etc.	318
Peru, Stations of.....	1018
Peter, Paul F., Article on 1941 Research	
Activities.....	934
Place, Russell P., Article on Legal-Legis-	
lative Activities.....	935
Policy of FTC in Radio Advertising, Article	
by P. B. Morehouse.....	181
Poll, RADIO DAILY's Fifth Annual.....	79-85
Population Statistics, U. S. Census:	
By States and Counties.....	212-272

Luncheon

Deviled crabs, Baltimore style, cole slaw	60	Saute80
Fried filet of sole, tartar sauce, combination salad70
Fried scallops and bacon, tartar sauce75
Fresh shrimps and scallops a la M85
Whole broiled				1.25

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IN THIS MOST CRUCIAL of all years, you can't escape the public demand for news . . . *more* news . . . and *fresher* news.

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

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

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

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

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

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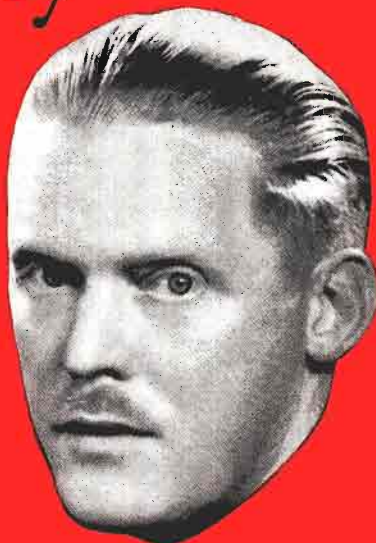
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with apple sauce	60	French fried potatoes	60
		French pancakes	55
			60
		RAREBITS	
Welsh Rarebit	55	Long Island Rarebit	60
Yorkshire or Golden Buck	60	Scotch Woodcock	50

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to serve you well
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TERRITORY

KEY STATION *of the* KANSAS STATE NETWORK



EDITORIAL INDEX

S

Sarnoff, David, Article, War Found Radio Prepared	55
SASKATCHEWAN:	
Chief Engineers of Stations	987
Home Economic Directors of Stations	625
Musical Directors of Stations	619
Radio Editors and Writers	857
Stations, Facilities and Personnel	664
Script Libraries	707
Script Writers	835
SESAC, Inc.:	
Officers, Address, etc.	959
Publisher Affiliates	727-728
Statement by Paul Heinecke	726
Shapiro, M. H., Article on Radio Round-Up and the War	39
Showmen's Calendar for 1942	384
Singers and Their Work in 1941	763
Smeby, Lynne, Article on Engineering Developments	973
Society of Jewish Composers, Publishers and Song Writers	959
Society of Motion Picture Engineers	959
Song Writers' Protective Association (SPA)	959
South American Networks	858-863
South American Stations	1009
SOUTH CAROLINA:	
Census Data	257
Chief Engineers of Stations	985
Home Economic Directors of Stations	624
Musical Directors of Stations	618
Newspaper Affiliated Stations	611
Radio Editors and Writers	855
Stations, Facilities and Personnel	554
Southcentral Quality Network	319
SOUTH DAKOTA:	
Census Data	258
Chief Engineers of Stations	985
Home Economic Directors of Stations	624
Musical Directors of Stations	658
Newspaper Affiliated Stations	611
Radio Editors and Writers	855
Stations, Facilities and Personnel	557
Southern California Broadcasters' Assn.	960
Southern Network, Officers, etc.	319
Sports Broadcasters Association (New York Chapter), Personnel, etc.	960
Sports Commentators and Their Work	827
Spot Broadcasting, Checking List for Buying & Selling, by N. C. Rorabaugh	104
STATIONS:	
Alphabetically, (U. S.) by Call Letter with Index to Detailed Information	323
Alphabetically (U. S.) by City with Major Network Affiliations	339
Application (Broadcast) Procedure	195
Application, FCC Regulations	196
Blue Network Co., Owned, Managed or Programmed by	294
Broadcast Music, Inc.	723

Canada:

Alphabetically by Call Letter with Index to Detailed Information	643
Geographically, with Detailed Information Listed by Province	645
Newspaper Affiliated Stations	666
CBS Owned, Operated or Leased by	300
Censorship Code	67
Central American (also see individual countries)	1022
Cuban	1002
FCC Lists:	
Alphabetically by Call Letter	323
Developmental	923
Facsimile	912
High Frequency (FM)	914
International	998
Non-Commercial Educational	970
ST	925
Television	889-902
Growth of Radio Stations, 1939-41, Chart	207
History of Radio Regulations, Article	627
Home Economic Directors of	621
Mexican	1005
Musical Directors of	615
National Assn. of Educational Broadcasters	967
NBC, Owned, Managed or Programmed by	311
Newspaper-Owned or Affiliated:	
Canada	666
United States	604
Production Rules and Regulations, FCC	888
Representatives	113
Standard Broadcast, Detailed Information Listed by States	323
South American (also see individual countries)	1009
Stringer, Arthur, Article on NAB War-Defense Activities	936
Supreme War Effort by RCA, Article	988
Survey Organizations	178
Swalm, Tod, Article on Business Side	95
T	
Team-Work in Radio Selling, Article by Frank E. Pellegrin	102
Technical Progress in 1941, Article by George P. Adair	188
Technical (Radio) Publications	129
Technical Section	971
Telephone Numbers, Important Radio	89-91
Television:	
American Television Society	948
Back Stage With Radio-Television-FM	65
Stations, Commercial, Experimental	899-905
Facilities and Personnel of Commercial Stations	902
FCC Regulations	906
Headlines of 1941 from RADIO DAILY	894
National Television Systems Committee	98

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Arizona	Hollywood	R. J. Powers
Arkansas	Dallas	P. O. Alexander
California (Northern)	San Francisco	H. A. Levinson
California (Southern)	Hollywood	R. J. Powers
Colorado	Denver	H. O. Bergkamp
Connecticut	New York City	F. C. Erdman
Delaware	Philadelphia	H. A. Brown
Dist. of Columbia	Baltimore	A. L. Rothkranz
Georgia	Atlanta	I. T. Cohen
Idaho	Portland	H. Kenin
Illinois (Northern)	Chicago	R. W. Rome
Illinois (Southern)	St. Louis	F. H. Hemby
Indiana (Northern)	Chicago	R. W. Rome
Indiana (Southern)	Cincinnati	S. Feldman
Iowa	Des Moines	J. C. Wooden
Kansas	Chicago	R. W. Rome
Kentucky	Chicago	R. W. Rome
Louisiana	New Orleans	S. Shepard
Maine	Boston	S. Berkett
Maryland	Baltimore	A. L. Rothkranz
Massachusetts	Boston	S. Berkett
Michigan	Detroit	Grosner & Burak
Minnesota	Minneapolis	D. M. Ewing
Mississippi	New Orleans	S. Shepard
Missouri	St. Louis	F. H. Hemby
Montana	Portland	H. Kenin
Nevada	San Francisco	H. A. Levinson
New Hampshire	Boston	S. Berkett
New Jersey (Northern)	Newark	A. Kane
New Jersey (Southern)	Philadelphia	H. A. Brown
New Mexico	Denver	H. O. Bergkamp
New York	New York City	ASCAP
New York	Rochester	L. B. Schlums
North Carolina	Atlanta	I. T. Cohen
North Dakota	Minneapolis	D. M. Ewing
Ohio (Northern)	Cleveland	E. A. Sherwood
Ohio (Southern)	Cincinnati	S. Feldman
Oklahoma	Dallas	P. O. Alexander
Oregon	Portland	H. Kenin
Pennsylvania (Eastern)	Philadelphia	H. A. Brown
Pennsylvania (Western)	Pittsburgh	W. J. O'Brien
Rhode Island	Boston	S. Berkett
South Carolina	Atlanta	I. T. Cohen
South Dakota	Minneapolis	D. M. Ewing
Tennessee	Atlanta	I. T. Cohen
Texas	Dallas	P. O. Alexander
Utah	Denver	H. O. Bergkamp
Vermont	Boston	S. Berkett
Virginia	Atlanta	I. T. Cohen
Washington	Portland	H. Kenin
West Virginia	Atlanta	I. T. Cohen
Wisconsin	Chicago	R. W. Rome
Wyoming	Denver	H. O. Bergkamp

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

*American Society of Composers,
Authors and Publishers.*

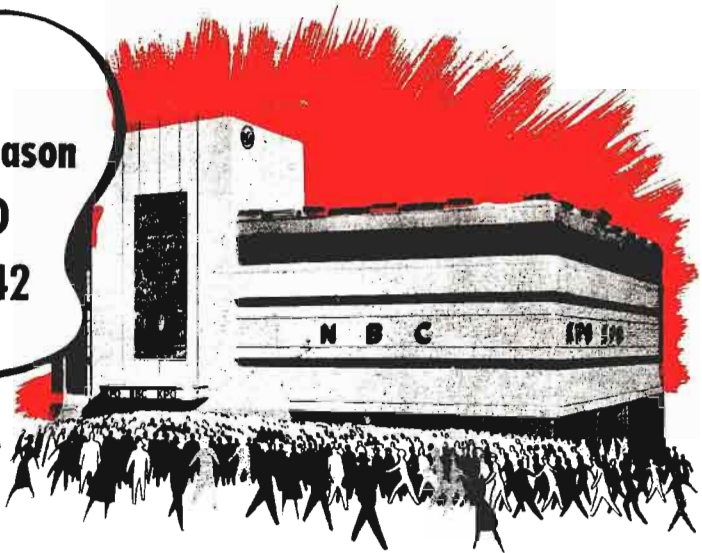
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EDITORIAL INDEX

Television Aids Defense, Article by Noran E. Kersta	897	Musical Directors of Stations	619
TENNESSEE:		Newspaper Affiliated Stations	612
Census Data	259	Radio Editors and Writers	856
Chief Engineers of Station	985	Stations, Facilities and Personnel	580
Home Economic Directors of Stations ..	624	Vocalists and Their Work in 1941	763
Musical Directors of Stations	618		
Newspaper Affiliated Stations	611	<hr/> W <hr/>	
Radio Editors and Writers	855	War Department, Article, Radio Great Aid to Many Activities	47
Stations, Facilities and Personnel	559	WASHINGTON:	
TEXAS:		Census Data	269
Census Data	261	Chief Engineers of Stations	986
Chief Engineers of Station	986	Home Economic Directors of Stations ..	625
Home Economic Directors of Station	624	Musical Directors of Stations	619
Musical Directors of Stations	618	Newspaper Affiliated Stations	613
Newspaper Affiliated Stations	611	Radio Editors and Writers	856
Radio Editors and Writers	855	Stations, Facilities and Personnel	584
Stations, Facilities and Personnel	564	Washington State Assn. of Broadcasters ..	960
Texas Quality Network, Officers, etc.	319	Weaver, Sylvester L., Jr., Article "For A United Hemisphere"	77
Texas State Network, Officers, etc.	320	West Indies, Stations in	1024
Tompkins, Merritt E., Statement on BMI ..	720	WEST VIRGINIA:	
Trade Publications, Radio	129	Census Data	269
Trammell, Niles, Article on NBC	305	Chief Engineers of Stations	986
Transcription Companies	695	Home Economic Directors of Stations ..	625
Transcription Libraries	707	Musical Directors of Stations	619
Transcription Network	705	Newspaper Affiliated Stations	613
Transradio Press Service, Inc., Officers, etc.	111	Radio Editors and Writers	856
Treasury Department, Article, Radio Sel's Defense Bonds, by Vincent F. Callahan ..	59	Stations, Facilities and Personnel	590
Tri-City Stations of Virginia, Officers, etc.	320	West Virginia Network, Officers, etc.	320
		Western Association of Broadcasters	960
		Western Electric in All Out War Effort ..	976
		WISCONSIN:	
<hr/> U <hr/>		Census Data	271
Unions	945	Chief Engineers of Stations	986
United Press Associations, Officers, etc.	111	Home Economic Directors of Stations ..	625
United States Department of Interior— Radio Section, Personnel, etc.	960	Musical Directors of Stations	619
Uruguay, Stations of	1018	Newspaper Affiliated Stations	613
UTAH:		Radio Editors and Writers	856
Census Data	265	Stations, Facilities and Personnel	593
Chief Engineers of Station	986	Wisconsin League of Radio Stations	960
Home Economic Directors of Stations ..	624	Wisconsin Network, Inc., Officers, etc.	320
Musical Directors of Stations	618	Woman's National Radio Committee	960
Newspaper Affiliated Stations	612	Woods, Mark, Article on Blue Network ..	291
Radio Editors and Writers	855	Writers, Radio	835
Stations, Facilities and Personnel	577	Writers and Radio Editors	848
		WYOMING:	
<hr/> V <hr/>		Census Data	272
Variety Artists and Their Work in 1941 ..	737	Chief Engineers of Stations	987
Venezuela, Stations of	1020	Home Economic Directors of Stations ..	625
VERMONT:		Musical Directors of Stations	619
Census Data	266	Newspaper Affiliated Stations	613
Chief Engineers of Station	986	Radio Editors and Writers	856
Home Economic Directors of Stations ..	624	Stations, Facilities and Personnel	600
Musical Directors of Stations	618		
Newspaper Affiliated Stations	612	<hr/> Y <hr/>	
Radio Editors and Writers	856	Yankee Network, Officers, etc.	320
Stations, Facilities and Personnel	579		
VIRGINIA:		<hr/> Z <hr/>	
Census Data	266	Z-Bar Net, Officers, Stations, etc.	320
Chief Engineers of Station	986		
Home Economic Directors of Stations ..	624		

Here's a
 "million dollar" reason
 for using KPO
 throughout 1942



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



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



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



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



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

KPO 50,000 WATTS
 SAN FRANCISCO
 680 KILOCYCLES

Represented Nationally by
 NBC SPOT Sales Offices

NEW YORK
 CHICAGO
 SAN FRANCISCO
 BOSTON
 CLEVELAND
 DENVER
 WASHINGTON
 HOLLYWOOD

ADVERTISING

1942

INDEX

1942

A

Abbott, Bud	66
Adams & Adams	734
Advertiser, The	144
Advertising Age	134
Advertising Agency Radio Script Library	706
Advertising & Selling	136
Air Features, Inc.	682
Alber, David O.	760
Alexander, Ben	802
All-Canada Radio Facilities, Ltd.	645
Allen, Fred	44
Allen, Mel	830
American Radio Syndicate	706
American Society of Composers, Authors and Publishers	24
Anders, Jerry	783
Andrews Sisters	765
ASCAP	24

B

Barbinel, Ann	692
Barron, Blue	777
Beasley, Irene	762
Beck, Jackson	750
Benny, Jack	40
Bergen, Edgar	50
Berle, Milton	46
Billboard, The	142
Bixby, Carl	838
Black, Ivan	761
Blaine, Joan	745
Bloch, Ray	781
Block, Martin	10
BMI	28
Boles, Jim	757
Boswell, Connee	64
Britt, Elton	772
Broadcast Music, Inc.	28
Bryan, George	804
Burns, Bob	738
Butterfield, Erskine	759
Butterworth, Wally	740
Byron, Ed	840

C

CFRB	658
CKCL	659
CKLW	447 & 659
Cafe Society Uptown & Downtown	761
Canadian Broadcasting Corp.	640
Cantor, Eddie	42
Carlson, Harry	796
Cherniavsky, Josef	781
Chimes, Michael	759
Collins, Ted	8
Columbia Broadcasting System	105, 106, 107, 108
Columbia Recording Corp.	694
Combs, George Hamilton, Jr.	792
Compton, Walter	750
Costello, Lou	66
Courtney, Alan	757
Cravens, Kathryn	790
Crosby, Bob	776
Crosby, Everett N., Ltd.	746
Curbelo, Fausto	80

D

Dane, Marshall	796
Davies, Gwen	770
De Angelo, Carlo	840
Decca Records, Inc.	696
Dennis, Clark	766
Dolan, Ken & Co.	688
Don Lee Broadcasting System	314
Douglas, Don	810
Downey, Wallace, Inc.	80
Dunne, Frank	796
Dutton, Laura Deane	80

E

East, Ed and Polly	752
Eastern Wine Corp.	128
Easy Aces	748

Edwards, Joan	771
Edwards, Ralph	56
Eliot, Bruce	796
Elliott, Larry	804
Emery, Bob	754

F

Felix, Edgar	103
Fitzgerald, Edward & Pegeen	744
Fitzmaurice, Michael	756
Fleming, James	800
Forjoe and Company	114
Forrest, Frank	734
Funt, Alan A.	692

G

Gallop, Frank	800
Garde, Betty	736
Garred, Bob	806
General Amusement Corp.	94
General Electric	
Inside Front Covers	
Germann, William	52
Godfrey, Arthur	58
Goodman, Al	70
Goodman, Benny	72
Grant, Lee	779
Grauer, Ben	798
Green, Art	808
Grombach, Jean V., Inc.	670
Gross, Walter	780

H

Hadley, 'Hap'	626
Harris, Bob	812
Havrilla, Alois	734
Hawk, Bob	751
Haynes, Don W.	68
Heatter, Gabriel	790
Helfer, Lt. Al	826
Herman, Woody	775
Hersholt, Jean	76



BMI

ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

ADVERTISING INDEX

Hill, Edwin C.....	788
Hodges, Joy	80
Hogan, George	796
Hope, Bob	48
Hopper, Hedda	38
Howard, Eunice	753

J

Johnson, Bess	748
Johnson, Parks	740
Jordan, Marion and Jim ..	62
Jostyn, Jay	747
Juarez, Juanita	80

K

KCMO	460
KDYL	578
KFAB	468
KFBI	425
KFEL	372
KFI	359
KFJZ	568
KFWB	360
KGIR	466
KGKO	570
KIDO	398
KMBC	290
KMPC	356
KOIL	468
KOMA	528
KOY	406
KPFA	466
KPO	26
KPRO	365
KRBM	466
KROW	363
KSD	462
KSTP	454
KTUL	528
KYA	368
Kaufman, Irving	749
Kennedy, John B.	792
Kent-Johnson, Inc.	688
Kermit-Raymond Corp. ...	82
Keystone Broadcasting System	
320A-320B-320C-320D	
Knight, Frank	796
Korn Kobblers	96
Kyser, Kay	60

L

Ladd, Hank	98
Latimer, Ed	755
Laval, Paul	780
Lee, Bert	828

Levine, 'Dr.' Henry	780
Levitsky, Mitchell	760
Lombardo, Guy	36
Long, Johnny	778
Lovejoy, Frank	753
Lunceford, Jimmie	783
Lyons, A. & S., Inc.	92

M

Mack, Gilbert	743
Makelim, Hal R. Produc- tions	872
Manners, Lucille	768
Manners, Zeke	758
Manning, Knox	802
Manson, Charlotte	750
Marks, Garnett	100
Martin, Charles	836
Mason Dixon Radio Group	539
McBride Mary Margaret ..	742
McCarthy, Charles	50
McCullough, Dan	796
McDonnell, Craig	752
McGee, Fibber and Molly	62
McGill, Jerry	837
McIntyre, Hal	68
Merry Macs, The	98
Metronome	140
Michigan Radio Net- work	16, 17
Miller, Glenn	68
Monroe, Lucy	767
Morris, William, Agency, Inc.	34
Morse, Carleton	838
Moseley, Sydney	784
Murray, Mildred	755
Mutual Broadcasting Sys- tem	6

N

National Concert and Artists Corp.	90
National Radio Checking Service, Inc.	179
NBC (Radio - Recording Division)	674
NBC (Red Network)	308
NBC (Spot and Local Sales)	2
NBC (Thesaurus)	708
Negrete, Jorge	80
Nolan, Bob	744

O

Oboler, Arch	836
O'Neill, Francis P. (Tip)	78

P

Palmer, Maria	749
Pearce, Al	740
Pennell, Bill	810
Perry, Bill	772
Pictorial Photo Engraving Co., Inc.	614
Pitt, Merle	782
Popular Concert Guild, Inc.	74
Postal Telegraph Facing Page	1024
Powers, Jimmy	830
Press Association, Inc. ...	12
Putnam, George A.	808
Putnam, George F.	18

Q

Quiz, Professor	52
-----------------------	----

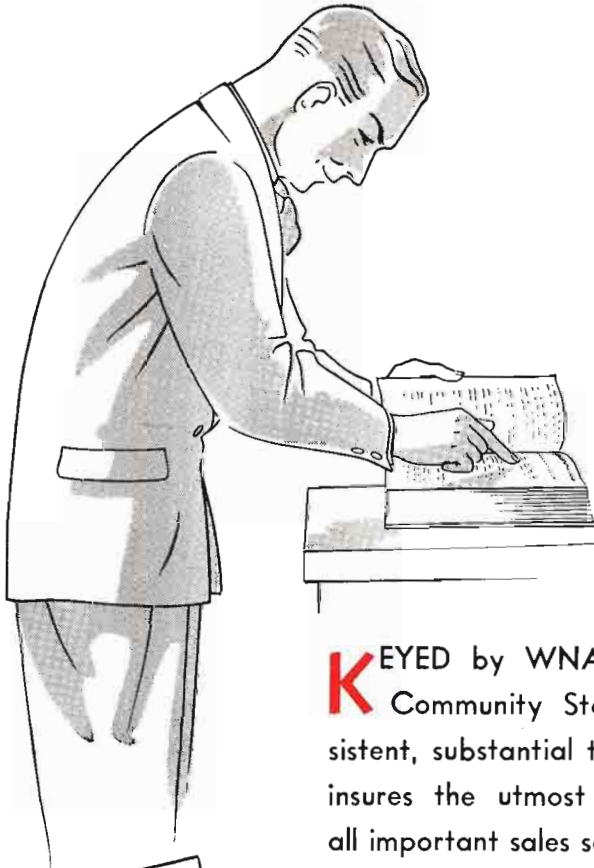
R

Radio Advertising Rates & Data	130
Radio Corporation of America	Back Cover
Radio Coverage Reports	103
Radio Events, Inc.	706
Radioteca	706
Radio-Tele. Journal	138
Ralston, Esther	110
Rambeau, William G. Company	114
Rapp, Phil	835
Reid, Lewis	690
Riggs, Tommy. Facing Page	1
Ringling Bros. and Bar- num & Bailey Com- bined Shows	32
Ripley, Joe	796
Ross, Charles, Inc.	972
Ross Federal Market Re- porting Service Facing Inside Back Cover	
Ross Federal Research Corp .. Inside Back Cover	
Ross, Lanny	769

S

Sales Management	132
Salter, Harry	774
Sanders, Richard	752
Script Library, The	706
SESAC	14
Shepard, Bob	796

ACCEPTANCE INDEX of New England



It's Right
Here on
Page 30
of the
1942
Radio
Annual

The number
of radios in
New England
is 91.4% of
the number
of families.

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

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

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

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

ADVERTISING INDEX

Shore, Dinah.....	764
Smith, Kate.....	8
Sims, Jay.....	786
"Sons of the Pioneers, The".....	744
Souvaine, Henry, Inc....	676
Spiwak, Charlie.....	68
Sportsmen, The.....	771
Spot Sales, Incorporated.	112
Stang, Arnold.....	752
Steel, Johannes.....	789
Sterling, Len.....	796
Stone, Extra.....	748
Strouse, Irving.....	690
Swing, Raymond Gram..	788

T

Teagarden, Jack.....	782
Telecast Productions, Inc.	898
Telephone Exchange, Inc.	746
Thomas, Ann.....	751
Thornhill, Claude.....	68
Transamerican Broadcast- ing and Television Corp.....	4
Transradio Press Service. Inc.....	20
Tuttle, Lurene.....	738
TYRO Productions.....	686

U

Unger, Stella.....	750
United Press.....	34
United States Treasury Dept.....	387

V

Vail, Myrtle.....	747
Vallee, Rudy.....	736
Vinton, Arthur.....	745
Viola, J. Franklyn & Co.	116
Von Zell, Harry.....	798
Voorhees, Don.....	780
Vox Pop.....	740

W

WAAT.....	476
WABY.....	480
WAGA.....	516
WARM.....	550
WASH.....	16
WATL.....	390
WATN.....	505
WAZL.....	539

WBAL.....	434
WBAP.....	570
WBBM.....	402
WBCM.....	16
WBEN.....	484
WBIG.....	509
WBNX.....	488
WBNY.....	485
WBYN.....	482
WCAU.....	538
WCBM.....	435
WCOP.....	438
WCOU.....	432
WDAS.....	545
WDEL.....	379 & 539
WDRC.....	376
WELI.....	378
WELL.....	16
WEMP.....	597
WERC.....	540
WEST.....	539
WEVD.....	489
WFAA.....	570
WFAS.....	506
WFBL.....	502
WFCI.....	552
WFDL.....	16
WFIL.....	544
WFMJ.....	526
WFTC.....	511
WGAL.....	539
WGBG.....	510
WGN.....	404
WGPC.....	390
WHAM.....	500
WHB.....	22
WHEB.....	474
WHIO.....	523
WHIZ.....	516
WHLS.....	16
WHN.....	490
WHOM.....	477
WIBM.....	16
WIBW.....	424
WILM.....	539
WIND.....	407
WINS.....	492
WIOD.....	385
WIP.....	546
WIRE.....	414
WISN.....	596
WJAX.....	384
WJIM.....	16
WJJD.....	407
WJLD.....	350
WJNO.....	389
WJRD.....	350
WJTN.....	487
WKAT.....	382
WKBO.....	539
WLAW.....	443
WLIB.....	483
WLOK.....	516

WLS.....	406
WLW.....	312
WMAQ.....	400
WMCA.....	494
WMFR.....	511
WMMN.....	516
WMUR.....	472
WNBH.....	444
WNEW.....	496
WOKO.....	480
WOL.....	381
WOOD.....	16
WOR.....	208
WORK.....	539
WORLD.....	440
WOV.....	498
WPEN.....	548
WPTF.....	512
WRBL.....	390
WRNL.....	583
WROK.....	410
WRR.....	568
WSAI.....	520
WSB.....	392
WSGN.....	346
WSM.....	562
WSPD.....	516
WTBO.....	437
WTIC.....	374
WTOL.....	525
WWL.....	430
WWRL.....	506
WWVA.....	516
WXYZ.....	16
Wain, Bea.....	769
Walton, Sid.....	806
Waring, Fred.....	54
Wayburn, Ned.....	639
Wayne, Jerry.....	770
Weist, Dwight.....	754
Welch, Ed.....	812
West, Jane.....	837
Westinghouse.....	288
Wheeler, Bert.....	98 & 758
Wilbur, Crane.....	684
Willard, Dick.....	796
Willson, Meredith.....	776
Wilson, Powell & Hay- ward, Inc.....	678
Wolf Associates, Inc.....	680
Wood, Barry.....	768
Wragge, Betty.....	748

Y

Yankee Network.....	30
---------------------	----

Z

Zerbe, Lawson.....	756
Ziv, Frederic W., Inc.....	668
Zucker, Stanford, Agency.	96

THE GREATEST SHOW ON EARTH



★
Sends
Greetings
to its
Friends
in
Radio



RINGLING BROS. and BARNUM & BAILEY COMBINED SHOWS

★ ★ ★ ★

[A Happy Note In A Troubled World Symphony]

CIRCUS RADIO DEPARTMENT. BEV. KELLEY. FRANK MORRISSEY



THIS IS THE FIFTH
EDITION OF

R A D I O
A N N U A L

1942



Dedicated to "Radio in the Drive to Victory" and edited and published to cover radio completely and comprehensively. Radio Annual is sent complimentary to Radio Daily subscribers as part of the service offered by Radio Daily.

"THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS"

-----UNITED PRESS





RADIO IN DEFENSE

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

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

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

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

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

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

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

For Complete FCC Section Please Turn to Page 183



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

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

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo



Copyright Harris & Ewing



RADIO AND THE WAR

By

NEVILLE MILLER

President National Association of Broadcasters

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

For Complete NAB Section Please Turn to Page 928



"Hedda Hopper's Hollywood"

On The Air — In Print — On The Screen



Covers The Nation

Monday, Wednesday, Friday

6:15 N.Y.T.

C.B.S.

THIRD YEAR

for

S U N K I S T

Oranges and Lemons

California's Sunshine Sponsor

RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

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

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

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

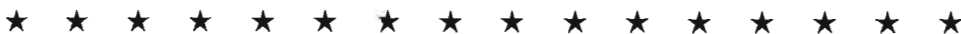
Thus the broadcaster carries on his wholehearted support of the entire governmental program ungrudgingly and at a sacrifice he is glad to make. In every instance he has accepted self-censorship and later sought to anticipate any further move or suggestion of defense agencies by promulgating his own code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

And yet, the past year has not exactly been a sinecure insofar as commercial

radio is concerned. To choose an adjective that would adequately describe the general situation as it applied to 1941 would be rather difficult. Perhaps to approximate the trend of events the word "turbulent" might do. The average listener complacently going about the business of "being the best informed man in the world," hardly knows of such things as the FCC Monopoly Report; the subsequent splitting of the Red and Blue networks; Order No. 79 which is still in the throes of probing newspaper ownership of stations; the suits filed by CBS and NBC backed by some independently owned affiliates to stave off the Monopoly Order; the counter actions filed by the U. S. against these two networks, and so on.

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

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



•

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

“ROCHESTER”

My Authors:

BILL MORROW

ED BELOIN

TEN OUTSTANDING RADIO NEWS EVENTS OF 1941

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

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

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

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

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

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

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

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

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

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

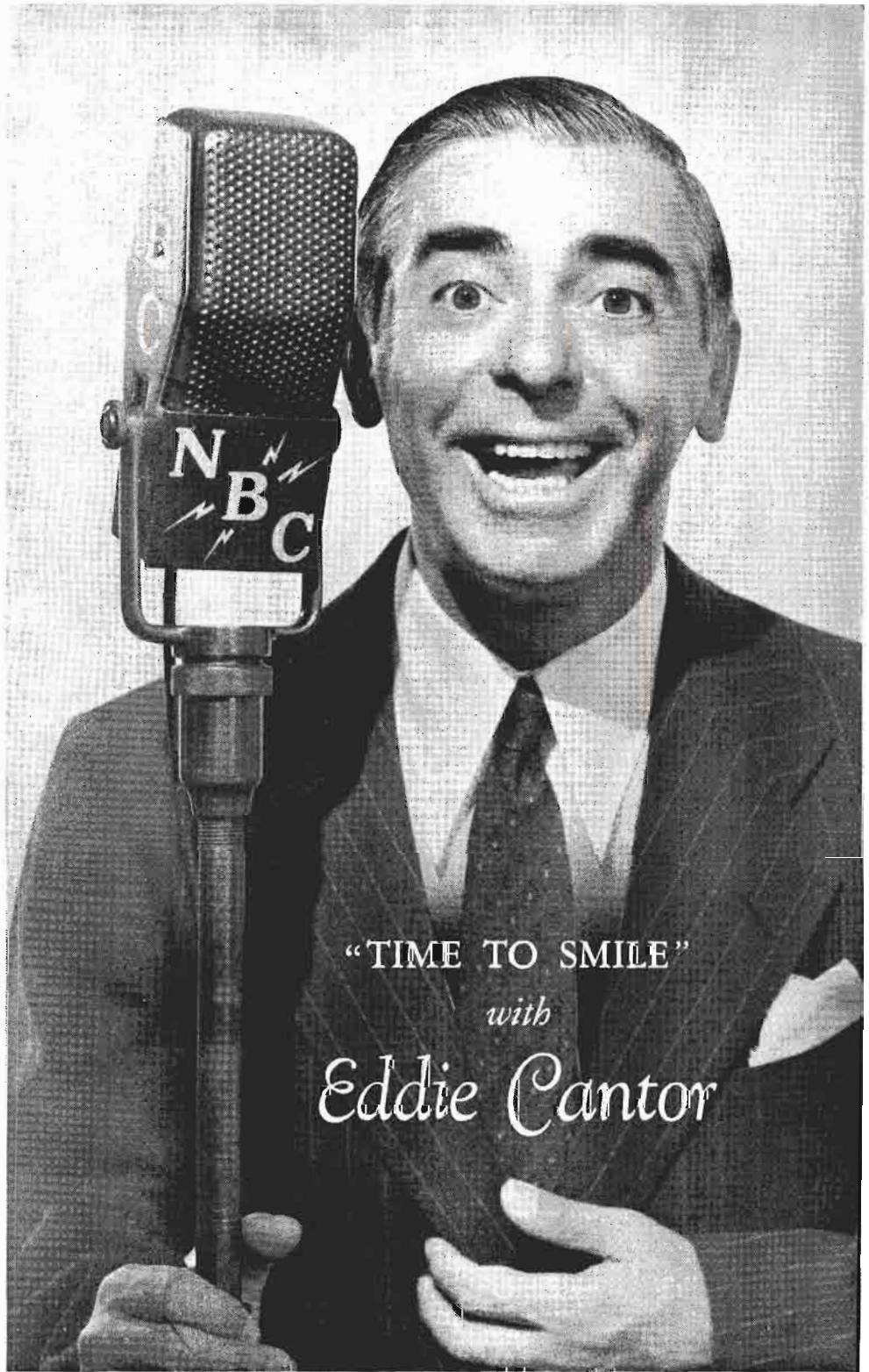
Outstanding New Program

Eversharp's "Take It Or Leave It."

Most Important Broadcast

President Roosevelt's message to Congress asking for a declaration of war.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



"TIME TO SMILE"

with

Eddie Cantor

DEFENSE COMMUNICATIONS BOARD

By E. K. Jett, Chairman, Coordinating Committee

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

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

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

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

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

DCB, A Planning Agency

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

prepares the material for final action by the Board. Reports of the Board pertaining to the findings and recommendations are submitted to the President through the Office for Emergency Management.

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

Wartime Communications

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

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

☆☆☆ *Radio In Defense* ☆☆☆

FRED ALLEN



TEXACO

STAR THEATRE



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

WALTER BATCHELOR, Manager

DEFENSE COMMUNICATIONS BOARD

Washington, D. C.

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

MEMBERS

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

ALTERNATES

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

COORDINATING COMMITTEE

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

Chairman	MAJOR WESLEY T. GUEST
E. K. JETT	War Department
Chief Engineer, Federal Communications Commission	LT. COM. FRANZ O. WILLENBUCHER
FRANCIS C. DE WOLF	Navy Department
Division of International Communications, State Department	COMMANDER J. F. FARLEY
	Chief of Communications, U. S. Coast Guard

For Complete Committee Listings Please Turn to Page 961





MILTON BERLE

**20th
CENTURY-FOX**

**NBC's Ballentine
"THREE RING TIME"**

Representative:
WILLIAM MORRIS AGENCY

RADIO GREAT AID TO MANY ACTIVITIES OF WAR DEPARTMENT

By Edward M. Kirby,

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

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

On that dark Sunday, Radio, too, was surprised and stunned, but its recoil to an "alert" state took scarcely longer than a station break. Already, Radio is rapidly gearing to the greatest task it has faced in its young history, a task which is also a grave responsibility: (1) To inform our millions simultaneously, to inform them accurately and honestly; (2) To interpret major events calmly and wisely to the end that the Nation will maintain a mental unity, a high degree

of common understanding of and reaction to these events; (3) To exert all its ingenuity and devote all its resources to keeping American inspiration and spirit at a high pitch "for the duration."

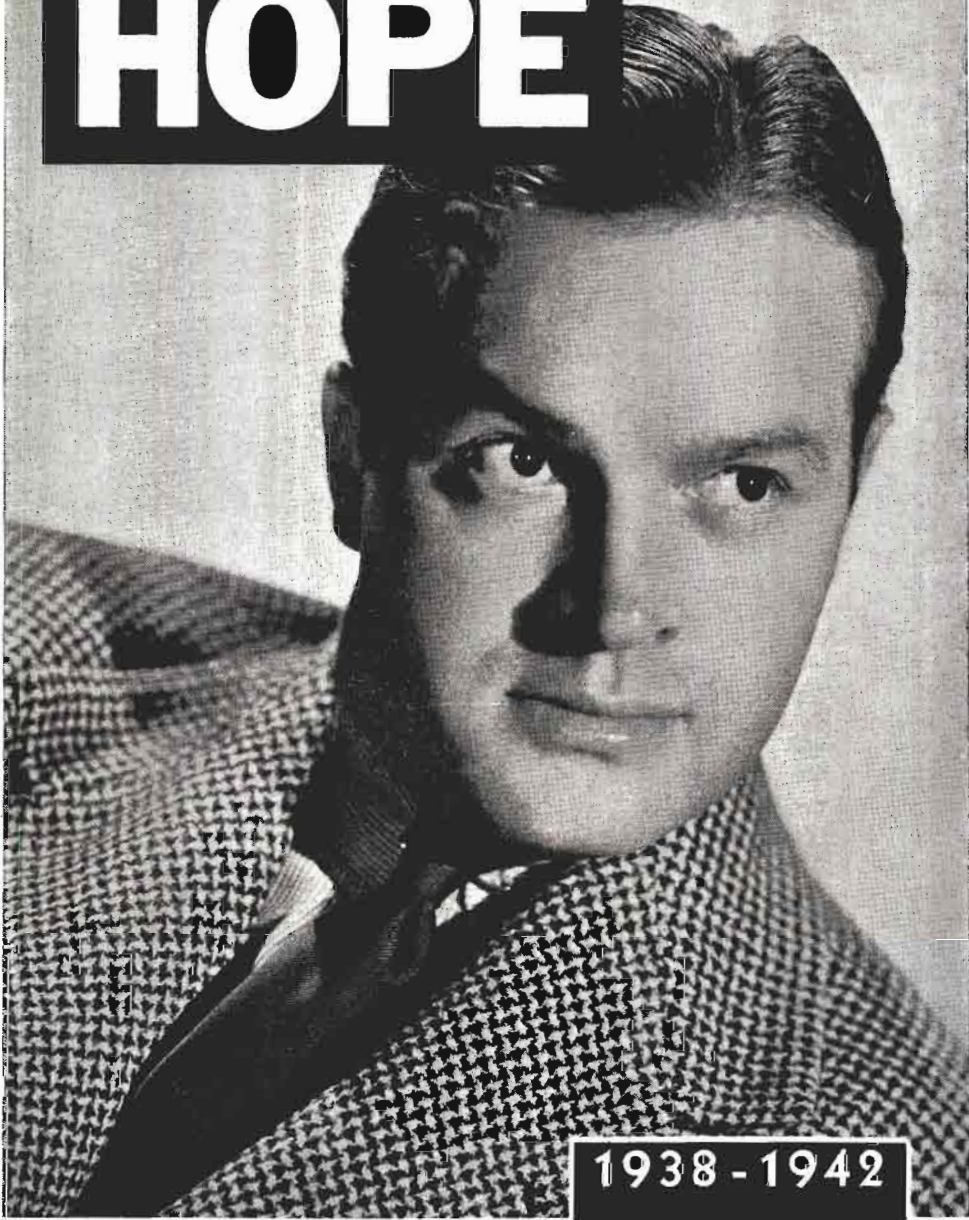
Radio Branch

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

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

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HOPE



1938 - 1942

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

Department structure. Jack Harris, director of news and special events, held a similar title at WSM, Nashville; Bill Bailey, former news editor of WLW, Cincinnati, serves us in similar capacity and Brooks Watson of WMBD, Peoria, has rejoined the staff as associate director of news and special events. Captain Ed Curtin, formerly of NBC and BBD&O and Lieutenant Rankin Roberts, formerly with the Texas State Network, rounds out this division of news and special events. Major Harold W. Kent, director for educational stations and broadcasts, is also director of the Radio Council for the Chicago Board of Education. Jack E. Joy, program director, formerly held like positions with the Don Lee network and the two San Francisco expositions. Serving in a duo-writing-production capacity is Glenn Wheaton from the public relations firm of Lee & Losh, San Francisco. Joseph E. Brechner, chief of script section, did freelance radio writing in the East, came in from the radio section of the Army recruiting department. With Brechner are William Coleman, Sol Panitz, Carl Mann and Stanley Field. Brought in for agency liaison are John Cullon and Lou Cowan, the latter in consultative capacity as he continues as major-domo with his show "The Quiz Kids."

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

Broadcasting's Job

The War Department recognized, first, Radio's unique ability to tell the Army's story, yes—to sell this new Army to the people for whom it exists; second, that the pre-National Emergency Army did not have sufficient men equipped to do this radio job quickly and effectively as was now the demand. The Radio Branch thus grew like a school boy on summer vacation, out of one room into six, and set about to tell the biggest story of peace-time 1941, a story with thousands of chapters interpreting all phases of this new citizens' Army both to itself

and to its great Nation. When the telling of this story shifted into high gear, an average week saw from 150 to 200 radio programs emanating from Army camps and posts, covering Army life, linking it to the life of citizens everywhere and to the National Defense industrial and economic effort.

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

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

Experienced Personnel

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

And in the capable hands of recently inducted radio men, together with an



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

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

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

Coverage of Maneuvers

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

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

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



PROFESSOR QUIZ



•
WILLIAM GERBANT

521 Fifth Avenue
New York

AIR WAVES AND THE U. S. NAVY

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

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

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

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

Navy Radio Section

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

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

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

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

Industry Cooperation

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

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

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

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FRED WARING

and his

PENNSYLVANIANS



Chesterfield Pleasure Time



Management, John O'Connor
1697 Broadway
New York City

WAR FOUND RADIO PREPARED

By David Sarnoff, President, Radio Corporation of America

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

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

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

Developments

Each year reveals—and 1941 is no exception—that research and engineering are constantly strengthening the foundation of the radio industry in the United States. Fully aware of the vital significance of scientific research as the primary guarantee of progress and the

creation of new resources, services and products, the Radio Corporation of America in November, 1941, laid the cornerstone of the new RCA Laboratories in New Jersey. These Laboratories, designed as the foremost center of radio and electronic research in the world, will open in 1942.

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

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

Morale

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

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

The facility and speed with which radio has rallied the nation from "an unlimited emergency" to a wartime basis,

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TOWN HALL
Saturday Evening
JANUARY 3RD

AT 8:30

Premier American Recital

YIFNUFF

Concert Violinist

Admission by Ticket

Inquire at Box Office



FOR you folks who wanted to see YIFNUFF, concert violinist... here she is! Actually a New Jersey housewife and a complete stranger to a violin, her penalty on **TRUTH OR CONSEQUENCES** was to play before a thousand unsuspecting music lovers at **TOWN HALL**. America's number one practical joke of the year and just one of 671 consequences that keeps 'em laughing every Saturday night. Coast-to-Coast on the NBC-Red.

Ralph Edwards
Creator-Conductor



Truth or Consequences

www.americanradiohistory.com

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

Coverage

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

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

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

All-out Effort

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

Internationally, the United States holds supremacy in radio communications. When the United States Army went into Dutch Guiana, it found an RCA radio circuit linking Paramaribo with the U. S. A. Since 1928, without interrup-

tion, RCA has operated that direct circuit. Radio was more than usually important in this case since no cables reach Dutch Guiana.

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

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

1941-1942

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

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





ARTHUR GODFREY

"The Unpredictable Red-Head"

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

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

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

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

RADIO SELLS DEFENSE BONDS

By Vincent F. Callahan

*Chief of the Press and Radio Sections of the
Defense Savings Staff, Treasury Department*

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

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

Agency Co-op

Since May 1st, the Treasury Department has released five one-minute announcements a day to all radio stations in the United States—either live or transcribed. In preparing this tremendous amount of copy, Harry Marschalk, president of Marschalk and Pratt, Inc., offered us the services of his staff. W. G.

Freeman has written all of our announcements, which according to hundreds of letters from radio stations is the most expertly written copy they receive from any Government Agency. Curt Peterson, head of radio production for Marschalk and Pratt, has supervised and directed the transcribed one-minute announcements which the Treasury released in the months of June, July, September and October.

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

Sponsor Tie-ups

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

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Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

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

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

Network Activities

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

Shortly after our campaign got under way last May, the Treasury Department was approached by the Texas Company with an offer to contribute to the Defense Savings Program one full hour each week for thirteen weeks on the Columbia

Broadcasting System. From this offer was born still another phase of our promotion—the Treasury Department's own radio programs.

Treasury Hour

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

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

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

MBS Series

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

MARION AND JIM JORDAN

as

"FIBBER McGEE AND MOLLY"

DON QUINN

WRITER

BILL THOMPSON

"OLD TIMER"

"NICK DEPOPOLOUS"

"HORATIO K. BOOMER"

"WALLACE WIMPLE"

ISABEL RANDOLPH

"MRS. UPPINGTON"

GALE GORDON

"MAYOR LATRIVIA"

HARLOW WILCOX

ANNOUNCER

"THE KING'S MEN"

BILLY MILLS

AND HIS ORCHESTRA

SEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

lected from among the great musicians who have come to our country from other lands.

NBC Series

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

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

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

Special Music

It is virtually impossible to mention everyone who has helped us so splendidly in our job. However, I do want to take this opportunity to say a special word of thanks to Irving Berlin for his great song, "Any Bonds Today?", which has become the theme song of our work. Also, we are greatly indebted to Jack Lear of the Music Corporation of America for his generous help in promoting the Irving Berlin song throughout the country. Thanks, too, to Earle Ferris of Radio Feature Service Incorporated for publicizing our Treasury Department radio programs so successfully, to David Green of David Green Associates, and to Elaine Stern Carrington, who has given freely of her time and talent in supervising

the writing of a series of five-minute dramatizations, and to the noted radio writers who worked with her. During 1942 there will be many more names which should appear here, I know, so to everyone involved in the success of this great Treasury Department Defense Savings Program, my deepest and sincerest appreciation.

Radio Staff

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

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

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

At this time it is impossible to know what turns our campaign may take. One thing is certain however, we must have money to finance this war—and the sale of Defense Bonds and Stamps is all-important in raising this money. None of us now what the future may be. But we all know this—we are in a war to the death. We've got to fight it and finance it. The radio industry has been a vital factor in this campaign—I know it will continue to be as long as our country needs it!





CONNIE BOSWELL

DECCA RECORDS



Harry Leedy
Personal Manager

— BACK STAGE WITH — RADIO-TELEVISION-FM

CONTINUING the steady march that has seen the broadcast industry advance to the fore as a major advertising and entertainment medium in less than a decade, radio in '41 was called upon to perform the most important task in its history—keeping a nation informed of defense activities in a national emergency, climaxed by coverage of actual warfare as of December 7 last. Despite the vast volume of broadcast hours devoted to the government agencies involved in the war and defense activities, the four major networks chalked up cumulative billings totaling \$107,000,000 in the 12-month period, an 18 per cent increase over the all-time record established in 1940. Indications for the current year were highly optimistic as first-quarter billings continued that advance, despite priorities which so seriously affected other industries.

Television

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

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

International

As solidarity of the Americas became one of the foremost projects of the

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

Programs

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

Conclusion

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

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

For Complete Production Section Please Turn to Page 669

For Complete Television Section Please Turn to Page 893

For Complete FM Section Please Turn to Page 913

☆ ☆ ☆ **Radio In Defense** ☆ ☆ ☆

Bud Lou
ABBOTT and COSTELLO



On The Air
Sundays — NBC
CHASE and SANBORN Program



On The Screen

Current Release:
"RIDE 'EM COWBOY"
Universal Pictures

Completed:
"RIO RITA"
M-G-M

In Production:
"PARDON MY SARONG"
Universal Pictures

Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

RADIO CENSORSHIP "CODE"

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

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

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

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

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

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

Of course, the success of censorship in radio during the war must be measured by the broadcasters' willingness and

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

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

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

The Code—Effective Jan. 16, 1942

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

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

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency.



HAL McINTYRE
 and his ORCHESTRA
"America's Newest and Grandest Band"
 VICTOR RECORDS

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

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

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

GLENN MILLER
 and his ORCHESTRA
 Chesterfield Program, Tuesday, Wednesday and Thursday,
 10 P. M. Eastern War Time, Columbia Network
 U.S.O. "Sunset Serenade" 5-6 P. M. Eastern War Time
 BLUEBIRD RECORDS



Two possibilities exist:

(1) Enemy exploitation of stations heard only within our borders, to expedite the work of saboteurs, and

(2) Enemy exploitation of stations heard internationally (both short and long wave) to transmit vital information.

All American stations desire to prevent such exploitation. The statement herewith set forth is presented under three headings:

(1) News Programs.

(2) Ad lib programs.

(3) Foreign language programs.

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

News Program

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

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

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

Weather Reports

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

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

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

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

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

New Inventions

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

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

(7) Production. Specific information about war contracts, such as the exact type of production, production schedules, dates of delivery, or progress of production; estimated supplies of strategic and critical materials available; or nationwide "round-ups" of locally-published procurement data except when such composite information is officially approved for publication.

Specific information about the location of, or other information about, sites and



AL GOODMAN
AND HIS ORCHESTRA

Now A CBS SUNDAY DOUBLE FEATURE

on

"The Family Hour"

5:00-5:45 P.M., E.W.T.

Sponsored by Prudential Life Insurance Co.

and

"Texaco Star Theater"

with

FRED ALLEN

9:00-10:00 P.M., E.W.T.

Sponsored by Texaco Co.

factories already in existence, which would aid saboteurs in gaining access to them; information other than that readily gained through observation by the general public, disclosing the location of sites and factories yet to be established, or the nature of their production. Any information about new or secret military designs, or new factory designs for war production.

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

(9) Release of figures on selective service enrollments.

Unconfirmed Reports

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

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

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

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

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

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

II

Ad Lib Programs

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

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

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

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

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

B E N N Y



G O O D M A N

OKEH Records

★

Exclusive Management
MUSIC CORPORATION OF AMERICA

★

Personal Management: WILL ROWLAND, 1619 Broadway, N. Y. C.

It is requested that announcements of mass meetings not be honored unless they come from an authorized representative of an accredited Governmental or civilian agency. Such requests should be accepted only when submitted in writing.

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

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

Care in Small Crowds

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

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

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

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

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

III

Foreign Language Programs

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

Miscellaneous

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

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

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

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



NBC presents these famous Radio Stars



JOAN BROOKS



HI LO JACK AND THE DAME



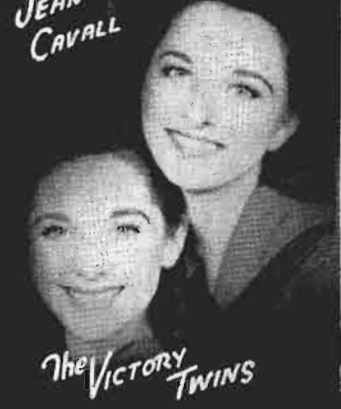
JEAN CAVALL



BOB DOUGLAS



DEEP RIVER BOYS



The VICTORY TWINS



The ETON BOYS

PATTI PICKENS AND BOB SIMMONS



The POLKA DOTS



Whispering JACK SMITH



The 4 BELLES



GENE AUSTIN

POPULAR CONCERT GUILD, INC.
RCA BLDG. - RADIO CITY - NEW YORK

AGRICULTURE AND THE RADIO

By Wallace Kaddery,

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

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

Farm Radio Service

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

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

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

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

433 stations — farm market reports

supplied by Department's Agricultural Marketing Service.

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

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

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

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

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

Conclusion

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

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

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



JEAN HERSHOLT

Fifth Year

as

"DR. CHRISTIAN"

CBS FOR VASELINE PRODUCTS

FOR A UNITED HEMISPHERE

By Sylvester L. Weaver, Jr.,

Director, Radio Section, Office of Coordinator of Inter-American Affairs

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

U. S. International Networks

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

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

OCIA Activities

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

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

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

For Complete Inter-American Section Please Turn to Page 997

★ ★ ★ *Radio In Defense* ★ ★ ★

**AMERICA'S ACE RADIO
POLICE NEWS COMMENTATOR**

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

26 YEARS
A
NEWSPAPERMAN

•
10 YEARS
AMERICA'S TOP
POLICE NEWS
BROADCASTER



"TIP" O'NEILL

EDITOR
AND
PUBLISHER

"TIP" O'NEILL'S
POLICE NEWS
OF
BOSTON, MASS.

SPONSORS and ADVERTISERS:—

Why Not Sign Up This Dynamic Radio Police News Commentator for Your Program Now?

CURRENT RADIO TALK TITLED:—

"Police, Gangsters, Rackets, and Racketeers."

ADDRESS ALL COMMUNICATIONS TO:—

Francis P. (Tip) O'Neill at 581 Boylston Street, Boston, Massachusetts.

RADIO DAILY

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

(Released December 23, 1941)

Programs

JELL-O	552
Bob Hope Program	486
Fibber McGee & Molly	358
Chase & Sanborn	316
Fred Allen Hour	310
Information Please	296
Kraft Music Hall	260
Ford Sunday Evening Hour	232
Lux Radio Theater	196
Take It Or Leave It	174

Entertainers

BOB HOPE	596
Jack Benny	522
Fred Allen	462
Fibber McGee & Molly	370
Bing Crosby	348
Edgar Bergen	324
Kay Kyser	150
Eddie Cantor	132
Kate Smith	128
Red Skelton	116

Dramatic Shows

LUX RADIO THEATER	716
Helen Hayes	252
Orson Welles	196
Silver Theater	192
Sherlock Holmes	158
First Nighter	150
Cavalcade	142
Norman Corwin (CBS Workshop)	136
Screen Guild	120
Aldrich Family	118

Educational Series

CHICAGO "U" ROUND TABLE	316
CBS School of the Air	300
American Town Hall of the Air	274
Damrosch Music Appreciation Hour	158
Information Please	136
American Forum of the Air	116
The World Is Yours	60
Invitation to Learning	52
National Farm and Home Hour	48
March of Time	40

"RADIO ARTISTS *of the* AMERICAS"



JOY HODGES

•
LAURA DEANE DUTTON

•
JUANITA JUAREZ

•
JORGE NEGRETE

•
FAUSTO CURBELO

and his ORCHESTRA

•
Radio Direction: Cy Mann



WALLACE DOWNEY, INC.

artists' management

1629 BROADWAY

NEW YORK, N. Y.

CIRCLE 6-4684

RESULTS OF RADIO DAILY 1941 CRITICS POLL

Dance Bands (Sweet)

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

Comedians

BOB HOPE	670
Jack Benny	654
Fred Allen	536
Fibber McGee & Molly	440
Edgar Bergen	268
Eddie Cantor	174
Abbott & Costello	150
Red Skelton	126
John Barrymore	88
Rochester	74

News Commentators

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

Dramatic Serials

ALDRICH FAMILY	336
One Man's Family	262
Vic and Sade	120
I Love a Mystery	116
The Goldbergs	76
Big Town	68
Second Husband	50
Blondie	48
Portia Faces Life	44
Ma Perkins	44
Life Can Be Beautiful	42

Dance Bands (Swing)

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

Quiz Shows

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

Sports Commentators

BILL STERN	746
Ted Husing	698
Red Barber	362
Bob Elson	104
Don Dunphy	74
Clem McCarthy	60
Graham McNamee	48
Fort Pearson	46
Sam Balter	44
Tom Slater	42

Children's Shows

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

CONTINUED ON FOLLOWING PAGE

Kermit-Raymond

C O R P O R A T I O N

P R E S E N T S

The Nation's Outstanding Transcribed Shows

★ "THE MEAL OF YOUR LIFE"

A half-hour transcribed (by World Broadcasting) show featuring such outstanding name personalities as ELSA MAXWELL, GERTRUDE LAWRENCE, ILKA CHASE, BURGESS MEREDITH, GEORGE JESSEL, PAUL LUKAS, BORIS KARLOFF, and many others. A different famous guest star appears on every show, supported by an outstanding cast of Broadway and Hollywood talent. A merchandising deal goes with the show that costs the sponsor **ABSOLUTELY NOTHING** . . . in fact, the merchandise give-away is, itself, included **at no cost**.

★ "RADIO THEATRE OF FAMOUS CLASSICS"

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

★ "CURTAINS UP FOR VICTORY"

presented by

THE AMERICAN THEATRE WING WAR SERVICE

(Radio Division)

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

★ "FAMOUS FATHERS"

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

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

KERMIT-RAYMOND CORPORATION

745 FIFTH AVENUE, NEW YORK CITY

ELdorado 5-5511

Raymond Green, General Manager

Symphony Conductor

ARTURO TOSCANINI	494
Leopold Stokowski	386
Dr. Frank Black	272
Eugene Ormandy	236
Andre Kostelanetz	234
Alfred Wallenstein	184
John Barbarolli	130
Walter Damrosch	98
Sir Thomas Beecham	94
Arthur Rodzinski	88

Male Vocalists (Classical)

RICHARD CROOKS	496
James Melton	328
Lawrence Tibbett	328
Jan Peerce	250
John Charles Thomas	238
Nelson Eddy	236
Nino Martini	114
Frank Munn	114
Paul Robeson	114
Lauritz Melchior	82

Male Vocalists (Popular)

BING CROSBY	750
Kenny Baker	366
Dennis Day	244
Lanny Ross	236
Barry Wood	204
Ray Eberle	154
Frank Parker	118
Harry Babbitt	100
Tony Martin	96
Frank Munn	78

Symphony Programs

N. Y. PHILHARMONIC	626
Ford Symphony	552
NBC Symphony	542
Philadelphia Symphony	220
Coca-Cola (Kostelanetz)	178
The Voice of Firestone	142
Metropolitan Opera	120
Frank Black Orchestra	114
Cleveland Symphony	82
Radio City Symphony	66

Female Vocalists (Classical)

LILY PONS	492
Gladys Swarthout	354
Jessica Dragonette	226
Lucille Manners	200
Vivian della Chiesa	194
Rise Stevens	184
Margaret Speaks	176
Francis White	164
Jean Dickenson	130
Marian Anderson	106

Female Vocalists (Popular)

KATE SMITH	510
Dinah Shore	490
Connie Boswell	478
Ginny Simms	340
Frances Langford	168
Martha Tilton	116
Mary Martin	106
Bonnie Baker	92
Bea Wain	90
Helen O'Connell	60

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

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

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

CONTINUED ON FOLLOWING PAGE

HEY RUBE!

ESTABLISHED 1898



WILLIAM MORRIS AGENCY, INC.

NEW YORK • CLEVELAND • CHICAGO

HOLLYWOOD • LONDON

DATA ON PROGRAM WINNERS IN RADIO DAILY'S FIFTH ANNUAL POLL of RADIO CRITICS

Jell-O

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



Bob Hope Program

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



Fibber McGee & Molly

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



Chase & Sanborn

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



Fred Allen Show

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



Information Please

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



Kraft Music Hall

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



Ford Sunday Evening Hour

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



Lux Radio Theater

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



Take It Or Leave It

Sponsored by Eversharp, Inc.; Sundays, 10-10:30 p.m. on the CBS network. *Agency:* Biow Co. *Cast:* Bob Hawk, emcee, and contestants from the studio audience.
(*Program times indicated are in the Eastern Time Zone.*)

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	Circle	5-5780
WABC	Wickersham	2-2000
WBBR	MAIN	4-9735
WBNX	MELrose	5-0333
WBYN	BRyant	9-3775
WCAU (N. Y. Office)	Wickersham	2-2000
WEAF	Circle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	Murray Hill	2-3033
WHN	BRyant	9-7841
WHOM	Plaza	3-4204
WIBX (N. Y. Office)	Plaza	8-0066
WINS	BRyant	9-6000
WJZ	Circle	7-8300
WLIB	INgersol	2-1300
WMCA	Circle	6-2200
WNEF (N. Y. Office)	Murray Hill	2-5767
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	PEnnsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	LONGacre	5-2811
WQXR	Circle	5-5566
WVFW	TRiangle	5-0313

National Networks

Columbia Broadcasting System	Wickersham	2-2000
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300
Blue Network, Inc.	Circle	7-8300

Station Representatives

Adams & Adams	Murray Hill	2-6148
American Network, Inc.	Murray Hill	2-2737
John Blair & Co.	Murray Hill	9-6084
The Branham Co.	Murray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	Murray Hill	4-6947
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	Murray Hill	2-8284
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	VANderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Arthur H. Hagg & Associates	Murray Hill	2-8865
Headley-Reed Co.	Murray Hill	3-5470
George P. Hollingberry Co.	Murray Hill	3-9447
The Katz Agency	LONGacre	5-4595
Joseph Hershey McGillvra	Murray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	Murray Hill	4-1642
Edward Petry & Co.	Murray Hill	2-4401
Radio Advertising Corp.	Murray Hill	3-7865
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	Murray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	ASHland	4-1647
Spot Sales, Inc.	ELdorado	5-5040
Weed & Co.	VANderbilt	6-4542
The Walker Co.	Murray Hill	6-9151
Howard A. Wilson Co.	Murray Hill	6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800

Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	Murray Hill	6-6500
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-5435
Donahue & Coe, Inc.	COLUMbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	LACKawanna	4-3570
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORtland	7-5060
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
J. Stirling Getchell, Inc.	Murray Hill	6-4800
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Circle	5-4485
M. H. Hackett, Inc.	Circle	6-1940
Charles W. Hoyt Co., Inc.	Murray Hill	2-0850
Ivey & Ellington, Inc.	Murray Hill	2-5248
H. W. Kastor & Sons Advertising Co.	COLUMbus	5-6135

Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	Murray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLUMbus	5-3721
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COLUMbus	5-2058
C. L. Miller Co.	Murray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VANderbilt	6-5924
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Russel M. Seeds Co.	Circle	6-1382
Stack-Coble Advertising Co.	PLaza	3-7444
Street & Finney	BRyant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Tawson	ASHland	4-1690
Warwick & Legler	Murray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	ASHland	4-8400

Publications

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	PLaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	ASHland	4-6500
Radio Advertising (Rates and Data)	LEXington	2-6611
Radio Craft	REctor	2-9690

RADIO DAILY **Wisconsin** 7-6336

Radio Guide	Murray Hill	2-4690
Radio Retailing	MEdallion	3-0700
Radio Retailing—Today	PLaza	3-1340
Radio Weekly	WAlker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390
Variety	BRyant	9-8153

News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
Press Association, Inc.	Circle	7-1357
Radio News Association	Murray Hill	2-4341
Transradio Press Service, Inc.	Murray Hill	2-4054
United Press	Murray Hill	2-0400

Talent Agencies

James Appell	Laza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Herman Bernie	Columbus	5-6647
Columbia Concerts Corp.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Ken Dolan & Co.	Columbus	5-1538
Wallace Downey, Inc.	Circle	6-4684
Evans & Salter	Circle	7-6900
Fanchon & Marco	Circle	7-5630
Moe Gale	Longacre	3-6111
General Amusement Corp.	Circle	7-7550
William Gernannt	Vanderbilt	6-1750
Don Haynes	Circle	6-8520
Hesse & McCaffrey	Eldorado	5-1076
Stella Karn	Vanderbilt	6-3860
Bob Kerr	Columbus	5-8051
Ben B. Lipsel, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	PLaza	3-5181
Management Corp. of America	Wickersham	2-8900
A. T. Michaud	Circle	5-5480
Mills Artists, Inc.	Circle	6-1566
William Morris Agency, Inc.	Circle	7-2160
Leo Morrison, Inc.	Circle	7-6413
Music Corporation of America	Wickersham	2-8900
James Peppe	PLaza	3-2636
Myron Selznick Co. of N. Y.	Circle	7-6201
Wolf Wilson (Wilson, Powell & Hayward)	PLaza	5-5480
Ed Roy & Associates	Circle	7-4885

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Circle	6-0141
Air Features, Inc.	Wickersham	2-0077
American Institute of Food Products	Whitehall	4-7303
Arthur H. Ashley	Columbus	5-1348
Arts Recording Studios & Recording Co.	PLaza	8-0407
Asch Recording Studios	BRyant	9-3137
Associated Music Publishers, Inc.	BRyant	9-0847
Audio-Scriptions, Inc.	Circle	7-7690
Basch Radio Productions	Murray Hill	2-8877
Broadcasting Program Service	BRyant	9-4324
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	7-7301
Decca Records, Inc.	Columbus	5-5662
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Ailen A. Funt Radio Productions	Murray Hill	4-6148
General Sound Corp.	PLaza	3-3015
H. S. Goodman	Wickersham	2-3338
Intercontinental Audio Video Corp.	CHelsea	3-3455
International Radio Productions	PLaza	8-2600
Kent-Johnson, Inc.	PLaza	3-7246
Kermit-Raymond Corp.	Eldorado	5-5511
Langlois & Wentworth	Eldorado	5-1620
Phillips H. Lord, Inc.	Wickersham	2-2211
Charles Michelson	Murray Hill	2-3376
Management Corp. of America	Wickersham	2-8900
Miller Broadcasting System, Inc.	Circle	6-0141
C. D. Morris Associates	PLaza	3-4144
Musicaft Records, Inc.	Circle	7-0676
Muzak Transcriptions, Inc.	BRyant	9-1247
NBC Radio-Recording Division	Circle	7-8300
Nevill & Ross	LACKawanna	4-2067
Lilian Okun, Inc.	Columbus	5-0600

Radio Events Syndicate	Murray Hill	6-348
Radio-Field	Vanderbilt	6-2372
RCA Manufacturing Co.	ASHland	4-7605
Lewis Reid	BRyant	9-6121
Rockhill Radio Productions	PLaza	3-8453
Bernard L. Schubert, Inc.	PLaza	8-0771
Henry Souvaine, Inc.	Circle	7-5666
Shafter-Waible Radio Productions	BRyant	9-2682
Standard Radio	BRyant	9-4324
Star Radio Programs	PLaza	3-4991
Edwin Strong, Inc.	BRyant	9-5758
Transamerican Broadcasting & Television Corp.	PLaza	5-9800
Transcribed Radio Shows, Inc.	Longacre	5-3440
Tyro Productions	Columbus	5-3737
Victor Recording Laboratory	Murray Hill	4-6200
Roger White	Circle	7-4943
Roy Wilson	PLaza	5-5480
Wolf Associates	Circle	7-4885
World Broadcasting System	Wickersham	2-2100
F. W. Ziv, Inc.	PLaza	3-4147

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
American Association of Advertising Agencies	LEXington	2-7980
American Communications Association	BOWling Green	9-3006
American Federation of Musicians	PENnsylvania	6-2545
American Federation of Radio Artists	Vanderbilt	6-1810
American Newspaper Publishers Association	CAledonia	5-2000
ASCAP	Columbus	5-7464
American Television Society	CAledonia	5-7430
Associated Actors & Artists of America	BRyant	9-3550
Association of National Advertisers	BRyant	9-6330
Broadcast Music, Inc.	PENnsylvania	6-5466
Coordinator of Inter-American Affairs (Rockefeller Committee)	Murray Hill	3-6805
FM Broadcasters, Inc.	Murray Hill	4-7201
Institute of Radio Engineers	MEdallion	3-5661
Music Publishers' Protective Association	Circle	6-3084
National Association of Performing Artists	Circle	7-8194
National Independent Broadcasters	Circle	5-7979
National Labor Relations Board	HANover	2-4174
Professional Music Men, Inc.	Circle	7-6075
Radio Club of America	Longacre	5-6622
SESAC	BRyant	9-3223
Society of Jewish Composers, Publishers and Song Writers	Longacre	5-9124
Songwriters' Protective Association	Columbus	5-3758
Women's National Radio Committee	Circle	7-4110

Hotels

Algonquin	Murray Hill	2-0101
Ambassador	Wickersham	2-1000
Astor	Circle	6-6000
Billmore	Murray Hill	9-7920
Commodore	Murray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	PLaza	3-8600
New Yorker	MEdallion	3-1000
New Weston	PLaza	3-4800
Park Central	Circle	7-8000
Pennsylvania	PENnsylvania	6-5000
Plaza	PLaza	3-1740
Ritz Carlton	PLaza	3-4600
Ritz Tower	Wickersham	2-5000
Roosevelt	Murray Hill	6-9200
St. Moritz	Wickersham	2-5800
St. Regis	PLaza	3-4500
Savoy Plaza	VOlunteer	5-2600
Sherry Netherland	VOlunteer	5-2800
Vanderbilt	ASHland	4-4000
Waldorf-Astoria	Eldorado	5-3000
Warwick	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	FIltzroy	1231
KFI	FAirfax	2121
KFOX	MUtal	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	CHapman 5-	2388
KMFC	BRadshaw 2-	4411
KMTR	HILLside	1161
KNX	HOLlywood	1212
KRKD	TUcker	7111
XELO (L. A. Office)	MAdison	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

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

Station Representatives

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

Advertising Agencies

Aiber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	HILLside	9151
Botsford, Constantine & Gardner	PRospect	0206
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	Michigan	2156
Campbell-Ewald Company	PRospect	1275
The Caples Co.	MUtal	4143

Erwin, Wasey & Company	PRospect	5317
Hillman-Shane Advertising Agency Inc.	VANdyke	5111
Hixson-O'Donnell Advertising	MUtal	8331
Lennen & Mitchell	GRanite	7181
Lord & Thomas	Michigan	7651
McCann-Erickson Inc.	Michigan	4049
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Ruthrauff & Ryan Inc.	HILLside	7593
Scholts Advertising Service	Michigan	2396
Russel M. Seeds Co.	HILLside	7250
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	HILLside	7241
Ward Wheelock Co.	HILLside	0191
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLlywood	2734

Program Producers and Transcription and Recording Companies

Associated Releases	HOLlywood	2686
Bennett Downie Associates	GRanite	5722
Walter Biddick Co.	Richmond	6184
G. C. Bird & Associates	HOLlywood	3981
Columbia Recording Corp.	GRanite	4134
Paul Cruger	HOLlywood	9352
Patrick Michael Cuning	HILLside	5915
Davis & Schwegler	HOLlywood	7800
Decca Recording Division	HOLlywood	5191
Earnshaw Radio Productions	GLadstone	2555
Eccles Disc Recordings	HILLside	8351
Electro-Vox Recording Studios	GLadstone	2189
Fidelity Recordings	HILLside	7333
Irving Fogel & Associates	WALnut	6485
Tag Garnett Radio Productions	HOLlywood 2-	2254
Hollywood Recording Co.	GLadstone	2191
C. P. MacGregor	FIltzroy	4191
Fred C. Mertens & Associates	Federal	0119
Miller Radiofilm Corp.	HILLside	9106
Raymond R. Morgan Co.	HEmpstead	4194
Music Corporation of America	BRadshaw 2-	3211
NBC Radio-Recording Division	HOLlywood	6161
George Logan Price, Inc.	EXposition	1960
Radio Producers of Hollywood	HOLlywood	6288
Radio Recorders, Inc.	HOLlywood	3917
Radio Transcriptions Co. of America	HOLlywood	3545
RCA Manufacturing Co.	HILLside	5171
Rec-Art Studios	PRospect	9232
Edward Sloman Productions	CRestview 1-	2242
Speed-Q Sound Effects	PRospect	2035
Standard Radio, Inc.	HILLside	0188
Wolf Associates, Inc.	GLadstone	6676
World Broadcasting System	HOLlywood	6321

Radio Artists Agencies

Columbia Management of Calif.	HOLLYWOOD	6365
Consolidated Radio Artists	CRestview	1-1171
Everett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Fanchon & Marco	VA Dyke	2041
General Amusement Corp.	BRadshaw	2-4259
Irwin, Lou.	CRestview	1-7131
Lyons, A. & S.	BRadshaw	2-2893
Morris Agency, William	CRestview	1-6161
Morrison, Leo	CRestview	1-9191
Music Corporation of America	CRestview	6-2001
NBC Artists Service	HOLLYWOOD	6161
James L. Saphier	Hillside	9226
Selznick, Myron	CRestview	1-9171
Louis Shurr	CRestview	1-1116
Swanson, H. N.	CRestview	1-5115
Wolf Associates, Inc.	GLadstone	6676

Publications

Broadcasting & Broadcast		
Advertising	GLadstone	7353
Printer's Ink	MUtual	1809
RADIO DAILY	GRanito	6607
Radio Guide	CRestview	6-2061
Variety	HOLLYWOOD	1141
Western Advertising	MADisen	1313

Air Lines

American Airlines	STanly	7-1511
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORegon	8-1151
Pan American Airways	Mlchigan	2121
TWA	Mlchigan	8881
Union Air Terminal	STanly	7-2161
United Air Lines	MADisen	1212

Sport Arenas

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

Railway Terminals

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

Hotels

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

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

Federal Departments and Agencies

White House	NAational	1414
State Department	REpublic	5600
Treasury Department	NAational	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DIstrict	5360
Navy Department	REpublic	7400
Interior Department		
(Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DIstrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	NAational	8206
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620

Securities & Exchange Commission	DIstrict	3633
National Labor Relations Board	NAational	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6530
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
U. S. District Court (for D. C.)	DIstrict	2854
Capitol (Senate and House)	NAational	3120
Defense Savings Staff	NAational	6400
Radio Script & Transcription Exchange		
Extension 2225	REpublic	1820
Bureau of Census	DIstrict	2200
Office of Emergency Management	REpublic	5050
Office of Civilian Defense	REpublic	5050
Division of Information	REpublic	5050
Office of Price Administration	REpublic	5050
Office of Production Management	REpublic	7500
Supply, Priorities & Allocations Board	REpublic	7500

Non-Governmental

Clear Channel Group	REpublic	3306
National Association of Broadcasters	NAational	2080
National Independent Broadcasters	REpublic	3607
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAational	3120

RADIO DAILY	REpublic	2595
Radio Manufacturers' Association	NAational	4901

Radio Stations

WINX	REpublic	8000
WJSV	MEtropolitan	3200
WMAL-WRC	REpublic	4000
WOL	MEtropolitan	0010
WWDC	NAational	7203

Hotels

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

News Services

Associated Press	DIstrict	1500
International News Service	NAational	1733
Transradio Press	NAational	1178
United Press	NAational	9052

Railway Terminals

Baltimore & Ohio R. R.	DIstrict	3300
Pennsylvania R. R.	DIstrict	1424
Union Station	NAational	2760

Streamlined for **VICTORY!**



With the whistles, the wheels and the hammers of America's mightiest industries forging the greatest armament the world has ever known . . . it becomes increasingly important to maintain morale at the highest possible level to defeat our enemies on land, on sea and in the air.

. . . —V

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

. . . —V

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

. . . —V

NATIONAL CONCERT *and* ARTISTS CORPORATION

711 FIFTH AVE. • NEW YORK, N. Y.

ALFRED H. MORTON, PRESIDENT D. S. TUTHILL, DIRECTOR OF POPULAR DIVISION

Chicago • Hollywood • San Francisco • Los Angeles • Boston

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

WAAF	RANdolph	1932
WBBM	WHIttehall	6000
WCBD	SEELy	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAWford	4100
WENR	SUPerior	8300
WGES	SEELy	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	WEBster	3234
WHN (Chicago office)	RANdolph	5254
WIND (Chicago office)	STATE	4176
WJDD	STATE	5466
WLS	MONROE	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WOR (Chicago office)	SUPerior	5110
WSBC	SEELy	8066

National Networks

Columbia Broadcasting System	WHIttehall	6000
Mutual Broadcasting System	SUPerior	0100
National Broadcasting Co.	SUPerior	8300
Blue Network, Inc.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz	FRANklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	ANDover	1685
Free & Peters	FRANklin	6373
Arthur Hagg & Associates	CENtral	7553
Headley-Reed Co.	FRANklin	4687
George P. Hollingbery	STATE	2898
International Radio Sales	CENtral	4547
The Katz Agency	CENtral	4238
Joseph Hershey McGillvra	SUPerior	3444
J. R. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson	FRANklin	2359
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	SUPerior	8177
The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9201
Blackett-Sample-Hummert, Inc.	DEARBorn	0900
Buchanan & Co.	SUPerior	3047
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016

Critchfield & Co.	SUPerior	3061
Doramus & Co.	CENtral	9135
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARBorn	8910
J. Stirling Getchell	HARRison	2606
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9054
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
Lord & Thomas	SUPerior	4800
Maxon, Inc.	DELaware	3536
MacFarland, Aveyard & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Borby, Inc.	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRANklin	8155
Roche, Williams & Cunyngham	HARRison	8490
Ruthrauff & Ryan, Inc.	RANdolph	2625
Russell M. Seeds Co.	DELaware	1045
Schwimmer & Scott	DEARBorn	1815
Sherman & Marquette, Inc.	DELaware	8000
Stack-Goble Advertising Agency	RANdolph	0160
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists Bureau	HARRison	3435
International Radio Productions	CENtral	4547
Hal R. Makelim Productions	STATE	3472
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	DELaware	4774
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STATE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STATE	7700
International News Service	ANDover	1234
RADIO DAILY	STATE	7596
Transradio Press Service	STATE	8091
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STATE	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	RANdolph	1805
Association For Education By Radio	DEARBorn	7801
National Association of Broadcast Engineers & Technicians	RANdolph	8884
Radio Council	DEARBorn	7801

A. & S. LYONS INC.

Managers
of
Distinguished
Artists

RADIO • STAGE • SCREEN • TELEVISION

NEW YORK
515 Madison Ave.

CALIFORNIA
356 North Camden Drive
Beverly Hills



THE BUSINESS SIDE *of* RADIO



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

GENERAL AMUSEMENT CORPORATION



THOMAS G. ROCKWELL, *President*

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

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

THE BUSINESS SIDE OF RADIO

By Tod Swalm, Radio Daily Staff

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

Problems

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

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

The year 1941 was a record year in

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

New Developments

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

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

The Job Ahead

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





THIS IS A LAUGHING MATTER!

A million laughs for your Radio Audience by

"America's Most Non-sensical Dance Band"

KORN KOBBLERS

BEST SELLERS ON "OKEH" RECORDS



COAST-TO-COAST BROADCASTS ON ALL MAJOR NETWORKS



CURRENTLY ON TRANSCRIPTIONS, PLAYING MORE THAN
120 RADIO STATIONS



A RECORD-BREAKING CAFE AND THEATRE ATTRACTION!

Management

STANFORD ZUCKER AGENCY

New York — Cleveland — Chicago

Comparative Major Network Billings For 1941-1940-1939-1938

Columbia Broadcasting System

	1941*	1940	1939	1938
January		\$3,575,946	\$2,674,057	\$2,879,945
February		3,330,627	2,541,542	2,680,335
March		3,513,170	2,925,684	3,034,317
April		3,322,689	2,854,026	2,424,180
May		3,570,727	3,097,484	2,442,283
June		3,144,213	2,860,180	2,121,495
July		3,071,398	2,311,953	1,367,357
August		2,875,657	2,341,636	1,423,865
September		3,109,863	2,563,132	1,601,755
October		4,001,492	3,366,654	2,387,395
November		3,689,778	3,474,163	2,453,410
December		3,819,989	3,529,154	2,529,060
Total	\$44,584,378	\$41,025,549	\$34,539,665	\$27,345,397

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

Mutual Broadcasting System

	1941	1940	1939	1938
January	\$ 505,231	\$ 317,729	\$ 315,078	\$ 269,894
February	442,157	337,649	276,605	253,250
March	513,774	390,813	306,976	232,877
April	480,284	363,468	262,626	189,545
May	503,922	322,186	234,764	194,201
June	534,513	299,478	228,186	202,412
July	512,743	235,182	216,583	167,108
August	532,056	227,865	205,410	164,626
September	529,013	283,463	210,589	200,342
October	839,829	784,676	428,221	347,771
November	958,935	627,562	327,045	360,929
December	948,498	576,983	317,699	337,369
Total	\$7,300,955	\$4,767,054	\$3,329,782	\$2,920,324

National Broadcasting Company

(Combined Blue and Red Networks)

	1941*	1940	1939	1938
January		\$4,405,208	\$4,033,900	\$3,793,516
February		4,132,084	3,748,695	3,498,053
March		4,304,344	4,170,852	3,806,831
April		4,041,518	3,560,984	3,310,505
May		4,034,622	3,702,102	3,414,200
June		3,642,100	3,382,404	3,200,569
July		3,830,438	3,283,555	2,958,710
August		3,738,262	3,312,570	2,941,099
September		3,879,779	3,315,307	2,979,241
October		5,045,694	4,219,253	3,773,964
November		4,699,078	4,234,984	3,898,919
December		4,909,873	4,279,748	3,887,072
Total		\$50,663,000	\$45,244,354	\$41,462,679

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



Personal Management
HARRY NORWOOD
6425 HOLLYWOOD BLVD.

The
MERRY MACS

SINGING STARS
UNIVERSAL PICTURES
RADIO

Exclusive Decca Recording



HERBERT MARSHALL

Emcee



BEN ALEXANDER

Announcer



**BERT
WHEELER**

and



**HANK
LADD**

THE OLD GOLD PROGRAM

The Blue Network

AGENCY—SPONSOR NETWORK EXPENDITURES

Columbia Broadcasting System 1941 Agency Gross Billings

Ruthrauff & Ryan, Inc.	\$5,040,316
Young & Rubicam, Inc.	4,534,054
Ward Wheelock Co.	4,303,400
Benton & Bowles, Inc.	2,554,656
Blackett-Sample-Hummert, Inc.	2,507,326
Lord & Thomas	2,181,357
William Esty & Co., Inc.	1,947,404
Ted Bates, Inc.	1,704,359
The Blaw Co., Inc.	1,688,785
Newell-Emmett Co., Inc.	1,657,108
McCann-Erickson, Inc.	1,633,821
Compton Advertising, Inc.	1,492,362
Sherman & Marquette, Inc.	1,491,056
J. Walter Thompson Co.	1,325,700
Buchanan & Co., Inc.	1,120,705
Arthur Meyerhoff & Co.	1,110,684
Pedlar & Ryan, Inc.	964,459
Gardner Advertising Co.	759,916
Batten, Barton, Durstine & Osborn, Inc.	729,840
Arthur Kudner, Inc.	718,804
Geyer, Cornell & Newell, Inc.	658,362
D'Arcy Advertising Co., Inc.	587,056
Knox Reeves Advertising, Inc.	500,306
The Joseph Katz Co.	483,263
Aubrey, Moore & Wallace, Inc.	377,288
H. W. Kastor & Sons Advertising Co.	287,793
J. M. Mathes, Inc.	270,635
O'Dea, Sheldon & Canady, Inc.	268,676
H. M. Kiesewetter Advertising Agency	217,581
Raymond R. Morgan Co.	191,161
Sorenson & Co.	185,410
Maxon, Inc.	172,804
C. L. Miller Co.	136,872
Walsh Advertising Co.	88,285
Lee Anderson Advertising Agy.	83,131
Morse International, Inc.	75,214
Erwin, Wasey & Co.	68,630
Badger, Browning & Hersey, Inc.	56,056
Fuller & Smith & Ross, Inc.	55,970
Smith & Drum, Inc.	47,956
Lemmen & Mitchell, Inc.	44,144
U. S. Advertising Co.	40,610
Brisacher, Davis & Staff	31,650
Cecil & Presbrey, Inc.	25,974
J. D. Tarcher Co.	21,643
Hillman-Shane Adv. Agency, Inc.	20,217
Kenyon & Eckhardt, Inc.	19,602
Lockwood-Shackelford Adv. Agy.	16,690
Glasser-Galley & Co.	16,054
The McCarty Co.	15,701
N. W. Ayer & Son, Inc.	11,265
Anderson, Davis & Platte, Inc.	10,569
Gillham Advertising Agency	8,820
Brooks Advertising Agency	7,881
Leon Livingston Agency	5,597
Long Advertising Service	4,413
General Adv. Agency, Inc.	2,384
Vickers & Benson, Ltd.	2,070
Logan & Arnold	521
TOTAL	\$44,584,378

Mutual Broadcasting System 1941 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$1,143,442.81
Ivey & Ellington, Inc.	854,410.95
R. H. Alber Co.	656,223.70
Erwin, Wasey & Co., Inc.	497,088.24
J. Walter Thompson & Co.	484,150.02
Federal Advertising Agency, Inc.	407,576.25
William Esty & Co., Inc.	353,568.62
D'Arcy Advertising Co., Inc.	301,857.28
Maxon, Inc.	281,620.25
Hixon-O'Donnell, Inc.	203,497.54
Knox, Reeves Advertising, Inc.	158,671.92
Kelly, Zahradt, Kelly, Inc.	157,390.39
Young & Rubicam, Inc.	127,808.32
Critchfield & Co.	127,138.90
Ruthrauff & Ryan, Inc.	78,564.00
Sherman K. Ellis & Co., Inc.	73,998.41
Redfield-Johnstone, Inc.	68,685.00
MacFarland, Aveyard & Co.	64,953.20
Weiss & Geller, Inc.	56,095.16
McCann-Erickson, Inc.	48,095.28
Bayless-Kerr Co.	35,513.00
Aircasters, Inc.	33,181.18
Birmingham, Castleman & Pierce	32,795.00
Roche, Williams & Cunningham, Inc.	32,795.00
Arthur Meyerhoff & Co.	31,900.00
Leo Burnett & Co., Inc.	29,550.00
N. W. Ayer & Son, Inc.	29,109.23
Campbell-Mithun, Inc.	28,739.72
Lee Anderson Adv. Co.	21,832.00
Commercial Radio Service Adv.	21,365.16
Platt-Forbes, Inc.	22,375.00
Weston-Barnett, Inc.	17,909.50
B. B. D. & O.	11,786.00
Kenyon & Eckhardt, Inc.	11,939.57
Buchanan & Co., Inc.	7,069.50
Cesana & Associates	5,864.40
Lord & Thomas	4,842.29
Van Sant, Dugdale & Co., Inc.	4,716.40
Tom Westwood Adv. Agency	4,548.50
Shrine East-West Football Game Committee	3,592.00
H. W. Kastor & Sons Adv. Co.	3,217.00
National Fellowship for Prayer & Evangelism	2,066.00
Donahue & Co., Inc.	1,557.88
Edward J. Long Adv. Agency	935.00
Mithoff & White Adv.	850.75
	\$6,854,985.38
Locally sponsored (Co-Op. Clients)	445,970.64
TOTAL	\$7,300,956.02

**National Broadcasting Co.
1941 Agency Gross Billings
Not Available**

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR



ANNOUNCING AT WKRC, CINCINNATI, OHIO

Columbia Broadcasting System 1941 Sponsor Expenditures

General Foods Corp.....	\$1,530,421
Campbell Soup Co.....	1,316,450
Lever Brothers Co.....	3,792,812
Colgate-Palmolive-Peet Co.....	3,774,514
Procter & Gamble Co.....	2,866,532
Liggett & Myers Tobacco Co.....	1,657,108
William Wrigley, Jr., Co.....	1,453,366
R. J. Reynolds Tobacco Co.....	1,176,236
Chrysler Corp.....	1,147,710
The Texas Co.....	1,120,705
Philip Morris & Co., Ltd., Inc.....	1,114,125
American Home Products Corp.....	1,075,501
American Tobacco Co.....	974,333
Sterling Products, Inc.....	971,541
Ford Motor Co.....	900,518
General Mills, Inc.....	876,466
Pet Milk Sales Corp.....	768,736
E. R. Squibb & Sons.....	658,362
Prudential Insurance Co. of America.....	647,945
Coca-Cola Co.....	587,056
Eversharp, Inc.....	574,660
Brown & Williamson Tobacco Corp.....	545,260
Lady Esther Co.....	537,048
Gulf Oil Corp.....	505,070
Thomas J. Lipton, Inc.....	498,465
American Oil Co.....	483,263
Chesebrough Manufacturing Co.....	474,457
California Fruit Growers Exchange.....	452,206
United States Tobacco Co.....	441,228
Continental Baking Co., Inc.....	430,364
Armour & Co.....	404,593
Campana Sales Co.....	377,288
International Silver Co.....	315,817
Florida Citrus Commission.....	271,145
Commercial Credit Co.....	268,676
Magazine Repeating Razor Co.....	264,498
Pacific Coast Borax Co.....	258,846
Luxor, Ltd.....	248,515
Emerson Drug Co.....	235,663
Johnson & Johnson.....	215,441
Penn Tobacco Co.....	215,428
Best Foods, Inc.....	204,415
Bowey's, Inc.....	185,410
Gillette Safety Razor Co.....	152,105
Curtiss Candy Co.....	136,872
Los Angeles Soap Co.....	121,765
Libbey-Owens-Ford Glass Co.....	96,580
Cudahy Packing Co.....	91,872
Armstrong Cork Co.....	91,801
Mennen Co.....	90,528
Travel & Publicity Bur. of Ontario Govt.....	88,285
Vlek Chemical Co.....	75,214
Johns-Manville Corp.....	73,945
Planters Nut & Chocolate Co.....	72,396
American Chicle Co.....	56,056
General Petroleum Corp. of Calif.....	47,956
International Cellulotton Products Co.....	46,022
Elgin National Watch Co.....	44,468
P. Lorillard Co.....	44,114
Richard Hudnut.....	40,920
National Lead Co.....	35,757
Macfadden Publications, Inc.....	32,873
Peter Paul, Inc.....	31,650
Art Metal Works.....	25,974
Unlon Oil Co.....	25,344
Smith Brothers.....	21,643
C. F. Mueller Co.....	20,699
Soil-Off Manufacturing Co.....	20,217
Bathasweet Corp.....	20,176
Knox Gelatine Co., Inc.....	19,602
Breakfast Club Coffee.....	16,690
Albers Brothers Milling Co.....	16,224
Colonial Dames, Inc.....	16,054
Senside Oil Co.....	15,701
Wilmington Transportation Co.....	13,737
Atlantic Refining Co.....	11,265
Alexander Smith & Sons Carpet Co.....	10,569
Bekins Van & Storage Co.....	7,881
General Motors Corp.....	6,431
Luden's, Inc.....	6,137
Nestle's Milk Products, Inc.....	5,597

Gallenkamp Stores Co.....	4,413
Tayton Co.....	4,152
Shell Oil Co.....	3,556
Eagle Oil & Refining Co.....	2,384
Vultee Aircraft Corp.....	531
TOTAL	\$44,584,378

Mutual Broadcasting System 1941 Sponsor Expenditures

Bayuk Cigars, Inc.....	5786,315.20
General Mills, Inc.....	662,273.92
Gospel Broadcasting Association.....	653,025.50
General Cigar Company.....	155,406.77
Wander Company.....	115,252.84
*Pharmaco, Inc.....	353,568.62
American Safety Razor Corp.....	314,513.25
Coca-Cola Company.....	201,857.28
Gillette Safety Razor Co.....	281,620.25
R. B. Semler, Inc.....	274,791.24
Anacin Company.....	227,365.50
Whitehall Pharrnacal Co.....	227,165.50
**Richfield Oil Corp. of New York.....	224,003.44
Lutheran Laymen's League.....	157,390.39
Wheeling Steel Corporation.....	127,138.90
Axtou-Fisher Tobacco Co.....	104,190.44
P. Ballantine & Sons.....	91,806.25
Zonite Products, Inc.....	90,046.00
American Can Company.....	87,591.00
Barbasol Company.....	87,327.00
Delaware, Lackawanna & Western Coal Co.....	78,564.00
Young People's Church of the Air.....	71,293.95
Howard Clothes, Inc.....	69,685.00
Marrow's, Inc.....	64,053.20
Piel Brothers.....	58,178.94
Macfadden Publications.....	44,924.00
Parker Pen Company.....	40,447.00
Iglehart Brothers.....	40,127.32
American Economic Foundation.....	35,513.00
Detroit Bible Class.....	33,184.18
Griffin Manufacturing Company.....	32,795.00
Studebaker Corporation.....	32,795.00
Illinois Meat Company.....	31,900.00
Cudahy Packing Company.....	29,610.00
Hecker Products Corp.....	29,560.00
Land O'Lakes Creameries, Inc.....	28,739.72
Chrysler Sales Division.....	24,832.00
V. LaRosa & Sons, Inc.....	24,365.16
Peter Paul, Inc.....	22,375.00
American Bird Products, Inc.....	17,999.50
Paul F. Beich Co.....	16,464.50
Tayton Company.....	14,786.00
United Air Lines, Inc.....	12,644.73
Charles B. Knox Gelatine Co.....	11,939.57
Paramount Pictures Corp.....	7,069.50
Roma Wine Company.....	5,864.40
Pabst Sales Company.....	4,842.29
Hebrew Evangelization Society.....	4,548.50
Shrine East-West Football Game.....	3,592.00
Cessna Aircraft, Inc.....	3,217.00
National Fellowship for Prayer and Evangelism.....	2,066.00
Walter Wanger Productions.....	1,537.88
John B. Canepa Co.....	935.00
El Paso Board of Development.....	856.75

\$6,854,985.38

Locally sponsored (Co-Op. Clients) 445,970.64

GRAND TOTAL.....\$7,300,956.02

*Includes billing for White Laboratories.

**Includes billing for Sherwood Brothers.

National Broadcasting Co. 1941 Sponsor Expenditures Not Available

TEAM-WORK IN RADIO SELLING

By Frank E. Pellegrin, NAB Director of Broadcast Advertising

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

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

Committee Set-up

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

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

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

Accomplishments

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

Extensive work was done by the NAB in building a list of manufacturers with dealer-co-operative advertising policies,

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

Industry Cooperation

Because of information gained through the new program of cooperation with time buyers and others interested in radio, it was possible to focus the industry's serious attention on the implied and direct threats aimed at the medium by recently formed radio "checking services," and to make these expensive services unnecessary to clients by putting into effect, wherever needed, self-checking systems that would be complete, accurate and thoroughly reliable. A nationwide survey on merchandising policies and practices was conducted and released to the industry. These and many other special activities high-lighted the accelerated program of the Department of Broadcast Advertising during the last nine months

of 1941. Trade studies were published and distributed; a national clearing-house for radio case histories of all types was instituted; numerous special manuals and bulletins were released; helpful speeches and articles on radio advertising were gathered and printed, and "summary tables" on a variety of account classifications, giving factual data never before available, were released to members as an aid to increased sales.

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

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

RADIO COVERAGE REPORTS SALUTE THE TIME BUYER

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

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

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

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

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

EDGAR FELIX, *Director*, RADIO COVERAGE REPORTS
18 East 48th Street New York, N. Y.

CHECK-LIST FOR SPOT BUYING AND SELLING

By N. Charles Rorabaugh, President, National Radio Records

A. Coverage

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

B. Facilities

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

C. Affiliations

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

D. Programs

1. Network affiliation.
2. Number of network hours.
3. Exclusivity of network in area or duplication of competitors' network area.
4. Surveys and what they say: CAB, Hooper, and others.
5. Various station awards.
6. Outstanding local shows—the names of them and the results from them.
7. Audience mail.

8. Remote hookups permanently maintained: where and what (B).
9. Size of orchestra and production staff.
10. Program and production personnel—who are they and what do they mean locally?
11. Community cooperation and tangible recognition thereof by local authorities.
12. Dominance in any particular type of program; news, sports, etc.
13. Relation of station to accepted outlets in Chicago and New York.
14. Kind of news service and organization of news programs.
15. Special program events or packages to be sold.
16. Special programs appealing to a particular group.
17. Programs produced for networks.

E. Results and Accounts

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

F. Rates

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

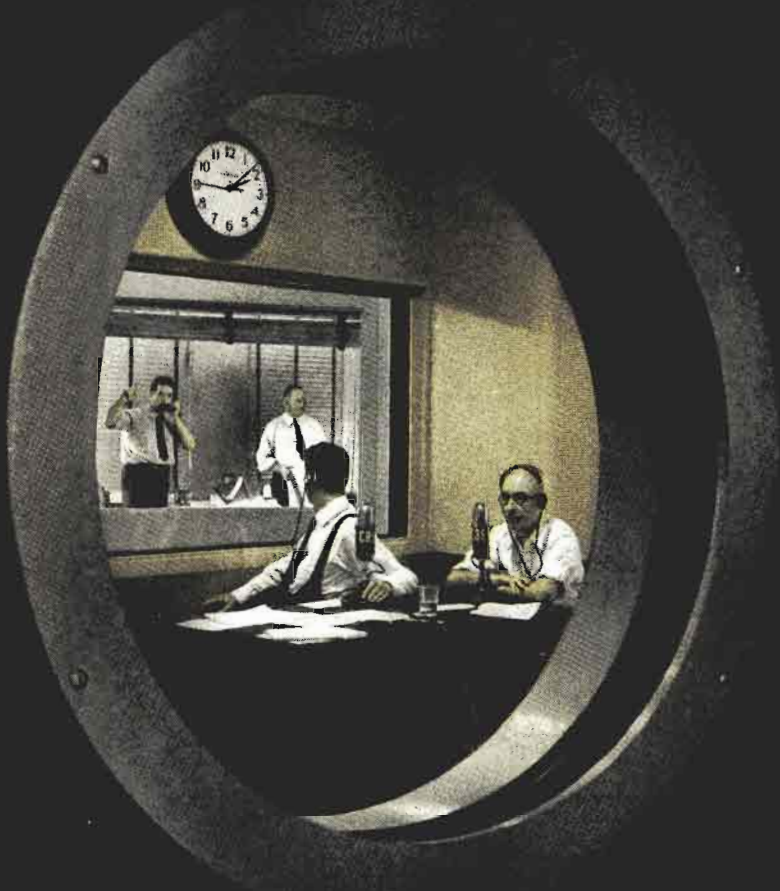
G. Promotion and Merchandising

Nature of merchandising service maintained by station:

1. Newspaper promotion.
2. Taxicab covers or signs.
3. Street car and bus posters.
4. Movie trailers.
5. Point of sale promotion.
6. Package stuffers.
7. Pre-Announcements.
8. Letters to trade.
9. Window displays.
10. Theatre displays.
11. Calls on trade.
12. Survey work.

H. Criticism

1. Of Representative:
Standing, etc.
Nearby conflicts.
Character of list out of keeping with a given station.
2. Of Station's sales effort: Promotion.



This is London... Ankara... Singapore...

SINGAPORE

STOCKHOLM

HONOLULU

SANTIAGO

HONGKONG

SYDNEY

BOGOTA

VICHY

LA PAZ

ROME

LIMA

BERNE

REYKJAVIK

CAIRO

HAYANA

TEHERAN

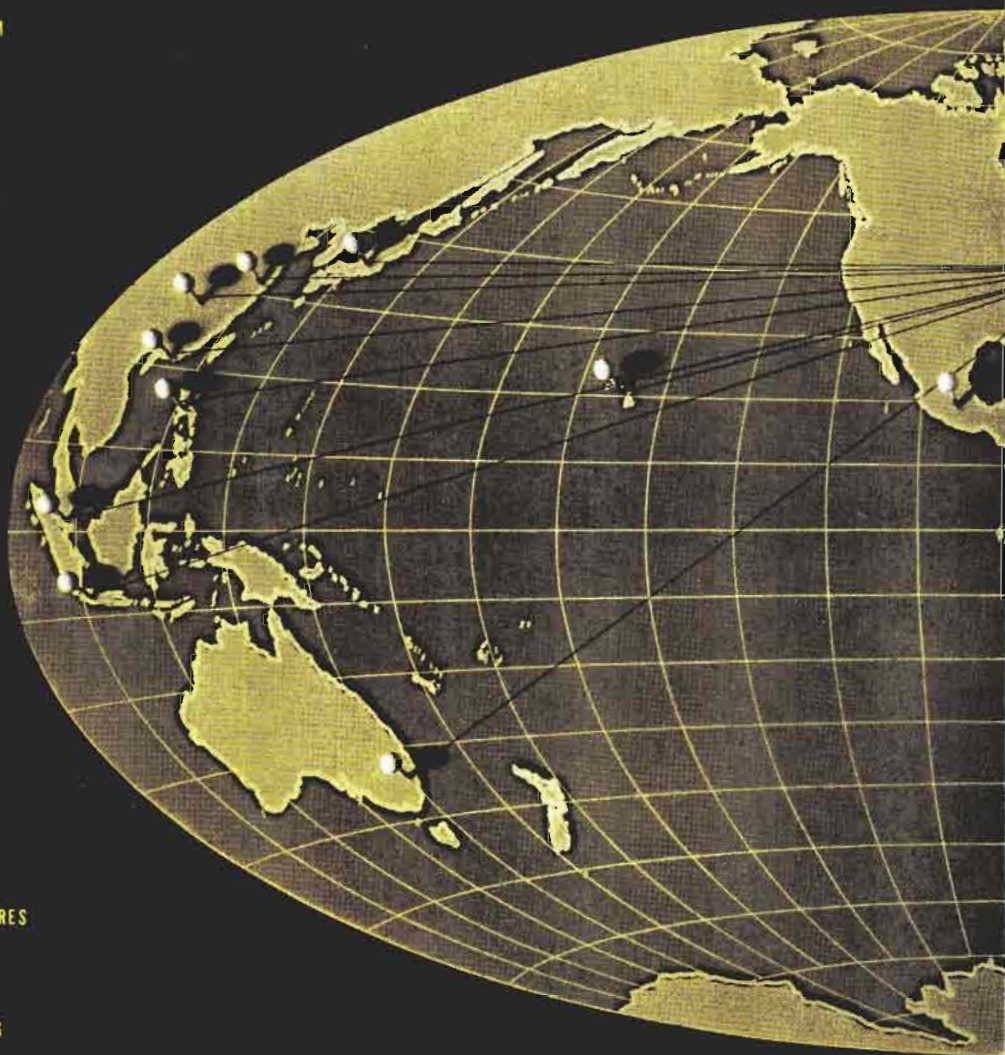
KUIBYSHEV

BUENOS AIRES

BELGRADE

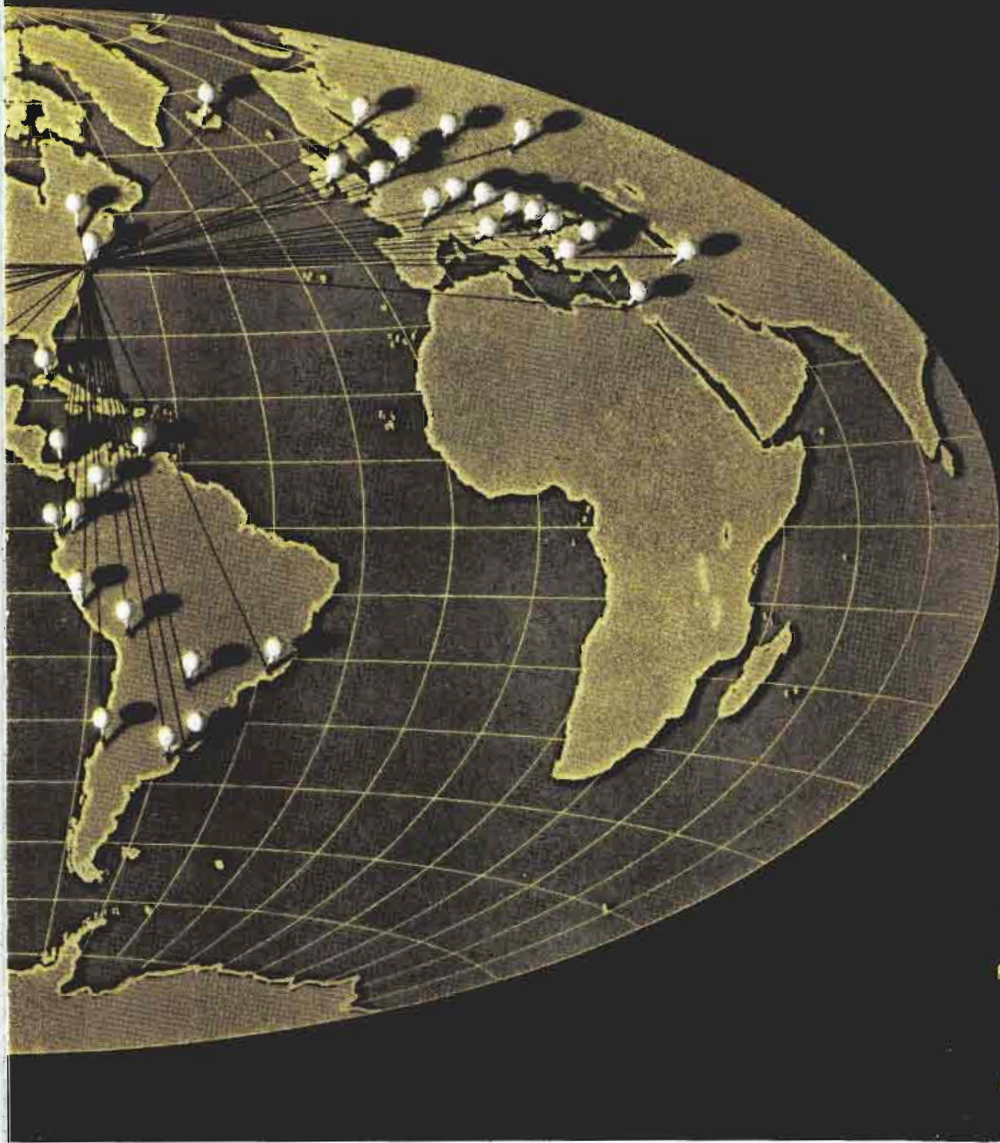
CHUNGKING

RIO DE JANEIRO



Through Studio 9 flows the news of the world

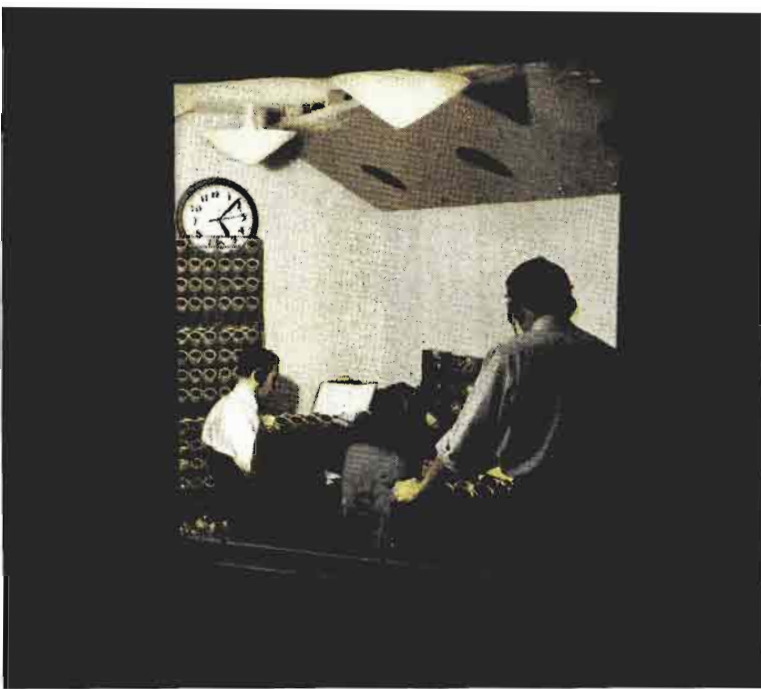
Center of a newsgathering organization whose outposts span the meridians, Studio 9 never sleeps. Day and night, over the CBS network, it reports the news to all America—the news that heartens when it is good, that renews determination when it is bad.



- SHANGHAI
- MOSCOW
- MONTREAL
- ANKARA
- GUAYAQUIL
- BATAVIA
- ASCUNCION
- BUDAPEST
- LONDON
- BERLIN
- QUITO
- SOFIA
- TOKYO
- DUBLIN
- ATHENS
- CARACAS
- MANILA
- MONTEVIDEO
- PANAMA CITY
- BUCHAREST
- MEXICO CITY

From Ankara to Sydney, from Buenos Aires to Moscow, from San Francisco to Singapore, CBS reporters are *there* when it happens. From 56 foreign cities in 1941, CBS broadcast a thousand first hand accounts of world developments. And today, at strategic news points all over the world, CBS men are telling their stories into distant microphones, or reporting their news to general headquarters back in New York.





In twenty-one languages...

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

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

The Columbia Broadcasting System

RADIO IS BUILDING MORALE

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

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

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

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

Powerful Medium

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

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

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

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

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

The statement that we are fighting to

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

Army Morale

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

Conclusion

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

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

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

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



Esther Ralston

as

"WOMAN OF COURAGE"

exclusively for Colgate-Palmolive-Peet

Ted Bates, Inc.

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

•

Ken Dolan & Co.
New York-Hollywood

NEWS SERVICES

International News Service

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

Executives

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

Press Association, Inc. (Associated Press)

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

Executives

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

Radio News Association

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

Executive

President.....Frederick M. Harmon

Transradio Press Service, Inc.

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

Executives

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

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President-General Sales Manager.....E. M. Williams
Radio News Manager.....A. L. Bradford
Radio Sales Manager.....A. F. Harrison

Spot Shot!

NOW AVAILABLE ON



OFFICERS of SPOT SALES, Inc.

JAMES D. SHOUSE, President

LOREN L. WATSON, Executive
Vice-President and General
Manager

WILLIAM B. DOLPH, Vice-Presi-
dent and Treasurer

ROBERT DUNVILLE, Vice-President

E. M. (Peggy) STONE, Secretary

IN NEW YORK

Loren Watson, Sales
Peggy Stone, Sales

IN CHICAGO

Petersen Kurtzer, Sales

IN SAN FRANCISCO

John Livingston, Sales

★ RADIO STATION REPRESENTATIVES ★

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

ADAMS & ADAMS

New York—11 East 44th St. MURRAY HILL 2-6148
 John T. Adams.
Stations—KFOX, Long Beach, Calif.; WTAL, Tallahassee, Fla.; WMBO, Auburn, N. Y.; WGNC, Gastonia-Charlotte, N. C.; WHBQ, Memphis, Tenn.; KVNU, Logan, Utah.

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager ADELAIDE 9594
Montreal—Drummond Bldg., James Lafarro, Manager MR 5838
Stations—CKPC, Brantford, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.

ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

(Latin American Representative)

New York—420 Lexington Ave. MURRAY HILL 5-6515
 Edwin Seymour, Vice-President.
Bogota, Colombia—Calle 13, No. 9-63, Apartado Aereo 4248.
 M. Garcia Pena, President; Bernard Jennings, Program Producer.
Stations—All stations in Colombia, South America.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall LANCASTER 6400
Toronto—Victory Bldg., G. F. Herbert ELGIN 2464
Winnipeg—Free Press Bldg., P. H. Gayner 8-466
Vancouver—543 Seymour St., J. E. Baldwin MARINE 3344
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOE, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCW, Sydney, N. S.; CKOC, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

THE AMERICAN NETWORK

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

Stations—W43B, Boston, Mass.; W45D, Detroit, Mich.; W38B, Boston-Mt. Washington, N. H.; W51R, Rochester, N. Y.; W53PH, Philadelphia, Pa.; W45CM, Columbus, Ohio; W47NV, Nashville, Tenn.; W55M, Milwaukee, Wisc. (All above outlets are FM.)

ASSOCIATED BROADCASTING CO., LTD.

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

ASSOCIATED RADIO MARKETS

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

BERTHA BANNAN

(New England Representative)*

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

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

WE SELL TIME

Forjae

AND COMPANY
 NATIONAL REPRESENTATIVES

•

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

•

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

•

WILLIAM G. RAMBEAU
 COMPANY

|||

RADIO'S FIRST
 SPECIAL REPRESENTATIVES

|||

CHICAGO

|||

NEW YORK

|||

LOS ANGELES

|||

SAN FRANCISCO

• • • STATION REPRESENTATIVES • • •

WALTER BIDDICK COMPANY

<i>Los Angeles</i> —568 Chamber of Commerce Bldg.....	Richmond	6184
Walter Biddick, Manager; M. Cornell, Guy Mead, M. Thompson.		
<i>San Francisco</i> —673 Monadnock Bldg., R. J. Bidwell, Manager.....	Garfield	0947
<i>Stations</i> —WSGN, Birmingham, Ala.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento, Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WGRC, Louisville, Ky.; KFBB, Great Falls, Mont.; KORN, Fremont, Nebr.; KENO, Las Vegas, Nevada; WIBX, Utica, N. Y.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KXRO, Aberdeen, Wash.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.		

R. J. BIDWELL COMPANY

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

JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue.....	Superior	8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair, William R. Cline.		
<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Thomas B. Coleman, Jr.		
<i>Detroit</i> —New Center Bldg., R. H. Bolling.....	Madison	7889
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KOY, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KDB, Santa Barbara, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; Wheeling, W. Va.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KGMB-KHBC, Honolulu, T. H.; Don Lee Network.		

BOGNER & MARTIN

<i>New York</i> —295 Madison Ave.....	Ashland	4-6698
P. Joseph Bogner, John P. Martin.		
<i>Chicago</i> —540 N. Michigan Ave., Frank R. Buck, Manager.....	Delaware	1055
<i>Stations</i> —WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WBTA, Batavia, N. Y.; WATW, Ashland, Wisc.; WIGM, Medford, Wisc.		

THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; Joseph Timlin, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., Sloane McCauley.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Seattle</i> —1004 Second Ave., A. G. Neitz.....	Melrose	9193

Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. RallsCharlotte 8839
Stations—KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; KBIX, Muskogee, Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg).

BRITISH BROADCASTING CORPORATION

New York—630 Fifth AvenueCircle 7-0656
 L. Wellington, North American Director.

BROADCASTING ADVERTISING, INC.

(New England Representative)*

Boston—8 Newbury St.KENmore 0854
 J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Space Buyer.
Stations—WTIC, Hartford, Conn.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WJAR, Providence, R. I.; The Marjorie Mills Hour (program). /Stations represented on a regional basis in New England only for the Marjorie Mills Hour.

HOWARD C. BROWN COMPANY

Hollywood—6418 Santa Monica Blvd.Hollywood 6045
Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand; Legionnaire Transcription Co., Melbourne, Australia; Amalgamated Wireless Transcription Co., Sydney, Australia.

BURN-SMITH COMPANY, INC.

New York—9 East 40th St., C. Otis Rawalt, Louis J. MooreMurray Hill 6-9151
Chicago—307 N. Michigan Ave., John Toothill, President; John Murphy . . .Central 4290
Stations—KMTR, Los Angeles, Calif.; WNLC, New London, Conn.; WATR,

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CANADIAN BROADCASTING CORP.

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 E. A. Wir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1231 St. Catherine Street, West..... Marquette 5211
 J. A. Dupont, Commercial Manager—Quebec Division.
Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CBY, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.

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Chicago—180 N. Michigan Avenue, Felix Morris..... Central 5977
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Kansas City, Mo.—5604 Michigan Ave., Joseph H. Story, Jr..... Harrison 4700
San Francisco—1207 Russ Bldg., William B. Flowers..... Douglas 5220
Stations—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.

B. FRANK COOK

(*Southeastern Representative**)

Atlanta, Ga.—Walton Bldg..... Walnut 1231
Stations—WALB, Albany, Ga.; WAYS, Charlotte, N. C.; WFBC, Greenville, S. C.

* Stations represented on a regional basis only.

COX AND TANZ

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New York—535 Fifth Avenue..... Murray Hill 2-8284
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Chicago—228 N. La Salle Street, Victor Caplin..... Franklin 2095
Stations—KGFJ, Los Angeles, Calif.; WGAA, Cedartown, Ga.; WBLJ, Dalton, Ga.; WKMO, Kokomo, Ind.; WSNJ, Bridgeton, N. J.; WPAY, Portsmouth, Ohio; KAST, Astoria, Ore.; KLBM, La Grande, Ore.; WWSW, Pittsburgh, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; KGFX, Pierre, S. D.; WHUB, Cookeville, Tenn.; KNEL, Brady, Texas; KEEW, Brownsville, Texas; KPAB, Laredo, Texas; KRBA, Lufkin, Texas; KRLH, Midland, Texas; KNET, Palestine, Texas; WINC, Winchester, Va.; KTBI, Tacoma, Wash.; WJMC, Rice Lake, Wisc.; KPOW, Powell, Wyo.

HARRY E. CUMMINGS

(*Southeastern Representative**)

Jacksonville, Fla.—1310 Barnett National Bank Bldg..... Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WLOF, Orlando, Fla.; WFLA, Tampa, Fla.

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

DE LISSER, INC.

New York—10 Rockefeller Plaza..... Circle 7-1435
 William F. Gallagher, President; William T. Moles, Sales Manager.

Chicago—180 N. Michigan Ave., W. J. Fitzpatrick, Manager; E. Fernau Dearborn 8108
Rochester, N. Y.—Lincoln Alliance Bldg., J. R. Greenaway, Manager Stone 4485
Philadelphia—1421 Chestnut St., Ralph H. Steen, Manager; M. Keating Rittenhouse 1390
Richmond, Va.—304 East Main St., Jess L. Sears, Manager Richmond 2-7403
Atlanta, Ga.—Forsythe Bld., J. L. Wilson, Manager Atlanta 7727
Stations—WSLB, Ogdensburg, N. Y.

DOMINION BROADCASTING CO.

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 Hal B. Williams, Manager; Don Copeland, Recording Division Manager;
 Stan Francis, Production.
Stations—CJLS, Yarmouth, N. S.; CKTB, St. Catherines, Ont.; CKCH,
 Hull, Que.; CHLT, Sherbrooke, Que.

THE FOREMAN COMPANY

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New York—247 Park Ave., Stanley Young, Lillian E. Selb ELdorado 5-0174
Stations—WLAK, Lakeland, Fla.; WIND, Chicago, Ill.; WTAX, Spring-
 field, Ill.; WCBM, Baltimore, Md.; WCAR, Pontiac, Mich.; KATE, Albert
 Lea, Minn.; WLOL, Minneapolis, Minn.; WQXR, New York, N. Y.; KILO,
 Grand Forks, N. D.; WEMP, Milwaukee, Wisc.

FORJOE & COMPANY

New York—19 West 44th Street Vanderbilt 6-5080
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 Joseph Bloom, Partner; Frank S. Daniels; Z. Golobe.
Chicago—201 N. Wells St. Andover 1685
Stations—WMOB, Mobile, Ala.; KHUB, Watsonville, Calif.; WGES, Chi-
 cago, Ill.; WSBC, Chicago, Ill.; WLBC, Muncie, Ind.; WCOU, Lewiston, Me.;
 WJBK, Detroit, Mich.; WIBM, Jackson, Mich.; WCAP, Asbury Park, N. J.;
 WBRB, Red Bank, N. J.; KICA, Clovis, N. M.; WPEN, Philadelphia, Pa.;
 KPAB, Laredo, Texas; KPDN, Pampa, Texas; KONO, San Antonio, Texas;
 WAJR, Morgantown, W. Va.
Foreign Language Representation—National Foreign Language Broadcast-
 ing System.

R. C. FOSTER & COMPANY

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

*Represented on regional accounts only.

FREE & PETERS, INC.
 (and Free, Johns & Field)

New York—247 Park Avenue Plaza 5-4131
 H. Preston Peters, Vice-President; Russel Woodward, Sales Manager; C.
 Terence Clyne, Ewart M. Blain, Edward H. Benedict, William A. Chalmers.
Chicago—180 N. Michigan Avenue Franklin 6373
 James L. Free, President; L. H. Avery, Arthur J. Barry, Jr., J. W. Knodel,
 Arthur McCoy.
Atlanta—322 Palmer Bldg., James M. Wade Main 5667
San Francisco—111 Sutter Street, A. Leo Bowman Sutter 4353
Detroit—New Center Bldg., Charles G. Burke Trinity 2-8444
Los Angeles—1512 N. Gordon St., Hal W. Hoag Gladstone 3949
Stations—KARM, Fresno, Calif.; KECA, Los Angeles, Calif.; KROW, San
 Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.;
 WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.;
 WAVE, Louisville, Ky.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.;
 WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis,
 Mo.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh,
 N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati,

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

Ohio; KOMA, Oklahoma City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KGKO, Fort Worth, Texas; KIRO, Seattle, Wash.

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

Seattle—1411 Fourth Ave. Bldg.
 Stations—KRLC, Lewiston, Ida.; KWAL, Wallace, Ida.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Pakima, Wash.; KFQD, Anchorage, Alaska.

*Stations represented on a regional basis only.

W. S. GRANT COMPANY

San Francisco—580 Market St., W. S. Grant, General Manager Garfield 7700

Los Angeles—Hellman Bldg., H. H. Conger

Stations—KHSL, Chico, Calif.; KYOS, Merced, Calif.; KVCV, Redding, Calif.; (also represents stations on William G. Rambeau Co. list).

HOMER OWEN GRIFFITH

Hollywood—6362 Hollywood Blvd. Granite 1726
 Homer Griffith.

San Francisco—681 Market St., Slayton Polleys LaDue DOuglas 7404

Seattle—White Bldg., Hal Pearce Eliot 6662

Stations—KPHO, Phoenix, Ariz.; KFMB, San Diego, Calif.; KID, Idaho Falls, Ida.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KBKR, Baker, Ore.; KWJJ, Portland, Ore.; KELA, Centralia, Wash.; KWYO, Sheridan, Wyo.; KFQD, Anchorage, Alaska; KTOH, Lihue, T. H.; Stations on The Walker Co. and Howard H. Wilson Co. lists functioning as the west coast division for both firms.

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

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

Stations—Argentina: LR1, LRX & LRU, Buenos Aires; Blue & White Network: LU2, Bahia Blanca; LU4, C. Rivadavia; LV2, Cordoba; LV10, Mendoza; LT5, Resistencia; LU12, Rio Gallegos; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Santa Fe; LV7, Tucuman.

Bolivia: CP3, CP38 & CP2, La Paz.

Brazil: 75 stations.

Chile: CB57 & CB1180, Santiago; CB90, Valparaiso; RADIO Nacional de Agricultura Network: CA141, Antofagasta; CC58, Concepcion; CA63, Iquique; CD113, Magallanes; CD101, Puerto Montt; CD69 & CD1190, Valdivia.

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

Costa Rica: TIPG & TIGPH, San Jose.

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

Dominican Republic: HIZ-HI1Z, C. Trujillo.

Ecuador: MCRB, Guayaquil, HCJB, Quito.

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

Honduras: HRN, Tegucigalpa.

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

Nicaragua: YNRS & YNPH, Managua.

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

Peru: OAX6B, Arequipa; OAX1A, Chicayo; OAX5B-C, Ica; OAX4A-T-Z, Lima.

Puerto Rico: WIAC & WKAQ, San Juan.
 El Salvador: YSR, San Salvador.
 Venezuela: YV6RA-U, C. Bolivar; YV5RA-N, Caracas; YV1RF-X, Maracaibo.

ARTHUR H. HAGG & ASSOCIATES, INC.

<i>Chicago</i> —360 N. Michigan Ave.....	Central	7553
Arthur Hagg, President; Myrtle Luhnaw, Secretary.		
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<i>Omaha</i> —300 Brandeis Theatre Bldg., Frank P. Samuels, Manager.....	Jackson	7319
<i>Oklahoma City</i> —2715 N. W. 12th St., Ted McCorkhill, Manager.....		5-7272
<i>Stations</i> —KGNO, Dodge City, Kans.; Oklahoma Network; KADA, Ada, Okla.; KVSQ, Ardmore, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KTOK, Oklahoma City, Okla.; KGFF, Shawnee, Okla.; KOME, Tulsa, Okla.		

HEADLEY-REED COMPANY

<i>New York</i> —420 Lexington Ave.....	Murray Hill	3-5470
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<i>Chicago</i> —180 N. Michigan Ave.....	Franklin	4686
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<i>Detroit</i> —New Center Bldg., Harry H. Walsh.....	Madison	4675
<i>Atlanta</i> —Glenn Bldg., Gregory Murphy, Jr.....	Walnut	1636
<i>Stations</i> —WSGN, Birmingham, Ala.; WSFA, Montgomery, Ala.; WNBC, New Britain-Hartford, Conn.; WGAC, Augusta, Ga.; WROK, Rockford, Ill.; KANS, Wichita, Kans.; WITH, Baltimore, Md.; WCOP, Boston, Mass.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Nebr.; WBAB, Atlantic City, N. J.; WGNV, Newburgh, N. Y.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Akron, Ohio; WFMJ, Youngstown, Ohio; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WFCI, Pawtucket, R. I.; WAPO, Chattanooga, Tenn.; WSIX, Nashville, Tenn..		

HOMER HOGAN

<i>Chicago</i> —410 N. Michigan Ave., Homer Hogan.....	Whitehall	4488
<i>Dallas</i> —912 Commerce St.....	Dallas	2-8868
Carr P. Collins.		
<i>Stations</i> —XEAW, Reynosa, Mexico.		

GEORGE P. HOLLINGBERY CO.

<i>Chicago</i> —307 N. Michigan Avenue.....	State	2898
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<i>New York City</i> —420 Lexington Avenue.....	Murray Hill	3-9447
F. E. Spencer, Jr., Manager; Robert Davies, Donald A. Donahue, Harry Betteridge.		
<i>Detroit</i> —Park & Adams Street, Fred F. Hague, Manager.....	Cherry	5200
<i>Atlanta</i> —Walton Bldg., G. M. Kohn, Jr.....	Walnut	4039
<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —607 S. Hill St., J. V. Fisler, Manager.....	Van Dyke	7386
<i>Stations</i> —WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; WIRE, Indianapolis, Ind.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WNBZ, Saranac, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; KQV, Pittsburgh, Pa.; WEEU, Reading, Pa.; WTMA, Charleston, S. C.; WORD-WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KLO, Ogden, Utah; KVI, Taccma, Wash.; WEAU, Eau Claire, Wisc.		

GEORGE T. HOPEWELL

<i>New York</i> —101 Park Ave., George T. Hopewell.....	LExington	2-3783
<i>Chicago</i> —75 E. Wacker Drive, E. J. Powers, Manager.....	Central	4461
<i>Stations</i> —WHYN, Holyoke, Mass.		

INLAND BROADCASTING SERVICE

<i>Winnipeg, Man.</i> —171 McDermot Ave.....		92531
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• • • **STATION REPRESENTATIVES** • • •

Dawson Richardson, President; L. J. Ham, Secretary-Treasurer; R. H. Elleker, Manager.

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

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- New York*—507 Fifth Ave. Vanderbilt 6-6075
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- Schenectady*—720 State St., David W. Borst.
College Stations—Brown University, Providence, R. I.; Colorado College of Education; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Knox College, Galesbury, Ill.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; Union College, Schenectady, N. Y.; University of California, Berkeley, Calif.; University of California at Los Angeles, Los Angeles, Calif.; University of Connecticut, Storrs, Conn.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.

THE KATZ AGENCY, INC.

- New York City*—500 Fifth Avenue. Longacre 5-4594
 G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, M. J. Flynn, H. R. Goldberg, Martin Beck.
- Chicago*—307 N. Michigan Avenue. Central 4238
 G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, Stanley Reulman, Buell Herman, Earl Hodgson, David H. Decker.
- Detroit*—General Motors Bldg. Trinity 2-7685
 Ralph Bateman, Manager; Joseph T. Ott.
- Kansas City*—Bryant Bldg. Victor 7095
 Gordon Gray, Manager; Thomas J. Flanagan, Jr.
- Atlanta*—22 Marietta Street Bldg., Walnut 4795
 Fred M. Bell, Manager; Marvin Smith.
- Dallas*—Republic Bank Bldg., Frank Brimm. Dallas 2-7936
- San Francisco*—Monadnock Bldg. Sutter 7498
 Richard S. Railton, Manager; Thomas M. Ray.
Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; KOB, Albuquerque, N. M.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KEPY, Spokane, Wash.; WISN, Milwaukee, Wisc.

JOHN KEATING

- Portland, Ore.*—Studio Bldg. BEacon 1009
 John Keating, Manager; James McLoughlin, Assistant Manager.
 **Stations*—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KTFI, Twin Falls, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.

*Represented on regional accounts only.

JOSEPH HERSHEY MCGILLVRA

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

Joseph H. McGillvra, Owner; Adam J. Young, Jr., Sales Manager; James W. LeBaron, George J. Arkedis.
Chicago—919 North Michigan Avenue.....Superior 3444
 Allen R. Koehler, Joseph R. Spadea.
Los Angeles—445 Western Pacific Bldg., Philip Bissell, Manager.....Prospect 5319
San Francisco—627 Mills Building, Duncan A. Scott, Manager.....Sutter 1393
Stations—KELD, El Dorado, Ark.; KLX, Oakland, Calif.; WBRY, Waterbury, Conn.; WTSP, St. Petersburg, Fla.; WRLC, Toacca, Ga.; WMEX, Boston, Mass.; WHAI, Greenfield, Mass.; WSOO, Sault Ste. Marie, Mich.; KVOX, Moorhead, Minn.; WLNH, Laconia, N. H.; WHEB, Portsmouth, N. H.; WTNJ, Trenton, N. J.; WHCU, Ithaca, N. Y.; WSAY, Rochester, N. Y.; KRMC, Jamestown, N. D.; North Central Broadcasting System; KINY, Juneau, Alaska; WNEL, San Juan, Puerto Rico; CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKNB, Campbellton, N. B.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CKPR, Ft. William, Ont.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; XEW-XEQ, Mexico City, Mexico.

J. P. McKINNEY & SON, SPECIAL AGENT

New York City—30 Rockefeller Plaza, N. L. O'Brien.....Circle 7-1178
Chicago—400 N. Michigan Avenue, C. W. Erwin.....Superior 9866
San Francisco—681 Market St., R. J. Bidwell.....Sutter 5333
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

MIDNIGHT SUN BROADCASTING CO.

Seattle—1011 American Bldg., Gilbert A. Wellington, Manager.....Eliot 3933
Stations—KFAR, Fairbanks, Alaska.

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

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

NORTHERN BROADCASTING & PUBLISHING, LTD.

Timmins, Ont.—Thomson Bldg.....Timmins 1500
 Roy Thomson, President; Jack K. Cooke, General Manager of Broadcasting Division; S. Chapman, Secretary-Treasurer; F. Darling, Manager of Production Department.
Toronto—307 Victory Bldg., G. E. Tonkin, Manager.....Elgin 2464
Montreal—310 Keefer Bldg., R. A. Leslie, Manager.....HA 3051
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.

NORTHWEST RADIO ADVERTISING CO., INC.

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

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

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Philippine Station Representative)

<i>New York City</i> —330 Madison Avenue, E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —681 Market St., S. P. DaDue.....	Douglas	4475
<i>Seattle</i> —White Bldg., Hal Pearce.....	Main	6626
<i>Stations</i> —Columbia: HJCS, Bogota; HJAN, Barranquilla; HJEE, Calif.; HJBB, Cucuta; HJFA, Pereira. Costa Rica: TIPG, San Jose. Chile: CB96, Coquimbo; CB78, Santiago; CC67, Talca; CB76, Valpariso. Dominican Republic: HIN-HIIN, Ciudad Trujillo. Ecuador: HCJB, Quito; HCRB, Quayaquil. El Salvador: YSP, San Salvador. Guatemala: TGW, Guatemala City. Haiti: HH3W, Port-au-Prince. Honduras: HRN, Tegucigalpa. Nicaragua: YNPR, Managua. Mexico: XEW, Mexico City; 28-station network throughout Mexico. Panama: HP5G-HOA-HOP, Panama City. Paraguay: ZP9, Asuncion; Peru: OAX4A-OAX4T-OAX4Z, Lima; OAX7, Cuzco. Philippines: KZRM-KZRF, Manila. Uruguay: CX16, Montevideo. Venezuela: YV5RA, Caracas; YVIRA, Maracaibo.		

JOHN E. PEARSON

<i>Chicago</i> —360 N. Michigan Avenue.....	Franklin	2359
John E. Pearson, Owner; Shirley Hollender, Secretary.		
<i>Stations</i> —KDTH, Dubuque, Ia.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; KCMO, Kansas City, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KDRO, Sedalia, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.		

JOHN H. PERRY ASSOCIATES

<i>New York</i> —310 East 45th St.....	Murray Hill	4-1647
William K. Dorman, Manager; W. T. Kelly, H. H. Hachette.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —201-101 Marietta St. Bldg., R. S. Kendrick, Manager.....	Walnut	3443
<i>Philadelphia</i> —1506 Chestnut St., Robert Hitchings, Manager.....	Rittenhouse	7290
<i>Stations</i> —WALA, Mobile, Ala.; WMFJ, Daytona Beach, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.		

EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	Murray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenurst, Robert Boncil, James L. Thompson, A. K. Bucholz.		
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
William Cartwright, John W. Brooke.		
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
<i>Stations</i> —KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Texas Quality Network; Yankee Network.		

PHILIPPINES AGENCY SERVICE CO.

- New York*—33 West 42nd St. Pennsylvania 6-1485
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- Manila, Philippine Islands*—Radio Station KZRM-KZRF Manila 2125
 Francisco Velasco, Manager.
Stations—KZRF, Manila; KZRM, Manila.

RALPH L. POWER

(Australian Representative)

- Los Angeles*—407 Van Nuys Bldg. Madison 5617
Stations—Macquarie Broadcasting Services, Macquarie Network (24 stations), Sydney; Artransa, Pty., Ltd., Sydney; Australian Record Co., Sydney.

RADIO ADVERTISING ASSOCIATES

(Southeastern Representatives)*

- Atlanta*—925-6 Grant Bldg., R. L. Watkins, President Walnut 1833
Stations—WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

*Stations represented on a regional basis only.

RADIO ADVERTISING CORP.

- New York*—9 E. 40th St. Murray Hill 3-7865
 Paul S. Wilson, General Manager.
- Chicago*—333 N. Michigan Ave., James T. Kelley, Manager Central 1743
- Cleveland*—Terminal Tower, Charles A. Stevens, Manager Prospect 5800
- San Francisco*—Russ Bldg., David H. Sandebury, Manager Exbrook 2093
- Los Angeles*—530 W. Sixth St., J. Leslie Fox, Manager Van Dyke 1901
Stations—KSAN, San Francisco, Calif.; KMYR, Denver, Colo.; WJTN, Jamestown, N. Y.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; KRSC, Seattle, Wash.

RADIO CENTRE LIMITED

- Toronto*—74 Wellington St., West Waverly 2036
 D. Spencer Grow, Manager.
Stations—CJCJ, Calgary, Alberta; CHLN, Three Rivers, Que.

RADIO SALES

(A Division of the Columbia Broadcasting System)

- New York*—485 Madison Avenue Wickersham 2-2000
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- Chicago*—410 N. Michigan Avenue Whitehall 6000
 Kelly Smith, General Sales Manager; Henry Jackson, Western Sales Manager; David Sutton, Wendell Campbell, William Parker.
- St. Louis*—KMOX, Mart Bldg. Central 8240
- San Francisco*—Palace Hotel Yukon 1700
 Wayne Steffner, Sales Manager for Northern California & the Northwest.
- Los Angeles*—Columbia Square Hollywood 1212
 Roger K. Huston, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

WILLIAM G. RAMBEAU COMPANY

- Chicago*—360 N. Michigan Ave. Andover 5566
 William G. Rambeau, Owner; M. R. Tennerstedt.
- New York City*—Chanin Bldg. Caledonia 5-4940-4975
 William M. Wilson, Manager; Norman MacAvoy.
- Los Angeles*—Markham Bldg., Fred L. Allen Granite 3636
- San Francisco*—580 Market St., Will S. Grant Garfield 7700
Stations—KFWB, Los Angeles, Calif.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; KBUR, Burlington, Ia.; WESX, Salem, Mass.; WDSM,

• • • STATION REPRESENTATIVES • • •

Duluth-Superior, Minn.; WMIN, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WAAT, Jersey City, N. J.; WBNY, Buffalo, N. Y.; WKNY, Kingston, N. Y.; KBON, Omaha, Nebr.; WJAS, Pittsburgh, Pa.; KABC, San Antonio, Texas.

PAUL H. RAYMER CO.

<i>Chicago</i> —435 N. Michigan Avenue.....	Superior	4473
Paul H. Raymer, Manager; Walter I. Tenney, Richard F. Kopf, W. Ward Dorrell.		
<i>New York</i> —366 Madison Avenue.....	Murray Hill	2-8689
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.		
<i>Detroit</i> —General Motors Bldg., W. Ward Dorrell.....	Trinity	2-8060
<i>San Francisco</i> —Russ Bldg., David H. Sandberg.....	Exbrook	2093
<i>Los Angeles</i> —530 West 6th St., J. Leslie Fox.....	Vandike	1901

Stations—Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KWJB, Globe Ariz.; KCRJ, Jerome, Ariz.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KGLU, Safford, Ariz.; KYUM, Yuma, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WIBC, Indianapolis, Ind.; WSBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WKNE, Keene, N. H.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WING, Dayton, Ohio; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WRVA, Richmond, Va.; KJR, Seattle, Wash.; KGA, Spokane, Wash.

VIRGIL REITER & CO.

<i>Chicago</i> —400 N. Michigan Ave.....	Superior	5072
Virgil Reiter, Jr., J. M. Ward.		
<i>Stations</i> —WMCA, New York, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.		

REYNOLDS-FITZGERALD, INC.

<i>New York City</i> —515 Madison Ave.....	ELdorado	5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.		
<i>Chicago</i> —360 N. Michigan Ave.....	State	4294
John T. Fitzgerald, George A. Jones, Lee Smail.		
<i>Detroit</i> —General Motors Bldg., Richard T. Healy.....	Madison	4250
<i>Philadelphia</i> —Land Title Bldg., J. David Cathcart.....	Rittenhouse	3839
<i>Seattle</i> —1423 Joseph Vance Bldg., Fred A. Bartlett.....	Elliott	6452
<i>San Francisco</i> —58 Sutter Street.....	Garfield	6144
Judson H. Carter, Ralph E. DeMotte.		
<i>Los Angeles</i> —117 West Ninth Street, Charles E. Fisher.....	Tucker	2474
<i>Stations</i> —KQW, San Jose, Calif.; KFNF, Snenandoah, Ia; KOL, Seattle, Wash.; WHBY, Appleton, Wisc.; WTAG, Green Bay, Wisc.; WIBA, Madison, Wisc.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; XERB, Rosarito, Mexico; XEMO, Tia Juana, Mexico.		

SEARS & AYER, INC.

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave., P. Joseph Bogner, Jack Martin.....	ASHlander	4-6698
<i>Stations</i> —WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WMSD, Muscle Shoals, Ala.; WKEU, Griffin, Ga.; WDWS, Champaign, Ill.; WSOY, Decatur, Ill.; WTMV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WJPF, Herrin, Ill.; WCBS, Springfield, Ill.; KVAK, Atchinson, Kans.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah,		

Ky.; WGCM, Biloxi-Gulfport, Miss.; WGRM, Greenwood, Miss.; WFOR, Hattiesburg, Miss.; WSLI, Jackson, Miss.; WMIS, Natchez, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KWOC, Poplar Bluff, Mo.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WLPM, Suffolk, Va.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.

SPOT SALES, INC.

New York—20 East 57th Street.....Plaza 8-2600
James D. Shouse, President; Loren L. Watson, Executive Vice-President-
General Manager; William B. Dolph, Vice-President-Treasurer; E. M.
(Peggy) Stone, Secretary.

Chicago—360 N. Michigan Ave., Peterson Kurtzer, Manager.
San Francisco—Third & Market Sts., John Livingston, Manager.....Douglas 2536
Stations—WCOV, Montgomery, Ala.; KYA, San Francisco, Calif.; KTKC,
Visalia, Calif.; WOL, Washington, D. C.; WGPC, Albany, Ga.; WATL,
Atlanta, Ga.; WRBL, Columbus, Ga.; WBML, Macon, Ga.; WJBC, Bloom-
ington, Ill.; KROS, Clinton, Ia.; WKBB, Dubuque, Ia.; WTBO, Cumberland,
Md.; WJEL, Hagerstown, Md.; WHDH, Boston, Mass.; WMUR, Manchester,
N. H.; WCBT, Roanoke Rapids, N. C.; WAIR, Winston-Salem, N. C.;
WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW-WLWO, Cincinnati,
Ohio (West Coast only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WKST,
New Castle, Pa.; WAIM, Anderson, S. C.; WCOS, Columbia, S. C.; WJHL,
Johnson City, Tenn.; WMP5, Memphis, Tenn.; KNOW, Austin, Texas;
WACO, Waco, Texas; WJLS, Beckley, W. Va.; WGKV, Charleston, W. Va.;
WKWK, Wheeling, W. Va.

STOVIN & WRIGHT

Toronto—907 Victory Bldg.....ADelaide 9184
H. N. Stovin, Partner; C. W. Wright, Partner; A. A. McDermott, W. Enger,
R. Bowden.

Montreal.....Plateau 8749
Winnipeg—L. Mickles, Jr., Manager; c/o Radio Station CKY.....Winnipeg 92191
A. J. Messner, Manager; S. J. Irwin, F. Ward.
Stations—CJOR, Vancouver, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon,
Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John,
N. B.; CKCA, Kenora, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.;
CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFLC, Prescott, Ont.; CKCL,
Toronto, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR,
Rimouski, Que.

EDWARD S. TOWNSEND COMPANY

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

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Carl B. Ogilvie, Manager.....Lynchburg 3032
Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roa-
noke, Va.

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

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

THE WALKER COMPANY

Chicago—360 North Michigan Ave.....State 5262
J. Wythe Walker, President; Earl J. Fenton, Charles O'Malley.
New York—9 East 40th St., C. Otis Rawalt, Manager.....Murray Hill 6-9151
Los Angeles—6362 Hollywood Blvd., Homer Griffith, Manager.....Granite 1726
Seattle—White Bldg., Hal Pearce, Manager.....Eliot 6662
San Francisco—681 Market St., Slayton Polleys La Due, Manager.....Douglas 7404
Kansas City, Mo.—1012 Baltimore, Joe Farrell, Manager.....Grand 0810
Stations—KUOA, Siloam Springs, Ark.; KFKA, Greeley, Colo.; KSEI, Poca-
tello, Ida.; KTFI, Twin Falls, Ida.; WAIT, Chicago, Ill.; KFJB, Marshall-
town, Ia.; KTRI, Sioux City, Ia.; KOAM, Pittsburgh, Kans.; WABI, Bangor,
Me.; WSAR, Fall River, Mass.; WJAG, Norfolk, Nebr.; WBNX, New York,
N. Y.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; Z-Bar Net, (KGIR,
Butte, Mont.; KRBM, Bozeman, Mont.; KPFA, Helena, Mont.).

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

SIDNEY C. WARDEN

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

WEED & CO.

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

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

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

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

Stations—KSFO, San Francisco, Calif.; KVID, Denver, Colo.; WTIC, Hartford, Conn.; WSUN, St. Petersburg, Fla.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WCOL, Columbus, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; KWFT, Wichita Falls, Texas; Texas State Network; WCAX, Burlington, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CFRK, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.

HOWARD H. WILSON COMPANY

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

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

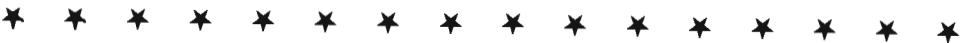
Kansas City, Mo.—1004 Baltimore, A. H. Petrus, Manager.....Harrison 8136

Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 1726

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

Seattle—White Bldg., Hal Pearce.....Eliot 6662

Stations—KPRO, Riverside, Calif.; KGHF, Pueblo, Colo.; WHBF, Rock Island, Ill.; WDJZ, Tuscola, Ill.; KFBI, Wichita, Kans.; KYSM, Mankato, Minn.; WDGY, Minneapolis, Minn.; KROC, Rochester, Minn.; WDNC, Durham, N. C.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KBWD, Brownwood, Texas; KROD, El Paso, Texas; KFRO, Longview, Texas; KFYO, Lubbock, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WWSA, Harrisonburg, Va.; WSAZ, Huntington, W. Va.; WKBH, La Crosse, Wisc.





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In America's finest homes, CHATEAU MARTIN is replacing "lost" imports. For connoisseurs agree that in bouquet — in sparkle — in flavor and life . . . CHATEAU MARTIN *American* Champagne is equal to the world's best. It's exported to more than 25 countries. Try a bottle the next time you entertain.

EASTERN WINE CORPORATION • NEW YORK CITY

PUBLICATIONS

Covering the Field of Radio

TRADE—FAN—TECHNICAL—GENERAL

The Advertiser

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

Advertising Age

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

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time

sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

The Billboard

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

Boxoffice

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

Broadcasting—Broadcast Advertising

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

Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting; Business Manager, R. J. Christopher; Radio Editor, H. R. Williams. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone,

Men who make radio lists use Radio Advertising Rates and Data day after day. . . many times a day.

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Radio Advertising Rates and Data

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

•

Canadian Advertising

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

•

Canadian Radio Data Book

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

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Communications

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

Editor and Publisher

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

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Education by Radio

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

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Electrical Digest

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

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Electronics

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

SELL THE MEN WHO HAVE TO SELL THE GOODS !!!

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

KDYL	WBZ	WJSV	WTCN
KFRC	WCAE	WKBW	WTIC
KGO	WCCO	WKNE	WTRY
KMBC	WCSC	WLOL	WWNC
KMOX	WDGY	WLS	Columbia Broadcasting
KNX	WDRC	WLVA	System (Network)
KOY	WEEI	WMC	Columbia Broadcasting
KRNT	WFBC	WMCA	System (Radio Sales)
KRNY	WFBL	WMT	Free and Peters
KSFD	WFBR	WNAX	Mutual Broadcasting Co.
KSO	WFIL	WOAI	National Broadcasting Co.
KSTP	WGR	WOKO	(Network)
KYW	WHAM	WOW	National Broadcasting Co.
WABC	WHIO	WRBL	(Spot)
WABY	WHO	WSAI	World Broadcasting System
WBBM	WIBW	WSB	
WBEN	WIBX	WSLS	
WBT	WIOD	WSOC	
WBTM	WJAR	WSYR	
WBIG	WJR-WGAR	WTAR	

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

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

Sales Management

NEW YORK

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SANTA BARBARA

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

• **Film Daily**

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

• **FM—Engineering & Design Practice**

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

• **Hollywood Reporter**

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

• **Industrial Marketing**

MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. This publication prints all available news stories about the use of radio by industrial marketers.

• **Marketing**

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

• **Markets of America**

ANNUAL. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill. Phone, Delaware 9083. L. R. Dean; 3275 Wilshire Blvd., Los Angeles, Calif. Phone, Federal 8687. A. M. Rothenberg. Markets of America is an annual publication consisting of articles written by advertising agency executives who describe and analyze the market in which each are located.

• **Metronome**

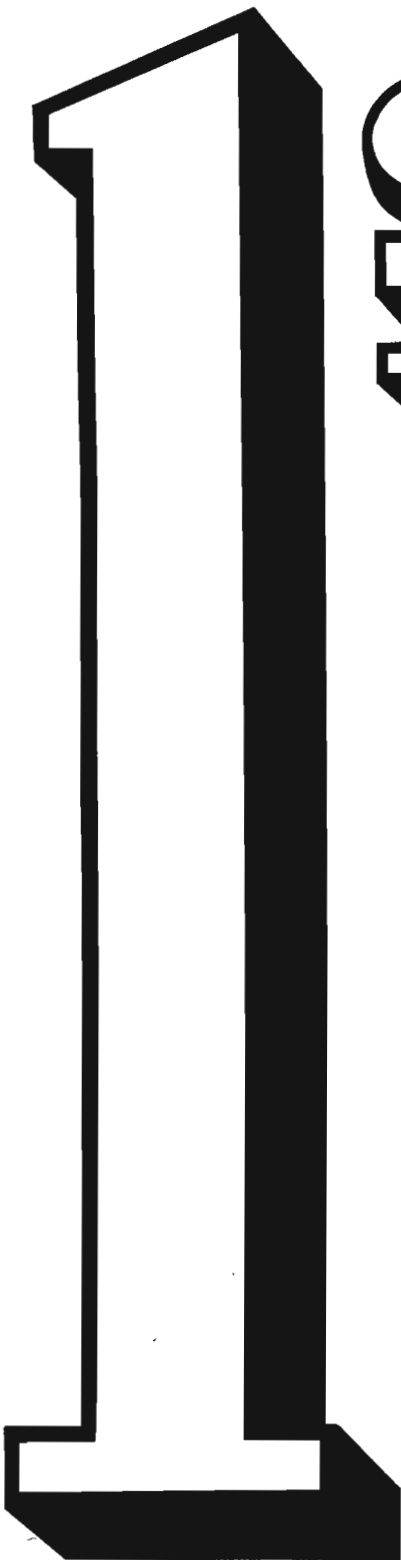
MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum; Chicago Correspondent, Jack Haskell; Hollywood Correspondents, Robert Laughlin and Dave Hyltone. This publication is a trade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

• **Motion Picture Daily**

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

• **Movie-Radio Guide**

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Ed. Zoty; Supervising Editor, Carl A. Schroeder (Hollywood); Executive Editor, Martin Lewis (New York); Managing Editor, Gordon Swarouth (Chicago); Advertising Manager, Harry Hayden (New York); Circulation Manager, Gilbert Keene (Chica-



1st

**in total advertising linage
number of radio advertisers
number of exclusive radio advertisers
number of radio insertions**

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

Here's one reason: Nine readership surveys made by radio stations and other users of the advertising press in 1940 and 1941 have in each instance put **ADVERTISING AGE** in first place. Preferred readership by advertisers and agency executives justifies preference by broadcasters! Would you like to see the evidence supporting these statements?



Advertising Age

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go). EDITORIAL OFFICES: 551 Fifth Ave., New York, N. Y., Phone, MURray Hill 2-4690; 8580 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 14 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area for the week in advance; news and gossip stories and pictures of movie and radio artists; reviews, etc.

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Music News

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

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Music Trade Review

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

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The Music Trades

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

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Musical Advance

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

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Musical America

TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone,

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

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Musical Courier

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

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Musical Digest

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

•

The Musician

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

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Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

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Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor,

the **THINKING MEN** **OF ADVERTISING** *will see and* *read your message in* **ADVERTISING & SELLING**

These are serious times and demand serious thinking. THINKING MEN read **Advertising & Selling** because THINKING MEN write **Advertising & Selling**—the only specialized journal of advertising EXCLUSIVELY DEVOTED to PROBLEM INFORMATION.

Radio Networks and Stations (a total of 21 used space in 1941) know the advantage of reaching the pace setters of advertising—especially at a time

EXAMPLES OF HOW ADVERTISING & SELLING HAS FURTHERED THE CAUSE OF RADIO:

1. A & S was the first advertising publication to recognize the legitimate use of radio as an advertising medium. (**Radio's Relationship to Advertising and the Newspaper**, January 28, 1925 issue . . . **How Radio Broadcasting Is Being Used as an Advertising Tool**, April 22, 1925 . . . **Broadcasting's Place in the Advertising Spectrum**, December 16, 1926).

2. Arch Crossley gives A & S credit for proposing a circulation audit for radio—which later developed into the CAB. In **It's Time We Took the "Blue Sky" Out of Air** (October 16, 1929 issue) S. H. Giellerup suggested a plan for a continuing, cooperative checkup on the habits of listeners. This article, according to Archibald M. Crossley in **Taking the Blue Sky Out of the Air** (July, 1939 issue), became the basis for CAB reports.

when radical readjustments must be made in advertising and merchandising policies for both immediate and long-term results.

They also know how this magazine has pioneered in recognizing and sponsoring the legitimate use of radio as an advertising medium . . . and how it continues to focus the attention of advertising and agency executives on radio's major problems and significant trends.

Your present and future sales problems will be easier if the THINKING MEN of advertising are THINKING WITH YOU. Ask us for the complete story of why **Advertising & Selling** can get the right message across to the right men.

ADVERTISING & SELLING

9 EAST 38th STREET **NEW YORK**

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

Presto Music Times

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

Printers' Ink

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

Radex

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

Radio

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Editors & Engineers, Ltd.; Publisher, K. V. R. Lansingh; Editorial Director, W. W. Smith; Editor, R. Dawley; Sales Promotion & Advertising Manager, J. A. Thompson. This publication is devoted to technical and constructional material for industrial, amateur, professional and experimental high frequency radio; con-

tent does not touch on the business, entertainment or personal sides of radio.

Radio Advertising Rates and Data

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

Radio Amateur Call Book

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

Radio-Craft

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

Radio Daily

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

Radio and Electrical Sales

EVERY OTHER MONTH. 137 Well-

Reflecting an industry, hardly out of short pants, but in 1941 selling 12,000,000 radio sets; 106,000,000 records.

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

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

And during all this time, the Journal has been the “right arm” of the business.

RADIO-TELEVISION JOURNAL

Glad. Henderson, Editor

Radio City

New York

ington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

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

Radio News

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

Radio Press Service

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

Radio Showmanship

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

Radio-Television Journal

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

Radio and Television

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor. The editorial policy of this publication includes the

presentation of articles of interest to the servicemen, radio experimenter and radio amateur. The "Radio Month in Review" section gives the general reader a resume of the latest inventions in radio.

Radio and Television Mirror

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

Radio and Television Weekly

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

Radio Retailing—Today

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

Radio Trade-Builder

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

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SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager,

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Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editor, Robert G. Herzog; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary,

Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 420 Market St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

The Tunesmith

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

Variety

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

Variety Daily

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLlywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; BRANCH OFFICES: Graybar Bldg., New York, N. Y.. L. V. Hohl, N. Y. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

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MONTHLY (with weekly news-sheet). 2237 Book Tower, Detroit, Mich. Phone, RAndolph 7225. Managing Editor, H. M. Hastings; Business Manager, H. T. Bretelle; Chairman, Robert Copeland; Business Advisor, James D. Kysor; Mechanical Advisor, Arthur W. Winter. The Adcrafter is primarily a local advertising magazine covering news, events and campaigns in the Detroit area. Regular issues carry news items of important radio developments, personnel changes, new programs, etc. Annual radio number carries special articles designed to give the advertiser information on how to get the most from the medium, services of radio in the national emergency, civic campaigns, etc. Special committee of Detroit Advertising Club members acts as editorial board for the radio number.

Air Law Review

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

Bell Laboratories Record

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

Bell Telephone Magazine

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

Broadcast News

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

Electrical Communication

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

Federal Communications Bar Journal

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

FREC Service Bulletin

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

General Radio Experimenter

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

The International Musician

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

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

International Short Wave Radio

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

Journal of the Association of Education by Radio

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

Pick-Ups

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

Proceedings of I. R. E.

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

erature of engineering interest is listed each month.

Proceedings of the Radio Club of America

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

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

Radio Review

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

RCA Review

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

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 Phone Central 4230
 PPA—ANPA—SNPA—APA

Officers

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 President.....Henry A. Hohman
 Secretary-Treasurer.....George Hoefner
 Vice-Presidents.
 T. R. McCabe, H. D. Cayford

Branch Offices

1012 Baltimore Ave., Kansas City, Mo.
 Phone Victor 3063
 Manager.....Paul Markham
 630 Fifth Ave., New York, N. Y.
 Phone Circle 6-7040
 Manager.....I. C. Bettiker
 William-Oliver Bldg., Atlanta, Ga.
 Phone Main 4770
 Vice-President.....J. L. Laube
 NBC Bldg., Cleveland, Ohio
 Phone Cherry 3658
 Vice-President-Manager.....T. R. McCabe
 Russ Bldg., San Francisco, Calif.
 Phone Garfield 0846
 Vice-President-Manager.....H. D. Cayford
 Insurance Bldg., Omaha, Nebr.
 Phone Atlantic 0369
 Manager.....Wendell O'Neal
 Tower-Petroleum Bldg., Dallas, Texas
 Phone Central 5388
 Manager.....Paul Leech
 Central Bldg., Seattle, Wash.
 Phone Seneca 0066
 Manager.....T. M. White
 Pacific Bldg., Portland, Ore.
 Phone Beacon 5151
 Manager.....Elwood Enke
 816 West 5th St., Los Angeles, Calif.
 Phone Trinity 8173
 Knight Bldg., Charleston, W. Va.
 Phone 34-431

BENNETT, WALTHER & MENADIER, INC.

234 Boylston St., Boston, Mass.
 Phone Kenmore 3820

Officers

PresidentNelson Bennett
 Vice-President.....Arthur M. Menadier
 Vice-President.....Frederick P. Walther, Jr.
 Treasurer.....Royal W. Leith
 SecretaryDorothy Dodge
 Production Manager.....Selden M. Loring
Radio Accounts Placed—Washburn Candy
 Co., Hudson Coal Co., Massachusetts Wharf
 Coal Co., Sulpho Naphthol Co.

BENTON AND BOWLES, INC.

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

Officers

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

Branch Offices

Equitable Bldg., Hollywood, Calif.
 Phone Hillside 9151
 Production Head.....Mann Holiner
Radio Accounts Placed — General Foods
 Corp. (Maxwell House Coffee, Diamond

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Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hecker Products Co. (Shinola); Hudnut Co.; Procter & Gamble Co. (Ivory Snow).

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BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA
Officers

President Arch Bermingham
Executive Vice-President..... Stewart Wark
Secretary-Treasurer..... Winston H. Hagen
Radio Director..... George C. Castleman
Radio Accounts Placed—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co., Roma Wine Co., O'Sullivan Rubber Co., A. Schreter & Sons.

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GEORGE BIJUR, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-6330
ANPA—PPA
Officers

Radio Director..... George Bijur

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THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-9300
ANPA—PPA—ABP
Officers

President and Treasurer.... Milton H. Biow
Secretary Anna Hauptman
Director of Radio..... Regina Schuebel
Dramatic Radio Director.... Charles Martin
Radio Accounts Placed — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Sweets Company of America.

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BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB
Officers

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Vice President-Director..... J. G. Sample
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Director..... N. H. Pritchard
Assistant to President..... Paul Keenan
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Marvin Harms, C. L. Fitzgerald, Kenath T. Sponsel, Robert C. Wilson
Secretary..... J. R. Lieber
Space Buyer..... Jack Loucks

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

Branch Offices

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

Officers

Vice President-Director.. E. Frank Hummert
Vice-Presidents Anne Hummert,
Maurice H. Bent, George G. Tormey
Radio Time Buyer..... Robert A. McNeil
Radio Accounts Placed—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Cudahy Packing Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, Parker Pen Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co.

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THE BLAINE THOMPSON CO.

234 West 44th St., New York, N. Y.
Phone BRyant 9-2480
ANPA—PPA
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Vice-President..... John J. Shubert, Jr.
Assistant Secretary..... G. L. Surrey
Art Director..... James A. Lannon
Production Manager..... J. Adams
Radio Director..... Marlo Lewis

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**W. EARL BOTHWELL
ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh, Pa.
Phone Court 6565

Officers

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Secretary-Treasurer..... A. A. Logan
Radio Director..... V. A. Dahlman

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BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland, Oregon
Phone Atwater 9541
AAAA—ANPA—PPA—ABP
APA—NOAB
Officers

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Treasurer..... Merle W. Manly
Secretary..... Frankie Coykendall
Vice-Presidents..... C. P. Constantine,
Stanley G. Swanberg, Ray Andrews,
Frankie Coykendall, Merle W. Manly.
Branch Offices
814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523
Vice-President..... C. P. Constantine

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

BOZELL & JACOBS, INC.

United Gas Bldg., Houston, Texas
 Phone Fairfax 4106
 ANPA—APA

Officers

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 Treasurer.....Leo B. Bozell
 Vice-President-General Manager,
 D. C. Schnabel

Offices

Traction Terminal Bldg., Indianapolis, Ind.
 Phone Lincoln 6326
 Vice-President-General Manager,
 Ernie Lundgren
 Electric Bldg., Omaha, Nebr.
 Phone Jackson 2261
 Vice-President-General Manager,
 F. Collins Miller
 1010 Hearst Square, Chicago, Ill.
 Phone Central 6505
 Vice-President-General Manager,
 Nathan E. Jacobs

BRISACHER, DAVIS AND STAFF

310 Crocker Bldg., San Francisco, Calif.
 Phone Garfield 0276
 ANPA — APA — PPA

Officers

President.....Emil Brisacher
 Vice-President.....R. T. Van Norden
 Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.
 Phone Prospect 9368
 Robert J. Davis, Louise Ludke,
 Vernon Wosnak
Radio Accounts Placed—Acme Breweries,
 West Coast Soap Co., Peter Paul, Inc., S & W
 Fine Foods, California Conserving Co., Van
 Camp Sea Food Co., Challenge Cream &
 Butter Association, O'Brien's Inc., Barrel of
 Fun Cooperative Program.

**BROOKE, SMITH, FRENCH &
 DORRANCE, INC.**

82 Hancock Ave., East, Detroit, Mich.
 Phone Columbia 0860
 347 Madison Ave., New York, N. Y.
 Phone Murray Hill 6-1800
 AAAA — ANPA — PPA — ABP
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Manager, Media Dept.....Herbert R. Bayle
 Production Managers.....Fred P. Zick,
 John A. Cremer
 Director of Research.....Walter C. Ayers
 Director of Radio.....H. R. Bayle
Radio Accounts Placed—Detroit: Goebel
 Brewing Co., Hudson Motor Car Co., New
 York: State of Maine, Church & Dwight,
 Christmas Club.

BROOKS ADVERTISING AGENCY

1031 S. Broadway, Los Angeles, Calif.
 Phone Prospect 9207

ANPA

Officers

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 Secretary.....M. Weigand
 Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Van &
 Storage Co.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
 Phone Trinity 2-8250

AAAA — ANPA — PPA

Officers

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 Vice-President.....C. Hatch, Jr.
 Secretary.....E. M. Reitz
 Radio Time Buyer.....C. Georgi, Jr.
Radio Account Placed—Oldsmobile Divi-
 sion of General Motors Sales Corp.

**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,
 New York, N. Y.

Phone CIrele 7-7661

ANPA — PPA — APA

Officers

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 Secretary and Radio

Director.....M. J. Kleinfeld
 Treasurer.....Mort Heineman
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, The Sitroux Co., Remington-Rand,
 Inc., Simplicity Patterns, Inc., Johnson Candy
 Co.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
 Phone MEdallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA

Officers

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 Secretary-Treasurer.....L. J. Seeger
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 Radio Director.....Paul Munroe
 Assistant Director.....J. C. Donohue

Branch Offices

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

Vice-President.....George Enzinger
 427 West 5th St., Los Angeles, Cal.
 Phone Michigan 2156

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

Manager.....Ray Randall
Radio Accounts Placed—The Texas Co.,
 Paramount Pictures, Inc., The B. F. Good-
 rich Co., Bendix Aviation Corp., Flamingo
 Sales Co., Rainier Brewing Co.

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LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
 Phone Central 5959

AAAA — ANPA — PPA — APA

Officers

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 Executive Vice-President.....R. N. Heath
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 Vice-President.....DeWitt O'Kieffe
 Vice-President.....Frank Smith
 Director of Radio.....Burke C. Herrick
Radio Accounts Placed—Network: Pure
 Oil Co.; Hecker Products Corporation. National
 Spot: Lumbermen's Mutual Casualty
 Co.; The Hoover Co.

•
**BYER & BOWMAN
 ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio
 Phone Main 3276

ABP—ANPA—PPA—ABP

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

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HAROLD CABOT & CO.

24 Milk St., Boston, Mass.
 Phone HANcock 7690

AAAA

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 Vice-President.....Donald D. Douglass
 Vice-President.....John E. Kennedy
 Vice-President-Art Director George R. Griffin
 Secretary.....Richard Holland
 Assistant Treasurer.....Eveleth R. Todd
Radio Accounts Placed—H. P. Hood &
 Sons, Boston & Maine Railroad, The James
 Hanley Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore, Md.
 Phone Vernon 4411

Officers

President.....Louis F. Cahn
 Secretary-Treasurer.....C. LeRoy Miller
 Account Executive.....E. Lyell Gunts
Radio Accounts Placed—Chatham Home-
 spun Suits, Homeland Tailors, Inc., Jarman
 Motors, Gibbs & Co., Maryland Publicity
 Commission, Elite Laundry, H. B. Davis Co.

•
CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
 Phone Trinity 2-6200

AAAA — ANPA — ABP — PPA

Officers

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 Executive Vice-President.....R. H. Crooker
 Vice-Pres. & Gen. Mgr.....W. W. Lewis
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 Radio Executive.....G. C. Packard

Branch Offices

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

•
**CAMPBELL-EWALD COMPANY OF
 NEW YORK, INC.**

1230 Sixth Ave., New York, N. Y.
 Phone Circle 7-6383

AAAA — ABP — ANPA — PPA
 NOAB — ABC

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 Vice-President.....J. L. Spencer
 Director of Radio.....Kenneth Young
 Time Buyer.....E. A. Elliott

Branch Offices

1214 19th St., N.W., Washington, D. C.
 Phone Metropolitan 5670
 Manager.....Emmett Deady
 Republic Bank Bldg., Dallas, Texas
 Manager.....Aubra Dodson, Jr.
Radio Accounts Placed—Purity Bakeries
 Corp., United States of Brazil.

THE CAPLES COMPANY

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-6500
ANPA—PPA—APA—NOAB

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Vice-President.....Albert Woodley
Time Buyer.....R. D. Folster

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225 East Erie St., Chicago, Ill.
Phone Superior 6016

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R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Vice-President.....L. M. Branch
Radio Department Head...Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

Manager.....Arthur Caron
Radio Accounts Placed—Railway Express;
Union Pacific Railroad; Chicago & North
Western Railway.

CESANA & ASSOCIATES, LTD.

Monadnock Bldg., San Francisco, Calif.
Phone EXbrook 8572

Officers

Co-Owner.....C. H. Brockhagen
Co-Owner.....R. Cesana
Production Manager-Space Buyer,
Constance Ferris

Branch Office

6518 Selma Ave., Hollywood, Calif.
Phone HOLlywood 8155

Manager.....T. D. Murray
Radio Director.....Carl Webster Pierce
Account Executive.....Louis Grimm
Production Manager.....Mary Greene
Radio Accounts Placed—Roma Wine Co.

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

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Executive Vice-President, Herbert Armstrong
Secretary-Treasurer.....D. G. Goodwin

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern
Food Process Co.

COMPTON ADVERTISING, INC.

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

AAAA—ABP—ANPA—PPA—PBR—
SAAA—SNPA

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Alfred Stanford, Robert Holbrook,
Harold S. Barnes, Gordon Aymar, Craig
Davidson.

Vice-President-Director of Radio,
John E. McMillin

New Program Manager.....Storrs Haynes
Network Program Manager...Gilbert Ralston
Local Program Manager.....Hal James
Casting Director.....George Bregel
Publicity Director.....Isabel Olmstead
Radio Time Buyers.....William Maillefert,
Frank B. Kemp, Lester Schroeder

Branch Offices

Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh
Assistant Manager.....Mary Wright
Radio Account Placed—Procter & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
G. Naptha Soap, Fluffo, Barsalou Soap, Duz),
Wheatena Corp., William S. Scull Co. (Boscul
Coffee).

COOLIDGE ADVERTISING CO.

308-315 Insurance Exchange, Des Moines, Ia.
Phone 3-5195

AAAA — ABP — ANPA — PPA — APA

Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....Robert H. Morgan

COWAN & DENGLE, INC.

527 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer...Helen F. Bond
Office Manager.....William Erichs
Radio Accounts Placed—Burry Biscuit
Corp., AA Quality Products, Inc., National
Motor Boat Show.

THE CRAMER-KRASSETT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500

AAAA — ABP — ANPA — PPA
APA — NOAB

Officers

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Executive Vice-President, Secretary - Treas-
urer.....C. T. McElroy
Vice-President.....H. T. Dyson,
C. W. Faude, A. J. Spoerl
Director of Radio.....Holland Engle
Assistant Director of Radio.....L. Mahar
Radio Accounts Placed—Knapp-Monarch

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Co., Dr. L. D. LeGear Medicine Co., Condon Bros., Plankinton Packing Co., Sperry Candy Co., Phelan-Faust Paint Mfg. Co., Kingsbury Breweries Co., Luick Ice Cream Co., McConnon & Co., Joys Bros. Co.

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Radio Director.....Morrison Wood
Script Writer.....Elizabeth Long
Radio Accounts Placed—Cudahy Packing Co., Evans Fur Co., Wheeling Steel Corp.

•

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

Officers

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Treasurer.....C. C. Pangman
Secretary.....C. C. Pangman
Vice-President.....J. F. Oberwinder

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-5435

Vice-President in Charge of

Radio.....F. W. Coste
Radio Dept.....W. Pfueger,
A. N. Steele, Henry Klein
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella

Radio Account Placed—The Coca-Cola Co.

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JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., Pick's Dog Food Minerals, St. Louis Dairy Co.

•

DAVIS-HARRISON-SIMMONDS

306 N. Vermont Ave., Hollywood, Calif.
Phone Normandy 2-2158

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Secretary.....M. D. Harrison
Treasurer.....T. S. Simmonds
Vice-President.....Allan Abel
Office Manager.....D. M. Moore
Radio Director.....Lewis H. Abel
Radio Producer.....Hal Gerard
Script Writers.....Joe Twerp,
David Arlen
Radio Accounts Placed—Lime Cola Co., Starland Products, Inc., Nu-Sol Dentifrice.

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson,
Robert L. Headen
Radio Accounts Placed—Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station WIS, Radio Station KMA.

•

DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.
Phone Columbus 5-4252

ANPA — PPA — ABP — PRB — SNPA

Officers

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Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, The Playwrights Co.

•

DOREMUS & CO.

120 Broadway, New York, N. Y.
Phone REctor 2-1600
ANPA—NOAB—PPA—APA—ABP

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Secretary.....Dewey B. Holland
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Director, General Accounts Division,
George L. Miller
Production Manager, Financial Accounts
Division.....D. B. Holland
Production Manager, General Accounts
Division.....H. Friedwald

Space Buyer.....Harold H. Sieber

Branch Offices

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

Vice-President.....L. W. Munro
Vice-President-Manager, Commercial Dept.,
J. H. McCullough

In Charge of Radio.....P. L. Scannell
Space Buyer.....Charles R. Rice
1520 Sanson St., Philadelphia, Pa.
Phone Rittenhouse 0925

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

Manager.....H. L. Smith
Space Buyer.....E. G. Harding
544 Market St., San Francisco, Calif.
Phone Garfield 6688

Vice-President.....H. W. Grady
Space Buyer.....R. Brindley
Radio Accounts Placed—National Shawmut Bank, Savings Bank Life Insurance Council, Workingmen's Cooperative Bank.

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

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

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500 Fifth Ave., New York, N. Y.
Phone LAckawanna 4-3570
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Richard Barrett, Milton J. Blair, Glen
Jocelyn, H. F. Townsend, E. S. Pratt,
John F. Price

Director of Radio.....Edward Aleshire
Radio Time Buyer.....Harry Torp

Branch Offices

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

Vice-President.....John F. Price
Radio Accounts Placed—Quaker Oats Co.,
McLaughlin's Manor House Coffee, Pennsylvania Salt Co., Standard Brands, Inc., The National Refining Co., S. B. Thomas, Inc., Piel Bros.

ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.

Phone MOhawk 4-8700

AAAA — ABP — ANPA — PPA — SNPA

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Vice-President-General Manager,
Howard D. Williams

Vice-President-Art Director.....Paul E. Newman
Treasurer.....A. G. Van Utt
Director of Radio.....Edward J. Fitzgerald

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President.....L. R. Northrup
Erwin Wasey & Co. of Minnesota
Midland Bank Bldg., Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-Presidents.....S. R. Hutton, H. E. Williams
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

Executive Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., Zemo Co.,
The Barbasol Co., Consolidated Cigar Co.,
Carnation Co., R. B. Semler, Inc.; The Olive
Tablet Co., Florida Citrus Exchange, Zonite
Products Co., Liberty Magazine, Primrose
House, Inc., Horlicks Malted Milk Co., Steele
Wedeles Co.

**H. W. FAIRFAX ADVERTISING
AGENCY, INC.**

551 Fifth Ave., New York, N. Y.
Phone, MURray 2-8680
ANPA — APA — PPA

Officers

President-Radio Director.....Nat S. Ensler

**FEDERAL ADVERTISING AGENCY,
INC.**

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

Officers

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Vice-Presidents.....James O'Brien,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright

Treasurer.....George Dietrich
General Manager-Secretary...George Dietrich
Radio Director.....J. S. Davidson
Radio Accounts Placed—National Biscuit
Co. (for Shredded Wheat), General Cigar
Co., Rockwood & Co., American Safety Razor
Corp., J. J. Trommer (Beer).

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA — PPA

Officers

President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen

WILLIAM ESTY & COMPANY

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

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 Director of Radio.....Richard Marvin
 Assistant Radio Director...Harry Holcombe
 Time Buyer.....Tom Lynch
 Radio Producers.....Don Bernard,
 Helen Phillips, Bernard Dougall, Hilde-
 garde Dixon, William R. Moore, William
 S. Gay
 Radio Continuity Writers...Helen Phillips,
 Bernard Dougall

Radio Accounts Placed—R. J. Reynolds
 Tobacco Co., Lehn & Fink Products, Inc.,
 Pacquin's Hand Cream, Baume Bengue,
 White Laboratories, Lever Bros. (Lifebuoy).

•
ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.
 Phone 6-1977

PPA — SNPA — ABP

Officers

President.....Robert G. Fields

•
M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago, Ill.
 Phone Central 1211

Officers

Manager.....Jack L. Fisher
 Radio Director.....Jack L. Fisher, Jr.

•
**FITZGERALD ADVERTISING
 AGENCY, INC.**

202 Southern Bldg., 833 Howard Ave.,
 New Orleans, La.
 Phone Raymond 5194

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

Officers

President.....Joe L. Killen
 Vice-President.....Joseph H. Epstein
 Vice-President.....Leonard Gessner
 Secretary-Treasurer.....Roy M. Schwarz
 Production Manager.....Warren G. Posey
 Art Director.....E. W. Rector Wootten
 Comptroller.....Lee O'Pry
 Director of Radio.....Joe L. Killen
 Radio Continuity Writers...Roy M. Schwarz,
 Joe L. Killen, Martha Dulin

Time Buyer.....Leonard Gessner
 Time Buyer.....Mrs. W. T. Bramblett
Radio Account Placed—Wesson Oil &
 Snowdrift Sales Co., Louisiana Power & Light
 Co., Southern Cotton Oil Co., Godchaux
 Sugars, Inc., Dixie Brewing Co.

•
FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
 Phone 2-3129

ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
 Radio Account Executive...Mary M. O'Neil
Radio Accounts Placed—Netherland Dairy,
 Central New York Independent Super-Mar-
 kets, Keepsake Diamond Rings.

•
FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
 Phone Cherry 1490

ANPA

Officers

President-Radio Director...Robert B. Foley
 Space Buyer.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
 The Bing Co., Ohio Floor Covering Co.,
 Perry Auto Stores.

•
FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.
 Phone 3-4217

APA — SNPA

Officers

President.....John L. Fort
 Secretary.....Jean Dunham
Radio Accounts Placed—A. K. Sutton, Inc.,
 McCoy's Service Stations, T. W. Garner Food
 Co.

•
FOSTER & DAVIES, INC.

Keith Bldg., Cleveland, Ohio
 Phone Cherry 5792

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

Officers

President.....F. Carlisle Foster
 Vice-President-Treasurer...Maxton R. Davies
 Vice-President.....Everett R. Castle
 Secretary.....Maxton R. Davies, Jr.
Radio Accounts Placed—Network: General
 Electric Co.

•
**ALBERT FRANK-GUENTHER LAW,
 INC.**

131 Cedar St., New York, N. Y.
 Phone Cortlandt 7-5060

ANPA — PPA — ABP — NOAB

Officers

Chairman, Board-Executive Committee,
 Russell Law
 President.....Frank J. Reynolds
 Vice-President-Treasurer...Emmett Corrigan
 Vice-President-Secretary...Victor J. Cevasco
 Radio Department.....Henry T. Rockwell

Branch Offices

Post Office Square, Boston, Mass.
 Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
 Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.
 Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.
 Phone EXbrook 3484

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
Phone MURray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA — ABC

Officers

President.....A. L. Billingsley
Vice President-Manager.....J. E. Wiley
Secretary-Treasurer.....C. C. Reidenbaugh
Radio Director.....Lee Williams

GANDY ADVERTISING AGENCY

Mercantile Bldg., Dallas, Texas
Phone Central 4737

Officers

Owner.....Wilmer P. Gandy
Production Manager.....Mrs. K. Gandy

GARDNER ADVERTISING CO.

915 Olive St., St. Louis, Mo.
Phone Garfield 2915
AAAA — ABP — ANPA — PPA — PRB
SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary-Treasurer.....E. R. Gardner
Director of Radio (St. Louis)...C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co.,
Ralston Purina Co., Independent Packing
Co., L. & N. Rwy., Stokely Bros. & Co.,
Union Biscuit Co., Griesedieck-Western
Brewing Co.

SIDNEY GARFINKEL ADVERTISING AGENCY

26 O'Farrell St., San Francisco, Calif.
Phone Exbrook 3420
ABP — ANPA — PPA

Officers

President.....Sidney Garfinkel
Director of Radio.....Walter Guild
Manager.....Don Breyer
Radio Accounts Placed—Euclid Candy Co.,
Kay Jewelers, Hastings, Money-Back Smith,
Haskins Bros. & Co., Remar Baking Co.,
El Dorado Brewery, Gravem Inglis Baking
Co., El Dorado Oil Works, T. K. Barker,
Fred Benioff, Brody Operating Co., Priscilla
Parker Cosmetics.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 8191
ABP — ANPA — PPA

Officers

Vice-President.....H. F. Falvey
Time Buyer.....G. P. Schill
Radio Accounts Placed—Chicago-Milwaukee
Steamship Line.

J. STIRLING GETCHELL, INC.

405 Lexington Ave., New York, N. Y.
Phone MURray Hill 6-4800
AAAA — ANPA — PPA
NOAB — ABC — APA

Officers

President.....J. V. Tarleton
Vice-President-General Manager,
M. Peter Franceschi
Vice-Presidents.....William E. Berchtold,
Frank R. Griffin, Paul Hollister, H. T.
Mitchell, E. G. Nickerson
Secretary.....Orville H. Schell, Jr.
Treasurer.....Charles McCormack
Director of Radio.....C. A. Snyder
Radio Time Buyer.....C. R. Moser

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Trinity 1-2200
Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Phone Harrison 8102
K. Rickerson
59 E. Van Buren St., Chicago, Ill.
Phone Harrison 2606
L. O. Holmberg
735 N. Water St., Milwaukee, Wisc.
Phone Marquette 3567
Harry H. Scott
Radio Accounts Placed—Socony-Vacuum
Oil Co., Chrysler Corp. (Plymouth and
DeSoto cars).

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

President.....Bertram B. Geyer
Vice-Presidents.....H. W. Newell,
R. M. Ganger
Radio Director.....Eleanor Larsen
Branch Offices
Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost
14250 Plymouth Rd., Detroit, Mich.
Phone, Hogarth 5520

Manager.....J. L. McQuigg
Radio Accounts Placed—Network: E. R.
Squibb & Sons, National Spot: Nash Kel-
vinator Corp. (Nash Division, Kelvinator
Division, Leonard Division), Hat Corpora-
tion of America.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP

• • • **ADVERTISING AGENCIES** • • •

Officers

President & Treasurer.....M. C. Nelson
 Vice-PresidentsJ. Y. Tipton,
 Lon Richardson
 SecretaryGenevieve Hunt
 Space Buyer & Production Manager,
 J. Robert Furner
 Radio Director.....William B. Sears
Radio Accounts Placed—American Packing
 & Provision Co., Sego Milk Products Co.,
 Utah Oil Refining Co., Excelcis Products Co.,
 Fisher Brewing Co., Mountain Fuel Supply
 Co., Royal Baking Co., United States Fuel
 Co., Ogden Troy Laundry, Walker Bank &
 Trust Co., Colville Ice Cream Co., Auto-
 matic Heat with Coal Campaign, Sweet
 Candy Co., Cloverleaf Dairy, Tracy Loan &
 Trust Co., Utah Finance Co., Peoples Fi-
 nance & Thrift Co.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
 Phone Liberty 6044
 AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
 Vice-President.....Allan C. Gottschaldt
 Radio Director.....E. E. Doten
 Production Manager.....E. J. Huber
 Art Director.....Richard T. Collins
Radio Accounts Placed—Sharaf's, Inc., Con-
 solidated Rendering Co., Henley-Kimball Co.,
 Gould Negative Ion Co., New England Coke
 Co., Rose-Derry Co.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
 Phone PLaza 8-0716
 ABP — ANPA — PPA

Officers

PresidentJoseph Glicksman
 Vice-President-Secretary William Glicksman
 TreasurerDavid Glicksman
Radio Accounts Placed—Adam Hats.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
 Phone Superior 6747
 PPA — ABP

Affiliated with Raymond R. Morgan Co.
 Hollywood, Calif.

Officers

President.....Clyde M. Joice
 Vice President-Treasurer M. Lewis Goodkind
 Vice-President-Merchandising,
 Harlow P. Roberts
 Copy Chief.....Garrick M. Taylor
 Space Buyer.....Florence A. Neighbors
Radio Accounts Placed—Golden Rod Ice

Cream Co., Service Stores, Inc., Planters Nut
 & Chocolate Co.

GRANT ADVERTISING, INC.

Gulf State Bldg., Dallas, Texas
 Phone Riverside 8121
 APA — SNPA

Officers

President.....Will C. Grant, Jr
 Manager.....Edwina M. Sprague
 Script Writer.....Evelyn Elam

Branch Office

Palmolive Bldg., Chicago, Ill.
 Phone Superior 9055

Vice-President.....Tyler Davis
 Vice-President-Manager....John G. Morrow
 Director of Radio.....L. G. Harris
 Radio Dept.....Allen C. Anthony,
 Jimmy McClain
 30 Rockefeller Plaza, New York, N. Y.
 Phone Circle 5-4485

Manager.....Jane E. Rovee
 Guardiola Bldg., Mexico City, Mexico
 Phone Eric. 14-63-93

President.....David H. Echols
 Vice-Presidents.....John C. Jensen,
 Augusto Elias, Edgar M. Huymans

Assistant Radio Director...Oscar Azue, Jr.
 Script Writers.....Emilio Arellano,
 Jesus Elizarraras

Musical Director.....Elias Breeskin
 Padre Mier 474, Monterrey, Mexico

Executive in Charge.....David H. Echols
Radio Accounts Placed—National Spot:
 American Chicle Co. (Beeman's Pepsin);
 Network: Mars, Inc.

GREEN-BRODIE, INC.

485 Madison Ave., New York, N. Y.
 Phone PLaza 3-9533
 ANPA — PPA

Officers

President.....Julian P. Brodie
 Secretary-Treasurer.....Alan Green
 Vice President-Art Director Murray A. Levin
 Production Director.....Melford Brodie
 Radio Dept.....Julian P. Brodie
Radio Accounts Placed—Pieter deWitt Dia-
 monds, Ltd., Trade Bank & Trust Co.

**GREY ADVERTISING
 AGENCY, INC.**

166 West 32nd St., New York, N. Y.
 Phone CHickering 4-3900
 ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
 Executive Vice-President....Arthur C. Fatt
 Talent Buyer.....James H. Lang, Jr.
 Time Buyer.....Maria J. White
Radio Accounts Placed—William Demuth
 & Co. (Hesson Guard-Milano Pipes).

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

Owner.....Julian Gross
Radio Director.....Geraldine A. Kenney
Account Executives.....M. Gold,
David Gross, Alfred Horn

M. H. HACKETT, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1940

ABP — ANPA — PPA — NOAB

Officers

President-Treasurer & Radio Director,
Montague H. Hackett
Vice-President.....Crawford W. Hawkins
Vice-President.....Bernard Pagenstecher
Art Director.....Robert Blue
Production Manager.....G. B. Bradley
Time Buyer.....Aida Stearns
Copy Chief.....Allan Legg
Radio Accounts Placed—Riggio Tobacco Corp., V. LaRosa & Sons, Chatham Mfg. Co., S. A. Schonbroun & Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073

ANPA — APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street
Program Producers.....Lowell MacMillan,
Charlotte Edwards, Kenneth Adams, H. E. Kennedy
Radio Accounts Placed—Levis Music Stores, Wegman's Food Markets, Gulf Oil Corp., L. C. Forman Co., Erskine Healy Co., Fincher Motors, Acoustic Instrument Co., Sears Roebuck & Co. (Rochester Division).

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., Simoniz Co., P. A. Starck Co., Sawyer Biscuit Co.

HAYS ADVERTISING AGENCY

252 College St., Burlington, Vt.
Phone 852

ANPA — ABP

Officers

President-Treasurer.....W. A. Myers

Secretary.....A. E. Hawkins
Director of Radio.....N. H. Myers
Radio Accounts Placed—Dairy Association Co., Huntley Laundry Co., Moquin Baking Co., LaBarge Flower Shop, C. P. Sweble, Jr., Inc., Danforth Sporting Goods Co., Shepard Lumber Co., Burlington Cooperative Milk Producers Co., Howard National Bank & Trust Co., Carl D. Densmore Co., F. J. Preston & Son, Bruhn's, Inc., Gore the Florist, Citizens Coal Co.

THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.
Phone VAnDerbilt 6-2450

Officers

President.....Totten Peavey Heffelfinger
General Manager.....C. H. Pearson
Publicity and Public Relations Director,
Capt. C. W. Wildrick
Merchandise Director.....H. Curtis Colby
Radio Director.....Fulton Dent
Director of Sports Service,
Walter W. Heffelfinger
Branch Office
924 Second Ave., South Minneapolis, Minn.
Manager.....C. W. Sawyer
Premium and Special Service Manager,
C. E. Harrison

HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone Superior 3000

AAAA — ANPA — PPA

Officers

President.....W. B. Henri
Secretary.....W. D. McDonald
Treasurer.....J. F. Hurst
Media Director.....N. H. Pumpian
Radio Director.....Frank W. Ferrin
Radio Accounts Placed—Network: Hall Bros., Inc., Skelly Oil Co., John Morrell & Co. National Spot: John Morrell & Co., Ballard & Ballard Co., Carolee Products Co.

HILLMAN-SHANE-BREYER, INC.

346 S. Broadway, Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-President.....M. Lewin
Secretary-Treasurer.....D. Breyer
Radio Director.....Donald Breyer
Publicity Director.....J. DeGarmo

HIXSON-O'DONNELL ADVERTISING, INC.

555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331

Officers

President.....G. K. Breitenstein
Secretary.....R. M. Hixson
Treasurer.....J. E. O'Donnell
News Editor.....Wayne Miller
Announcers.....John Wald, Don Forbes

ADVERTISING AGENCIES

Radio Accounts Placed—Network: Richfield Oil Corp., Rio Grande Oil, Inc. National Spot: Day and Night Mfg. Co., Brock & Co., Boyd H. Gibbons

WILLIAM F. HOLLAND AGENCY

Glenn Bldg., Cincinnati, Ohio
Phone Main 2859

Officers

Owner.....William F. Holland
Merchandising Director.....C. J. Schuck
Continuity Chief.....John Mathews
Continuity-Research.....Frank Mathuven,
Ruth Crane
Sales Promotion.....L. M. Williams
Art Director.....Paul Bogosian
Statistician.....John Q. Brown
Office Manager.....D. E. Holland
Account Executives..Charles Vandermeulen,
B. J. Armstrong, S. Flora

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.
Phone MURray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer...Winthrop Hoyt
Secretary.....Everett W. Hoyt
Vice-Presidents.....F. A. Whipple,
W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, Charles Guldens, Inc., American Molasses Co., Merck & Co., Burnham & Morrill, Snider Packing Corp., E. L. Knowles Co., Edrolax, Inc.

THE H S G ADVERTISING AGENCY

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

Officers

President-Treasurer.....H. S. Goodman
SecretaryH. Knuth
Vice-Presidents.....Everett F. Goodman,
Barney Cragston, Andrew Schloss

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

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

AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President.....John C. Strouse
Account Executives...Herbert T. Hand, Jr.,
William J. Breen

Production Manager.....G. L. Leonard
Secretary.....Francis S. Moulton

Radio Accounts Placed—Boston Beer Co., Rumford Chemical Works, Morris Plan Banking Co. of Boston.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528

APA — ANPA — PPA — ABP

Officers

PresidentM. S. Hutchins
TreasurerF. I. Hutchins
SecretaryF. R. Hutchins
Vice-President & Director of Radio

F. A. Hutchins

Radio Account Placed—Philco Radio and Television Corp.

WILLIAM A. INGOLDSBY & CO.

452 I. W. Hellman Bldg., Los Angeles, Calif.
Phone Michigan 4573

Officers

Manager.....William A. Ingoldsby
Radio Director.....James W. Ingoldsby
Copy Chief.....Arthur W. Ingoldsby

Radio Accounts Placed—Network: Jeffersonian Democrats (Political); Kellogg's Ant Paste.

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909

ANPA — PPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer

Branch Office

155 East 44th St., New York, N. Y.
Phone MURray Hill 2-5248

Vice-President.....Thomas M. Keresev
Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351

AAAA — ABP — ANPA — PPA

Officers

President.....Ralph H. Jones
Vice-President.....Stanley A. Willer
Secretary.....Elmer A. Vehr
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson

Branch Office

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

Manager.....James M. Nelson
Radio Accounts Placed—Dow Drug Co.,
Kroger Grocery & Baking Co., Carter Coal
Co., Miami Margarine, Ten-B-Low, Hook
Drug Co.

H. W. KASTOR & SONS ADVERTISING CO., INC.

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

ANPA — APA — PPA — ABC — NOAB

Officers

President.....Louis Kastor
Treasurer.....A. G. Kastor
Secretary.....W. B. Kastor
Vice-President.....R. H. Kastor
Director of Radio.....Robert G. Jennings

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Manager.....William H. Kearns
Radio Accounts Placed—Procter & Gamble
Co., Welch Grape Juice Co.

THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094

AAAA — ANPA — PPA — ABP

Officers

President.....Joseph Katz
Treasurer.....Charles M. Harrison
Director of Radio.....Gordon Gross
Radio Producers & Continuity Writers,
Gordon Gross, Edward Prager, Nat C.
Wildman, Paul Deutschman

Branch Offices

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager.....Nat C. Wildman
Director of Radio.....Herschel Deutsch
Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc.

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington, D. C.
Phone District 7400

ANPA — APA — ABP

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel

Branch Office

Court Square Bldg., Baltimore, Md.
Phone Calvert 4675

Manager.....Marx S. Kaufman

RAYMOND KEANE ADVERTISING AGENCY

501 Railway Exchange Bldg., Denver, Colo.
Phone, TAbor 7166

Officers

Owner-Manager.....Raymond Keane
Partner.....Ethel N. Hines
Radio Production.....Wesley Battersea
Copywriter-Space Buyer.....Louise Glackemeyer

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer.....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.....C. F. Kelly, Jr.,
V. A. Kelly

Radio Accounts Placed—Central Shoe
Company, Lutheran Laymen's League, Pine
Balm Co., Sayman Products Co., Trems, Inc.,
American Life & Accident Insurance Co.,
Democratic Campaign Committee.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Henry Eckhardt
President.....Thomas D'Arcy Brophy
Treasurer.....Otis Allen Kenyon
Secretary.....Joseph A. Vessey
Director of Radio.....Joseph R. Stauffer
Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischmann's Foil Yeast).

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025

ANPA — PPA — ABP

Officers

President & Treasurer.....E. T. Kiewewetter
General Manager.....H. M. Kiewewetter

• • • **ADVERTISING AGENCIES** • • •

Radio Dept. Manager.....A. C. Christensen
Radio Accounts Placed—The Mennen Co.,
 The Bathasweet Corp., Lorr Laboratories,
 Inc., Penn Tobacco Co.

•
THE RALF KIRCHER CO.

Mutual Home Bldg., Dayton, Ohio
 Phone Fulton 2151

•
KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
 Phone Circle 6-3660

Officers

President-Radio Time Buyer...A. A. Klinger
 Vice-President.....E. A. Tenner
 Secretary.....E. French
 Radio Production.....Emory Ellis
Radio Accounts Placed—Madison Long
 Island Personal Loan Co., Madison Finance
 Co. of N. J., Servus Clothes, Samuel Schloss-
 man & Sons, Inc., Stanback Co. Ltd., Bridge
 Apparel Shops, Long Island Outfitting Co.,
 Wholesale Utilities, Purepar Corp., Klizmoth
 Corp., Flemex Corp.

•
KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
 Minneapolis, Minn.
 Phone Bridgeport 7701
 ANPA — PPA

Officers

President.....E. E. Sylvestre
 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. A. Sarles,
 Elizabeth B. Reeves, Helen A. Brown
 Secretary.....K. P. Torgerson
 Treasurer.....C. L. Greenwood
 Radio Director.....Lloyd Griffin
 Director of Media & Research,
 Dr. A. R. Root
 Radio Production Manager....Russell Neff
 Commercial Production Mgr..Brad Robinson

Branch Office

925 Chanin Bldg., New York, N. Y.
 Phone MURray Hill 4-3982
Radio Account Placed — General Mills,
 Inc.

•
ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
 Phone Circle 6-3200
 AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
 Vice-Presidents.....J. H. S. Ellis,
 E. J. Owens, Sam D. Fuson, Charles F.
 Gannon, Kenneth Collins
 Director of Radio.....Myron P. Kirk
 Assistant Radio Director.....Louis E. Dean
 Script Buyer.....Alan Ward

Time Buyer.....John Crandall
 Commercial Continuity...Rowena Runnette

Branch Offices

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

Albee Bldg., Washington, D. C.
 Phone National 5506
 Frank Getty

1601 Van Ness Ave., San Francisco, Calif.
 Phone Grayston 2000
 John H. Hornell

Radio Accounts Placed—Network: U. S.
 Tobacco Co.; Florida Citrus Commission.
 National Spot: True Story Magazine; U. S.
 Tobacco Co.; Buick Motor Division; Good-
 year Tire & Rubber Co.; Florida Citrus
 Commission; Savarin Coffee; General Mo-
 tors Corp.

•
**J. R. KUPSICK ADVERTISING
 AGENCY, INC.**

122 East 42nd St., New York, N. Y.
 Phone MURray Hill 5-9145
 ANPA — ABP

Officers

President.....J. R. Kupsick
 Space Buyer.....E. M. Fordsman

•
LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
 Phone COLUMbus 5-3721
 ANPA — PPA

Officers

President.....John L. Johnston
 Executive V.P.Gordon Seagrove
 V.P.-Radio Director.....Martin Horrell
 Vice-President.....Berthold M. Nussbaum
 Treasurer.....Frank Mace
 Secretary.....Walter P. Lantz
Radio Accounts Placed—Lambert Phar-
 maceutical Co.; Prophylactic Brush Co.; Phillips
 Petroleum Co.

•
LANG, FISHER & KIRK, INC.

1010 Euclid Ave., Cleveland, Ohio
 Phone Main 6579
 ABP — PPA

Officers

President-Treasurer.....H. Jack Lang
 Vice President-Secretary.....A. B. Fisher
 Vice-President.....Fred P. Stasbower
 Production Manager.....Kent R. Spelman

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LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
 Phone STuyvesant 9-1742

PPA

Officers

President-Radio Director.....David D. Lee

TreasurerW. C. Hoyt
Radio Account Placed—Remington-Rand,
Inc., American Writing Machine Co.

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202
ABP — PPA

Officers

PartnersWinslow P. Leighton
and George R. Nelson
Space Buyer.....Winifred Niles
Production Manager.....Edward F. Flynn
Radio Director.....George R. Nelson
Copy Director.....Robert S. Cragin
Account Executives.....Winslow Leighton,
George R. Nelson, R. S. Cragin
Radio Continuity Writers.....R. S. Cragin,
G. R. Nelson, E. F. Flynn

LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.
Phone MUrray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer.Robert W. Orr
Director of Radio.....William N. Robson
Stoty Editor.....Richard H. Diggs
Radio Producer.....Blayne Butcher

Branch Offices

323 Equitable Bldg., Hollywood, Calif.
Phone GRanite 7181

Manager.....Samuel C. Pierce
Radio Accounts Placed—John H. Wood-
bury, Inc., Andrew Jergens Co., P. Lorillard
Co., Inc.

**LEON LIVINGSTON ADVERTISING
AGENCY**

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed — Langendorf
Unted Bakeries, Nestle's Milk Products,
Inc.

LONG ADVERTISING SERVICE

681 Market St., San Francisco, Calif.
Phone DOuglas 3168
AAAA — ANPA — PPA

Officers

Principal.....Alvin Long
Director of Radio Service,
Gertrude B. Murphy
Production-Media.....Wayne Lentz
Office Manager.....Mary Petersen

Branch Office

19 N. Second St., San Jose, Calif.
Phone Ballard 5600

Radio Accounts Placed—Network: Cali-
fornia Prune & Apricot Growers Assn. Na-
tional Spot: Gallenkamp's Stores Co.; Cali-
fornia Prune & Apricot Growers Assn.;
California Spray-Chemical Corp.

THE W. E. LONG COMPANY

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

Officers

Vice-President.....W. D. Warrick
Chief Announcer.....Ted Meyers
Director of Radio.....E. J. Sperry
Assistant Director of Radio..Robert Struble
Transcription Producer.....Victor Quan
Scripts.....Kimball S. Sant, Mikki Kaye
Syndicate Transcriptions.....L. Alexander
Radio Accounts Placed—Agency is a spe-
cialist in wholesale baker advertising ser-
vicing hundreds from coast to coast on a
syndicated basis.

LORD & THOMAS

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600
AAAA — ANPA — ABP — PPA

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First Vice President-General Manager,
Edward Lasker
Vice President-Manager....Leonard Masius
Vice-President, Chairman Plans Board,
Fairfax M. Cone
Vice-Presidents.....Emerson Foote,
Walter C. Krause
Radio Dept. Manager.....Carl M. Stanton
Radio Time Buyer.....John Hymes
Script Buyer.....Frank Wilson

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

Executive Vice-President....John F. Whedon
Vice-Presidents.....R. R. Faryon
Howard A. Jones, Leo H. Rosenberg
Vice-President-Treasurer..William R. Sachse
Radio Time Buyer.....Jack Laemmer
Columbia Square, Hollywood, Calif.
Phone Hlollywood 6265

Manager.....Norman W. Morrell
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Vice President-Manager.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Manager.....Eugene I. Harrington
Radio Accounts Placed—American Tobac-
co Co., Pepsodent Co., Petroleum Advisers
Inc., Union Oil Co., California Fruit Grow-
ers Exchange, J. A. Folger & Co., Southern
Pacific Co., Sunnyvale Packing Co., Safeway
Stores, Inc., Armour & Co., Roos Bros., Tide-

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water Associated Oil Co., Pabst Sales Co., Bourjois Inc., Albers Milling Co., International Cellucotton Products Co., M & M Ltd., Montgoinery Ward Co.

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EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

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Secretary.....A. Ludgin
Vice-Presidents.....V. R. Bliss, J. H. Caro,
J. H. Willmarth

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MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA — ABP — APA

Officers

President.....J. F. Fellay
Treasurer.....Jay J. Keith
Vice-President.....Robert J. Rice

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MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA

NOAB

Officers

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
Vice-Presidents.....A. E. Aveyard,
Malcolm A. Jennings, Allen B. Discus
Radio Director-Time Buyer.....Evelyn Stark
Production Manager.....William Dooley
Space Buyer.....Madge C. Drake
Publicity Director.....Harry M. Coleman
Radio Accounts Placed—Network: Mar-
rows's, Inc.; National Spot: Northwestern
Yeast Co., Omar, Inc., Burma-Vita Co.

•

NORMAN A. MACK & CO.

67 West 44th St., New York, N. Y.
Phone Vanderbilt 6-4943

Officers

President.....Norman A. Mack
Radio Director.....Charles Michelson

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**MacLAREN ADVERTISING CO.
LTD.**

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
CAAA — CDNA — CWNA

Officers

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Vice President-Assistant General
Manager.....E. V. Rechnitzer

Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggins
Broadcast Advertising Dept...C. M. Pasmore,
M. Rosenfeld, W. D. Byles

Branch Office

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

Office Manager.....E. H. H. Smith
1001 Lindsay Bldg., Winnipeg, Man., Canada
Phone 26-622

Manager.....W. R. W. Henderson
47 Canada Life Bldg., Calgary, Alta., Canada
Phone M 5424

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

Manager.....E. Gordon Stephens
Radio Accounts Placed—Network: Impe-
rial Oil, Ltd., Tuckett, Ltd., People's Credit
Jewelers. National Spot: Bulova Watch Co.,
Ltd., General Motors Corp., Dalglish Co.,
Ltd., People's Credit Jewelers.

•

MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.

Phone Trinity 2-8300
ANPA — PPA — ABP

Officers

President.....W. A. P. John
Executive Vice President-Treasurer,

James R. Adams
Vice President-Secretary..John R. MacManus
Vice-Presidents.....Harvey G. Luce,
R. A. Brewer

General Manager.....Leo A. Hillebrand
Media Director.....Elmer W. Froehlich

Branch Office

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Richmond 0191

Executive-In-Charge.....F. A. Berend
405 Montgomery St., San Francisco, Calif.

Executive-In-Charge.....Rene C. Dahle
Radio Accounts Placed—Pontiac Motor
Co., Cadillac Motor Co., Altes Brewing Co.,
Boydell Paint & Varnish Co., Dow Chemical
Co., LaChoy Food Products, Inc., Simple
Simon Products, Champion Spark Plug Co.

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**MALCOLM-HOWARD ADVERTISING
AGENCY**

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

ABP — APA

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate,
Maury Cliffer, Ray Freedman

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newark Co., Continental Clothing Co., Kelly Auto Sales Co.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1422
ANPA — ABP — APA — PPA

Officers

PresidentDavid Malkiel
SecretaryMartha Brest
Account Executives.....Harry Weinbaum
Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Bahi-Juice Oranges, Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theatres, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Brachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, Rio Casino, Royal Crown Cola of Boston, Revere Beach Association, Six Little Taylors, Sharaf's Washington Jewelry Co.

MARSCHALK & PRATT, INC.

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 6-2022
ANPA — PPA — ABP — APA — ABC —
AAAA — NOAB

Officers

President.....Harry C. Marschalk
Secretary.....G. W. Freeman
Vice-Presidents.....S. H. Giellerup,
S. L. Meulendyke, Arthur R. Anderson
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, Eric Crosby, E. T. Clark,
F. G. Maslen

Radio Accounts Placed—National Spot-Standard Oil Co. of N. J., Congress Cigar Co., Aetna Casualty & Surety Co., U. S. Treasury Defense Savings Staff, National Lead Co.

J. M. MATHES, INCORPORATED

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

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
SecretaryCarle Rollins
Vice-Presidents.....William B. Okie,
Hyland L. Hodgson, Lester Loh,
Charles O'Donnell, Charles R. Marshall
Vice-President-Director of Radio,

Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Ludens, Inc.; Na-

tional Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Minit-Man Soups, Bleachette.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA — APA

Officers

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PresidentT. K. Quinn
Vice-PresidentSearle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Time Buyer.....H. G. Selby
Radio Director.....Ed Wilhelm

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge....W. Ray Baker
1260 Boston Ave., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty
Radio Accounts Placed—Gillette Safety Razor Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-7000
AAAA — ANPA — PPA — ABP

Officers

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Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack Taylor, R. W. St. Hill, R. E. Tuttle
Secretary-Treasurer and In-Charge of Radio,
John L. Anderson

Director of Research.....L. D. H. Weld
Radio Time Buyer.....O. M. Schloss
Program Directors....Dorothy B. McCann,
Lillian Steinfeld, William M. Spire,
William J. Reddick

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager,
Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Acting Manager.....R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Vice-President and Manager, Donald C. Hight
Patterson Bldg., Denver, Colo.
Phone Keystone 4297
Manager.....J. S. Barrows

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448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049

Co-Manager... August Bruhn, Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
Phone

Vice-President.....Merrill Hutchinson
Manager.....Vernon Churchill
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560

Vice-President and Manager...Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach,
R. H. Cochran, F. H. McCrea, C. E.
Persons

Skinner Bldg., Seattle, Wash.
Phone Main 7459

Pacific Northwest Manager..R. O. Calkins
Public Service Bldg., Portland, Ore.
Phone Atwater 4305

Pacific Northwest Manager..R. O. Calkins
10 Pryor St., Atlanta, Ga.

Manager.....Robert H. Scott
Liberty Bank Bldg., Dallas, Texas
Phone Riverside 3471

Manager.....Albert Hill
Radio Accounts Placed—New York: Chese-
brough Mfg. Co., Consolidated Edison Co.,
Ford Dealer Funds, Ford Motor Co., Axton-
Fisher Tobacco Co., Humble Oil Co., New-
skin Co., Stromberg Carlson Telephone Mfg.
Co., Gruen Watch Co., Manufacturers' Trust
Co., National Biscuit Co., Pacific Coast Borax
Co.

San Francisco: California Packing Corp.,
California Walnut Growers, Dwight Edwards
Co., Ford Dealer Funds, W. P. Fuller & Co.,
General Brewing Corp., Northwestern Elec-
tric Co., Pacific Gas & Electric Co., Pacific
Power & Light Co., Portland Gas & Coke Co.,
Associated Dental Supply Co., Southern Cali-
fornia Gas Co., Southern Counties Gas Co.

Chicago: Standard Oil Co. of Nebr.,
Standard Oil Co. of Ind., Ford Dealer Funds.
Atlanta: Ford Dealer Funds.

Denver: California Co., Ford Dealer Funds,
Great Western Sugar Co.

Cleveland: Ford Dealer Funds, Perfection
Stove Co., Richman Bros., Standard Oil Co.
of Ohio, Tappan Stove Co.

Dallas: Ford Dealer Funds.

Minneapolis: First National Bank, Glueck
Brewing Co., Pillsbury Flour Mills, Twin
City Federal Saving & Loan Assn.

Detroit: Ford Dealer Funds.

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**R. E. McCARTHY ADVERTISING
AGENCY**

Tampa Theater Bldg., Tampa, Fla.
Phone 2323
SNPA

Officers

President.....R. E. McCarthy

Secretary.....C. R. Toy
Treasurer.....Louis Benito

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THE McCORD COMPANY

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA

Officers

President & Treasurer.....R. D. McCord
Vice-President.....Louis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....Glenn Morrill, Jr.
Radio Accounts Placed—W. H. Barber Co.,
Breezy Point Lodge, Conrad Fur Co., Cen-
tral Cooperative Livestock Assn., Furniture
Exposition Mart, The Hilex Co., Chocolate
Products Co., Goodman Bros. Jewelers, The
Mackwin Co., Minneapolis Gas Light Co.,
Minnesota Farm Bureau Federation, Griggs,
Cooper & Co., The Roycraft Co., G. Thomas
Stores, Milk Foundation of Minneapolis, The
Peavey Co., McConnon & Co.

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McJUNKIN ADVERTISING CO.

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

Officers

President.....William D. McJunkin
Executive Vice-President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens, Dade
B. Epstein, James W. Egan
Account Executives.....Joseph J. Klein,
Donald B. Skinner
Manager, Radio Dept.....Sam Bartlett
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C. Mottershead
Radio Accounts Placed—Joseph Schlitz
Brewing Co., General Marine Co., Carey Salt
Co., Florsheim Shoe Co., Chef Boiardi Food
Products Co., Bremner Bros., Carson, Pirie,
Scott & Co., Jewel Food Stores, Andes
Candies.

•

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA — PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Vice-President.....Earl B. Thomas
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-2058

Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

•
A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Directors.....B. A. Bennett,
W. T. Brace, J. J. Gallagher, D. E. Long-
more, A. N. McIntosh, J. D. Pearce,
J. W. Thain, H. R. McDougal
Montreal Manager.....W. T. Brace
Radio Director.....Don L. Bassett

Branch Offices

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

Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson

•
ARTHUR MEYERHOFF CO.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA

Officers

President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn

Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151

Manager.....George Taylor
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

Manager.....George Grabin
Radio Account Placed—Network: Illinois
Meat Co., Wilmington Transportation Co.,
William Wrigley, Jr. Co.

•
C. L. MILLER COMPANY

521 Fifth Ave., New York, N. Y.
Phone Murray Hill 2-1010
ANPA — PPA

Officers

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

Branch Office

35 East Wacker Drive, Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Dr. P. Phil-
lips Candy Co., Keeley Brewing Co., Cooter
Brokerage Co.

DAN B. MINER CO.

250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP

Officers

President.....Dan B. Miner
Treasurer.....M. R. Sweeney
Vice-Presidents.....J. C. Morse,
Harold Clark
Vice-President In Charge of Radio,
John Guedel
Assistant Producer.....Irving Atkins
Assistant Time Buyer.....Anne Garvey
Radio Contact.....Stanley Florsheim
Writers.....Walter Guedel, Lawrence Wood

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Wilshire Oil Co.,
Coast Fishing Co., Forest Lawn Memorial
Park, Western Auto Supply Co., Los Angeles
Downtown Shopping News, Globe Grain &
Milling Co., Barbara Ann Baking Co., Awful
Fresh MacFarlane Candy Store Chain, Mau-
rice Ball Furs, Kaufman Furs, Packard Bell
Radios, General Electric Distributor for
Southern California and Arizona, Bireley's,
Inc.

•
**MITCHELL-FAUST ADVERTISING
CO.**

230 N. Michigan Ave., Chicago, Ill.
Phone State 6610
ANPA — PPA — APA — NOAB

Officers

President.....Paul E. Faust
Treasurer.....Lyman L. Weld
Secretary.....R. A. L. Herweg
Vice-President.....Remy L. Hudson
V-P & Radio Director....Paul Holman Faust
Manager, Radio Department
Dorothy L. Parsons

•
EMIL MOGUL CO., INC.

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

Officers

Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Trimont
Clothing Co. National Spot: Barney's
Clothes, San Gabriel Wine Co., National
Shoe Stores.

•
THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

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Vice-Presidents.....Robert N. Gorman,
Robert H. Ames

Vice President-Space Buyer,
Bryce L. Schurman
Secretary.....Walter H. Strauss

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer
Director of Radio.....J. W. Nelson
Radio Accounts Placed—Folger Coffee Co.,
Planters Nut & Chocolate Co., White King
Soap Co., Bireley's, Inc., Scotch Soap, Rod-
ney E. Sprigg Co., Sparkletts Water & Bever-
ages Co.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727

Officers

President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton,
E. P. Anderson
Secretary and Treasurer.....J. P. Sawyer
Radio Director.....Richard Nicholls
Radio Time Buyer.....M. G. Bassett

Branch Offices

900 Market St., Wilmington, Dela.
211-15 Blackfriars Rd., London, S. E. 1
Radio Accounts Placed—Network: Vick
Chemical Co. National Spot: Vick Chemical
Co., M. J. Breitenbach Co.

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnDerbilt 6-1828

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

NACHMAN-RHODES, INC.

611 Marion Bldg., Augusta, Ga.
Phone 2-6451
SNPA

Officers

President.....Herbert Nachman

**NATIONAL CLASSIFIED
ADVERTISING AGENCY**

320 Home Saving & Loan Bldg.,
Youngstown, Ohio
Phone 6-6364

Officers

Radio Director.....A. Buschagen
Production Manager.....Anthony Soccorsoy

NEEDHAM, LOUIS & BRORBY, INC.

135 S. La Salle St., Chicago, Ill.
Phone State 5151

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

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Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.
Radio Director.....John Gordon

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186

Manager.....Cecil Underwood
Radio Accounts Placed—Network: Kraft
Cheese Co., S. C. Johnson & Son, Inc. Na-
tional Spot: Swift & Co. (Sunbrite Cleaner).

NEWELL-EMMETT COMPANY

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

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

Officers

President.....C. D. Newell
Treasurer.....F. H. Walsh
Secretary.....R. L. Strobridge
Vice-Pres. in Charge of Radio..Wm. Reydel

Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Thomas Cook &
Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.,
Beech-Nut Packing Co.

**THEODORE A. NEWHOFF,
ADVERTISING AGENCY**

Calvert Bldg., Baltimore, Md.
Phone Lexington 7155
ANPA — ABP

Officers

President.....Theodore A. Newhoff
Secretary-Treasurer.....R. M. Newhoff

**O'DEA, SHELDON &
CANADAY, INC.**

400 Madison Ave., New York City
Phone PLaza 3-1670

AAAA

Officers

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Executive Vice-President..George H. Sheldon
Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager...J. F. Quick

**MERRITT OWENS
ADVERTISING AGENCY**

412 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

Bristol-Myers Co., Lady Esther, Inc., J. C. Penney Co.

PARIS & PEART

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

Co-PartnersA. G. Peart,
John H. Rehm

Radio Time Buyer.....Thomas B. Campbell
Radio Account Placed—National Spot: The Great Atlantic & Pacific Tea Co. (Coffee Division), The Atlantic Commission Co., John Wiley Jones Co., Long Island Vegetable Institute, Fixt Products (Division of Doughnut Corp. of America).

PECK ADVERTISING AGENCY, INC.

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

President.....Harry Peck
Secretary-Treasurer.....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers.Ralph Lieberman,
Muriel Post, Geo. Glass

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500

AAAA — ANPA — PPA — ABP
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Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield,
Francis J. Doherty, E. C. Bradley, D. K. Clifford, J. P. Hardie

Radio Producing Staff.....E. G. Sisson,
Elisabeth Howard, John McClean, Jr.,
Chester MacCracken

Radio Copy Chief.....John Archer Carter
Assistant Radio Copy Chief..Cyril J. Mullen
Radio Script Editor.....John Taylor
Time Buyer.....Tom Carson
Radio Talent.....E. G. Sisson, Jr.,
Chester MacCracken

Radio Writing Staff.....Cyril J. Mullen
Jack Finney, Margaret Walsh, Beth Judson

Radio Accounts Placed—Network: Bristol-Myers Co., Procter & Gamble Co. (Camay, Chipso, Dash), Lady Esther Co.

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
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Vice-President.....C. R. Cusick
Secretary.....N. D. Schwerke
Radio Production Manager.....Fred Allen

PLATT-FORBES, INC.

386 Fourth Ave., New York City
Phone CAledonia 5-4440
Officers

President.....W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Vice-President.....John Monsarrat
Secretary.....W. S. Walker
Space Buyer & Prod. Manager.George Kraus
Account Executives...W. W. Constantine, Jr.,
Parnelee Lyman

Branch Office

75 Pearl St., Hartford, Conn.
Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc., Oxo, Ltd., Henry Leonard & Thomas, Inc.

R. J. POTTS & COMPANY

101 West 11th St., Kansas City, Mo.
Phone Victor 4433

APA — NOAB — ANPA — PPA
Continental Agency Network
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F. F. B. Houston, C. C. Tucker
Secretary-TreasurerJerry McKee
Account Executives.....Ralph Page
E. A. Warner, W. B. Hill

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.

Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP
Officers

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V-P-Production Mgr.....D. E. Dexter
SecretaryG. F. Magill
TreasurerE. T. Chester
Time Buyer.....B. G. Wasser

PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago, Ill.
Phone Central 7683

APA — ABP — ANPA — NOAB
Officers

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William B. Swan

Secretary.....V. Rinman
Radio Accounts Placed—Flex-O-Glass Mfg. Co., Household Magazine, Mantle Lamp Co., Olson Rug Co., Pure Milk Association, Ryde & Co., United Factories, Woodmen Accident Co., Arcady Farms Milling Co., Bunte Bros.,

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THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889

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President & Treasurer.....L. W. Ramsey
Secretary.....E. G. Naeckel
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Production Manager.....A. M. Walgren

Branch Office

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

Vice-President.....F. L. Eason
Vice-Presidents.....N. B. Langworthy,
L. H. Copeland
Production Manager.....Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.

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THE RANDALL CO.

75 Pearl St., Hartford, Conn.
Phone 7-2828

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CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio,
Chas. Dallas Reach
Vice-President.....Howard E. Sands
Secretary.....F. R. Risley

Branch Office

6 East 45th St., New York, N. Y.
Phone VAnderbilt 6-5924

Manager.....J. S. Little
Radio Accounts Placed—Cut-Rite Waxed
Paper, R. B. Davis Sales Co., Koppers Co.-
Minnesota Division.

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REDFIELD-JOHNSTONE, INC.

247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

Officers

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Vice-Presidents.....B. L. Roberts
E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer.....B. L. Roberts
Radio Director.....N. S. Livingston
Radio Publicity Writer.....Anne Newman

Branch Office

1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375

Vice-President In Charge.....J. J. McNevin
Radio Accounts Placed—Network: Hower
Clothes, Inc., Flem-O-Lyn. National Spot:

Stera-Kleen, Flem-O-Lyn, Poslam, Allenru,
Vernat Vermouth, Wine Shippers Import
Corp.

•

**EMIL REINHARDT
ADVERTISING AGENCY**

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

Officers

Owner.....Emil Reinhardt
Space Buyer.....Mildred McMahon
Writers.....David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bak-
ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,
Wood Briquettes, Inc.

•

REISS ADVERTISING

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-7733

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Vice-President.....Harold Reiss
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C. E. RICKERD, INC.

550 Maccabees Building, Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer,
C. E. Rickerd
Vice-President.....Edward C. Parker
Secretary.....Fred B. Collier
Production.....Jeanette Welker

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**ROCHE, WILLIAMS &
CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490

ANPA — APA — PPA

Officers

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Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell
Director of Radio.....N. J. Cavanagh

Branch Office

1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)

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ROGERS & SMITH

602 Wholesale Merchants Bldg., Dallas, Tex.
Phone Riverside 9268
SAAA — PPA — APA

Officers

Owner.....Herbert A. Rogers
Director of Radio.....Howard N. Smith

Radio Accounts Placed—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sanger Bros. Alexander Motor Co.
Affiliated with Rogers & Smith, Chicago.

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ARTHUR ROSENBERG CO., INC.

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

Officers

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Vice-President Samuel Rubenstein
Secretary A. A. Rosenberg
Treasurer Charles S. Silver
Production Manager H. B. Fleischman
Research Director.... Walter Alwyn-Schmidt

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ROTH, SCHENKER & BERNHARD, INC.

737 N. Michigan Ave., Chicago, Ill.
Phone Whitehall 6030

ANPA — PPA — APA — NOAB — ABC

Officers

President..... Sydney M. Roth
Secretary Edgar Bernhard
Treasurer Harry Roth
Director of Radio..... A. E. Peters

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CHARLES L. RUMRILL & CO.

364 East Ave., Rochester, N. Y.
Phone Stone 592

ABP

Officers

Partners..... Charles L. Rumrill,
J. E. Porter, Earl A. Rogers
Time Buyer..... G. Grantly Wallington
Radio Accounts Placed—Radio Station WHAM.

•
RUTHRAUFF & RYAN, INC.

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

AAAA — ANPA — PPA — ABP

Officers

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Secretary..... Ralph Van Buren
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Vice-President-Assistant Director,
S. Heagan Bayles

Business Manager..... Charles T. Ayres
Supervisor of Evening Programs
Merritt W. Barnum

Vice-President-Supervisor of Daytime
Programs..... Herschel Williams, Jr.
Asst. Supervisor of Daytime Programs
Marguerite Dougherty

Production Directors..... Nate Tufts,
Lee Cooley, John Loveton, Wilson Tuttle,
John Bates, James Andrews

Commercial Writers..... Dorothy Haller,
Alice King, Robert Mann, Florence Miles,
Regina Morgan, Neil O'Brien,
Vivian Washburn

Time Buyer..... T. C. Fisher

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625

Vice-President-Manager..... Paul Watson
Vice-President-Director of Radio,

Ros Metzger
Assistant Radio Director..... Arthur Trask
Executive-In-Charge of Production,

Warren Johnson
Assistant in Charge of Production,
John Dennison

Executive-In-Charge of Scripts,
Catherine Haynie

Writers..... Dinsmore Wheeler,
Irene Small, Robert Gardner, Van R. Carlson

Time Buyer..... Albert Callies
7430 Second Boulevard, Detroit, Mich.

Phone Madison 1980
Vice-President In Charge... Mathew J. Casey

812 Olive St., St. Louis, Mo.
Phone Main 0128
1680 N. Vine St., Hollywood, Calif.

Phone Hillside 7593
Production Directors..... Crane Wilhur,
Thomas Freebairn-Smith

712 Main St., Houston, Texas
Phone, Charter 4-1741
235 Montgomery St., San Francisco, Calif.

Phone Douglas 5822
1216 Third Ave., Seattle, Wash.
Phone Main 6727

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Gunther Brewing Co., Holland Furnace Co., Hyde Park Brewers Assn., Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc., Campbell Soup Co. (Franco-American Spaghetti), Emerson Drug Co., Jacob Ruppert Brewery, Old Homestead Baking Co.

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SCHOLTS ADVERTISING SERVICE

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

Officers

Owner..... William G. Scholts
Radio Director..... Tom D. Scholts

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SCHWIMMER & SCOTT

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

AAAA — ABP — ANPA — PPA

Officers

Partners.... Walter Schwimmer, R. J. Scott
Director of Radio..... N. E. Heyne

Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell

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Wines, Studebaker Sales Co. of Chicago,
Rudolph Wurlitzer Co., Thomas J. Webb
Coffee Co., Walgreen Drug Co., Hudson
Dealers of Cook County, Rubins, Inc.

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
Phone Delaware 1046
ANPA — PP — ABP — PRB — SNPA

Officers

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Treasurer.....Jack Harding
Secretary.....H. J. Smith
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Paul Richey, John Kettlewell, George
Bayard
Radio Director.....H. J. Richardson, Jr.
Assistant Radio Director..Watson Humphrey
Time Buyer.....H. J. Rollinson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding
50 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1382

Vice-President In Charge...George Bayard
Taft Bldg., Hollywood, Calif.
Phone, Hillside 7256

Manager.....Helen Woodman
Radio Accounts Placed—W. A. Sheaffer
Pen Co., Pinex Co., General Mills, Inc., Key-
stone Steel & Wire Co., Brown & Williamson
Tobacco Corp., The Mennen Co., Grove Labo-
ratories, Inc.

**THEODORE H. SEGALL ADVERTIS-
ING AGENCY**

544 Market St., San Francisco, Calif.
Phone SÜtter 6557
NCBA

Officers

General Manager.....T. H. Segall
Radio Director.....Frank Wright

SEIDEL ADVERTISING, INC.

1317 F St., N. W., Washington, D. C.
Phone National 8947
APA

Officers

President-Radio Director....Robert Seidel
Vice-President-Treasurer-Time Buyer,
Marinus Koster
Secretary.....Harold E. Seidel
Director of Plans.....Ralph D. Wily
Radio Accounts Placed—National Spot:
Hecht Co., Arcade Sunshine, Equitable Credit
Co., Automobile Commercial Co., Coast-In
Pontiac Co., Blechman's Department Store

SHERMAN & MARQUETTE, INC.

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

Officers

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Vice-President and Treasurer.

Arthur Marquette
SecretaryArthur Marquette
Radio Director.....Richard Morenus
Time Buyer.....C. E. Bonnesen
Radio Department Business Manager,
Evelyn Lyman

Radio Account Placed—Colgate-Palmolive-
Peet Co. (for Colgate Shave Cream, Colgate
Tooth Powder, Halo Shampoo, Cashmere
Bouquet Soap and Beauty Preparations,
Super Suds, Quaker Oats Co. (for Quaker
Farina and Ful-O-Pep Feeds), Dr. W. B.
Caldwell, Inc. (Dr. Caldwell's Laxative),
Syrup of Figs, Sante, Pape's Cold Compound,
Fitzger Brewing Co.

SMITH & DRUM, INC.

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

ABP — ANPA — PPA — PRB — SNAP

Officers

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Vice-President.....Harry C. Drum

Branch Offices

417 Montgomery St., San Francisco, Calif.
Manager.....W. W. Drum
710 Second Ave., Seattle, Wash.

Manager.....Arthur Pootlon
Radio Accounts Placed—Network: General
Petroleum Corp.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester, Mass.
Phone: 3-4789, 3-4780

Officers

President-Treasurer.....C. Jerry Spaulding
SecretaryH. H. Hartwell

**RAYMOND SPECTOR
COMPANY, INC.**

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP

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Vice-President.....David Chrissman
TreasurerF. Bowen
Vice-President-Copy Chief..Leonard Leonard
Radio Copy.....Stanley Silverman
Time Buyer.....Dan Rodgers
Radio Traffic.....Phil Kaplan
Radio Research.....Bernard Cerlin
Radio Accounts Placed—Network: Serutan
Co. National Spot: Serutan Co., Block Drug

Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Gold Medal Capsules, Purity Products Co., Beverly Hills Memorial Park, James B. Hall, Inc., The Lone Ranger, Inc., Look Magazine, Aspertane, Blackstone Products, Univex Cameras; Maryland Baking Co.

STACK-GOBLE ADVERTISING AGENCY

8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — APA — ABC — NOAB

Officers

President & Treasurer.....E. R. Goble
Secretary.....A. E. Goble
Vice-President.....H. L. Hulsebus
Director of Radio.....Alden Goble

Branch Offices

400 Madison Ave., New York, N. Y.
Phone PLaza 3-7445

Vice-Presidents.....R. A. Porter,
Gordon E. Cooke
Radio Director.....Harold E. Kemp
Radio Accounts Placed—Network: Consolidated Royal Chemical Co., Lewis-Howe Co.

BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers

Owner.....B. A. Stebbins
Creative Dept. Head.....Leigh Crosby
Director of Radio.....B. A. Stebbins
Time Buyer.....Arthur W. Gudelman
Radio Accounts Placed—Signal Oil Co.

STERNFIELD-GODLEY, INC.

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

Officers

President-In-Charge of Radio.Samuel Godley
Vice-President.....Earl R. Cotter
Secretary.....Frances C. Costello
Treasurer.....Samuel S. Sternfield
Space Buyer.....Philip Scheft

STREET & FINNEY, INC.

330 West 42nd St., New York, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

Officers

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General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....Foxhall Finney
Account Executives.....W. E. Faxon,
J. T. Kelly, Jr.
Director of Radio.....Kenneth Burton

Assistant Director of Radio..Howard Miller
Radio Accounts Placed—Network: Carter Products, Inc. National Spot: Carter Products, Inc., Foster-Milburn Co. (Doan's Pills), Raladam Co. (Marmola), Pope Laboratories (Joint-Ease), Dr. D. Jayne & Son (Jayne's Expectorant).

SWEENEY & JAMES CO.

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

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson
Radio Account Placed—Network: Firestone Tire & Rubber Co.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

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Assistant Secretary.....Edward Wilson
Assistant Treasurer.....Luther O. Lemon
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Henry T. Stanton, James W. Young
Vice-Presidents.....Lloyd Baillie,
Henry C. Flower, Jr., Howard Henderson,
Clement Watson, Henry M. Stevens,
S. Hunter Richey, William Resor, Walter R. Hinc, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, William C. McKeegan, Jr., Sidney W. Dean, Jr., Philip Richardson, Elwood Whitney.

Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Abbott K. Spencer

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager,

Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf, Chester A. Foust
Radio Director.....B. W. Gunn
Radio Time Buyer.....Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Vice President-General Manager,

Arthur C. Farlow
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

ADVERTISING AGENCIES

General Manager.....Norton W. Mogge
821 Second Ave., Seattle, Wash.
Phone Seneca 0655

General Manager.....Kelsey Denton
Radio Accounts Placed—P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., City Baking Co., Elgin National Watch Co., General Cigar Co., Grove Laboratories, Inc., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont P. Corliss & Co., P. Lorillard & Co., Lever Bros. Co., Libby, McNeil & Libby, Northam Warren Corp., Northern Trust Co., Penick & Ford, Ltd., Planters Peanut & Chocolate Co., Safeway Stores, Inc., Scott Paper Co., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley, Jr. Co.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — NCBA

Officers

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Secretary.....William M. Maxfield
V-P & Director of Radio..Wallace F. Elliott
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co., Frozen Foods Distributors, Inc., Perry Hatchery.

W. I. TRACY, INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

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Treasurer.....George M. Pease
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A. S. Johansen, J. F. Donovan, F. S.
Kent, W. I. Tracy, K. H. Thompson, F.
D. Plumb
Radio Accounts Placed—Wilbert Products Co., Rapiwax Paper Co., Taylor-Reed Corp., Mission Garden Co., John Opitz, Inc., Minwax Co., Senn Products Corp., Terry Candy Co.

TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655
22 E. 40th St., New York, N. Y.
Phone ASHland 4-1690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA — ABC — NOAB
New York

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President.....J. M. Dawson
Dallas

Office Personnel

Executive Vice-President.Raymond P. Locke
Vice-President.....Morris Hite
Secretary-Director.....Monty Mann
Radio Department.....Raymond P. Locke,
Morris Hite, Jerry Moffett, Earle Racey
Jack Taylor, Glenn G. Addington, J. J.
Jeffries
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Vice-President.....Manfred Darmstadter
Vice-President.....Joe Scheideler
Assistant Secretary-Treasurer...G. A. Mitten
DirectorH. E. Hendrick
Radio Director.....Milton Burgh
Radio Time Buyer.....H. E. Hendrick

Radio Accounts Placed—New York: Continental Oil Co., Newsweek, Inc.

Dallas: Imperial Sugar Co., Postex Cotton Mills, The Borden Co. (Southern Division), Mrs. Baird's Bakery, Mrs. Baird's Bread Co., William Cameron & Co., International Milling Co., Great Western Garment Co., Neuhoff Packing Co., National Wool Growers Ass'n., Dallas Grand Opera Ass'n., B. T. Fooks Mfg. Co., Dallas Rupe & Son, Reserve Loan Life Insurance Co.

VANGUARD ADVERTISING

19 East 48th St., New York, N. Y.
Phone, PLaza 3-4554
ABP

Officers

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Account Executives.....Jerry Albert,
W. E. Tracy, J. Wootton
Production Manager.....A. Stein

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore, Md.
Phone, Plaza 5280
AAAA — ABP — ANPA — PPA

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Executive Vice-President & Treasurer,
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Vice-President-Copy Director...J. P. Daiger
Vice-President.....R. E. Daiger
Secretary.....R. L. Malambre
Asst. Treasurer-Accountant...N. B. Iardella
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot
Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., William Schluderberg-T. J. Kurdle Co.

WADE ADVERTISING AGENCY

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

Officers

Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....W. E. Jones,
P. C. Lund, Edward Simmons, Jeff Wade.
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

Radio Accounts Placed—Miles Laboratories,
Inc., Murphy Products Co., Morris B. Sachs,
Illinois Bottled Gas Co., Wear Proof Mat Co.,
Hoover Liniment Co., General Bandages,
Inc.

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President.....William S. Walker
Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff

Radio Accounts Placed—American Fruit
Growers, Inc., Clark Bros. Chewing Gum Co.,
Colonial Biscuit Co., Duquesne Brewing Co.,
Pennsylvania Rubber Co., Pittsburgh Coal
Co., Spear & Co.

WARWICK & LEGLER, INC.

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

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

Officers

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

Secretary-Treasurer.....Robert H. Hughes
Radio Accounts Placed—The Wm. R. War-
ner Co., Larus & Bro. Company, The Sher-
win-Williams Company.

WEARSTLER ADVERTISING, INC.

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

PPA—ABP—APA

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Secretary.....Linnea J. Soderberg

LUTHER WEAVER & ASSOCIATES

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

APA

Officers

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Associate.....Donald Gardner
Director of Radio.....Elizabeth Watkins
Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer

Co., Star Launderers & Cleaners, Marshall
Co., Home Appliance Co., Consumers' Milk
Co.

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Radio Accounts Placed—Flamingo Sales
Co., Gaffers & Sattler, Hollywood Pantages
Theater, Hollywood Turf Club, May Co.,
Pep Boys of California, Thrifty Cut-Rate
Drug Stores, Foreman & Clark, Grayson's,
K's Beverages, Lyman's Restaurants, Kelley
Kar Co., Nassour Bros., Ltd., Zukor's.

WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman

WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

Officers

President.....E. E. Sylvestre
Manager.....R. W. Stafford
Radio Accounts Placed—Sperry Flour Co.

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766

ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary.....Phillips Taylor

Branch Office

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

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co.,
American Bird Products, Inc., Walker Rem-
edy Co., Vinton Hybrid Corn Co.

WARD WHELOCK CO.

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

ANPA—PPA—APA

Officers

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Vice-President.....Carroll Rheinstrom
Vice-President.....R. K. Strassman
Secretary-Treasurer.....W. A. Dunn

ADVERTISING AGENCIES

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120

Vice-PresidentCarroll Rheinstrom
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191
Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

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

Officers

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

WORTMAN, BARTON & CO.

381 Fourth Ave., New York, N. Y.
Phone MURray Hill 4-2757
ABP—ANPA—PPA

Officers

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Vice-Presidents.....R. S. Conahay,
D. N. Wortman
Secretary.....M. V. Wall
TreasurerW. Wyler
Radio Time Buyer.....Hortense Essler

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

Officers

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Raymond Rubicam
Chairman of Board.....Chester LaRoche
President.....Sigurd S. Larmon
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production...A. V. B. Geoghegan
Exec. Vice-Presidents....Sigurd S. Larmon,
Arthur Andrews, Donald Payne, Edward
Barnes
V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research...George Gallup
V-P & Art Director.....Walter K. Nield
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Louis N. Brockway, Curtis G. Pratt,
Bryan Houston
Secretary-Treasurer.....J. H. Geise

V-P & Director of Radio,
Thomas F. Harrington

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Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy
BureauJoseph A. Moran
Manager, Station Relations
Bureau.....Carlos A. Franco
Manager, Radio Publicity
Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell
Radio Research.....Joseph H. Holmes, Jr.

Branch Offices

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

ManagerTom Lewis
Assistant Manager.....Carroll O'Meara
Radio Production

Supervisor.....John Van Nostrand
333 N. Michigan Ave., Chicago, Ill.

Phone Central 9389

Vice-President-Manager.....A. E. Tatham

Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.

Phone Madison 4300

235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685

ManagerRobbins Milbank
Vice-President-Manager.....George Davis

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

Vice-President-Canadian

Manager.....Lorimer B. Slocum
Director of Media, Contact..L. C. Arbuthnot

80 King St., West, Toronto, Ont.

Phone Elgin 5347

Manager.....Stuart B. Smith

Radio Accounts Placed—American Can
Co., The Borden Co., Johnson & Johnson
(Band-Aid), General Food Corp. (Calumet,
Grape-Nuts and Grape-Nuts Products, Swans
Down, Minute Tapioca, Sanka Jell-O and
Jell-O Products, La France, Satina, Postum),
Drake's Bakeries, Cumber Products (Ener-
gine, Molle), Gulf Oil Corp., Igleheart
Bros., Inc., International Silver Co., Life
Savers, Inc., Thomas J. Lipton, Inc., R. H.
Macy & Co., Packard Motor Car Co., Bristol-
Myers Co. (Ipana, Sal Hepatica, Minit Rub,
Toushay); Rath Packing Co., Time, Inc.

FREDERIC W. ZIV, INC.

2436 Reading Road, Cincinnati, Ohio
Phone University 6124

PPA—APA

Officers

President-Treasurer.....F. W. Ziv
Vice-Presidents.....William Ziv,
John L. Sinn, Alvin E. Unger

Radio Director.....John L. Sinn

RESEARCH ————— ORGANIZATIONS

ASSOCIATED RADIO MARKETS

914 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone, ATLantic 3774

Manager.....Alden R. Grimes
Assistant Manager.....Robert E. Stark
Report Manager.....Joan M. Devoy
Field Staff Supervisor.....Mary Prettyman
Services Offered: Radio audience surveys;
air-checks of broadcast schedules; market
analyses; media coverage data.

WALTER P. BURN & ASSOCIATES, INC.

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

President.....Walter P. Burn
Vice-President.....William Noble
Services Offered: Market data, economic
studies, media coverage studies, radio cov-
erage maps, decorative inaps, economic maps,
charts, trade paper advertising, brochures,
dramatized sales presentation, complete pro-
motion plans, trade area counsel on FM
applications.

CANADIAN FACTS

11 Jordan Street, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Field Personnel...Edith Colwell
Sales Manager.....John F. Graydon
Branch Offices

Operating branches in 99 Canadian cities
and towns with a total staff of 2100.

Services Offered: All types of marketing
research including market coverage data,
consumer studies, dealer investigations and
checks on effectiveness of various media.
Also, Canadian Facts Rating Service, a
monthly rating of all network commercials
on the air in Canada by the coincidental
method.

PAUL T. CHERINGTON

c/o McKinsey & Co., 60 East 42nd St.,
New York, N. Y.

Phone, VANDerbilt 6-5280

Services Offered: Distribution consultant,
market surveys, media studies.

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.
Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Laura B. Green,
Joseph Williams, Jr.
Services Offered: Market research; month-
ly radio surveys; merchandising.

THE COOPERATIVE ANALYSIS OF BROADCASTING

330 West 42nd Street, New York, N. Y.
Phone, LONgacre 3-1454

Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter &
Gamble Co.); George H. Gallup, Treasurer
(Young & Rubicam); A. Wells Wilbor
(General Mills); Robert B. Brown (Bristol-
Myers Co.); L. D. H. Weld (McCann-
Erickson); F. B. Ryan, Jr. (Ruthrauff &
Ryan); A. W. Lehman, Manager.

Services Offered: CAB rates all commer-
cial network programs, daytime as well as
evening, and in addition analyzes these rat-
ings by geographical sections, income groups,
etc. It is authorized by the Association of
National Advertisers and the American Asso-
ciation of Advertising Agencies to carry on
this work which it has been doing since
March, 1930.

CROSSLEY, INC.

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

President.....Archibald M. Crossley
Services Offered: Program rating, nation-
wide or individual area studies, general mar-
keting consultants.

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio
Phone, University 3148, Ext. 707

Director.....I. Keith Tyley
Associate Director.....Norman Woelfel
Research Associates....R. R. Lowdermilk,
J. Robert Miles, Seerley Reid, Irving
Robbins, J. Howard Rowland, G. D.
Wiebe.

Research Assistant.....Hazel Gibbony
Research Consultant.....Daniel Day
Assistant to Director...M. Margariete Ralls

Services Offered: Research on the relation
of radio and children and young people;
advisory services to broadcasters and educa-
tors on planning and production of school
broadcasts and children's programs. (Proj-

ect is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by grants from the General Education Board.)

EDGAR FELIX

18 East 48th St., New York, N. Y.
Phone PLaza 5-5052

Director.....Edgar Felix
Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray
Services Offered: Radio Coverage Reports, a uniform and comparable coverage analysis for all cities and stations in the United States.

C. E. HOOPER, INC.

22 East 40th St., New York, N. Y.
Phone, LExington 2-3000

President.....C. E. Hooper
Manager, Radio Program Reports,
A. M. Wharfield
Manager, Station Audience Reports,
F. H. Kenkel
Research Consultant...Dr. M. N. Chappell
Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York, N. Y.
Phone Whitehall 3-9700
Director of Research.....Chester E. Haring
Branch Offices
84 Offices Throughout
United States and Canada
Services Offered: Commercial research.

NATIONAL RADIO CHECKING SERVICE, INC.

6635 Delmar Blvd., St. Louis, Mo.
Phone, Parkview 6174

President.....William Keen Small
Vice-President-General Mgr..Albert S. Foster
Personnel Director.....Ann Wilson
Comptroller.....Ralph R. French
Traffic Department.....Lilian E. Woltjen
Branch Offices
10 East 43rd St., New York, N. Y.
Phone, MUrray Hill 3-6743
Eastern Manager.....George I. Reid
111 West Washington, Chicago, Ill.
Phone, Franklin 5180
Manager.....M. F. Hayes
Services offered: Nationwide service developing factual information for advertisers, both spot and network; performance reports on individual radio stations throughout the nation. Field organization is composed of 458

National Radio Checking Service, Inc.

- **WHAT WE DO**—Our reports take the "guess-work" out of individual radio station performance.
- **HOW OUR SERVICE WORKS**—Our staff of 450 trained checkers are stationed throughout the country to check programs (spot or show) at point of origin. Our reports can be made from any town or city in the U. S. with a broadcasting station.
- **WHY OUR SERVICE WORKS**—Even in the "best of" radio stations, discrepancies occur. Here are some of the most common:
 - Show or spot omitted
 - Portion of commercial omitted
 - Competitive products advertised next to yours
 - "Garbled" talk or interruption
 - Transcriptions ineffectively handled
 - Your Spot "sandwiched" between others
 - Local station "rushing" network cue

National Radio Reports are *accurate* and *inexpensive* . . . and sent to you *weekly*.

A. S. FOSTER, General Manager
6635 Delmar Blvd., St. Louis, Mo.

GEO. I. REID, Eastern Manager
10 East 43rd Street, New York City

mentally alert homebound people strategically placed throughout the United States.

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NATIONAL RADIO RECORDS

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

President.....N. Charles Rorabaugh
Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

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A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch

Branch Office

500 Fifth Ave., New York, N. Y.
Phone, PEnnsylvania 6-7126

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

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**OFFICE OF RADIO RESEARCH,
COLUMBIA UNIVERSITY**

15 Amsterdam Ave., New York, N. Y.
Phone, COlumbus 5-6951

Director.....Paul F. Lazarsfeld
Services Offered: Research in the effectiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

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**OFFICE OF RESEARCH—
RADIO DIVISION**

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

Director.....Dr. John G. Chapman
Services Offered: Psychological aspects of market research; social psychology of popular music; compilation of "song plug" statistics ("Network Song Favorites" published weekly in RADIO DAILY).

ELMO ROPER

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-7164

Executives.....Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, Robert W. Pratt, Robert Williams, Alfred Politz.
Services Offered: Marketing research, distribution consultant, trade and consumer studies.

•

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

Chairman of Board-President.....
Treasurer.....Harry A. Ross
Vice-President-General Manager
Densmore A. Ross
Vice-President-General Sales Manager
Clifford B. Ross
Director of Research.....William B. Shine
Secretary.....Frank X. Miske
Director of Advertising and Publicity
Thomas B. Ellsworth

Branch Offices

59 E. Van Buren St., Chicago, Ill.
753-55 Book Bldg., Detroit, Mich.
817 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wis.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
963 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
932-44 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sterick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
206-7 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.
Services Offered: Market research, consumer studies, radio surveys.

POLICY OF F. T. C. IN RADIO ADVERTISING

By P. B. Morehouse,

Director of Radio and Periodical Division of Federal Trade Commission

FOR the purpose of effecting a more direct and expeditious method of handling certain cases involving false and misleading advertising, violative of the provisions of the Federal Trade Commission Act, as amended, the Commission established its Radio and Periodical Division. Through this Division, advertisers, publishers, broadcasting stations, and advertising agencies can deal directly with the Director, with a view to reaching an agreement in such cases as are appropriate for negotiating a stipulation, thereby disposing of the issues involved and obviating the necessity of formal trial.

By this procedure the advertisers are afforded an opportunity informally to present for consideration such evidence relating to the advertising claims questioned by the Commission as they may care to submit, with a view to determining whether or not a revision of their advertising is required, and to stipulate the discontinuance of any representations which, after a consideration of all the evidence, are determined to be false or misleading. In most cases the results obtained by this procedure are as effective as those that could be accomplished by the issuance of cease and desist orders; expensive litigation both to the advertisers and the Government is thereby avoided. In this phase of the Commission activity, its only objective is to prevent false and misleading advertisements. It does not undertake to dictate

what an advertiser shall say, but merely indicates what he may not say under the law.

Radio Advertising

The Commission, in its systematic review of radio advertising, issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to such individual broadcasters is varied from time to time, depending principally upon transmittal power, the service radius or area of specific stations, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more stations.

Producers of electrical transcription recordings submit monthly typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

During the fiscal year ended June 30, 1941, the Commission received 857,890 copies of commercial radio broadcast continuities, amounting to 1,737,181 pages of typewritten script. These comprised 1,197,199 pages of individual station script, 528,820 pages of network script,

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

and 10,162 pages of commercial recorded script. The staff examined 871,909 commercial radio broadcast continuities, amounting to 1,749,640 pages of type-written script. These comprised 519,640 pages of network script, 1,219,950 pages of individual station script and 9,967 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast, through distribution of multiple pressings of such recordings to individual stations. An average of 5,755 pages of radio script were read each working day. From this material 24,535 commercial broadcasts were marked for further study as containing representations that might be false or misleading.

Industry Cooperation

In general, the Commission has received the helpful cooperation of the 3 nation-wide network chains, 13 active regional networks, and transcription producers engaged in preparing commercial radio recordings, in addition to that of some 781 active commercial radio stations, 491 newspaper publishers, and 533 publishers of magazines, farm journals and trade publications, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false and misleading advertising.

Procedure in Advertising Cases

If it appears that a published or broadcast advertisement coming to the Commission's attention may be misleading, a questionnaire is sent to the advertiser, and request is made for a sample of the product advertised, if this is practicable, and the quantitative formula, if the product is a compound. Copies of all advertisements published or commercial continuities broadcast during a specific period are also requested, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the sample and formula are referred to

the Commission's Medical Advisory Division or to an appropriate technical agency of the Government for a scientific opinion. Upon receipt of the opinion, a list of such claims as then appear to be false or misleading is sent to the advertiser, along with pertinent portions of the opinion. The advertiser is extended the privilege of submitting evidence in support of his claims; he may answer by letter or, upon his request, may confer with the Commission's Radio and Periodical Division in person or through counsel.

If, after a consideration of all available evidence at hand including that furnished by the advertiser, the questioned claims appear to be true, the division reports the matter to the Commission with the recommendation that the case be closed. If it appears from the weight of the evidence before it that the advertising is false or misleading, the division refers the matter to the Commission with recommendation either that the complaint be issued or the case be returned to the Division for negotiation of a stipulation, provided it is one appropriate for stipulation procedure and the advertiser desires to dispose of it by such voluntary agreement to cease and desist from the use of the acts and practices involved.

If the Commission so authorizes, the division prepares a stipulation and forwards it to the advertiser for execution. Should he object to any of its provisions, he may discuss them by mail or in person. If and when he agrees upon the terms of the stipulation and signs and returns it, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed without prejudice to the right of the Commission to reopen the matter at any time the facts so warrant. If the Commission accepts and approves the stipulation, the advertiser is required to submit within 60 days from the date of acceptance a report in writing showing the manner and form in which he has complied and is complying with the provisions of his agreement.





FEDERAL COMMUNICATIONS COMMISSION



Personnel

•

*Technical Progress
Survey*

•

Administrative Procedure

•

*Station Application
Procedure*

•

*Rules and Regulations Regarding
Broadcasting Applications*

•

Chain Broadcasting Rules

•

National Defense Rules

FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1st, 1942

Commissioners

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Chairman

PAUL A. WALKER
NORMAN S. CASE
GEORGE HENRY PAYNE

C. J. DURR
T. A. M. CRAVEN
RAY C. WAKEFIELD

Secretary

T. J. SLOWIE

General Counsel
TELFORD TAYLOR

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LUCIEN HILMER

Chief Engineer
EWELL K. JETT

Assistants to Chief Engineer
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E. M. WEBSTER

Chief Accountant
WILLIAM J. NORFLEET

Chief, International Division
PHILIP F. SILING

**Chief, Field Division,
Engineering Dept.**
W. D. TERRELL
GEORGE S. TURNER (*Assistant*)

Chief, License Division
WILLIAM P. MASSING

Chief, Service Division
NICHOLAS F. CURETON

Chief, Records Division
WALTER S. DAVIS

Chief, Audits and Accounts
L. A. CORRIDON

Chief, Minutes
ROBERT HODSON

Chief, Technical Division
L. P. WHEELER

Chief, Docket Section
CHARLES W. WORTHY

Information Office
GEORGE O. GILLINGHAM
Director of Information
MARY O'LESON
Assistant to Director

FIELD FORCE

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. CHARLES C. KOLSTER
Customhouse, Boston, Mass. 2. ARTHUR BATCHELLER
748 Federal Bldg.,
641 Washington St., New York, N. Y. 3. LOUIS E. KEARNEY
1200 U. S. Customhouse,
2nd & Chestnut Sts., Philadelphia, Pa. 4. EDWARD W. CHAPIN
Ft. McHenry, Baltimore, Md. 5. EDWARD BENNETT
402 New P. O. Bldg., Norfolk, Va. 6. PAUL HERNDON, JR.
411 Federal Annex, Atlanta, Ga.
DARRA H. DONAHUE
Savannah, Ga. 7. ARTHUR S. FISH
P. O. Box 150, Miami, Fla.
MILTON W. GRINNELL
Tampa, Fla. 8. THEODORE G. DEILER
Customhouse, New Orleans, La. 9. JOSEPH L. HALLOCK
404 Federal Bldg., Galveston, Texas.
FRANK HAGAN
Beaumont, Texas. 10. LOUIS L. McCABE
302 U. S. Terminal Annex, Dallas, Texas. 11. BERNARD H. LINDEN
1749 U. S. Post Office & Courthouse Bldg.,
Los Angeles, Calif. | <ol style="list-style-type: none"> ALFRED L. RITTER
San Diego, Calif. 12. V. FORD GREAVES
Customhouse, San Francisco, Calif. 13. KENNETH G. CLARK
207 New Courthouse Bldg., Portland, Ore. 14. L. C. HERNDON
808 New Federal Bldg., Seattle, Wash. 15. DONALD A. MURRAY
504 Customhouse, Denver, Colo. 16. EDWIN S. HEISER
208 U. S. Post Office & Courthouse Bldg.,
St. Paul, Minn. 17. WM. J. McDONELL
927 U. S. Court House, Kansas City, Mo. 18. H. D. HAYES
246 U. S. Courthouse Bldg., Chicago, Ill. 19. EMERY H. LEE
1025 New Federal Bldg., Detroit, Mich.
JOHN A. RUSS
Cleveland, Ohio. 20. WALTER L. DAVIS
518 Federal Bldg., Buffalo, N. Y. 21. JOHN H. HOMSY
Aloha Tower, Honolulu, T. H. 22. WILLIAM R. FOLEY
Box 2987,
San Juan, Puerto Rico. 23. HERBERT H. ARLOWE
P. O. Box 2961, Juneau, Alaska. |
|--|--|

MONITORING STATIONS

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Grand Island, Nebr.

IRL D. BALL
Allegan, Mich.

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Junior Attorneys

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LEWIS H. ORLAND
VINCENT B. WELCH

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LEWIS T. HAYNER

Senior International Communications Engineer

WAYNE MASON

Principal Engineers

R. D. JONES
MANFRED K. TOEPPEN
GEORGE S. TURNER
LYNDE P. WHEELER
EDWIN LEE WHITE
JOHN A. WILLOUGHBY

Senior Engineers

RAYMOND ASSERSON
ROSS BATEMAN
WILLIAM C. BOESE
H. E. BROYLES
GEORGE J. DEMPSEY
H. UNDERWOOD GRAHAM
A. T. JENKINS
WILLIAM N. KREBS
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MARION H. WOODWARD

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ALPHONSUS L. O'TOOLE
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VIRGIL R. SIMPSON
HAROLD R. WOODYARD

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P. HOWARD DUCKWORTH
JOHN R. EVANS
CHARLES E. GOEKING
JAMES RUBERTICCHIO

Junior Radio Engineer

IRVING J. SHEPPERD

Engineering Aides

DONALD C. KANODE
JULIEN PHILLIPS, JR.

Engineer Draftsman

ROBERT E. CARTER
BERNARD CARPENTER

Engineers

EDWARD W. ALLEN, JR.
JAMES E. BARR
LESLIE R. BRADY
CYRIL M. BRAUM

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LELAND C. QUAINANCE
ROBERT M. SULLIMAN

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Assistant Chief Accountant

Assistant to Chief Accountant

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Head, Field Division

MARK S. McCOY

Head, Broadcast Division

DE QUINCY V. SUTTON

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HARRY TENNYSON

Principal Accountants

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JAMES B. LOWELL
LESLIE J. MacDOWELL
HAROLD A. NAISBITT
VIRGIL P. RUSSELL
LEROY SCHAAFF
EUGENE I. WAY

ACCOUNTING OFFICES

MAX KRUMHOLZ
713 Atlanta National Bldg., Atlanta, Ga.

JACK E. BUCKLEY
45 Broadway, New York, N. Y.

LON A. CEARLEY
1860 Railway Exchange Bldg., St. Louis, Mo.

ROBERT E. STROMBERG
605 Market St., San Francisco, Calif.

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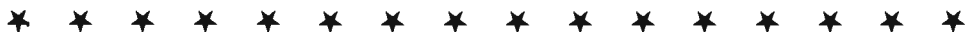
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TECHNICAL PROGRESS IN 1941

By George P. Adair, Assistant Chief Engineer of FCC

DURING the year 1941 there were several developments in broadcasting of considerable interest which are discussed briefly below.

North American Regional Broadcasting Agreement

The first and most important development, in so far as standard broadcasting is concerned, was the placing of the North American Regional Broadcasting Agreement into effect on March 29, 1941. On that date some 780 United States stations, as well as the majority of Canadian, Cuban and Mexican stations, changed frequencies in accordance with the assignments previously agreed upon with no difficulty worthy of note. This is considered as a high tribute to the cooperation and ability of the licensees, their personnel, equipment manufacturers, frequency monitoring services, and consulting engineers. This is particularly true in view of the large number of directional antennas involved. Following this shift, there were a few cases where the interference was greater than previously. However, the majority of these cases were corrected immediately and, in general, interference free reception was greatly extended.

Technical Developments

The number of stations employing directional antennas has continued to increase and, in general, the complexity of these has also increased. The extended use of directivity in the vertical plane, as well as in the horizontal plane, has necessitated the adoption of new methods of making proof of performance measurements as well as monitoring procedure for the maintenance of such patterns. Many of the patterns now employed have such a high degree of directivity that the location of other structures in the vicinity, particularly radio towers, make it

extremely difficult to establish and maintain these patterns. It has been found in many cases that where radio stations are located less than approximately five wavelengths apart (for the lowest frequency concerned) interaction develops so that a change in any of the antennas affects the others. It is also necessary in such cases to bury the power lines, telephone lines and transmission lines as well as take other precautions.

High Frequency Broadcast Service

At the close of 1941, the Commission had authorized 60 high frequency (frequency modulation) broadcast stations (43,000 to 50,000 kilocycles). A substantial number of stations commenced regular program operations, in most cases using temporary installations due to inavailability of equipment. Six stations are operating in the New York area. Available information indicates that the public has a total of approximately 200,000 receivers equipped for FM reception.

While no fundamental technical developments have been released during the year, substantial strides have been made by the manufacturers and broadcasters in the realization of FM as a public service.

The Commission has authorized nine noncommercial educational broadcast stations, employing frequency modulation, to operate in the band 42,000 to 43,000 kilocycles, adjacent to the commercial FM band, which can be received on the same receivers. Increased use of radio for classroom and adult education is made possible by this class of station.

Television Broadcast Service

The year 1941 will be a red-letter year in television. In a hearing on March 20, 1941, the Commission found that the industry was in agreement that television was ready for standardization and sub-

sequent commercialization and adopted the transmission standards proposed by the National Television Systems Committee and established the commercial television broadcast service. The standards provide some alternatives of transmission but are such as to permit reception on all modern receivers. Further investigations have been and are being made with the view of further restricting the standards for most efficient system operation. Color television has been the subject of considerable investigation. As of December 31, 1941, the Commission has authorized nine commercial television broadcast stations. Three of these were operating on 15 hour per week schedules.

Much of the television research work conducted throughout the years has resulted in developments which have found application in apparatus being used by the military naval forces. Considerable demand upon personnel trained in television technique and manufacturing facilities for the war effort has resulted in curtailment of activity in television.

Television is now out of the laboratory and should assume an important social and economic role in our post-war national life.

International Broadcast Service

International broadcast stations, in the increased tension of world affairs, have assumed a vital function in the dissemination of accurate information and combating enemy propaganda. There are 12 international broadcast stations in regular operation at the present time, two additional stations have been authorized. All but three stations have completed construction for operating powers of at least 50 kw, as required by the Commission's Rules. In addition, stations are required to "beam" the transmitted power to the foreign country or countries for which the program is designed with a power gain of at least 10. In addition to increases in power, improvements in ex-

isting antenna systems have been made and additional system installed all of which has improved the world-wide coverage of these stations.

ST Stations

In order to provide high quality and auxiliary program channels between the studio and transmitter of high frequency (FM) broadcast and international broadcast stations, the Commission allocated frequencies in the band 330,000-346,000 kilocycles for use by ST stations which employ frequency modulation and highly directive directional antennas. These are assigned on an experimental basis in so far as the licensees are required to conduct experimentation relative to antenna design.

Conclusion

In view of the present emergency, it is impossible to predict the course of technical trends in broadcasting. However, there will undoubtedly continue to be developments as in the past and there will necessarily be certain adjustments in order to meet the needs of defense. It is anticipated that many new developments will result from the war requirements of communication which can later be advantageously applied to broadcasting and conversely many of the techniques of present-day broadcasting will prove valuable to the armed forces.

The fact that the materials required for radio equipment include many of those required for vital defense purposes and that all or practically all of the production of radio manufacturers is required for defense purposes will necessarily retard the expansion of civil radio. However, when the emergency is over the vast capacity of these manufacturers will be available for the production of radio products for civilian needs which will undoubtedly play a vital part in readjustment and rehabilitation. The proper gearing of war industries to civilian needs will be one of the most important factors in preventing the aftermath being more disastrous than the war itself and should not be lost sight of in the more immediate problems.



—ADMINISTRATIVE— PROCEDURE OF F. C. C.

A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.

Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, "not more than four Commissioners shall be members of the same political party."

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or involuntary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, "Proposed Findings of Fact and Conclusions" are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm, modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2:

"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; provided, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; provided further that when one or more members of the Commission have been designated to preside at a hearing such Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; provided further that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litigation

and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supplying official copies of the Commission's order and decisions.

Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

"(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

"(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

“(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

“(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

“(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

“(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

“(g) Upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) Applications for existing licenses for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the

establishment of a new type of service;

“(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission’s Rules of Practice and Procedure.”

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

Secretary

“The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

(a) all applications for operator licenses or renewals thereof; and

(b) all applications for amateur and ship stations or renewals thereof; and

(c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

“The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission’s Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section.”

Chief Engineer

“The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

(a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment;

(1) operation without an approved frequency monitor;

(2) operation without an approved modulation monitor;

- (3) operation without thermometer in automatic temperature control chamber;
 - (4) operation without antenna ammeter, plate voltmeter or plate ammeter;
 - (5) operation with substitute ammeter, plate voltmeter or plate ammeter;
 - (6) operation without temporary antenna system;
 - (7) operation with auxiliary transmitter as main transmitter;
- (b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;
 - (c) where formal application is not required, application for new or modified equipment or antenna system;
 - (d) change of specifications for painting and lighting antenna towers where formal application is not required;
 - (e) operation to determine power by direct method during program test period;
 - (f) relocation of transmitter in same building;
 - (g) operation with reduced power or time under Sections 3.57 and 3.71;
 - (h) approval of types of equipment as to compliance with outstanding rules and standards;
 - (i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;
 - (j) denial of requests for equipment and program tests where specifications of construction permit have not been met;
 - (k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;
 - (l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;
 - (m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);
- (n) operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location;
 - (o) all authorizations for special operation necessary to facilitate equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases."

Chief Accountant

"The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

- (a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;
- (b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;
- (c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.
- (d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;

and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission."

Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration, these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various type of proceedings the Commission is called upon to decide. On the contrary, the standards of "fair play" in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in con-

nection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result. Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a "substantial interest in the subject matter." Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

Motions Docket

The Commission makes provision for the holding of oral arguments on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.

STATION APPLICATION PROCEDURE

A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission

Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations. Prospective television broadcasters use Form 330 which applies to that type of transmission.

Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are

received, the Commission issues an order adopting and making effective its proposed decision. This is the final determination unless there is litigation.

Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between \$5,000 and \$8,500. High frequency (FM) stations cost somewhat more.

Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1942

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station 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.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation; *Provided, however*, That

any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.⁴ Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁵ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

³ All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁴ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

⁵ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in

the territory served by the group of stations comprising each such network. (Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.)

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States Navy control officers and other instructions issued by the Navy Department.



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815 - 15th St., N. W.
Washington, D. C.
- KOVNER, JOSEPH**
1108 Connecticut Ave.
Washington, D. C.
- KUKRIE, THOMPSON**
622 State Life Bldg.
Indianapolis, Ind.
- KURTZ, ALVIN A.**
Public Utilities Commission
Salem, Oregon
- LABRUM, J. HARRY**
1507 Packard Bldg.
Philadelphia, Pa.
- LADNER, HENRY**
30 Rockefeller Plaza
New York, N. Y.
- LAMB, WILLIAM H.**
1835 Arch St.
Philadelphia, Pa.
- LANCASTER, W. EMERY**
715 W. C. U. Bldg.
Quincy, Ill.
- LANDA, ALFONS B.**
815 15th St., N. W.
Washington, D. C.
- LANDON, S. WHITNEY**
32 Sixth Ave.
New York, N. Y.
- LAW, GEORGE S.**
Union Bank Bldg.
Pittsburgh, Pa.
- LEAHY, WILLIAM E.**
Shoreham Bldg.
Washington, D. C.
- LEONARD, CAPT. DONALD S.**
Michigan State Police
Detroit, Mich.
- LEROY, HOWARD S.**
Colorado Bldg.
Washington, D. C.
- LEUSCHNER, FREDERICK**
6253 Hollywood Blvd.
Los Angeles, Calif.
- LEVINE, J. L.**
Hamilton Nat'l Bank Bldg.
Chattanooga, Tenn.
- LEVINSON, LOUIS**
1622 Chestnut St.
Philadelphia, Pa.
- LEVY, ISAAC D.**
1622 Chestnut St.
Philadelphia, Pa.
- LITTLEPAGE, JOHN M.**
Investment Bldg.
Washington, D. C.
- LITTLEPAGE, THOMAS P.**
Investment Bldg.
Washington, D. C.
- LITTLEPAGE, THOMAS P., JR.**
Investment Bldg.
Washington, D. C.
- LOHNES, HORACE L.**
Munsey Bldg.
Washington, D. C.
- LOUCKS, PHILIP G.**
National Press Bldg.
Washington, D. C.
- LOVETT, ELIOT C.**
729 15th St., N. W.
Washington, D. C.
- McCAULEY, RAYMOND F.**
959 Eighth Ave.
New York, N. Y.
- McCORAUCK, H. L.**
Munsey Bldg.
Washington, D. C.
- McDONALD, JOSEPH A.**
c/o NBC
Merchandise Mart
Chicago, Ill.
- McKINNEY, HAYES**
105 West Adams St.
Chicago, Ill.
- MARKS, NORMAN L.**
10 East 40th St.
New York, N. Y.
- MARTIN, PAUL L.**
Omaha Nat'l Bank Bldg.
Omaha, Nebr.
- MASTERS, KEITH**
33 N. LaSalle St.
Chicago, Ill.
- MATHEK, EVERETT E., JR.**
1835 Arch St.
Philadelphia, Pa.
- MAY, PHILIP S.**
Lynch Bldg.
Jacksonville, Fla.
- MAY, ROBERT E.**
Shoreham Bldg.
Washington, D. C.
- MAYER, HENRY**
347 Fifth Ave.
New York, N. Y.
- MELNIK, MORTON F.**
601 Tenney Bldg.
Madison, Wis.
- MEYERS, MILTON H.**
182 Grand St.
Waterbury, Conn.
- MIDDLETON, J. S.**
Pacific Bldg.
Portland, Ore.
- MILES, CLARENCE W.**
Baltimore Trust Bldg.
Baltimore, Md.
- MILLER, HENRY**
117 North Sixth St.
Camden, N. J.
- MILLER, NEVILLE**
1626 K St., N. W.
Washington, D. C.
- MILLIGAN, JACOB L.**
901 National Fidelity Life Bldg.
Kansas City, Mo.
- MILNE, BAXTER**
50 Oliver St.
Boston, Mass.
- MONTFORT, LOUIS B.**
218 Munsey Bldg.
Washington, D. C.
- MUNGER, ALFRED G.**
610 First National Bank Bldg.
Omaha, Nebr.
- MURRAY, JOHN J.**
20 Pemberton Square
Boston, Mass.
- MYERS, R. P.**
30 Rockefeller Plaza
New York, N. Y.
- NINER, ISIDOR**
366 Madison Ave.
New York, N. Y.
- O'BRIEN, ARTHUR A.**
Henry Bldg.
Seattle, Washington
- O'BRIEN, SEYMOUR**
Baltimore Trust Bldg.
Baltimore, Md.
- O'CONNOR, JOHN**
Washington Bldg.
Washington, D. C.
- OEHLER, KARL F.**
1365 Cass Ave.
Detroit, Mich.
- O'RYAN, JOHN F.**
120 Broadway
New York, N. Y.
- PALENS, LOUIS N.**
1211 Chestnut St.
Philadelphia, Pa.
- PATRICK, DUKE M.**
Colorado Bldg.
Washington, D. C.
- PECK, HERBERT M.**
500 North Broadway
Oklahoma City, Okla.
- PERRY, DAVID R.**
1700 N. Second St.
Harrisburg, Pa.
- PEYCKE, TRACY J.**
Telephone Bldg.
Omaha, Nebr.
- PHELPS, JAMES C.**
253 Broadway
New York, N. Y.
- PIERSON, W. THEODORE**
Munsey Bldg.
Washington, D. C.
- PLACE, RUSSELL P.**
1626 K St., N.W.
Washington, D. C.
- PLOCK, RICHARD H.**
Tama Bldg.
Burlington, Iowa
- PORTER, GEORGE B.**
Earle Bldg.
Washington, D. C.
- PORTER, PAUL A.**
Earle Bldg.
Washington, D. C.
- PORTER, WILLIAM A.**
Bowen Bldg.
Washington, D. C.

POSNER, STANLEY I.
1026 Woodward Bldg.
Washington, D. C.

POWELL, BOLLING B., JR.
725 — 13th St., N.W.
Washington, D. C.

POWELL, GARLAND W.
Radio Station WRUF
Gainesville, Fla.

PRATT, ELMER W.
Second National Bank Bldg.
Washington, D. C.

PRICE, T. BROOKE
195 Broadway
New York, N. Y.

PRIME, E. GARDNER
Normandy Bldg.
Washington, D. C.

PROFFITT, JAMES L.
1210 Massachusetts Ave.
Washington, D. C.

PRYOR, J. C.
Union Station
Burlington, Iowa

QUIGLEY, FRANK
195 Broadway
New York, N. Y.

RAINE, KENNETH E.
485 Madison Ave.
New York, N. Y.

RAINEY, GARNET
650 S. Grand Ave.
Los Angeles, Calif.

RANDALL, C. P.
Telephone Bldg.
Omaha, Nebr.

RAY, JOHN H.
195 Broadway
New York, N. Y.

REAM, JOSEPH H.
485 Madison Ave.
New York, N. Y.

RHODES, VERRIO H.
610 First National Bank Bldg.
Omaha, Nebr.

ROBERSON, FRANK
Munsey Bldg.
Washington, D. C.

ROBERTS, GLENN D.
110 Main St.
Madison, Wisc.

ROBINSON, C. RAY
Bank of America Bldg.
Merced, Calif.

ROLLO, REED T.
National Press Bldg.
Washington, D. C.

RONON, GERALD
1222 Real Estate Trust Bldg.
Philadelphia, Pa.

ROSENBAUM, SAMUEL R.
200 Bankers Securities Bldg.
Philadelphia, Pa.

ROSENTHAL, ISADOR S.
50 Court St.
Brooklyn, N. Y.

ROSENZWEIG, MANHEIM
2 Columbus Circle
New York, N. Y.

RUSSELL, CHARLES T.
140 West St.
New York, N. Y.

RUSSELL, PERCY H., JR.
National Press Bldg.
Washington, D. C.

RYAN, WILLIAM
122 W. Washington Ave.
Madison, Wisc.

SAMMOND, FREDERIC
735 N. Water St.
Milwaukee, Wisc.

SCHARFELD, ARTHUR W.
National Press Bldg.
Washington, D. C.

SCHINDLER, C. E.
Kentucky Home Life Bldg.
Louisville, Ky.

SCHROEDER, ARTHUR H.
National Press Bldg.
Washington, D. C.

SCOTT, FRANK D.
Munsey Bldg.
Washington, D. C.

SEGAL, PAUL M.
Woodward Bldg.
Washington, D. C.

SENNEFF, JOHN A., JR.
Northwest Savings Bank
Mason City, Iowa

SHIA, GEORGE F.
Tower Bldg.
Washington, D. C.

SMITH, MISS ELIZABETH C.
F.C.C.
Washington, D. C.

SMITH, GEORGE S.
Woodward Bldg.
Washington, D. C.

SMITH, KARL A.
Colorado Bldg.
Washington, D. C.

SMITH, MILTON
Telephone Bldg.
Denver, Colo.

SMITH, WM. MONTGOMERY
Shoreham Bldg.
Washington, D. C.

SOCOLOV, A. WALTER
608 Fifth Ave.
New York, N. Y.

SOULE, O. P.
Walker Bank Building
Salt Lake City, Utah

SOVIK, LAURENCE, ESQ.
University Building
Syracuse, N. Y.

SPEARMAN, PAUL D. P.
Munsey Bldg.
Washington, D. C.

SPRAGUE, E. STUART
117 Liberty St.
New York, N. Y.

ST. CLAIR, ORLA
311 California St.
San Francisco, Calif.

STEVENS, RICHARD K.
1222 Real Estate Trust Bldg.
Philadelphia, Pa.

STOLLENWERCK, FRANK
National Press Bldg.
Washington, D. C.

SULLIVAN, FRANCIS C.
Atworth Building
Duluth, Minn.

SUTTON, GEORGE O.
National Press Bldg.
Washington, D. C.

SWEZEY, ROBERT D.
30 Rockefeller Plaza
New York, N. Y.

SYKES, JUDGE EUGENE O.
Munsey Bldg.
Washington, D. C.

THOMAS, WILLIAM H.
440 Leader Bldg.
Cleveland, Ohio

TIEFENBRUN, JOSEPH
1450 Broadway
New York, N. Y.

TUCKER, JOHN H.
Commercial Building
Shreveport, La.

TUMULTY, JOSEPH P., JR.
1317 F St., N. W.
Washington, D. C.

TYLER, VABRO E.
109 South Ninth St.
Nebraska City, Nebr.

VAN ALLEN, JOHN W.
Liberty Bank Bldg.
Buffalo, N. Y.

VAN DEN BERG, GEORGE
Evans Bldg.
Washington, D. C.

VAN ORSDEL, RALPH
725 13th St., N. W.
Washington, D. C.

WADDELL, JAMES E.
Bowen Bldg.
Washington, D. C.

WALKER, HENRY B.
Old National Bank Bldg.
Evansville, Ind.

WALKER, RALPH I.
F.C.C.
Washington, D. C.

WALLACE, HOWARD E.
Judge Building
Salt Lake City, Utah

WARNER, HARRY P.
Woodward Building
Washington, D. C.

WATTAWA, JOHN
1317 F St.
Washington, D. C.

WAYLAND, CHARLES V.
Earle Building
Washington, D. C.

WEBSTER, BETHUEL M.
15 Broad St.
New York, N. Y.

WEEKES, JOHN WESLEY
140 Sycamore St.
Decatur, Georgia

WELCH, FRANCIS X.
Munsey Bldg.
Washington, D. C.

WHARTON, JOHN H.
Public Works Administration
Washington, D. C.

WHEAT, CARL I.
Shoreham Bldg.
Washington, D. C.

WHISELL, GEORGE B.
Telephone Bldg.
St. Louis, Mo.

WIGGIN, CHESTER H.
30 Rockefeller Plaza
New York, N. Y.

WILLEBRANDT, MABEL W.
Shoreham Building
Washington, D. C.

WILLIAMS, A. RAE
Investment Bldg.
Washington, D. C.

WILSON, THOMAS WINFIELD
923 Munsey Bldg.
Washington, D. C.

WING, JOHN E.
72 West Adams St.
Chicago, Ill.

WOZENCRAFT, FRANK W.
66 Broad St.
New York, N. Y.

WRIGHT, J. WARREN
Bureau of Ships, Navy Dept.
Washington, D. C.

ZAGON, SAMUEL S.
6253 Hollywood Blvd.
Los Angeles, Calif.

1939—GROWTH OF RADIO STATIONS—1941

<i>As of:</i>	<i>Licensed Stations</i>	<i>Construction Permits</i>	<i>Special Broad- cast Stations</i>	<i>Total</i>
January 1939	718*	42†	4	764
February 1939	723*	39*	4	766
March 1939	725*	37*	4	766
April 1939	728*	37*	4	769
May 1939	730*	38*	4	772
June 1939	731*	38*	4	773
July 1939	731*	43*	4	778
August 1939	734*	56*	4	794
September 1939	735*	59*	4	798
October 1939	739*	57z	4	800
November 1939	747*	58z	4	809
December 1939	751	57z	4	812
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919

*Including one stay order.

†Including two stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.



WOR

builds shows

WOR *builds shows that sell*

*these **WOR** shows are now producing
sales for:*

"RAMONA" *R & H Beer*

"HERE'S LOOKING AT YOU" . . *Barbara Gould Cosmetics*

"CAN YOU TOP THIS?" *Kirkman Soap Company*

"GO GET IT" *Krueger Beer*



A NATION WIDE
RADIO ANALYSIS

*Based Upon the
Latest Available*

UNITED STATES
CENSUS FIGURES



RADIO MARKETS OF THE NATION

By Robert A. Litzberg, Statistician, Radio Daily

With the mighty war effort occupying many minds of the broadcasting industry, the study of markets has become increasingly important to the time-buyer. For this reason and because of the commendation and universal acceptance of last year's presentation of market and population statistics, the 1942 RADIO ANNUAL, in addition to bringing the material up-to-date, has elaborated upon this information. The data which follows constitutes one of the many services of RADIO DAILY and RADIO ANNUAL to the broadcast industry and was prepared in association with Walter P. Burn & Associates, Inc. It is based on the 16th Census of the United States (1940).

In order to assist the broadcaster and time-buyer in evaluating potential markets more accurately four new features have been added to this year's presentation of Census data: (1) the population figures have been broken down into their urban and rural classifications; (2) two new retail trade groups, Retail-Service and Apparel, have been added to the three already included; (3) recent Census Bureau releases on 140 Metropolitan Districts in the United States have been included and are treated in the same manner as the data for individual states; (4) inclusion of a list of cities showing percentage changes in population as a result of increased activity in defense industries has been made. This material, which precedes the data on Metropolitan Districts, was prepared for RADIO ANNUAL by Ross Federal Service, Inc., from their studies of "national defense and your shifting markets.")

Definitions

For purposes of using the market and population statistics contained in this volume the following definitions apply:

Total Population: This figure is a revised and final U. S. Census Bureau total of the number of persons living in the individual counties of the country and the District of Columbia, obtained by a house-to-house canvass during the 16th Census of the United States (1940).

Urban Population: As defined by the Census Bureau this figure consists mainly

of these people living in *incorporated* places of 2,500 or more. Exceptions to this rule apply when the Bureau found a situation in which the general rule did not hold. (An example of such a situation is found in New York State where there was one unincorporated town of more than 10,000, having a population density of more than 1,000 per square mile; in this case the population of this town is included in the urban classification even though the town itself was not incorporated.) Exceptions are so rare that no effect will be felt in the using the data for radio coverage areas. (In Massachusetts and Connecticut many minor civil divisions are classified as urban.)

Rural Population: The remainder of population, after the urban figures had been determined, was classified as rural.

Families: The family figure is obtained from Housing Studies of the 16th Census. It is the total occupied dwelling unit count and has been recognized by the Bureau and research authorities as indicative of the total number of families in the country. In RADIO ANNUAL'S presentation the totals for 23 states are final; for the balance a preliminary figure is used as final releases were not available at press-time. (When preliminary totals are used a statement to that effect is printed after the state total.) The Census Bureau defines a dwelling unit as "the living quarters occupied

by one family or household; the number of occupied dwelling units in a given area is about the same as the number of families and may be compared with the number of private families returned in the 1930 Census."

Radio Homes: Of all the data in this presentation "radio homes" is the only classification that is not a Government release (except indicated estimates). The 1940 radio homes figure of the Census Bureau was expected to be released for publication in this volume but was delayed as a result of the declaration of war by the United States and other pressing duties of the Bureau. The figures which are presented are estimates made by RADIO ANNUAL in association with Walter P. Burn & Associates for the 1941 edition. They are based on the 1940 census population and use as a base the latest available Joint Committee percentages projected against the 1940 Census "occupied dwelling unit" figure for each county. These take into consideration trends of population and other characteristic changes as shown in the 1940 Census; these estimates have been accepted by the broadcast industry and other interested groups outside of the industry as the best available data on the subject.

Retail Trade

In the retail Trade Census 99 kinds of business were studied. Of these RADIO ANNUAL presents five major groups which are used most by research authorities to determine the potentialities of a definite geographical section for market development. The five major groups and what they include are as follows:

Store: For census purposes "store" is defined as the "place where a business is conducted and a place that is readily recognizable as a place of business." Only establishments which were doing more than one-half of their business at retail are included in any one of the five classifications presented.

Sales: This term is defined as total operating receipts of the included establishments after deductions of refunds and allowances for returned merchandise have been made.

Food: Grocery stores, meat markets, dairy product stores, milk dealers, fish

markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable markets, bakeries and caterers, egg and poultry dealers, etc.

Drug: Stores selling prescriptions, drugs and patent medicines, complimentary products such as cosmetics, toiletries, tobacco, novelty merchandise, etc.

Automotive: New and used motor vehicle dealers; new parts and accessory dealers; aircraft, motorboat and motorcycle dealers.

Apparel: Stores selling primarily clothing, shoes, hats, underwear and related articles for personal wear and adornment.

Retail-Service: This figure is a total of all retail trade data taken from the Retail Trade Census and including 99 kinds of retail business plus over 250 types of service establishments. Service establishments are classified into seven major groups: (1) personal such as barber shops, cleaning and dyeing plants, photo studios, etc.; (2) business such as credit bureaus, advertising agencies, sign-painters, etc.; (3) services allied to transportation such as warehousing; (4) automotive repairs and services such as repair shops, paint shops, battery, ignition and tire repair shops, etc.; (5) other repair shops such as blacksmiths, piano-tuners, radio service men, etc.; (6) custom industries such as printing, publishing, cabinet making, etc.; (7) miscellaneous such as circulating libraries, livery stables, tree surgeons.

Metropolitan Districts

Metropolitan Districts: The Bureau of Census in establishing Metropolitan Districts for cities of 50,000 population and more says, "The general plan for metropolitan districts that have been set up for use in the 1940 Census includes, in addition to the central city or cities, all adjacent and contiguous minor civil divisions having a population density of 150 or more per square mile. The metropolitan district is thus not a political unit but rather an area including all the thickly settled territory in and around a city or group of cities. It tends to be a more or less integrated area with common economic, social and, often, administrative interests."



ALABAMA

Population Families

2,832,961
670,111

Radio Homes

376,330

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Autauga	30,977	2,664	4,974	57	\$481	5	\$65	37	\$333	189	\$1,518	5	\$37
Baldwin	32,324	6,269	7,936	136	1,354	12	175	93	1,701	459	5,167	3	17
Barbour	32,155	6,269	7,664	92	728	10	118	56	728	360	3,264	8	109
Bibb	20,135	—	2,653	49	252	5	37	20	461	253	2,073	3	26
Blount	29,490	3,107	6,509	66	304	4	67	61	758	336	2,409	1	—
Bulloch	19,810	3,075	3,280	103	454	3	76	20	302	221	1,763	2	—
Butler	32,447	32,337	7,290	120	765	7	124	48	737	349	3,464	9	104
Calhoun	63,319	42,146	14,325	200	3,013	22	432	105	2,727	847	11,653	37	810
Chambers	42,146	6,141	9,077	156	1,104	15	260	41	730	386	3,397	5	48
Cherokee	19,928	—	4,405	104	376	—	—	20	204	306	1,455	1	9
Chilton	27,955	3,982	3,599	75	628	7	118	61	979	363	3,216	2	—
Choctaw	20,195	—	4,555	59	140	2	76	18	312	292	1,438	1	—
Clarke	27,636	—	3,100	69	571	6	43	43	1,443	417	3,706	1	—
Clay	16,907	—	3,870	1,740	256	5	33	26	276	242	1,511	1	—
Cleburne	13,629	—	2,977	42	324	2	—	18	290	189	1,635	—	—
Coffee	31,987	4,358	7,306	3,570	689	9	127	78	1,009	412	3,037	5	50
Colbert	13,448	—	8,234	108	1,394	7	153	63	1,366	415	5,381	12	117
Concord	25,489	—	5,621	62	412	4	75	35	35	195	1,954	6	73
Coosa	13,460	—	2,972	29	173	3	32	30	1168	146	836	1	—
Covington	20,354	13,063	9,860	104	1,183	15	296	131	1,926	563	6,578	12	178
Crenshaw	23,631	5,074	5,554	83	421	7	73	28	469	284	2,168	3	30
Cullman	42,269	4,343	10,693	118	740	7	179	63	1,765	698	6,310	8	158
Dale	22,685	3,601	19,081	76	493	8	94	76	498	313	1,763	3	44
Dallas	56,245	19,834	35,411	170	1,760	9	362	80	2,008	592	8,096	15	450
DeKalb	43,075	4,424	38,651	188	410	7	124	71	1,000	522	3,824	4	70
Etowah	34,546	3,089	31,457	141	1,007	8	144	79	1,954	383	5,294	12	199
Escambia	30,671	6,523	7,731	98	842	9	144	118	3,702	836	15,614	35	1,269
Etowah	72,580	41,860	30,720	221	3,128	26	573	118	659	233	2,335	3	22
Fayette	21,651	2,668	19,983	43	406	6	64	33	659	233	2,335	3	22
Franklin	37,552	3,510	24,042	63	560	8	96	50	684	349	2,622	7	59
Geneva	29,172	2,803	26,369	6,002	3,140	12	133	63	734	337	2,851	6	40
Greene	19,185	—	19,185	4,722	2,170	24	63	14	4137	147	1,622	3	16
Hale	25,533	—	25,533	2,700	2,665	8	65	32	361	174	1,693	4	45
Henry	21,912	—	4,840	2,240	3,63	3	27	428	188	1,706	3	16	
Houston	45,065	17,194	38,471	168	1,375	16	278	114	2,051	666	8,175	27	789
Jackson	41,880	2,813	38,968	91	787	7	129	47	750	437	3,517	9	70
Jefferson	459,930	319,234	118,787	3,900	25,748	185	4,047	601	27,376	5,194	132,388	240	11,304
Lamar	19,708	—	4,427	53	268	7	53	27	374	248	1,753	—	—
Lauderdale	46,230	15,043	31,187	130	1,464	11	193	72	1,376	552	7,565	12	359
Lawrence	27,880	—	6,234	73	439	3	34	26	4181	226	1,480	2	19
Lee	36,455	13,130	8,569	134	1,320	15	300	47	1,326	413	5,762	28	421
Limestone	4,342	—	31,300	95	632	2	131	44	682	396	3,401	9	112
Lowndes	22,661	—	22,661	632	2,190	62	131	18	4118	169	1,118	1	—
Madison	37,654	3,937	53,717	132	893	3	139	53	704	410	2,873	11	115
Marion	63,317	13,050	15,212	7,950	2,657	13	359	66	2,413	735	11,904	28	529
Marshall	35,736	4,137	31,599	110	679	6	112	37	727	327	3,249	5	103
Mobile	28,776	—	6,240	36	245	7	67	58	716	254	2,191	5	121
Monroe	42,395	8,049	34,346	134	912	14	296	93	1,588	618	5,831	11	284
Montgomery	141,973	84,804	97,170	4,710	9,122	55	1,978	271	7,359	2,348	41,224	94	3,125
Morgan	29,465	—	39,465	3,030	382	8	67	35	748	277	2,967	5	104
Perry	114,420	78,084	29,471	19,900	6,039	42	1,014	140	6,769	1,507	34,555	93	3,806
Pickens	48,148	—	38,960	11,764	6,710	497	2,84	80	2,028	578	8,737	21	495
Perry	20,610	—	20,610	157	1,092	16	284	19	2,274	489	2,274	2	133
Pickens	27,671	—	6,284	54	420	6	86	26	689	200	2,322	7	20

All Money Values Are In Thousands (\$000) of Dollars

Pike	32,493	7,055	25,438	7,705	3,980	133	1,056	10	141	84	1,337	440	4,614	4	14
Randolph	23,510	4,198	21,348	6,793	2,800	43	320	6	72	39	520	330	2,354	3	24
Russell	35,775	15,351	20,424	8,572	4,300	103	916	10	82	41	717	437	3,302	2	2
St. Clair	37,336	39	27,297	6,269	3,140	645	7	7	92	45	1,141	260	3,113	2	2
Shelby	28,962	—	28,962	6,802	3,460	76	786	7	105	48	448	259	2,809	3	35
Sumter	27,321	—	27,321	6,391	2,960	40	265	7	64	29	644	183	2,186	3	43
Tallahassee	51,832	15,567	36,265	11,206	5,940	132	1,816	22	317	89	1,635	511	7,749	8	380
Tallahassee	35,270	6,640	28,630	8,102	4,120	72	979	12	200	75	1,219	454	4,857	6	198
Tuscaloosa	76,036	30,668	45,368	17,462	9,950	147	3,043	16	581	3,212	736	14,673	30	1,072	
Walker	64,201	9,402	54,799	14,366	7,800	143	6,689	13	259	65	1,715	552	7,660	7	206
Washington	16,188	3,564	12,624	3,564	1,760	65	1,369	—	—	28	270	225	1,112	—	—
Wilcox	26,279	—	26,279	5,959	2,710	63	246	4	55	22	124	258	1,875	—	22
Winston	18,746	—	18,746	4,015	1,890	36	267	8	57	28	483	210	1,639	3	32

Total State . . . 2,832,961 855,941 1,977,020 670,111 376,330 8,802 \$93,910 833 \$16,117 4,353 \$105,814 32,917 \$167,277 915 \$28,239

Family figures for Counties in this State are preliminary Census releases.

ARIZONA

County	POPULATION			Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Apache	24,095	5,240	3,460	2,0	2,239	3	134	27	\$456	134	\$2,487	1	\$14		
Cochise	34,627	14,476	9,190	7,120	132	2,528	13	\$330	100	2,587	560	11,419	21	284	
Cocconino	18,770	7,702	11,068	4,677	3,330	38	1,000	5	922	70	1,804	280	7,021	7	171
Gila	23,867	10,863	13,004	6,616	5,170	69	1,843	11	288	63	1,597	392	6,766	12	199
Graham	12,113	2,894	1,960	35	511	5	111	45	648	45	648	212	3,366	5	76
Greenlee	8,698	2,668	6,630	2,185	1,530	29	386	2	24	24	473	133	2,291	4	33
Maricopa	186,193	80,398	105,794	50,435	38,650	678	12,950	78	3,260	503	16,600	3,201	72,712	95	2,890
Mohave	8,591	8,591	1,860	33	1,119	3	122	53	1,040	59	1,040	198	4,347	4	—
Navajo	25,309	4,577	20,732	5,911	4,240	47	938	4	299	53	1,450	282	5,841	3	30
Pima	72,838	36,818	36,020	19,050	15,690	263	7,141	29	1,670	172	6,444	1,167	30,678	49	1,918
Pinal	28,841	6,979	4,700	97	1,647	12	310	92	1,417	92	1,417	463	5,681	10	188
Santa Cruz	9,482	5,135	3,447	2,377	1,920	36	702	4	110	92	559	162	3,626	5	59
Yavapai	26,511	6,018	20,493	7,822	5,960	100	2,270	10	406	105	2,443	546	9,771	15	242
Yuma	19,325	5,325	14,001	5,083	3,740	64	1,449	15	269	81	1,459	371	6,883	8	151

Total State . . . 499,261 173,981 325,280 131,133 99,420 1,641 \$31,856 194 \$7,424 1,416 \$38,977 8,061 \$172,883 239 \$6,271

Radio Homes . . . 499,261 173,981 325,280 131,133 99,420 1,641 \$31,856 194 \$7,424 1,416 \$38,977 8,061 \$172,883 239 \$6,271

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County	POPULATION			Families	Homes	FOOD			DRUG			AUTOMOTIVE			RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Conway	21,536	4,608	16,928	4,984	3,350	89	505	7	106	34	587	310	2,580	3	2,580	3	40	306		
Craighed	47,200	11,729	35,471	11,584	9,000	167	1,542	19	310	92	2,287	600	8,107	18	8,107	18	306			
Crawford	20,920	5,422	15,498	5,942	4,050	183	1,769	9	121	45	648	307	2,633	4	2,633	4	5			
Crittenden	42,473	3,663	38,810	11,586	4,800	198	1,375	10	99	37	2,067	485	6,011	2	6,011	2				
Cross	26,046	3,633	22,413	6,289	2,310	111	701	9	84	31	845	345	2,910	7	2,910	7	112			
Dallas	14,471	3,429	11,042	3,560	1,800	74	673	6	67	20	829	211	2,512	4	2,512	4	53			
Dessa	27,160	3,653	23,497	7,129	3,470	80	825	5	111	28	385	285	3,197	7	3,197	7	193			
Drew	19,831	6,181	13,650	4,955	2,330	66	717	7	123	39	626	226	2,479	8	2,479	8	109			
Faulkner	25,580	5,782	20,098	6,351	3,140	92	598	7	120	61	946	355	3,503	5	3,503	5	115			
Franklin	15,683	15,683	3,859	1,700	34	177	6	20	33	327	131	1,486	3	1,486	3	29			
Fulton	10,253	10,253	2,546	1,000	26	100	3	61	12	162	216	517	517			
Garland	41,064	21,370	20,294	11,525	7,780	166	2,660	30	708	123	2,013	898	13,126	35	13,126	35	1,033			
Grant	10,477	10,477	2,607	1,140	26	247	3	33	17	188	104	1,009	1,009			
Greene	30,204	7,079	23,125	7,860	3,630	129	905	12	148	33	17	387	1,009	1,009			
Hempstead	32,770	7,475	25,295	8,070	3,930	112	791	9	180	47	1,718	340	4,844	12	4,844	12	186			
Hot Spring	18,916	5,290	13,626	4,725	2,450	73	488	6	112	63	651	276	1,181	5	1,181	5	365			
Howard	18,621	2,782	15,839	4,169	1,870	51	483	6	103	37	486	208	2,437	5	2,437	5	131			
Independence	25,643	5,267	20,376	6,253	3,050	93	729	5	87	42	893	298	3,557	5	3,557	5	181			
Izard	12,834	12,834	3,103	1,280	38	399	4	24	14	144	170	605	1	605	1			
Jackson	20,457	4,351	16,106	6,413	3,040	76	806	7	156	37	681	356	3,854	8	3,854	8	163			
Jefferson	65,101	21,290	43,811	17,807	9,700	300	2,595	16	414	114	3,781	1,014	14,075	20	14,075	20	872			
Johnson	18,795	3,118	15,677	4,706	2,300	65	452	6	77	39	529	235	2,039	6	2,039	6	61			
Lafayette	16,851	16,851	4,274	1,990	67	371	7	72	18	482	240	2,051	3	2,051	3	86			
Lawrence	22,651	22,651	5,429	2,420	72	531	6	66	43	531	297	2,542	3	2,542	3			
Lee	26,810	4,449	22,361	6,819	3,100	118	697	5	130	25	509	289	2,927	6	2,927	6	164			
Lincoln	19,709	19,709	4,916	2,020	73	347	5	55	19	156	164	1,171	1,171			
Little River	15,932	15,932	4,082	1,790	48	358	6	75	19	191	174	1,765	1,765			
Logan	25,967	3,430	22,537	6,072	2,870	63	498	10	146	52	807	324	2,840	6	2,840	6	42			
Lonoke	29,802	29,802	7,019	3,200	97	843	10	164	77	1,275	405	4,150	2	4,150	2			
Madison	14,531	14,531	3,593	1,430	39	78	6	49	20	155	206	643	1	643	1			
Marion	9,404	9,404	2,340	990	36	114	2	12	62	123	408	408			
Miller	31,874	11,821	20,053	8,359	4,650	136	1,390	6	188	51	2,227	494	7,376	18	7,376	18	614			
Mississippi	80,217	13,878	66,339	19,591	9,420	318	2,632	31	360	111	4,361	1,016	16,394	24	16,394	24	508			
Monroe	21,133	5,960	15,173	5,291	2,500	40	525	9	116	25	607	210	2,431	10	2,431	10	164			
Montgomery	8,876	8,876	2,221	990	34	145	2			
Nevada	19,869	3,177	16,692	4,807	2,220	34	484	6	81	54	721	231	2,344	2	2,344	2			
Newton	10,881	10,881	2,455	1,000	34	63	1			
Ouachita	31,151	8,975	22,176	7,671	4,100	104	1,230	13	205	55	1,422	377	5,261	7	5,261	7	96			
Perry	8,392	8,392	1,906	850	35	101	3	14	11	55	113	423	423			
Phillips	45,970	13,263	32,707	12,800	6,560	163	1,673	12	257	34	1,390	479	7,531	24	7,531	24	523			
Pike	11,786	11,786	2,953	1,330	48	300	5	33	30	170	204	1,104	1,104			
Poinsett	37,070	6,056	31,014	8,757	4,060	118	1,150	15	209	58	649	432	4,834	6	4,834	6	108			
Polk	15,832	3,510	12,322	4,070	2,000	45	429	6	75	55	753	273	2,463	5	2,463	5	87			
Pope	25,682	6,927	19,755	6,248	3,040	63	639	11	131	71	918	324	3,582	7	3,582	7	114			
Prairie	15,304	15,304	3,785	1,670	35	281	7	65	30	245	201	1,245	1,245			
Randolph	109,176	40,909	68,267	24,112	12,110	757	9,171	74	3,322	324	18,772	2,394	57,711	97	57,711	97	3,873			
St. Francis	18,319	3,028	15,291	4,438	4,180	150	1,091	10	185	54	997	548	1,753	3	1,753	3	30			
Saline	36,043	5,699	30,344	9,223	2,260	43	442	3	44	60	686	410	4,828	13	4,828	13	260			
Scott	19,163	3,502	15,661	4,412	1,470	60	170	4	43	23	444	186	2,151	4	2,151	4	64			
Sevier	13,300	13,300	3,320	1,470	5	120	5	51	22	192	151	1,468	2	1,468	2			
Sevier	11,942	11,942	2,803	1,160	39	178	4			
Sebastian	62,809	36,584	26,225	16,705	11,100	251	3,289	28	815	150	4,764	1,001	18,361	37	18,361	37	1,043			
Sherrill	15,248	3,055	12,193	3,822	1,850	49	465	7	125	27	278	197	1,621	8	1,621	8	69			
Sharp	11,497	11,497	2,497	1,210	31	105	5	18	18	183	167	628	1	628	1			
Stone	8,603	8,603	1,956	810	16	61	1			
Union	50,461	15,858	34,603	13,275	7,620	232	2,834	18	561	105	3,765	861	13,363	23	13,363	23	651			
Van Buren	12,518	12,518	2,981	1,230	46	94	3	20	23	102	138	581	581			
Washington	41,114	11,531	29,583	11,009	6,050	132	1,322	17	352	101	1,980	674	8,614	18	8,614	18	281			

White	37,176	3,670	33,506	9,474	4,400	118	903	15	166	83	1,071	514	4,624	8	73
Woodruff	22,133	663	22,800	5,312	2,350	84	333	9	124	34	481	277	2,620	7	118
Yell	20,970	20,970	5,096	2,200	61	431	11	77	40	481	314	2,056	3	20
Total State	1,949,387	431,910	1,517,477	495,825	252,760	7,073	\$62,523	704	\$12,736	3,590	\$78,435	27,024	\$320,973	607	\$14,575

CALIFORNIA

Population Families
6,907,387
2,130,997

Radio Homes
2,013,260

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Alameda	513,011	472,068	40,943	162,526	153,220	2,418	\$67,962	258	\$9,331	1,121	\$46,074	11,562	\$271,944	536	\$19,561
Alpine	8,973	8,973	100	100	4	*	8	1	7	31
Amador	42,840	13,708	29,132	13,241	12,560	41	986	8	133	29	737	250	† 3,668	9	120
Butte	8,221	8,221	2,788	2,680	153	5,247	20	465	156	4,963	947	19,627	38	683
Calaveras	9,788	9,788	2,855	2,760	36	971	7	104	34	679	146	2,871	5	87
Colusa	100,450	51,786	48,664	29,145	27,640	393	10,679	46	1,168	259	8,446	2,474	4,448	60	60
Contra Costa	4,745	4,745	1,565	1,510	34	532	3	49	637	195	3,934	3	36
Del Norte	13,229	3,064	10,165	4,408	4,260	67	1,827	4	81	60	† 476	286	4,739	9
El Dorado	178,665	70,665	102,000	50,212	47,800	779	18,826	69	2,248	558	19,431	4,002	84,522	148	5,338
Fresno	12,195	12,195	3,520	3,420	28	1,236	8	118	47	1,304	925	5,205	10	145
Humboldt	45,812	17,955	28,757	13,758	13,150	192	5,064	17	724	187	5,168	1,144	20,667	39	729
Imperial	59,740	27,150	32,590	15,010	14,220	194	5,832	22	724	202	6,881	1,108	24,881	44	907
Inyo	7,025	7,025	2,363	2,280	25	1,249	5	133	48	1,346	175	4,184	7	62
Kern	135,124	37,030	98,094	36,161	34,520	436	14,622	46	1,488	454	16,013	2,664	62,668	87	2,605
Kings	35,168	8,234	26,934	9,666	9,210	128	3,457	14	392	118	3,828	773	14,576	29	613
Lake	14,479	14,479	2,715	2,620	56	936	5	116	56	690	275	2,354	7	78
Lassen	14,479	14,479	4,291	4,150	42	1,620	5	190	44	1,532	252	5,866	6	237
Los Angeles	2,785,043	2,373,548	412,095	893,553	840,000	11,051	309,570	1,343	48,968	7,536	296,681	69,207	1,477,380	3,533	103,732
Madera	23,314	6,457	16,857	6,557	6,250	80	2,136	6	188	93	1,856	445	7,318	8	192
Marin	52,907	22,750	30,157	13,528	12,880	217	6,313	23	516	131	4,173	1,069	19,781	40	463
Mariposa	5,605	5,605	1,932	1,870	23	334	2	25	† 441	119	1,834	2
Mendocino	27,864	6,966	20,898	7,697	7,340	101	2,374	11	194	132	2,115	706	9,541	19	207
Merced	46,988	10,135	36,853	12,894	12,340	144	4,386	17	537	185	4,726	905	18,872	26	535
Modoc	8,713	8,713	2,730	2,640	38	874	7	78	27	650	204	2,573	5	89
Mono	2,299	2,299	707	730	20	18	149	69	843	1
Monterey	73,032	30,756	42,276	20,458	19,580	264	8,353	42	1,200	256	8,633	1,662	36,819	78	1,528
Napa	28,603	7,714	20,889	7,714	7,370	87	2,863	11	366	95	2,449	567	12,080	20	360
Nevada	19,283	5,701	13,582	6,021	5,720	82	2,829	9	286	70	1,928	448	8,224	20	368
Orange	130,760	78,498	54,262	40,075	38,010	568	13,561	66	2,101	502	12,962	3,048	53,660	138	2,867
Placer	28,108	10,666	17,442	8,333	7,940	126	3,484	17	389	126	2,777	666	11,762	14	181
Plumas	11,548	11,548	3,508	3,410	62	1,425	6	49	554	303	4,103	6	121
Riverside	105,524	53,363	52,161	31,531	30,190	391	10,545	48	1,426	412	10,326	2,263	41,209	104	2,076
Sacramento	170,333	109,011	61,322	49,053	46,500	703	20,292	83	4,205	498	20,870	3,904	98,782	170	6,313
San Benito	11,392	3,881	7,511	3,488	3,330	40	1,104	5	121	36	1,031	271	4,172	14	153
San Bernardino	161,108	95,997	65,111	46,696	44,250	634	15,330	60	2,235	603	15,914	3,388	63,316	133	2,794
San Diego	289,348	238,891	50,457	90,833	85,450	1,223	29,149	139	4,692	824	26,901	6,403	130,524	298	8,703
San Francisco	634,536	634,536	200,523	194,000	3,336	87,087	371	14,064	730	46,946	17,915	445,447	1,023	45,575
San Joaquin	134,207	69,849	64,358	36,632	34,800	434	12,764	58	1,592	440	12,923	2,933	59,892	130	3,486
San Luis
Obispo	33,246	11,926	21,320	10,147	9,740	154	3,670	19	444	167	3,916	950	15,655	34	535
San Mateo	111,782	80,094	31,688	33,489	31,700	457	14,923	46	1,345	309	11,069	2,257	46,674	87	1,127
Santa Barbara	70,555	46,859	23,696	20,807	19,700	264	9,551	31	1,227	261	8,404	3,829	38,529	106	2,906
Santa Clara	174,949	107,412	67,537	52,283	49,500	737	19,137	71	2,549	553	18,655	3,862	85,505	208	6,638
Santa Cruz	45,057	25,833	19,224	14,957	14,180	244	5,511	26	700	166	4,386	1,283	23,203	48	872
Shasta	28,800	8,109	20,691	8,967	8,540	119	3,217	9	396	114	4,043	702	14,329	18	387
Sierra	3,025	3,025	1,074	1,040	14	297	1	7	76	918	1
Siskiyou	28,598	28,598	8,680	8,340	115	2,860	17	388	107	2,739	669	11,882	20	243

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Solano	48,118	20,072	29,046	13,610	13,920	190	5,636	24	584	120	4,274	1,096	20,315	36	724
Sonoma	69,052	23,146	45,906	21,674	20,800	328	8,025	37	20,800	305	6,594	1,897	37,711	69	1,278
Stanislaus	74,866	23,810	51,056	21,888	20,900	206	7,403	33	974	309	9,126	1,560	36,463	64	1,433
Sutter	18,680	4,968	13,712	5,607	5,260	53	1,262	5	61	47	864	251	4,145	2	—
Tehama	14,316	3,824	10,492	4,510	4,310	64	1,428	6	189	67	1,518	394	6,259	8	143
Trinity	3,970	—	3,970	1,425	1,380	10	484	1	—	13	81	77	849	1	—
Tulare	107,152	35,508	71,649	29,480	28,100	314	9,161	30	950	131	8,533	1,656	36,918	68	1,328
Tuolumne	10,887	—	10,887	3,335	3,230	42	1,540	47	1,800	48	1,193	277	5,347	16	250
Ventura	69,685	34,021	35,664	18,861	18,010	258	7,289	30	7,890	237	6,801	1,439	27,803	62	1,256
Yolo	27,243	6,637	20,606	7,760	7,450	73	2,828	18	437	108	3,072	512	10,850	14	210
Yuba	17,034	6,646	10,388	4,985	4,740	85	2,935	12	397	73	4,750	500	12,316	24	659
Total State	6,907,387	4,902,265	2,005,122	2,430,997	2,013,260	28,410	\$78,493	3,283	\$111,006	19,461	\$693,171	163,651	\$3,515,950	7,715	\$232,093

Family figures for Counties in this State are preliminary Census releases. † Includes Service Establishment Receipts of Alpine County.

COLORADO

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Adams	22,481	6,294	16,187	5,709	4,190	60	\$1,065	8	\$119	94	\$1,082	350	\$4,135	3	\$49
Alamosa	10,484	5,613	4,871	2,726	2,190	33	900	4	226	41	1,374	228	4,916	7	95
Arapahoe	32,150	10,852	21,298	9,018	7,320	95	2,761	11	355	114	2,212	432	8,055	10	46
Archuleta	6,207	—	6,207	1,712	1,130	25	412	5	98	8	474	50	675	2	—
Baena	9,653	3,232	6,421	2,418	1,750	32	439	4	87	38	438	170	1,805	2	13
Boulder	37,438	20,364	17,074	11,329	9,310	161	3,334	18	650	174	3,371	830	13,886	39	860
Chaffee	8,109	4,969	3,140	2,390	1,960	28	867	6	121	51	933	240	3,223	7	130
Cheyenne	2,964	—	2,964	826	550	12	160	4	48	20	233	78	648	2	—
Clear Creek	3,784	—	3,784	1,165	930	15	469	4	77	21	326	101	1,428	2	—
Conchos	11,648	—	11,648	2,556	303	6	303	6	80	31	425	142	1,583	2	—
Costilla	7,533	—	7,533	1,627	1,150	22	90	1	107	19	107	89	602	—	—
Crowley	5,398	—	5,398	1,403	970	10	206	3	48	21	360	103	1,132	2	—
Custer	2,270	—	2,270	677	460	7	133	3	17	9	70	49	329	—	—
Delta	16,470	3,717	12,753	4,488	3,190	46	980	9	185	59	1,165	336	4,250	12	135
Denver	322,412	322,412	96,294	87,400	1,354	35,073	236	9,348	775	33,533	7,253	193,704	278	12,654	
Dolores	1,958	—	1,958	538	380	7	79	—	—	4	—	20	237	—	—
Douglas	3,496	—	3,496	1,053	730	13	178	2	73	32	423	56	720	—	—
Eagle	5,361	—	5,361	1,500	1,090	25	432	4	73	33	156	112	1,327	2	—
Elbert	5,460	—	5,460	1,535	1,010	17	242	4	21	24	240	87	714	—	—
El Paso	54,025	36,780	17,236	16,189	14,950	251	5,434	40	1,411	225	5,933	1,352	25,538	56	—
Fremont	19,742	9,322	10,420	5,236	4,080	73	1,333	8	217	91	1,464	413	5,173	14	150
Garfield	10,560	—	10,560	3,044	2,170	73	737	8	218	51	1,081	228	3,390	7	75
Gilpin	1,625	—	1,625	580	450	13	135	1	—	5	40	46	330	1	—
Grand	3,587	—	3,587	1,022	720	23	332	0	127	38	446	137	1,520	1	—
Gunnison	6,192	—	6,192	1,761	1,340	19	433	6	96	15	421	141	1,935	3	109
Hinsdale	349	—	349	125	100	3	15	—	—	9	—	—	44	—	—
Huerfano	10,888	5,855	10,233	4,068	3,170	58	933	5	92	55	1,060	264	3,725	5	121
Jackson	1,798	—	1,798	528	360	10	189	1	—	15	501	52	531	1	—
Jefferson	30,725	3,175	27,550	8,814	6,480	95	1,735	11	297	124	2,068	462	6,434	4	100
Kiowa	2,793	—	2,793	820	550	19	142	—	—	17	422	73	511	—	—
Kit Carson	7,512	—	7,512	2,005	1,330	23	342	5	134	45	686	140	1,743	2	—
Lake	6,883	4,774	2,100	2,001	1,600	18	703	3	176	21	623	146	3,108	2	203
La Plata	5,887	—	5,887	1,408	3,150	45	1,110	7	170	53	1,303	280	5,266	8	604
Larimer	35,530	18,396	17,133	10,567	8,530	154	3,094	16	572	176	3,649	842	13,647	27	203
Las Animas	32,369	13,222	19,146	8,193	6,300	118	2,024	18	255	82	1,960	503	7,830	19	382
Lincoln	5,882	—	5,882	1,661	1,120	19	280	5	103	61	701	190	1,708	3	33

Population Families
1,123,296
314,952

Radio Homes
254,900

County	Total	Urban	Rural	Families	Homes	Radio Homes	POPULATION	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Logan	18,370	7,411	10,959	4,076	6,950	3,500	52	1,166	8	214	70	1,907	336	5,951	13	256			
Mesa	33,791	12,479	21,312	9,156	16,500	8,500	115	2,531	13	357	93	3,081	603	12,634	17	415			
Mineral	975	—	975	294	220	220	23	106	1	6	26	44	31	296	3	17			
Moffat	5,086	—	5,086	1,543	1,060	1,060	20	447	2	—	25	477	105	1,684	3	58			
Montezuma	10,463	—	10,463	2,465	1,720	1,720	31	420	5	139	25	666	147	2,351	3	58			
Montrose	15,418	4,784	10,634	4,981	3,020	3,020	30	844	6	186	40	1,574	218	4,640	6	152			
Morgan	17,214	4,884	12,330	4,371	3,220	3,220	48	1,208	11	234	85	1,674	350	5,575	12	162			
Otero	23,571	10,534	13,037	6,420	5,040	5,040	91	1,829	13	353	102	1,792	492	7,309	10	152			
Ouray	2,089	—	2,089	629	460	460	8	160	4	65	5	158	57	580	3	7			
Park	3,272	—	3,272	1,065	740	740	23	272	2	—	27	304	100	913	3	31			
Phillips	4,948	—	4,948	1,394	980	980	20	366	5	81	33	450	140	1,454	4	17			
Pitkin	1,836	—	1,836	569	420	420	8	100	2	5	5	42	38	259	1	17			
Powers	12,304	4,445	7,859	3,298	2,430	2,430	46	867	10	205	62	1,159	294	3,654	7	142			
Pueblo	68,870	52,162	16,708	18,235	15,600	15,600	263	5,440	26	812	167	5,526	1,327	25,084	50	1,438			
Rio Blanco	2,943	—	2,943	849	580	580	7	169	2	—	9	184	50	860	2	87			
Rio Grande	12,404	3,208	9,196	3,139	2,340	2,340	40	814	5	221	48	1,322	247	4,200	5	87			
Routt	10,825	—	10,825	3,025	2,250	2,250	23	550	7	146	35	920	207	4,152	2	87			
Saguache	6,173	—	6,173	1,851	1,120	1,120	25	299	5	51	22	365	100	1,107	2	115			
San Juan	1,439	—	1,439	387	300	300	5	123	2	—	7	63	51	469	1	—			
San Miguel	3,064	—	3,064	1,034	740	740	18	273	2	—	6	180	62	760	1	—			
Sedwick	5,294	—	5,294	1,390	980	980	12	426	4	83	26	522	120	1,673	2	—			
Summit	1,754	—	1,754	668	520	520	8	115	1	—	10	66	46	363	1	—			
Teller	6,463	—	6,463	2,007	1,550	1,550	25	687	5	85	25	368	161	1,996	1	—			
Washington	8,336	—	8,336	2,206	1,420	1,420	27	337	2	—	28	253	125	1,201	3	3			
Weld	63,747	15,995	47,752	16,568	12,050	12,050	186	3,781	38	637	246	5,602	1,126	17,556	18	489			
Yuma	12,102	—	12,102	3,278	2,200	2,200	31	723	6	123	63	875	241	2,876	4	42			
Total State	1,123,296	590,756	532,540	314,952	251,900	251,900	4,117	88,311	658	\$19,867	3,941	\$98,444	\$2,971	\$436,576	741	\$21,427			

Family figures for Counties in this State are preliminary Census releases.
 † Includes Service Establishment Receipts of Hinsdale County.
 †† Total Retail Sales Only.

CONNECTICUT

Population Families	1,709,242	448,682	410,790
Radio Homes	448,682	410,790	410,790

County	POPULATION		Families	Homes	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL					
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales				
Hartford	418,384	290,798	110,235	100,300	2,115	\$51,104	228	\$6,630	831	\$36,512	83	\$200,688	490	\$15,742	490	\$15,742			
Hartford	450,189	322,598	116,448	107,100	1,968	50,383	226	7,437	865	32,868	8,062	212,748	424	16,140	424	16,140			
Litchfield	87,041	34,602	52,379	23,304	21,350	372	9,497	53	1,433	247	6,810	1,610	32,237	81	1,554	81	1,554		
Middlesex	55,999	26,495	20,504	14,084	12,950	226	5,699	26	857	180	4,415	1,019	22,451	35	1,260	35	1,260		
New Haven	484,316	385,744	128,572	117,500	2,746	52,817	288	7,939	1,031	34,872	10,863	215,451	650	21,425	650	21,425			
New London	125,224	62,509	62,715	32,834	30,220	599	13,577	49	1,356	9,160	2,437	50,483	146	3,485	146	3,485			
Tolland	31,866	10,973	20,893	8,491	7,680	123	2,195	6	145	121	1,823	594	7,731	23	263	23	263		
Windham	56,233	24,383	31,840	15,229	13,710	261	5,276	20	446	192	4,269	1,176	21,511	61	976	61	976		
Total State	1,709,242	1,158,162	551,080	448,682	410,790	8,405	\$190,548	896	\$26,243	3,828	\$128,729	\$4,225	\$763,395	1,910	\$60,845	\$60,845			

Population Families	266,505	70,541	60,700
Radio Homes	266,505	70,541	60,700

County	POPULATION		Families	Homes	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL					
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales				
Kent	34,441	7,407	20,974	9,072	7,800	203	\$2,854	15	\$263	160	\$3,608	880	\$12,531	30	\$418	30	\$418		
New Castle	179,962	124,013	55,549	45,948	40,800	1,030	20,469	77	2,478	344	16,301	3,806	83,656	197	7,838	197	7,838		
Sussex	52,502	7,952	44,550	14,921	12,100	299	3,700	29	452	255	4,426	1,290	20,623	46	634	46	634		
Total State	266,505	139,432	127,073	70,541	60,700	1,541	\$27,023	121	\$3,193	759	\$24,393	5,988	\$116,810	273	\$8,890	\$8,890			

DIST. OF COL.

County
Columbia

POPULATION
Total Urban Rural

663,091 663,091

Population Families

663,091 171,023

Radio Homes

663,091 171,023

Population Families

663,091 171,023

Radio Homes

Population Families

663,091 171,023

Radio Homes

663,091 171,023

Population Families

663,091 171,023

Radio Homes

663,091 171,023

Population Families

663,091 171,023

Radio Homes

DIST. OF FLOR.

County
Columbia

POPULATION
Total Urban Rural

663,091 663,091

Population Families

663,091 171,023

Radio Homes

663,091 171,023

Population Families

663,091 171,023

Radio Homes

County	3,000	44,511	25,563	824	460	16	195	2	*	16	†187	66	780	3
Okechobee	3,000	44,511	25,563	20,364	14,620	318	5,681	41	1,396	249	9,027	1,561	33,718	90
Orange	70,074	3,225	6,894	3,199	1,890	34	550	4	98	46	574	88	2,219	8
Osceola	10,119	57,157	22,832	23,783	17,300	458	8,195	60	1,618	234	7,950	2,182	38,733	150
Palm Beach	79,989	2,561	11,420	4,239	2,300	56	664	60	1,116	60	678	2,46	2,329	3
Pasco	13,981	17,502	28,554	22,700	426	374	8,358	48	4,023	272	8,381	2,163	44,442	137
Piellas	17,852	46,062	15,600	24,159	15,500	374	6,784	47	1,170	330	8,453	1,821	28,932	74
Polk	86,665	7,140	11,558	3,160	78	1,071	1,167	79	1,285	374	4,408	374	4,408	10
Putnam	18,698	12,090	7,922	5,616	3,920	104	1,554	14	2,927	72	1,591	496	6,366	25
St. Johns	20,012	8,040	3,831	3,267	2,020	64	1,049	6	189	40	1,685	242	5,129	10
St. Lucie	11,871	16,085	4,071	2,120	64	369	4,071	3	4,128	27	450	150	1,488	10
Santa Rosa	16,108	11,141	4,963	4,709	3,900	87	1,936	8	316	74	1,940	448	5,191	22
Sarasota	22,304	10,127	12,087	6,283	3,950	184	1,886	13	1,911	73	1,412	542	5,891	17
Seminole	11,041	3,427	13,646	2,964	1,960	33	391	8	79	37	1,246	166	1,316	6
Sumter	17,073	2,668	8,897	4,129	2,080	77	596	6	128	39	680	283	2,731	6
Suwannee	11,565	7,094	3,129	4,216	1,770	4	557	4	*	36	618	167	2,081	6
Taylor	7,094	34,027	19,683	16,052	11,320	280	4,627	39	1,102	224	5,039	1,353	20,367	78
Union	53,714	5,463	11,676	3,157	730	58	175	2	78	17	86	71	684	1
Volta	14,246	2,570	11,676	3,313	1,780	54	78	32	32	32	562	159	1,750	3
Wakulla	12,302	12,302	2,911	1,480	31	227	2	4	55	26	304	128	1,087	2
Washington	12,302	12,302	2,911	1,480	31	227	2	4	55	26	304	128	1,087	2
Total State	1,897,414	1,045,791	851,623	519,436	354,980	8,084	\$132,976	1,002	\$32,742	5,494	\$153,187	36,849	\$661,022	1,745

GEORGIA

County	POPULATION		Families	Radio Homes	Stores	Sales	FOOD		Stores	Sales	DRUG		Stores	Sales	AUTOMOTIVE RETAIL—SERVICE		Stores	Sales	APPEARL
	Total	Urban					Stores	Sales			Stores	Sales			Stores	Sales			
Appling	14,497	2,916	3,039	1,290	32	\$382	3	\$90	62	\$470	180	\$1,901	1	\$1,901	1	1	1	1	
Atkinson	7,093	8,096	1,591	720	22	148	3	45	14	88	87	457	—	457	—	—	—	—	
Bacon	8,096	7,344	1,785	730	27	363	4	45	36	†162	145	1,282	—	1,282	—	—	—	—	
Baker	7,344	17,412	3,905	2,100	19	43	5	*	6	45	63	277	—	277	—	—	—	—	
Baldwin	24,190	8,733	1,927	680	97	86	1	150	28	838	244	3,319	12	\$163	12	\$163	12	\$163	
Banks	13,064	3,974	3,256	1,450	52	490	4	90	97	314	60	199	—	199	—	—	—	—	
Barrow	23,283	6,141	5,837	2,710	70	505	8	121	46	1,089	276	3,794	4	3,794	4	4	4	50	
Ben Hill	14,523	7,388	3,567	1,890	62	784	4	140	32	1,113	242	3,445	6	3,445	6	6	6	85	
Berrien	15,370	57,865	25,918	23,192	302	6,305	36	966	51	471	180	2,125	2	2,125	2	2	2	74	
Bibb	83,783	9,655	2,372	950	42	337	5	41	18	†98	134	5,786	60	28,800	60	28,800	60	2,497	
Bleckley	9,655	6,871	1,456	650	31	158	2	*	7	145	79	386	1	386	1	1	1	49	
Brantley	20,497	4,450	16,047	4,663	1,960	57	580	5	85	34	7	445	4	445	4	4	4	49	
Bryan	6,288	20,982	5,927	2,490	22	150	2	*	37	†117	108	559	—	559	—	—	—	—	
Bulloch	26,010	3,793	6,878	2,780	136	783	6	48	162	67	1,204	454	4,767	7	4,767	7	7	136	
Burke	26,520	9,182	2,280	960	32	312	3	33	83	33	381	335	2,670	4	2,670	4	4	95	
Bulls	10,438	5,910	2,593	1,030	47	944	7	53	48	28	129	1,319	2	1,319	2	2	2	95	
Calhoun	5,910	2,079	1,449	600	29	282	2	53	21	191	171	1,099	—	1,099	—	—	—	—	
Candler	34,156	6,214	8,400	3,470	108	936	3	66	18	866	118	1,373	—	1,373	—	—	—	—	
Carroll	12,199	2,592	1,140	400	296	1	159	1	65	1,096	474	4,289	5	4,289	5	5	5	61	
Catoosa	5,256	21,974	1,207	580	21	96	1	*	16	†112	68	568	—	568	—	—	—	—	
Charlton	117,970	95,996	31,704	22,250	745	9,059	52	1,162	194	7,764	2,064	40,137	97	40,137	97	97	97	3,891	
Chatahoochee	15,138	15,138	566	270	6	34	3	34	5	30	49	250	3	250	3	3	3	—	
Chatham	18,532	3,800	4,208	1,900	38	538	5	91	25	459	176	2,833	1	2,833	1	1	1	—	
Chattooga	20,126	2,651	17,475	4,674	2,010	387	5	64	34	369	335	2,519	1	2,519	1	1	1	—	
Cherokee	28,398	20,650	7,401	4,590	139	2,421	11	461	50	2,764	428	10,711	34	10,711	34	34	34	787	
Clarke	7,064	1,692	670	32	210	29	210	4	29	192	102	765	4	765	4	4	4	—	

Radio Homes

3,123,723
750,633

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Clayton	11,665	11,317	2,781	1,160	40	220	2	1139	34	728	135	—	—	—
Clinch	6,437	6,437	1,578	800	34	535	2	108	34	728	135	—	—	—
Coche	38,272	29,605	8,894	4,880	127	1,389	14	305	101	1,524	502	12	272	272
Coffee	21,941	5,176	7,426	2,110	103	773	12	193	47	755	243	9	754	235
Colquitt	33,012	10,147	7,426	3,420	126	1,494	11	258	64	990	396	9	5,411	—
Columbia	9,433	9,433	2,174	820	39	157	7	7	8	108	132	—	—	—
Cook	11,919	11,919	2,763	1,180	30	366	5	60	43	481	146	1	1,614	—
Coweta	20,972	19,790	6,640	3,180	103	1,043	9	163	55	977	359	16	4,238	321
Crawford	7,128	7,128	1,558	550	38	174	1	411	14	68	93	—	—	—
Crisp	17,540	7,929	4,420	2,170	76	768	1	142	45	1,401	241	7	4,342	—
Dade	5,894	5,894	1,928	520	21	194	1	—	7	26	57	—	—	—
Dawson	4,479	4,479	965	320	24	24	—	—	7	45	43	—	—	—
DeKalb	22,234	15,882	5,169	2,520	84	838	7	115	30	889	287	9	3,362	88
De Kalb	86,942	45,555	22,717	16,900	207	4,165	36	1,052	188	3,650	792	6	13,029	132
Dodge	21,022	17,711	4,772	1,970	89	610	5	127	35	515	242	2	2,153	69
Dooly	16,886	16,886	3,942	1,530	49	385	6	69	32	326	185	1	1,414	—
Douglas	28,565	19,055	7,410	4,520	118	1,853	9	384	65	2,413	525	11	11,035	574
Douglas	10,053	7,498	2,320	930	44	310	3	58	17	373	130	1	1,107	—
Early	18,079	15,905	4,369	1,690	56	450	5	78	34	770	198	2	2,440	23
Echols	2,964	2,964	768	360	19	67	—	—	3	—	28	—	—	—
Effingham	9,646	9,646	2,290	1,030	31	136	3	49	24	299	104	—	—	—
Ebert	19,918	13,430	4,704	2,120	92	470	5	118	61	780	283	5	2,900	16
Emanuel	23,517	3,575	5,591	2,210	114	810	9	92	80	1,094	356	2	3,003	—
Evans	7,401	7,401	1,749	760	35	303	3	65	19	367	113	1	1,159	—
Fannin	14,752	14,752	3,107	1,340	36	228	2	—	28	92	173	—	—	—
Fayette	8,170	8,170	1,844	690	30	162	2	—	11	178	87	—	—	—
Floyd	56,141	26,282	29,859	7,760	190	2,840	15	513	110	3,166	625	14	14,813	1,525
Forsyth	11,332	11,332	2,566	1,880	39	391	1	—	11	152	146	—	—	—
Franklin	15,612	15,612	3,443	1,320	80	488	6	60	28	474	217	3	1,918	7
Fulton	392,880	310,786	103,261	76,930	1,540	30,933	212	7,585	695	31,886	6,878	203	203,075	17,330
Gilmer	9,001	9,001	1,951	720	30	121	2	—	12	156	87	—	—	—
Glascoket	4,547	4,547	999	380	13	53	—	—	11	153	62	—	—	—
Glynn	21,920	15,035	5,978	3,610	126	1,624	12	341	56	1,780	431	7	7,036	532
Gordon	18,445	2,955	4,369	1,770	59	574	5	100	35	718	261	18	2,826	—
Grady	19,654	4,653	15,001	4,523	1,950	55	460	96	21	958	186	7	2,506	213
Greene	13,709	13,709	3,246	1,390	26	324	6	95	23	432	123	2	1,530	—
Gwinnett	29,087	4,191	6,778	2,810	77	465	8	95	88	587	392	2	3,143	—
Habersham	14,771	14,771	3,389	1,820	55	469	4	80	51	695	235	3	2,180	89
Hall	34,822	24,570	8,094	3,900	165	1,597	8	241	83	2,432	474	21	7,765	387
Hancock	12,764	12,764	2,743	1,230	76	380	2	—	7	168	151	1	1,150	—
Haralson	14,377	14,377	3,486	1,410	54	321	6	89	21	433	150	3	1,841	25
Harris	11,428	11,428	2,615	1,070	35	113	2	—	16	177	93	—	—	—
Hart	15,512	15,512	3,453	1,260	34	256	2	—	26	198	110	1	1,013	—
Heard	8,610	8,610	1,896	650	17	78	—	—	5	—	81	—	—	—
Henry	15,119	15,119	3,482	1,330	49	342	4	48	44	346	169	2	1,471	—
Houston	11,303	11,303	2,654	1,030	42	375	2	—	23	1280	115	1,543	—	60
Irwin	12,936	12,936	2,772	1,580	40	455	2	—	12	150	112	—	—	—
Jackson	20,989	16,795	4,636	1,930	61	544	6	78	49	581	243	5	2,520	21
Jasper	8,772	8,772	2,165	820	39	139	5	42	16	251	124	1	1,013	—
Jeff Davis	8,841	8,841	1,901	810	22	303	2	—	23	199	92	—	—	—
Jefferson	20,040	20,040	4,646	1,860	63	419	6	78	40	771	324	2	2,613	—
Jenkins	11,843	9,023	2,893	1,180	56	458	3	57	20	344	137	1	1,391	22
Johnson	12,953	12,953	3,040	1,170	56	411	5	57	22	326	188	1	1,296	—
Jones	8,331	8,331	1,941	740	17	64	—	—	10	33	53	—	—	—
Jones	10,091	3,535	6,556	2,486	1,190	30	615	3	65	23	178	143	1,414	42
Lamar	5,632	5,632	1,221	450	15	87	—	—	17	161	61	—	—	—
Lanier	33,606	25,792	7,853	3,360	146	1,177	9	157	67	1,277	494	5	4,708	96
Laurens	7,837	7,837	2,011	760	19	61	1	—	10	156	46	—	—	—
Lea	—	—	—	—	—	—	—	—	—	—	—	—	—	—

Liberty	8,595	—	8,595	1,952	820	40	154	2	*	29	†185	114	768	—	
Lincobn	7,042	—	7,042	1,495	530	28	188	3	14	8	†49	566	566	—	
Long	4,086	—	4,086	918	400	17	80	2	*	9	†39	61	269	—	
Lowndes	31,860	15,595	16,265	7,610	4,180	139	1,968	16	351	75	2,021	476	7,697	6:23	
Lumpkin	6,223	—	6,223	1,408	4,840	40	1,540	1	53	11	†60	115	426	5:3	
McDuffie	10,878	3,088	3,790	2,602	1,950	39	392	4	28	18	†208	159	1,674	—	
McIntosh	5,292	—	5,292	1,373	730	37	258	3	78	21	†227	101	603	—	
Macon	15,947	—	15,947	3,827	1,570	38	387	5	31	21	†121	149	1,943	4:2	
Madison	13,431	—	13,431	3,073	1,140	39	101	1	*	31	†261	132	848	—	
Marion	6,954	—	6,954	1,590	610	22	113	2	*	7	†45	96	668	—	
Meriwether	22,055	3,417	18,638	5,194	2,390	123	657	7	67	28	†388	308	2,066	5:100	
Miller	9,998	—	9,998	2,174	800	40	80	3	43	15	†81	110	851	—	
Mitchell	23,261	5,167	18,094	5,271	2,170	94	684	6	88	33	†636	293	2,875	9:4	
Monroe	10,749	—	10,749	2,501	1,070	48	427	3	87	17	†415	146	1,490	—	
Montgomery	9,668	—	9,668	2,054	840	30	137	5	28	15	†170	123	668	—	
Morgan	12,713	—	12,713	3,046	1,240	20	271	4	59	24	†345	125	1,363	—	
Murray	11,137	—	11,137	2,358	870	13	76	2	785	21	†236	196	785	—	
Muscogee	75,494	53,280	22,214	19,478	13,050	364	5,707	34	920	116	5,278	1,146	26,545	3:109	
Newtown	18,576	7,016	11,560	4,498	2,080	61	611	6	101	51	†758	†46	3,127	1:73	
Oconee	2,576	—	2,576	1,770	650	32	126	3	61	3	†27	237	—	—	
Oglethorpe	12,430	—	12,430	2,745	1,050	40	173	2	*	11	†17	99	736	—	
Paulding	12,832	—	12,832	2,800	1,030	31	231	2	*	15	†260	90	842	—	
Peach	10,378	4,953	5,425	2,561	1,290	42	390	5	75	18	†679	129	2,015	5:92	
Pickens	9,136	—	9,136	2,069	910	19	52	3	47	13	†273	84	969	—	
Pierce	11,800	—	11,800	2,582	1,080	43	377	5	87	27	†132	163	1,789	—	
Pike	10,375	—	10,375	2,330	880	42	210	4	19	15	†69	107	670	—	
Polk	28,467	12,789	15,678	6,469	3,420	87	1,275	8	43	199	†1,084	332	5,230	3:67	
Pulaski	9,829	3,000	6,829	2,491	1,020	37	404	4	72	19	†454	134	1,540	3:38	
Punnam	8,514	—	8,514	1,931	820	20	268	3	66	23	†420	118	1,199	—	
Quitman	3,435	—	3,435	742	280	10	42	1	36	9	†55	39	153	—	
Rabun	7,821	—	7,821	1,710	720	28	178	3	39	18	†105	110	1,058	—	
Randolph	16,600	3,447	13,162	3,931	1,680	79	551	5	75	21	†667	†280	†2,130	3:4	
Richmond	81,863	65,910	15,944	21,035	14,050	408	5,494	26	967	130	4,823	1,335	27,003	2:960	
Rockdale	7,724	—	7,724	1,831	760	37	308	3	67	17	†174	117	1,063	—	
Schley	5,033	—	5,033	1,127	420	17	100	2	*	12	†80	54	446	—	
Screven	20,353	2,531	17,822	4,549	1,760	92	515	6	68	23	†475	†348	1,990	2:2	
Seminole	8,492	—	8,492	1,903	750	34	312	3	72	15	†202	128	1,146	3:67	
Spalding	28,427	13,222	15,205	7,117	3,860	117	1,877	9	59	2,050	403	7,755	18	443	
Stephens	12,972	5,494	7,478	2,971	1,430	35	478	2	*	34	†603	182	2,218	—	
Stewart	10,903	—	10,903	2,394	1,080	49	360	4	31	12	†366	131	1,144	—	
Sumter	24,502	9,281	15,221	6,301	2,980	97	1,242	12	189	61	†1,059	389	4,587	2:13	
Talbot	8,141	45	8,096	1,839	770	32	106	4	22	18	†174	101	587	—	
Taliaferro	6,278	—	6,278	1,360	530	23	133	1	*	6	†61	65	373	—	
Tattall	16,243	—	16,243	3,431	1,410	51	570	7	87	35	†593	225	1,913	—	
Taylor	10,768	—	10,768	2,466	900	29	302	3	85	22	†177	125	1,137	—	
Telfair	15,145	—	15,145	3,431	1,470	58	388	10	100	44	†566	†332	†1,928	3:45	
Terrill	16,675	3,681	12,994	4,113	1,800	71	690	7	76	24	†405	223	2,139	4:143	
Thomas	31,289	12,683	18,606	7,776	3,970	131	1,348	15	317	85	†1,391	489	6,034	3:253	
Tift	18,599	5,228	13,371	4,533	2,170	93	1,053	10	182	69	†1,239	353	4,474	14	35:2
Toombs	16,952	4,109	12,843	3,736	1,700	64	683	6	*	41	†671	255	2,822	7:203	
Tooms	4,925	—	4,925	1,049	380	9	7	1	*	6	†8	58	165	—	
Treutlen	7,632	—	7,632	1,622	630	26	141	2	*	8	†49	84	814	—	
Troup	43,879	29,460	14,419	10,597	5,520	188	2,980	16	410	92	†2,944	648	12,064	3:4	7:2
Turner	10,846	—	10,846	810	465	27	353	4	56	27	†416	138	1,303	—	
Twiggs	9,117	—	9,117	1,989	760	27	149	2	*	12	†72	78	428	—	
Union	7,680	—	7,680	1,739	580	40	86	1	*	9	†44	112	261	—	
Upson	25,064	13,916	11,148	5,863	2,940	80	1,250	7	228	44	†1,159	288	4,844	16	284
Walker	31,024	7,047	23,977	7,307	3,540	130	1,478	8	218	48	†863	333	3,988	9	863
Walton	20,727	4,168	16,609	4,940	2,080	52	653	5	106	41	†642	234	2,874	6	80
Ware	27,929	16,763	11,166	6,700	4,180	130	1,678	13	388	57	†2,549	541	8,404	19	464

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Washington	50,401	24,271	14,423	139	\$4,394	16	\$834	133	\$6,460	862	\$26,336	31	\$1,047
Washington	34,407	3,407	8,971	13	84	1	64	17	124	64	626
Bannock	34,759	13,935	8,892	113	2,987	12	520	106	3,132	637	15,025	28	860
Bear Lake	7,911	5,087	1,961	30	501	4	74	25	608	147	2,207	4	93
Benewah	21,044	7,332	2,103	3,640	1,640	3	45	15	222	121	1,585	3	50
Bingham	21,044	3,681	4,064	3,000	50	1,159	7	157	273	4,872	7	119	18
Blaine	5,295	5,295	1,473	1,100	12	246	66	28	597	152	2,215	5	18
Boise	2,333	...	753	12	141	1	394	10	172	41	394
Bonner	15,667	4,356	4,606	49	994	6	81	45	887	258	3,624	8	166
Bonneville	25,687	10,673	6,467	73	2,204	6	282	57	3,322	12,349	57	31	673
Boundary	5,987	5,987	1,687	20	519	2	*	24	445	101	1,750	1	...
Battle	1,877	...	504	7	108	1	*	0	122	41	418
Camas	1,360	...	369	5	101	1	*	6	167	39	327
Canyon	40,987	19,421	11,235	98	2,471	14	496	124	3,813	632	14,233	17	408
Carbondale	2,284	...	630	12	133	2	*	0	108	60	837
Cassia	14,430	5,329	9,101	40	864	5	101	51	1,191	339	4,667	7	219
Clark	1,005	...	276	8	65	4	122	30	190
Clearwater	8,243	...	2,254	17	433	6	91	17	474	107	2,147
Cluster	3,549	...	1,008	13	201	3	11	18	1116	89	906	1	...
Elmore	10,229	4,236	5,993	11	200	2	68	35	1,805	135	1,805	1	...
Franklin	10,304	2,229	2,357	18	495	3	68	36	712	116	2,637	6	68
Fremont	9,544	7,585	2,601	32	628	4	109	43	666	156	2,451	6	73
Gen	9,257	3,203	2,601	17	559	3	75	34	1,079	122	2,912	1	...
Gooding	12,691	2,568	6,689	16	435	4	81	38	1,044	165	2,769
Idaho	10,762	...	3,543	35	772	6	72	42	967	212	3,293	4	47
Jefferson	9,900	3,537	2,826	15	398	4	82	28	444	144	1,906	3	64
Jerome	22,283	10,049	6,232	71	1,774	10	214	39	1,007	144	2,904	2	...
Kootenai	18,804	6,014	5,350	40	1,343	11	266	54	1,313	328	6,463	13	151
Latah	6,521	...	1,850	19	589	2	62	25	516	136	2,170	3	21
Lewiston	4,666	...	1,302	17	392	6	62	20	339	98	1,345	1	...
Lincoln	9,186	3,437	2,846	10	225	2	62	14	287	82	1,031	2	...
Madison	9,870	3,167	2,098	17	430	3	96	31	719	135	2,529	6	147
Minidoka	18,873	10,548	5,620	23	550	5	110	34	761	153	2,690	4	99
Nez Perce	5,417	2,731	1,285	7	1,819	7	262	60	2,764	355	10,123	18	587
Oneida	5,052	...	1,526	14	254	2	*	18	309	92	1,277	2	...
Owyhee	9,511	3,322	2,687	16	270	2	68	19	177	93	934
Payette	5,052	...	1,526	16	270	2	*	19	177	93	934
Payette	9,511	3,322	2,687	25	684	4	68	35	893	179	3,020	3	...

Total State . . . 3,123,723 1,073,808 2,049,915 750,633 396,240 12,130 \$140,006 1,109 \$25,540 5,970 \$141,552 42,968 \$670,021 1,252 \$43,154

Family figures for Counties in this State are preliminary Census releases.

IDAHO

Population Families

524,873
141,727

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Ada	50,401	24,271	14,423	139	\$4,394	16	\$834	133	\$6,460	862	\$26,336	31	\$1,047
Adams	34,407	3,407	8,971	13	84	1	64	17	124	64	626
Bannock	34,759	13,935	8,892	113	2,987	12	520	106	3,132	637	15,025	28	860
Bear Lake	7,911	5,087	1,961	30	501	4	74	25	608	147	2,207	4	93
Benewah	21,044	7,332	2,103	3,640	1,640	3	45	15	222	121	1,585	3	50
Bingham	21,044	3,681	4,064	3,000	50	1,159	7	157	273	4,872	7	119	18
Blaine	5,295	5,295	1,473	1,100	12	246	66	28	597	152	2,215	5	18
Boise	2,333	...	753	12	141	1	394	10	172	41	394
Bonner	15,667	4,356	4,606	49	994	6	81	45	887	258	3,624	8	166
Bonneville	25,687	10,673	6,467	73	2,204	6	282	57	3,322	12,349	57	31	673
Boundary	5,987	5,987	1,687	20	519	2	*	24	445	101	1,750	1	...
Battle	1,877	...	504	7	108	1	*	0	122	41	418
Camas	1,360	...	369	5	101	1	*	6	167	39	327
Canyon	40,987	19,421	11,235	98	2,471	14	496	124	3,813	632	14,233	17	408
Carbondale	2,284	...	630	12	133	2	*	0	108	60	837
Cassia	14,430	5,329	9,101	40	864	5	101	51	1,191	339	4,667	7	219
Clark	1,005	...	276	8	65	4	122	30	190
Clearwater	8,243	...	2,254	17	433	6	91	17	474	107	2,147
Cluster	3,549	...	1,008	13	201	3	11	18	1116	89	906	1	...
Elmore	10,229	4,236	5,993	11	200	2	68	35	1,805	135	1,805	1	...
Franklin	10,304	2,229	2,357	18	495	3	68	36	712	116	2,637	6	68
Fremont	9,544	7,585	2,601	32	628	4	109	43	666	156	2,451	6	73
Gen	9,257	3,203	2,601	17	559	3	75	34	1,079	122	2,912	1	...
Gooding	12,691	2,568	6,689	16	435	4	81	38	1,044	165	2,769
Idaho	10,762	...	3,543	35	772	6	72	42	967	212	3,293	4	47
Jefferson	9,900	3,537	2,826	15	398	4	82	28	444	144	1,906	3	64
Jerome	22,283	10,049	6,232	71	1,774	10	214	39	1,007	144	2,904	2	...
Kootenai	18,804	6,014	5,350	40	1,343	11	266	54	1,313	328	6,463	13	151
Latah	6,521	...	1,850	19	589	2	62	25	516	136	2,170	3	21
Lewiston	4,666	...	1,302	17	392	6	62	20	339	98	1,345	1	...
Lincoln	9,186	3,437	2,846	10	225	2	62	14	287	82	1,031	2	...
Madison	9,870	3,167	2,098	17	430	3	96	31	719	135	2,529	6	147
Minidoka	18,873	10,548	5,620	23	550	5	110	34	761	153	2,690	4	99
Nez Perce	5,417	2,731	1,285	7	1,819	7	262	60	2,764	355	10,123	18	587
Oneida	5,052	...	1,526	14	254	2	*	18	309	92	1,277	2	...
Owyhee	9,511	3,322	2,687	16	270	2	68	19	177	93	934
Payette	5,052	...	1,526	16	270	2	*	19	177	93	934
Payette	9,511	3,322	2,687	25	684	4	68	35	893	179	3,020	3	...

Radio Homes

111,880

Pawer	3,965	1,033	780	9	191	1	255	161	75	1,191	2	294
Shoshone	21,230	6,073	5,030	63	2,519	9	58	1,944	396	9,036	14	508
Teton	3,601	817	610	11	98	4	457	17	70	1,578	16	438
Twin Falls	30,403	9,970	7,900	92	2,621	12	22	4,197	591	15,788	22	397
Valley	4,035	1,162	900	14	387	2	69	804	167	3,375	8	129
Washington	8,853	2,454	1,810	20	648	5	211	1,697	8,914	181,503	270	86,071
Total State	524,873	141,737	111,880	1,441	\$37,055	211	\$3,671	\$47,310	8,914	\$184,503	270	\$6,071

Population Families	7,897,241	2,189,233	1,985,710
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County	POPULATION		Radio Homes		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban	Families	Rural	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Adams	65,229	40,467	18,033	16,320	252	\$4,270	25	\$698	158	\$3,647	1,220	\$20,192	51	\$1,410	
Alexander	25,496	14,070	7,232	6,320	90	1,187	14	204	43	1,366	356	5,643	23	518	
Bond	14,540	3,391	4,228	3,580	44	771	5	56	49	1,091	244	3,176	6	114	
Boone	15,202	8,094	4,374	3,750	43	1,301	6	80	53	1,188	293	5,079	15	1,188	
Brown	8,053	27,366	2,406	1,950	22	349	4	45	35	356	117	9,677	32	387	
Bureau	37,600	10,234	10,685	8,870	108	1,946	10	249	162	2,968	149	1,361	4	66	
Calhoun	8,207	—	2,154	1,690	29	213	2	98	10	372	145	1,206	2	—	
Carroll	17,987	4,792	5,312	4,460	74	1,257	9	98	10	1,009	437	5,363	19	163	
Cass	16,425	6,505	4,728	3,990	74	1,216	7	135	65	980	392	4,604	14	227	
Champaign	76,578	37,366	19,511	17,100	218	5,964	29	1,262	203	6,242	1,348	31,332	55	2,211	
Christian	38,564	14,279	11,028	9,200	134	2,605	19	359	138	2,931	719	11,011	35	694	
Clark	18,842	5,301	5,355	4,430	58	787	8	96	93	1,230	376	3,775	11	208	
Clay	18,947	5,474	4,320	4,490	49	797	8	117	58	60	785	418	3,749	7	204
Coles	22,912	3,225	5,392	4,320	64	821	6	57	60	785	418	3,749	17	118	
Clinton	38,470	24,024	11,232	9,730	164	2,504	13	366	118	3,812	710	13,531	37	1,138	
Cook	4,063,342	3,956,153	1,121,319	1,051,800	19,860	351,219	2,160	71,339	4,050	227,620	81,007	1,961,700	4,952	165,966	
Crawford	21,204	4,311	6,363	5,150	84	1,083	9	110	80	1,312	418	4,880	17	260	
Cumberland	11,698	—	3,290	2,580	31	419	4	49	31	332	148	1,320	4	44	
De Kalb	34,388	16,456	17,932	8,300	121	2,928	18	377	115	3,600	702	13,401	39	564	
De Witt	18,244	6,331	5,261	4,390	69	1,345	7	165	68	1,411	344	5,290	18	269	
Douglas	17,590	2,838	5,072	4,200	55	1,123	8	96	77	1,152	380	4,591	15	127	
Du Page	103,480	73,204	27,429	25,200	326	9,842	41	1,392	247	8,416	1,533	32,356	61	971	
Edgar	24,430	9,231	15,149	6,120	88	1,471	10	218	98	2,020	483	6,887	22	433	
Edwards	8,974	—	2,724	2,298	26	298	3	26	36	582	100	1,002	6	26	
Effingham	6,180	15,854	5,838	4,760	67	1,083	8	144	112	2,065	518	6,649	19	339	
Fayette	22,054	5,288	7,815	6,220	86	1,450	10	256	98	2,244	478	7,610	15	599	
Ferd	15,007	3,106	4,335	3,560	48	994	14	174	68	1,428	378	4,854	12	154	
Franklin	53,137	26,594	14,970	12,710	248	3,326	16	274	139	2,445	872	10,877	34	1,042	
Fulton	44,697	11,577	13,186	10,970	156	2,752	19	355	157	2,925	800	10,841	31	524	
Gallatin	11,414	—	3,155	2,520	30	293	6	35	34	404	183	1,616	5	19	
Greene	20,392	5,852	14,710	4,700	73	1,167	6	115	40	877	359	3,772	16	171	
Grundy	18,398	6,145	5,125	4,280	70	1,234	8	100	71	1,003	434	4,893	20	205	
Hamilton	13,454	2,328	3,785	2,940	36	233	5	61	38	1,469	207	5,335	5	111	
Hancock	26,297	2,575	8,088	6,500	100	1,277	12	151	110	1,368	564	4,973	13	88	
Hardin	7,759	—	2,035	1,630	39	279	4	32	14	118	127	805	1	—	
Henderson	8,949	—	2,594	2,060	26	282	4	24	24	226	140	1,073	1	—	
Henry	43,798	23,537	12,756	10,980	141	2,952	17	382	162	3,442	855	13,492	35	733	
Iroquois	32,496	3,744	28,752	9,494	107	1,842	17	219	137	2,246	620	7,365	21	219	
Jackson	37,920	17,526	20,394	10,793	144	2,201	14	250	137	2,246	620	7,365	21	219	
Jasper	13,431	—	3,973	3,060	28	369	4	28	40	553	191	1,852	7	93	
Jefferson	34,375	14,724	10,132	8,360	122	1,606	11	254	116	2,675	626	9,042	20	658	
Jersey	13,636	4,809	8,827	3,941	56	728	6	104	29	687	221	2,752	8	128	
Jo Daviess	19,989	4,126	5,997	4,940	74	1,130	10	125	62	795	426	4,854	20	159	
Johnson	10,727	—	3,021	2,370	33	214	4	—	30	330	181	1,278	3	21	
Kane	130,906	99,984	35,163	32,150	498	13,191	47	1,753	332	11,904	2,407	55,296	128	3,176	
Kankakee	60,877	25,930	14,838	12,900	180	4,001	19	743	192	5,521	1,084	20,579	46	1,032	

County	POPULATION		Radio Homes	Stores	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Kendall	11,105	11,105	3,289	2,650	26	585	5	60	34	560	139	1,971	6	27
Knox	52,250	32,094	16,279	14,930	211	3,875	18	677	172	4,286	1,061	19,034	58	1,099
Ladue	41,442	34,378	34,378	31,250	403	12,528	48	1,864	324	11,191	2,232	49,044	94	2,726
La Salle	97,801	65,338	27,082	23,900	401	7,860	38	1,108	313	6,948	2,043	24,124	113	2,580
Lawrence	21,075	6,213	5,969	4,940	89	1,192	2	143	79	1,924	421	9,870	13	155
Lee	38,004	10,671	8,747	7,350	98	2,820	11	278	102	2,102	564	4,952	24	437
Livingson	38,838	3,585	10,131	8,400	117	2,235	15	284	140	2,601	694	9,997	27	356
Logan	29,438	12,752	16,686	6,160	113	1,566	13	214	105	8,863	595	8,073	18	349
McDonough	26,944	11,670	8,446	7,400	116	1,676	15	214	116	2,284	530	8,132	23	387
McHenry	37,311	13,161	24,150	10,860	160	3,403	33	328	139	3,539	912	14,987	30	303
McLeary	78,930	39,851	34,070	18,700	525	8,995	22	869	243	5,901	1,504	28,383	75	2,678
Macon	84,893	59,305	24,859	22,200	331	7,220	30	1,087	257	8,762	1,942	37,018	69	2,703
Macomb	46,304	19,127	27,087	11,390	170	3,013	20	260	150	2,247	913	9,068	39	432
Madison	149,349	104,638	44,711	37,400	631	11,773	55	1,358	378	11,882	2,739	40,173	116	3,149
Marion	47,989	23,028	14,011	11,760	176	3,672	10	666	164	5,207	921	18,960	36	1,342
Marshall	13,179	13,179	3,899	3,180	40	790	8	81	53	826	295	3,212	5	33
Mason	15,358	3,990	11,359	5,232	49	905	10	124	71	997	372	6,015	10	142
Massac	14,937	6,287	4,328	3,560	68	590	5	115	308	508	2,563	6,026	8	182
Massou	10,663	8,657	3,168	2,570	41	523	6	67	36	762	217	2,326	4	30
Menard	17,701	2,593	3,371	4,330	61	763	7	72	63	963	342	3,922	9	73
Mercer	15,754	15,108	5,801	4,300	51	691	4	54	32	840	254	3,149	6	28
Monroe	12,754	12,754	10,385	8,590	116	2,016	16	227	132	2,669	669	8,811	24	838
Montgomery	34,499	14,124	10,375	8,530	127	2,111	10	375	35	3,292	643	11,821	28	849
Morgan	36,378	19,844	16,334	13,130	137	2,111	10	55	46	664	231	2,450	9	97
Moultrie	13,477	13,477	3,910	3,490	42	608	5	55	56	604	231	2,450	9	97
Ogle	29,869	10,376	9,026	7,490	90	2,653	14	279	121	2,037	500	7,857	15	238
Peoria	163,374	109,463	43,911	39,700	597	14,801	66	2,314	318	14,036	2,677	71,695	126	5,985
Perry	23,438	12,777	6,719	5,600	80	1,361	11	191	79	1,485	422	5,220	17	482
Piatt	14,659	2,523	4,261	3,420	44	818	9	55	55	651	256	3,018	3	28
Pike	25,450	2,884	7,999	2,256	97	1,253	9	118	91	1,344	494	4,878	4	106
Pope	7,999	7,999	2,256	1,750	39	243	1	25	16	198	106	802	3	49
Pulaski	15,875	5,280	4,268	3,440	57	439	5	57	42	365	242	1,668	3	21
Putnam	33,608	8,774	24,834	7,810	19	241	1	624	23	1,100	97	754	1	—
Randolph	17,137	7,831	20,591	4,964	90	1,624	11	183	83	1,302	518	6,006	28	307
Richland	113,323	92,732	46,979	28,900	465	9,359	44	1,319	257	8,336	2,277	43,090	16	340
Rock Island	160,899	108,537	58,362	42,100	726	11,747	86	3,161	374	10,323	2,924	49,309	108	2,300
St. Clair	38,066	10,344	10,674	8,880	132	1,935	16	316	169	2,214	619	8,927	20	709
Sabine	117,912	75,503	33,180	29,650	444	9,713	47	1,967	239	9,600	2,063	48,298	87	4,945
Sangamon	11,430	11,430	3,275	2,590	49	568	4	40	40	557	177	1,914	5	74
Schuyler	8,176	8,176	2,372	1,910	37	413	2	—	24	120	155	1,459	3	30
Scott	26,290	4,092	7,696	6,140	87	1,079	12	100	92	1,219	486	4,491	16	213
Shelby	8,881	8,881	2,562	2,060	31	496	6	65	41	453	205	2,007	6	41
Stark	40,040	22,366	18,280	10,090	149	3,378	15	487	111	2,855	844	15,619	45	1,159
Stephenson	58,362	29,748	28,614	16,250	149	4,040	17	491	180	3,322	934	13,867	27	463
Tazewell	21,528	4,092	17,436	4,987	37	928	7	130	60	1,160	284	4,178	11	277
Union	86,791	48,981	24,586	21,400	327	6,474	33	1,096	283	5,855	1,610	27,350	63	1,952
Vermillion	19,724	6,987	3,934	3,310	60	652	3	87	47	1,999	262	3,989	10	216
Wabash	21,286	9,096	6,259	5,230	72	1,322	9	218	58	1,811	460	7,189	23	658
Washington	15,801	15,801	4,493	3,280	49	511	5	96	59	682	326	2,882	7	35
Wayne	22,092	4,008	18,084	4,117	54	608	5	96	68	1,410	301	4,005	10	249
White	20,027	4,098	15,929	5,668	62	924	5	95	78	1,300	411	4,396	20	301
Whiteside	43,338	22,122	21,216	12,318	150	3,209	17	497	142	2,911	823	13,963	43	791
Will	114,210	47,608	66,602	28,883	437	8,626	41	1,256	278	6,304	1,843	35,388	71	1,624
Williamson	51,424	26,914	14,799	12,420	181	2,782	19	315	159	2,742	792	10,760	30	787
Winnebago	121,178	87,462	34,804	31,500	484	10,920	40	1,626	313	10,334	2,209	51,803	112	—
Woodford	19,124	19,124	5,252	4,230	55	1,121	10	114	74	1,716	346	5,276	11	94
Total State	7,897,241	5,809,650	2,087,591	2,189,223	985,710	33,903	\$601,024	3,693	\$109,291	15,599	\$501,186	\$1,829,831,323,602	7,855	\$237,638

Family figures for Counties in this State are preliminary Census releases.

INDIANA

Population Families

3,427,796 959,563

Radio Homes

840,280

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL			
	Total	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
Adams	21,954	15,393	4,530	892	\$504	7	\$1,941	352	77	\$5,041	16	\$5,041	
Allen	155,084	118,140	38,940	713	12,796	80	13,387	2,885	416	64,856	127	5,341	
Bethelohem	28,276	11,738	16,538	119	1,987	8	2,136	520	100	8,519	21	5,381	
Benton	11,117	3,070	8,040	34	653	9	1,112	206	52	3,414	5	1,117	
Blackford	13,783	6,673	3,330	64	876	6	1,81	49	870	3,881	12	1,05	
Boone	22,081	15,552	6,632	54	1,236	10	1,236	16	1,667	410	18	278	
Brown	61,829	1,617	1,310	29	218	1	143	86	546	—	—	—	
Carroll	15,140	4,583	3,940	110	663	14	1,108	300	3,632	6	82		
Cass	36,908	16,731	10,834	134	2,070	16	4,944	125	2,463	696	29	702	
Clark	31,020	11,493	19,527	130	1,470	11	1,300	177	82	1,292	15	151	
Clay	25,365	8,126	17,239	94	1,409	12	2,24	80	1,648	10	241		
Clinton	28,411	14,705	8,231	96	1,916	12	342	105	2,358	517	19	9,838	
Crawford	10,171	10,171	2,736	40	925	20	1,46	26	923	209	5	53	
Davies	26,163	16,851	7,080	113	1,408	8	1,408	73	1,274	427	23	318	
Dearborn	23,053	9,241	5,330	80	1,346	9	1,346	68	1,135	389	22	5,091	
Decatur	17,729	11,812	6,441	50	957	16	1,87	68	1,214	332	10	154	
De Kalb	24,756	11,657	5,064	431	957	13	1,84	68	1,214	332	10	154	
Delaware	24,963	9,700	6,210	67	1,355	9	1,91	99	1,972	521	13	7,228	
Dubois	22,579	35,243	21,705	390	5,499	29	1,024	183	5,933	1,407	27,577	78	2,251
Elkhart	72,634	47,837	24,797	287	821	45	821	114	66	1,422	437	2,12	
Fayette	19,411	12,898	6,513	400	5,209	30	966	248	7,172	1,307	20,399	63	1,588
Floyd	35,061	25,414	9,647	189	1,347	10	2,29	43	2,258	300	5,442	12	2,52
Franklin	18,299	3,760	14,539	62	1,180	11	1,180	11	1,180	109	2,079	31	594
Fulton	14,412	14,412	3,800	44	564	3	62	39	534	242	10	1,08	
Gibson	15,577	8,835	11,742	46	766	7	1,02	71	898	325	9	594	
Grant	30,709	10,854	7,100	124	1,305	12	1,305	104	1,702	540	10	211	
Greene	55,813	25,558	15,917	214	3,705	22	736	188	4,018	1,093	18,331	50	1,350
Hamilton	31,330	9,681	7,830	157	1,878	16	238	128	1,802	596	6,384	18	217
Hancock	24,614	5,575	19,039	57	1,315	12	235	103	1,523	492	6,602	12	1,06
Harrison	17,302	4,821	12,481	57	982	8	1,33	75	1,334	361	4,658	10	75
Henricks	20,151	17,106	4,562	79	844	3	58	51	495	253	2,201	1	49
Henry	40,208	16,620	13,688	42	882	12	1,79	85	1,381	381	4,453	6	44
Howard	47,732	33,795	11,217	9,640	2,496	15	3,340	727	11,230	23	593	6	49
Huntington	29,931	13,903	13,663	12,000	3,067	17	639	143	3,526	907	17,001	41	1,028
Jackson	26,612	8,620	8,526	7,290	1,865	12	368	105	1,854	603	9,197	27	549
Jasper	14,397	3,214	11,183	6,090	1,349	10	1,349	10	1,493	534	6,630	16	841
Jay	26,601	9,140	13,461	6,139	758	6	99	59	955	267	3,891	8	94
Jefferson	19,912	6,923	12,989	5,314	1,117	8	1,117	8	1,691	460	6,384	23	250
Jennings	13,680	3,112	10,568	3,429	855	4	1,70	83	955	385	4,488	17	264
Johnson	22,493	6,264	16,229	6,514	2,43	5	765	40	743	185	2,979	6	193
Knox	43,973	23,338	19,7	12,915	2,832	21	434	89	1,683	429	5,091	14	153
Kosciusko	29,561	6,378	8,637	7,150	1,384	14	296	107	1,557	510	13,326	38	766
Lagrange	14,352	14,352	3,863	3,100	846	14	72	58	1,006	281	8,332	20	336
Lake	293,195	264,780	28,415	69,000	23,512	98	3,145	550	20,496	4,873	106,544	282	8,144
La Porte	63,660	21,001	16,066	14,900	5,611	17	624	200	1,184	1,184	23,006	64	1,437
Lawrence	35,045	15,907	19,138	8,360	1,935	12	340	33	1,668	551	7,319	29	430
Madison	48,576	31,289	25,276	22,470	3,617	35	1,187	280	6,019	1,736	30,737	76	2,130
Marion	390,879	70,047	130,677	120,750	38,049	299	11,846	901	41,833	8,719	215,076	271	14,178
Marshall	55,935	5,713	20,222	6,110	1,386	11	1,76	106	2,034	531	7,290	17	205
Martin	10,300	10,300	2,599	2,599	349	5	66	30	305	161	1,491	5	49
Martin	27,926	12,432	15,494	8,427	2,613	10	218	106	1,667	547	7,917	14	253
Monroe	36,534	20,870	15,664	7,710	1,511	9	463	109	3,293	580	11,637	27	837
Montgomery	27,231	11,089	8,253	6,980	1,829	15	323	109	2,182	630	9,012	18	497

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL			
	Total	Urban		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
Morgan	19,801	14,792	66	1,175	12	168	88	1,450	392	5,203	5	57			
Newton	10,775	7,345	30	524	8	138	52	653	226	3,183	61	10			
Noble	29,776	17,345	78	1,204	11	203	99	1,634	513	6,288	214	8			
Ohio	3,782	3,782	16	1,096	1	*	12	146	76	636	2	23			
Orange	17,311	17,311	71	1,093	9	121	50	778	300	3,545	5	55			
Owen	19,090	12,090	36	560	6	62	48	856	241	3,308	5	41			
Parke	17,358	17,358	67	897	10	110	89	1,096	335	3,586	8	79			
Perry	17,770	15,375	84	764	7	109	48	625	341	2,674	9	142			
Porter	13,970	4,762	3	810	3	72	52	974	333	3,051	7	111			
Posey	27,836	19,100	114	1,861	12	327	128	2,107	583	8,995	11	203			
Pulaski	19,183	13,545	65	832	7	106	61	959	334	3,674	8	37			
Putnam	12,056	3,218	34	418	6	78	52	820	226	2,942	4	80			
Randolph	4,872	15,967	6	1,000	9	133	106	1,329	402	4,975	8	243			
Ripley	20,839	8,838	69	1,587	13	239	111	1,873	553	7,025	16	176			
Rush	18,898	3,065	66	839	7	155	72	1,297	399	4,290	10	119			
St. Joseph	18,927	5,960	66	983	5	104	64	1,239	378	4,752	11	123			
Scott	161,823	129,560	662	13,327	65	2,199	391	12,967	2,344	63,459	81	5,745			
Shelby	8,978	8,978	29	396	4	53	34	369	151	1,607	20	20			
Shenandoah	25,953	10,791	99	1,649	9	254	82	1,807	472	8,241	10	279			
Spencer	16,211	4,414	45	455	6	56	40	607	297	2,101	6	57			
Starke	12,958	12,958	47	748	5	52	59	1,006	270	3,218	9	86			
Stauben	13,740	3,141	40	931	8	136	91	1,389	393	5,033	9	86			
Sullivan	27,014	5,077	103	1,460	11	181	104	1,195	473	5,053	12	134			
Switzerland	5,167	5,167	19	245	2	24	39	218	168	802	7	26			
Tipton	51,020	35,068	152	4,556	24	1,211	133	4,427	829	23,420	57	2,017			
Union	16,135	5,101	47	838	7	116	77	881	284	3,475	9	97			
Van Buren	6,017	1,791	13	281	4	40	18	408	86	1,555	4	40			
Vanderburgh	130,721	97,062	33,362	9,776	56	2,454	262	9,987	2,379	50,953	112	6,443			
Vermillion	21,787	7,092	110	1,368	8	154	84	1,404	479	5,049	10	183			
Vigo	99,709	66,422	30,018	8,643	52	1,511	292	8,038	2,037	39,110	78	2,640			
Wabash	26,690	12,823	109	1,621	18	291	108	2,269	589	8,488	19	325			
Warren	7,590	3,778	28	330	3	37	32	1172	127	1,368	1	—			
Warwick	9,055	4,526	28	330	3	37	32	1172	127	1,368	1	—			
Washington	19,435	14,909	91	827	5	61	50	1,069	301	3,438	4	6			
Wayne	3,194	3,194	46	395	4	72	63	711	294	2,653	7	143			
Webb	24,082	16,457	220	4,142	22	802	164	4,547	1,190	21,734	54	1,608			
Wells	5,417	13,682	54	1,009	6	91	64	1,497	391	4,842	9	150			
White	17,637	5,153	52	951	9	193	90	1,285	396	4,379	10	119			
Whitley	17,001	12,782	52	958	8	158	63	961	352	4,471	12	141			
Total State	3,427,796	1,887,712	15,400,084	959,563	840,280	13,447	\$230,975	1,521	\$43,824	10,283	\$249,511	63,979	\$1130,514	2,494	\$141,847

Family figures for Counties in this State are preliminary Census releases.

IOWA

Population Families
 2,538,268
 701,824

Radio Homes
 595,720

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Adair	13,196	13,196	2,980	\$620	9	\$112	59	\$864	288	\$3,124	7	\$87	
Adams	10,156	10,156	2,930	365	4	72	39	2,106	202	2,106	7	...	
Allamore	17,184	2,972	3,640	684	6	96	72	1,001	381	4,565	20	213	
Appanoose	24,245	8,413	6,975	5,840	13	231	87	1,562	484	5,649	13	214	
Audubon	11,790	11,790	3,225	2,540	46	651	32	685	251	3,171	12	196	
Benton	22,879	7,365	5,310	4,456	12	162	94	1,857	506	6,171	12	192	
Black Hawk	79,946	61,092	20,200	7,126	39	1,305	218	7,755	1,446	37,097	72	2,712	
Boone	29,782	12,373	6,710	1,806	14	252	112	2,309	592	9,013	18	438	
Bremer	17,332	4,156	3,980	871	8	140	68	1,552	358	6,213	18	254	

Buchanan	20,991	4,342	16,649	5,348	4,360	60	910	12	124	86	1,264	418	5,044	12	146
Buena Vista	19,838	5,274	14,564	3,483	4,500	76	1,368	14	193	95	1,669	528	7,599	20	320
Butler	17,986		17,986	4,863	4,050	50	8,899	11	126	74	1,109	358	4,503	8	50
Calhoun	17,584		17,584	4,804	3,900	59	9,790	10	202	72	1,257	457	5,401	13	181
Carroll	22,770		22,770	5,697	4,720	58	1,276	13	158	81	1,979	587	8,004	25	422
Cass	18,647		18,647	5,860	4,500	99	1,238	10	186	85	1,908	587	7,249	25	373
Cedar	2,518		14,366	4,845	3,860	63	8,889	11	134	75	1,595	336	5,144	14	118
Cerro Gordo	43,845	30,844	13,001	11,693	10,400	146	3,268	18	704	144	4,219	46	1,488	46	1,488
Cherokee	19,258	7,469	11,789	4,606	4,606	53	1,124	10	184	67	1,350	399	5,983	14	258
Chickasaw	15,227	2,833	12,394	4,116	3,260	49	7,753	7	90	60	4,032	13	843	13	164
Clarke	10,233	3,281	6,952	3,047	2,480	24	510	4	58	45	593	191	2,296	5	82
Clay	17,762	6,599	11,163	4,902	4,050	57	1,067	8	260	79	2,297	428	8,123	21	515
Clayton	24,334		24,334	6,650	5,340	96	983	13	187	104	1,398	551	4,570	18	167
Crawford	44,722	26,270	18,452	12,443	10,900	224	3,681	19	444	144	3,574	988	17,062	44	876
Dallas	24,649	5,977	18,672	7,178	5,361	66	1,059	15	154	84	1,273	443	5,446	11	200
Davis	11,136	2,732	8,404	3,070	2,560	30	4,492	7	264	112	2,050	510	7,530	17	269
Decatur	14,012		14,012	3,970	3,100	48	773	8	76	35	714	198	2,039	5	66
Delaware	18,487	3,762	14,725	4,903	3,980	48	770	8	97	56	870	279	2,648	6	66
Des Moines	36,804	25,832	10,972	10,875	9,750	169	3,311	19	150	65	1,153	350	4,524	9	226
Dickinson	12,185		12,185	3,294	2,650	60	833	7	631	96	3,231	706	14,638	33	939
Dubuque	43,692		19,876	15,915	14,050	238	4,524	24	149	71	1,088	378	4,168	10	130
Emmet	13,708		19,876	15,915	14,050	238	4,524	24	149	71	1,088	378	4,168	10	130
Emmet	63,406		7,755	3,548	2,980	52	909	6	63	145	4,694	307	5,136	45	1,377
Fayette	20,151	7,801	21,350	7,919	6,650	89	1,534	13	234	95	1,999	605	8,748	22	442
Floyd	20,169	8,081	11,488	5,706	4,840	66	1,189	12	197	83	1,408	443	6,298	22	442
Franklin	16,379	4,006	11,373	4,443	3,660	35	831	7	126	72	1,436	296	4,831	14	128
Fremont	14,945		14,945	4,143	3,280	69	669	10	98	48	1,286	337	2,633	8	56
Greene	16,539	4,088	12,511	4,725	3,800	46	816	7	120	48	1,286	337	2,633	8	56
Grundy	13,518		13,518	3,703	2,920	33	597	7	140	87	1,166	295	3,940	15	212
Guthrie	17,210		17,210	4,889	3,900	75	999	10	136	61	1,166	295	3,940	15	212
Hamilton	19,922	6,738	13,184	5,380	4,480	55	1,269	13	126	80	1,598	463	6,263	13	92
Hancock	15,402		15,402	3,965	3,140	41	1,669	9	181	87	1,581	295	4,243	18	370
Harrison	22,530	7,978	14,552	6,301	5,230	81	1,565	14	239	118	2,223	574	8,545	24	396
Henry	17,994	4,610	13,384	4,566	3,960	55	913	15	133	92	1,524	510	5,236	12	89
Howard	13,631	3,530	10,001	3,592	2,940	31	659	7	96	48	829	268	3,426	8	181
Humboldt	13,459	2,819	10,640	3,595	2,780	44	657	7	107	70	1,241	333	3,849	5	96
Iowa	11,047		11,047	3,024	2,410	38	598	6	107	48	794	263	3,232	5	96
Jackson	17,016		17,016	4,662	3,710	53	843	8	141	50	1,320	359	5,171	13	125
Jasper	10,181	4,076	16,105	5,198	4,250	68	1,164	11	198	76	1,310	433	5,707	13	209
Jefferson	21,496	10,462	21,034	8,847	7,430	60	911	16	160	111	1,873	520	8,315	15	257
Johnson	16,762	6,773	3,089	4,041	3,840	70	1,575	15	310	111	1,873	520	8,315	15	257
Johnson	33,191	17,182	16,009	9,356	8,180	92	2,641	15	160	65	1,080	343	4,468	19	207
Jones	10,950	6,615	13,335	5,144	4,180	50	641	9	513	97	2,877	572	14,254	42	895
Kearokuk	18,406		18,406	5,220	4,410	55	930	14	119	69	1,286	382	5,259	8	115
Kossuth	20,630	4,954	21,076	6,511	5,260	65	1,297	13	159	86	1,292	401	4,872	11	189
Lee	41,074	29,139	11,935	11,425	10,250	176	2,724	18	233	114	2,915	522	7,925	16	425
Lincoln	89,142	68,841	22,301	26,378	23,390	359	6,973	49	468	109	2,649	840	12,552	51	860
Louisiana	14,871		11,384	3,265	2,650	34	652	8	2,039	266	8,338	1,808	41,370	74	3,071
Lucas	5,754		8,817	4,167	3,480	46	911	8	81	49	891	230	3,083	175	2,978
Lyon	15,274	2,556	12,818	3,772	3,000	40	593	7	116	49	1,388	350	3,759	188	3,527
Madison	14,325	3,631	10,894	4,215	3,390	56	828	9	101	70	763	250	3,422	260	3,243
Manaska	20,485	11,024	15,461	7,696	6,450	67	1,307	10	127	48	978	280	3,649	203	3,459
Marion	27,019	10,574	16,445	7,299	6,010	72	1,655	9	102	102	1,607	440	7,957	838	7,595
Marshall	35,406	19,240	16,166	9,702	8,460	123	2,775	14	181	101	1,754	550	14,121	417	6,921
Mills	15,064	4,501	10,563	3,662	2,990	61	714	8	242	154	3,070	712	14,134	517	13,356
Mitchell	14,121	3,196	10,925	3,833	3,140	52	781	7	113	55	1,108	299	3,285	21	3,148
Monroe	18,238	3,438	14,800	4,861	3,900	48	809	5	93	54	984	294	3,937	21	3,148
Monroe	14,553	6,157	9,396	4,861	3,900	48	809	5	114	77	1,328	268	4,037	204	4,212
Montgomery	15,697	5,763	9,934	4,606	3,900	42	947	10	161	64	1,449	263	4,893	211	2,752
Montgomery															5,061

KANSAS

County	POPULATION		Radio Homes	Families	Radio Families	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Rural				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Muscatine	31,296	13,010	8,060	9,239	2,531	16	285	107	2,505	636	11,038	515	10,486	515	10,486	
O'Brien	19,250	15,255	4,270	5,185	1,159	10	153	96	1,604	520	6,858	300	6,554	300	6,554	
Oscola	10,607	10,607	2,689	2,689	587	3	66	37	850	225	3,092	162	2,992	162	2,992	
Paga	11,751	13,136	6,678	6,678	1,548	11	346	77	2,314	628	11,026	423	10,586	423	10,586	
Palo Alto	16,170	12,796	4,009	4,009	809	9	133	85	1,166	346	4,756	264	4,566	264	4,566	
Plymouth	23,952	5,353	6,001	6,001	4,910	10	181	84	1,533	429	6,216	319	5,950	319	5,950	
Pocahontas	16,295	16,295	3,330	4,204	751	10	179	62	1,158	349	4,471	253	4,210	253	4,210	
Polk	165,835	164,071	56,516	52,000	16,603	117	3,894	521	15,788	3,972	94,342	150	8,013	150	8,013	
Pottawattomie	195,758	41,439	18,471	18,471	4,692	33	895	214	4,000	1,346	20,145	48	1,081	48	1,081	
Poweshiek	18,758	13,548	4,440	5,968	1,291	11	189	70	1,505	342	5,713	0	...	0	...	
Ringold	11,137	11,137	3,294	3,294	394	4	173	40	574	177	1,893	5	1,893	5	1,893	
Sac	17,639	14,474	4,703	3,165	818	11	147	82	1,250	390	5,231	14	185	14	185	
Scott	84,784	69,182	21,860	24,166	8,001	39	1,212	163	7,255	1,486	40,042	77	3,324	77	3,324	
Seelye	16,720	12,393	4,235	3,460	729	12	140	69	1,181	414	4,537	15	176	15	176	
Shoys	27,269	24,681	6,647	6,647	1,043	13	199	60	1,597	603	6,498	13	72	13	72	
Stony	33,434	15,908	9,286	9,286	2,868	21	400	135	3,040	815	14,447	32	492	32	492	
Tama	22,428	2,892	6,237	5,070	74	1,097	15	172	11	489	5,054	14	113	14	113	
Taylor	14,258	14,258	4,176	4,176	586	10	122	56	644	344	2,625	8	64	8	64	
Union	16,280	8,038	4,848	4,848	927	10	211	70	1,250	377	5,145	20	323	20	323	
Van Buren	12,053	12,053	2,950	3,702	504	6	44	52	2,151	50	5,900	5	18	5	18	
Wapello	44,280	31,570	12,894	12,894	3,394	20	644	121	2,798	767	14,947	57	1,626	57	1,626	
Warren	17,695	13,572	5,110	4,120	93	7	104	111	1,122	458	3,899	16	62	16	62	
Washington	20,055	5,927	5,746	5,746	976	10	213	53	1,552	389	6,708	16	240	16	240	
Wayne	13,398	13,398	4,016	4,016	618	9	103	73	1,630	294	5,511	3	55	3	55	
Webster	41,521	22,004	18,617	11,374	3,250	15	483	126	4,750	808	18,315	38	1,277	38	1,277	
Winnebago	13,372	2,545	3,555	2,820	760	6	128	58	1,518	317	4,719	13	129	13	129	
Winneshiek	22,263	5,303	3,807	4,720	1,063	9	137	74	1,278	438	5,777	16	246	16	246	
Woodbury	103,637	82,304	28,394	25,500	8,529	57	1,788	315	8,920	2,207	47,338	83	2,029	83	2,029	
Worth	11,449	11,449	3,006	2,370	515	9	76	43	619	233	2,581	2	...	2	...	
Wright	20,038	6,993	4,550	5,442	1,220	12	215	77	1,430	455	5,950	20	332	20	332	
State Total	2,538,268	1,084,231	701,821	595,720	8,737	\$163,637	1,327	\$28,873	8,992	\$195,250	52,780	\$870,632	1,953	\$17,718	1,953	\$17,718

Population Families

1,801,028
511,109

Radio Homes
379,160

County	POPULATION		Radio Homes	Families	Radio Families	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Rural				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Allen	19,874	12,630	4,520	6,020	1,028	10	\$139	10	\$139	79	\$1,360	394	\$4,603	20	\$230
Anderson	11,658	2,607	2,200	3,404	444	9	100	61	100	61	1,360	6	74	6	74
Atchison	22,292	12,648	4,200	6,217	1,478	12	277	72	1,358	442	5,683	20	354	20	354
Barber	9,073	9,073	1,660	2,574	651	11	125	44	912	230	2,772	7	103	7	103
Barton	25,010	12,763	6,500	6,500	1,980	14	394	92	2,525	533	8,659	18	455	18	455
Beaumont	20,944	10,557	4,640	6,354	1,264	10	225	97	1,306	474	5,493	19	320	19	320
Brown	17,395	6,110	3,520	5,080	904	11	101	80	1,398	348	4,178	6	65	6	65
Butler	32,013	13,866	18,147	9,210	2,342	17	221	129	2,862	642	9,240	12	291	12	291
Chase	6,345	6,345	1,160	1,836	292	5	45	31	269	110	1,192	4	...	4	...
Chautauqua	9,233	9,233	1,720	2,685	367	9	98	38	722	109	1,691	4	...	4	...
Chester	29,817	17,119	6,410	8,656	1,670	15	235	125	1,594	505	5,093	22	267	22	267
Cheyenne	6,221	6,221	920	1,120	232	4	68	32	583	119	1,476	3	...	3	...
Clark	4,081	4,081	690	1,107	215	5	74	22	381	101	1,218	3	...	3	...
Clay	13,281	4,518	2,700	3,964	870	8	138	315	967	315	3,950	12	115	12	115
Cloud	17,247	6,255	3,900	5,001	1,021	12	209	79	1,315	385	4,863	16	238	16	238
Coffey	12,278	3,679	2,210	3,079	788	7	72	51	1,215	245	2,750	8	47	8	47
Coffey	4,412	4,412	800	1,241	284	4	63	22	257	134	1,323	1	...	1	...
Comanche	38,159	22,258	11,162	8,600	2,687	25	413	153	3,188	797	11,450	29	541	29	541
Cowley	44,191	20,125	10,320	13,614	3,170	21	515	181	3,082	1,024	12,244	38	635	38	635
Crawford	24,066	24,066	10,320	13,614	3,170	21	515	181	3,082	1,024	12,244	38	635	38	635

Decatur	7,434	2,062	1,200	29	298	5	49	29	389	152	1,304	3	62
Dickinson	22,929	6,632	4,850	94	1,575	15	217	119	1,541	574	6,182	21	241
Douphan	12,936	3,063	2,230	55	515	9	69	56	412	251	1,707	1	412
Douglass	25,171	7,897	6,160	95	1,960	14	411	92	2,420	527	9,078	23	540
Edwards	6,377	1,834	1,150	22	412	6	83	42	406	166	1,469	3	18
Elk	8,180	2,468	1,540	23	343	5	57	39	308	184	1,422	4	23
Ellis	17,508	3,935	2,760	37	1,063	6	159	61	1,412	293	4,060	4	105
Ellsworth	9,855	2,976	1,750	39	694	7	138	40	468	224	2,131	8	64
Finey	10,992	3,807	2,050	23	818	4	118	51	1,728	209	4,511	12	158
Ford	17,254	4,579	3,570	68	1,361	11	268	89	1,880	398	6,798	11	192
Franklin	20,880	6,117	4,400	59	1,358	14	256	88	1,480	427	5,733	20	310
Geary	13,222	3,527	3,040	36	962	17	126	40	1,027	258	4,027	12	188
Gove	4,793	1,138	660	12	138	3	16	27	278	107	762	1	20
Graham	6,071	1,572	900	15	188	4	49	23	219	105	779	1	20
Grant	1,940	497	340	5	101	2	4	11	161	45	431
Gray	4,773	1,200	710	12	215	3	44	26	259	85	637
Greeley	1,638	429	200	6	64	1	70	10	70	39	246
Greeley	16,495	3,803	3,240	61	994	9	138	88	1,214	362	4,034	6	114
Hamilton	2,945	707	450	11	176	1	*	28	1162	80	762	2	80
Harper	12,682	3,481	2,330	44	836	9	172	57	997	322	3,382	11	80
Harvey	21,172	11,048	4,630	49	1,547	10	148	87	1,702	429	6,655	16	210
Haskell	2,088	541	320	4	95	1	35	10	146	46	399	1
Hodgeman	3,535	892	500	8	76	1	160	16	160	64	421
Jackson	13,382	3,909	2,430	39	648	8	69	56	568	276	2,241	3	57
Jefferson	13,718	3,748	2,270	41	483	8	78	47	342	246	1,698	3	7
Jewell	11,970	3,603	2,070	33	485	7	80	43	537	206	1,768	4	21
Johnson	33,327	9,686	6,800	111	1,068	17	224	162	1,681	615	6,267	8	96
Kearny	2,525	671	410	6	90	2	14	14	112	62	411	1
Kingman	12,001	3,213	2,110	40	653	7	97	75	866	268	2,691	5	15
Kiowa	5,112	1,395	860	9	170	3	55	34	360	129	1,045	3	28
Labette	30,352	14,394	8,888	660	118	1,907	17	332	115	1,983	902	22	430
Lane	2,821	759	460	8	141	2	*	16	268	70	659	465
Leavenworth	41,112	21,892	7,290	119	1,837	21	400	96	1,916	593	8,316	25	17
Linch	8,338	2,314	1,370	22	253	5	42	29	325	156	1,302	4	17
Linn	11,969	3,656	2,100	37	467	7	93	56	571	265	2,039	10	94
Logan	3,688	961	600	18	216	3	38	27	188	107	828	2
Lyon	26,424	13,188	6,792	570	1,894	13	382	110	1,921	565	8,355	26	388
Lyons	24,152	7,194	4,620	92	1,569	14	937	101	1,807	530	6,831	19	268
McPherson	18,951	5,192	3,320	50	805	10	119	87	1,403	367	4,135	10	88
Marion	20,986	16,931	5,966	74	1,132	14	227	93	1,205	451	4,715	13	103
Marshall	4,055	5,522	3,340	74	1,132	14	227	27	600	114	1,494	2
Meade	6,322	1,444	910	9	311	5	72	27	600	114	1,494	2
Miami	19,389	7,656	5,412	51	966	11	164	86	1,281	346	3,926	11	125
Mitchell	11,339	3,765	2,130	38	769	9	138	60	1,005	204	3,214	9	88
Montgomery	49,729	34,794	12,100	195	3,876	25	683	202	3,068	1,048	15,120	49	974
Morris	10,363	2,875	1,940	50	568	7	62	50	566	232	2,056	3	25
Morton	2,186	611	400	7	167	3	44	16	165	66	638	3	40
Murray	16,761	4,486	2,740	45	735	11	156	74	821	349	2,963	9	145
Nemaha	22,210	10,142	4,790	69	1,481	9	208	93	1,572	423	6,074	20	337
Neosho	6,864	1,765	1,080	22	280	8	57	32	270	183	1,174	2
Ness	7,069	2,711	1,740	30	555	6	99	90	524	164	1,930	7	90
Norton	15,118	4,625	2,820	44	734	9	90	73	793	328	2,877	6	48
Osage	9,835	2,856	1,750	32	563	6	71	62	613	238	2,062	13	71
Osborne	9,224	2,778	1,710	25	445	5	71	46	517	191	1,662	3	32
Ottawa	10,300	3,533	2,466	28	622	8	29	29	458	206	2,933	8	138
Pawnee	10,435	3,053	1,740	32	578	10	82	61	585	254	2,134	6	42
Phillips	14,015	3,869	2,370	42	692	10	131	73	1,231	302	3,010	10	90
Pottawatomie	12,348	6,591	2,610	30	911	9	158	72	1,300	299	4,188	7	84
Prairie	6,618	3,407	2,610	20	269	4	47	30	1,300	137	1,193	4	16
Rawlins	52,165	30,013	14,772	174	5,654	28	738	198	4,863	1,162	19,866	41
Reno	13,124	2,580	2,390	37	368	7	93	69	1,850	306	6,003	6	74
Republic	10,544	3,999	2,390	37	368	7	93	69	1,850	306	6,003	6	74

County	POPULATION			Radio Homes	FOOD			DRUG			AUTOMOTIVE RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Rice	17,123	4,497	12,626	4,988	3,440	1,276	11	184	77	1,420	382	5,173	9	1,420		
Biley	50,017	11,059	38,958	6,074	4,070	1,830	14	369	52	1,840	476	8,499	17	333		
Rooks	8,497	8,497	2,355	1,430	498	6	63	82	507	189	1,092	6	31		
Kush	8,285	8,285	2,161	1,330	400	8	78	39	523	189	1,597	3	27		
Russell	23,464	4,819	18,645	3,706	2,340	843	11	164	70	1,007	298	3,729	7	251		
Saine	19,535	21,073	8,462	8,394	6,880	4,14	12	582	120	2,878	732	12,318	38		
Scott	3,773	3,773	992	630	19	213	92	1,074	5	55		
Sedgewick	143,311	114,966	28,345	42,468	37,400	11,419	86	2,582	469	13,609	3,172	62,794	122	6,274		
Seward	6,540	4,410	2,130	1,800	1,440	687	34	96	34	813	171	3,181	5	101		
Shawnee	91,247	67,833	23,414	26,376	22,950	7,534	52	1,643	288	7,230	1,797	33,534	78	2,911		
Sheridan	5,312	5,312	1,254	710	192	9	23	23	224	93	719	2		
Sherman	6,421	3,306	3,115	1,741	1,260	428	2	40	741	144	9,051	5	99		
Smith	10,582	10,582	3,205	1,800	322	8	98	62	509	223	1,768	6	75		
Stafford	10,487	10,487	2,921	1,820	668	7	120	42	791	106	2,616	4	74		
Stanton	1,443	1,443	365	220	83	2	8	100	36	378		
Stevens	31,193	31,193	852	510	194	2	17	191	63	633	3	36		
Summer	29,163	7,246	18,917	7,602	5,300	1,567	18	283	102	1,430	481	6,114	13	173		
Thomas	9,423	9,423	1,747	1,330	427	5	120	40	668	175	2,175	7	59		
Trego	5,823	5,823	1,402	810	253	3	49	32	288	124	1,096	2		
Wabunsee	9,219	9,219	2,603	1,640	348	8	51	30	497	209	1,541	2		
Wallace	2,216	2,216	598	390	106	1	13	184	48	387		
Washington	15,921	15,921	4,600	2,700	485	10	65	71	612	332	2,547	1	10		
Wichita	2,185	2,185	564	330	157	1	46	26	46	614	4		
Wilson	17,723	6,900	10,823	3,244	3,670	54	12	153	75	886	340	3,504	14	160		
Woodson	8,014	8,014	2,323	1,430	416	4	49	50	308	219	1,401	4	37		
Wyandotte	145,071	121,458	23,613	40,551	36,500	10,591	76	1,991	356	9,885	2,588	40,507	65	1,734		
Total State	1,801,028	753,911	1,047,087	511,109	379,160	6,297	813,297	1,076	820,998	7,346	829,481	37,592	850,918	1,210	\$24,189	

County	POPULATION			Radio Homes	FOOD			DRUG			AUTOMOTIVE RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Adair	18,566	18,566	4,353	2,580	\$303	3	\$40	21	\$301	232	1,368	4	\$32		
Allen	16,496	16,496	3,965	2,350	397	2	29	640	213	1,876	2		
Anderson	8,936	8,936	2,404	1,480	427	2	21	386	105	1,382	6	57		
Ballard	9,480	9,480	2,590	1,600	251	2	31	21	203	150	987	1		
Barren	27,559	5,815	21,744	6,950	4,360	906	9	205	68	1,422	393	6,141	8	148		
Bath	11,451	11,451	2,810	1,690	352	3	24	21	226	146	965		
Bell	43,812	15,659	28,153	9,204	6,420	2,031	2	253	52	1,108	443	7,441	12	335		
Boone	10,820	10,820	2,971	1,840	325	2	35	299	170	1,197	1		
Bourbon	17,932	6,697	11,235	4,884	3,360	1,108	6	131	28	706	307	3,454	12	176		
Boyd	45,938	34,061	11,877	10,927	9,240	216	16	627	81	2,770	745	12,902	45	1,345		
Bovle	17,075	6,734	10,341	4,555	3,260	1,146	4	197	43	1,156	280	6,302	13	2,238		
Bracken	9,380	9,380	2,553	1,670	383	1	44	25	1,100	173	1,364	4	28		
Breathitt	23,946	23,946	4,628	2,740	183	5	59	11	50	379	980	4	28		
Breckinridge	17,744	17,744	4,507	2,740	444	6	20	848	292	1,337	3	3		
Bullitt	9,511	9,511	2,443	1,520	204	2	19	265	111	987	2		
Butler	14,371	14,371	3,387	1,980	50	7	115	14	785	246	723	1		
Caldwell	14,499	5,389	9,110	5,634	3,720	552	2	26	494	180	2,281	6	98		
Calloway	19,041	3,773	15,268	5,703	3,210	698	7	117	47	576	295	3,040	8	147		
Campbell	71,918	58,785	13,133	20,099	17,520	6,843	31	983	87	2,723	1,332	20,398	39	1,063		
Carlisle	7,650	7,650	2,060	1,270	18	258	82	14	178	94	787		
Carroll	8,057	2,910	5,147	2,371	1,500	30	424	105	24	807	153	2,095	7	98		
Carter	23,545	23,545	5,281	3,310	645	6	26	339	289	2,148	7	71		
Cass	19,962	19,962	4,245	2,430	170	2	18	202	197	937		

KENTUCKY

Population Families

Radio Homes 700,892

Apparel 501,730

Christian	36,129	11,724	24,405	9,196	6,140	155	1,437	14	227	80	1,338	519	7,083	18	287
Clark	17,988	8,504	9,394	4,959	3,520	79	1,042	0	176	66	1,055	316	4,444	16	834
Clay	23,901		4,524	2,620	2,620	73	237	2	*	13	766	259	1,123	1	
Clinton	10,278		2,284	1,340	1,340	5	12	3	34	9	94	727	727	1	
Crittenden	12,115		3,191	1,960	1,960	37	407	3	72	11	238	166	1,476	1	
Cumberland	11,923		2,619	1,520	1,520	34	76	2	*	8	186	153	866	1	
Davess	52,333	30,245	22,090	13,541	9,730	220	3,080	25	689	93	2,849	792	14,220	35	996
Edmonson	13,344		11,244	7,301	1,350	40	60	2	*	13	192	185	693	1	
Elliott	8,713		1,740	980	980	28	46		—	3	51	116	422		
Estill	14,347	3,031	3,854	2,340	2,340	58	495	4	98	22	337	231	1,806	9	151
Fayette	78,899	49,304	29,595	21,115	17,310	291	6,423	28	1,943	118	7,000	1,125	36,564	78	4,086
Fleming	13,327		3,573	2,170	2,170	58	492	3	55	42	346	944	1,753	2	
Floyd	52,986		10,560	6,870	6,870	221	1,087	4	71	43	602	585	5,840	4	83
Franklin	23,308	11,492	11,816	6,060	4,370	79	1,949	6	245	52	1,373	335	7,189	19	542
Fulton	15,413	3,308	12,105	4,075	2,740	91	1,068	6	*	40	800	339	4,012	19	309
Gallatin	4,307		4,307	1,188	730	13	111	2	*	13	145	79	620		
Garrard	11,910		2,904	1,740	1,740	44	434	2	*	25	384	149	1,069	3	28
Grant	8,876		9,870	2,738	1,660	38	402	3	66	86	534	183	1,792	3	50
Graves	31,763	8,619	23,144	8,782	5,700	127	1,317	3	191	62	1,560	492	5,901	14	392
Grayson	17,562		17,562	4,332	2,570	70	243	5	61	23	269	288	1,073	1	
Green	12,321		12,321	3,069	1,780	53	228	2	78	22	119	181	930	2	
Greeneup	24,917		5,461	3,480	98	98	757	5	80	42	342	272	2,027	4	14
Hancock	6,807		1,780	1,070	1,070	29	174	1	*	15	189	104	693		
Hardin	29,108	3,667	25,441	6,007	3,700	99	1,197	8	156	82	1,781	425	5,673	10	135
Hart	15,275	9,271	66,004	16,832	11,100	187	2,658	12	265	56	2,165	623	14,272	16	593
Harrison	15,124	4,840	4,225	2,830	2,830	67	970	5	138	40	793	280	3,945	13	198
Hart	17,339		4,224	2,500	2,500	61	416	6	132	44	371	255	1,066		
Henderson	27,020	13,160	13,860	7,431	5,110	91	1,472	11	208	50	1,219	393	5,731	16	377
Henry	12,220		3,339	2,050	2,050	31	432	7	84	27	280	179	1,822	2	49
Hickman	9,142		2,462	1,500	22	22	230	3	21	13	169	100	1,018	4	
Hopkins	37,789	13,627	24,162	10,292	7,000	147	1,081	12	240	87	2,332	531	7,558	16	297
Jackson	16,339		16,339	3,252	1,870	24	63	2	*	12	154	168	793		
Jefferson	385,392	319,077	66,315	1,062,262	92,150	1,533	32,636	214	7,254	478	25,798	6,586	151,305	305	15,563
Jessamine	12,174	3,192	8,982	3,257	2,170	43	572	6	64	31	475	223	2,284	3	57
Johnson	25,771		5,552	3,480	84	84	656	2	*	27	753	293	3,367	6	139
Keaton	93,139	71,088	22,051	26,171	22,800	591	8,554	50	1,158	104	3,944	1,662	27,321	55	1,725
Knott	39,007		3,771	2,250	65	65	117	2	*	1	226	326	778		
Knox	31,020	1,575	29,454	6,502	4,090	160	782	4	41	30	274	326	2,219	5	115
Larue	53,622		24,622	2,468	1,480	222	205	3	47	29	314	158	1,226	1	
Laurel	53,640		5,450	3,280	100	100	516	4	64	37	667	226	2,357	3	50
Lawrence	17,275		3,745	2,220	101	101	381	2	*	11	167	215	1,130	2	
Lee	10,800		2,281	1,400	60	60	250	2	*	9	112	146	770	2	
Letcher	14,981		2,752	1,400	60	60	250	2	*	4	52	148	662		
Letcher	40,592	9,428	31,164	8,126	5,410	129	1,043	3	56	28	603	450	4,072	14	212
Lewis	15,686		15,686	3,698	2,220	74	355	2	45	17	229	157	916	5	50
Lynch	19,859		4,614	2,810	911	911	511	6	*	40	511	288	2,063	5	55
Livingston	9,127		9,127	2,401	1,450	21	105	2	*	12	143	92	614		
Logan	23,345	3,983	19,362	7,224	4,510	76	786	7	128	36	814	316	3,310	2	
Lyon	9,067		9,067	1,984	1,210	28	191	2	*	9	214	77	826		
McCracken	48,534	33,765	14,769	13,474	10,310	207	3,407	27	825	98	3,692	780	15,917	42	1,636
McCreary	16,451		16,451	3,293	2,130	57	322	2	*	18	131	203	1,082	2	
McLean	11,446		2,989	1,850	31	31	262	7	52	21	207	158	1,103	1	
Madison	28,541	7,335	21,206	7,158	4,000	94	1,200	9	261	60	1,382	408	5,760	15	301
Magoffin	17,490		3,437	2,000	117	117	281	1	*	1	245	245	673		
Martins	16,913		3,813	2,440	35	35	519	3	60	26	465	169	2,375	3	33
Marshall	16,602		4,361	2,550	56	56	414	4	54	34	467	211	1,007	2	
Martin	10,970	3,786	16,602	4,361	2,440	55	193	1	*	5	1,011	107	413	1	
Mason	19,066	6,572	12,494	2,007	1,220	55	193	1	*	15	1,011	375	5,450	18	501
Meade	8,827		12,494	2,007	1,220	88	1,232	6	152	65	1,011	375	5,450	18	501
Menifee	5,691		1,221	700	1,200	37	158	3	18	21	408	130	314	3	
Meigs	8,827		1,221	700	1,200	37	158	3	18	21	408	130	314	3	

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Rural	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Mercer	14,629	4,673	9,956	3,918	2,870	44	524	124	43	714	218	2,761	7	99	
Metcalf	10,853	—	2,679	1,830	1,830	31	175	5	16	161	112	517	—	—	
Monroe	14,070	4,782	3,268	1,890	1,890	37	147	5	26	201	269	1,128	1	111	
Montgomery	12,280	—	3,204	2,180	2,180	53	613	6	105	608	209	2,732	8	—	
Morgan	16,827	—	7,498	3,204	2,070	84	141	—	14	238	270	830	1	—	
Muhlenberg	37,554	4,199	33,355	6,030	6,030	106	1,049	7	93	930	416	5,066	6	56	
Nelson	18,004	3,152	14,852	4,180	2,890	40	536	34	200	720	200	2,532	2	—	
Nicholas	8,617	—	8,617	1,460	1,460	21	323	3	38	216	110	1,159	4	22	
Ohio	24,421	—	24,421	6,308	3,920	98	434	11	32	397	312	1,119	2	—	
Oldham	10,716	—	10,716	2,101	1,340	29	329	2	18	204	107	1,135	4	31	
Owen	10,942	—	10,942	3,004	1,780	80	323	3	30	321	123	1,367	4	—	
Owsley	8,957	—	8,957	1,886	1,070	11	47	—	3	13	116	378	—	—	
Pendleton	10,392	—	10,392	2,797	1,890	41	425	4	35	331	156	1,444	5	40	
Perry	47,828	7,397	40,431	9,372	6,260	132	1,117	8	291	1,900	512	7,621	7	322	
Pike	11,122	4,185	6,937	13,985	8,030	338	1,856	8	137	1,799	770	8,067	12	287	
Powell	7,671	—	7,671	1,646	890	34	89	—	14	139	92	302	—	—	
Pulaski	39,863	6,154	33,709	9,038	5,940	135	910	8	181	980	510	4,482	13	372	
Robertson	3,419	—	3,419	915	540	16	135	—	7	124	64	426	—	—	
Rockcastle	17,165	—	17,165	3,700	2,230	38	255	3	25	41	253	255	1	—	
Rowan	12,734	—	12,734	2,730	1,690	77	502	2	21	175	217	1,675	1	34	
Russell	13,615	—	13,615	2,982	1,720	26	93	—	21	14	197	173	1	—	
Scott	14,314	4,420	9,894	4,857	2,650	44	701	6	126	105	105	2,811	6	82	
Shelby	17,752	4,392	13,367	4,785	3,120	41	816	6	32	1,027	207	3,723	6	188	
Simpson	11,752	3,940	7,812	3,123	2,000	31	450	3	192	643	176	2,229	3	28	
Spencer	6,757	—	6,757	1,850	1,100	17	166	—	9	153	68	644	—	—	
Taylor	13,556	—	13,556	3,401	2,050	49	387	3	38	555	178	1,917	5	55	
Todd	14,234	—	14,234	3,710	2,270	53	455	6	64	183	196	1,507	1	—	
Trigg	12,784	—	12,784	8,131	4,810	23	273	3	26	198	104	1,050	—	—	
Trimble	5,601	—	5,601	1,438	890	10	49	—	11	53	81	324	—	—	
Union	37,411	3,079	34,332	4,388	2,900	46	628	5	141	663	224	2,711	3	19	
Warren	16,631	14,585	22,046	9,797	6,580	187	1,605	12	384	73	2,022	626	22	520	
Washington	12,965	—	12,965	3,021	1,790	29	415	2	23	366	149	1,854	3	61	
Wayne	17,204	—	17,204	3,733	2,200	43	260	—	18	312	177	1,385	5	71	
Webster	19,198	4,397	14,801	5,353	3,530	57	548	11	117	403	491	282	7	109	
Whitley	33,186	6,318	26,868	7,324	4,860	96	993	8	168	1,080	469	5,128	16	320	
Wolfe	9,997	—	9,997	2,074	1,210	30	96	—	14	132	108	390	—	—	
Woodford	11,847	2,548	9,299	2,954	1,870	51	619	5	23	403	159	2,088	4	93	
Total State	2,845,627	849,327	1,996,300	700,892	501,730	10,826	\$126,418	871	\$322,229	4,379	\$106,878	40,283	\$554,228	1,152	\$36,569

Family figures for Counties in this State are preliminary Census releases.

LOUISIANA

Parish	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Rural	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Acadia	46,200	14,497	31,703	10,997	5,940	201	\$988	14	\$240	72	\$1,451	627	\$7,510	9	\$156
Allen	17,940	3,933	13,907	4,445	2,170	55	434	4	75	29	497	195	1,908	3	30
Ascension	21,215	3,889	17,326	5,177	2,400	106	490	6	91	30	774	266	2,929	10	148
Assumption	18,541	—	18,541	4,266	1,960	75	402	6	72	14	289	204	2,380	—	—
Avoelles	39,256	3,575	35,681	9,428	4,040	218	767	13	210	69	1,292	592	4,362	11	200
Beauregard	14,847	3,750	11,097	3,700	1,890	52	441	5	60	49	568	195	2,095	1	—
Bienville	23,933	—	23,933	5,671	2,450	55	539	12	117	50	317	220	2,658	4	99
Bossier	33,162	5,786	27,376	8,321	3,800	95	951	7	164	40	1,743	276	4,528	3	36
Caddo	150,203	98,167	52,036	40,275	36,850	544	3,191	63	3,101	286	12,605	2,255	56,696	130	6,443
Calcasieu	56,506	27,963	28,543	14,574	8,490	247	919	21	460	127	4,329	973	16,994	30	919
Caldwell	12,046	—	12,046	2,880	1,290	19	117	4	78	22	441	120	1,358	2	—
Total	354,950	2,363,880	590,722	354,950	2,363,880	590,722	354,950	354,950	354,950	354,950	354,950	354,950	354,950	354,950	354,950

Cameron	7,203	—	7,203	1,702	740	24	118	5	16	8	51	97	505	—
Catahoula	14,618	—	14,618	3,493	1,510	34	206	4	52	19	197	133	1,136	—
Claiborne	29,855	3,497	26,358	7,023	3,260	88	801	8	216	56	1,024	318	3,720	141
Concordia	14,662	2,857	11,705	4,134	1,930	41	474	4	69	14	183	167	1,913	34
De Soto	31,803	4,065	27,738	7,893	3,580	112	807	8	157	29	1,063	303	3,591	35
East Baton Rouge	88,415	34,719	53,696	22,982	14,150	395	6,429	41	1,753	131	7,790	1,277	37,038	2,699
East Carroll	19,023	3,711	15,312	5,621	2,320	55	415	3	130	15	261	159	2,239	177
East Feliciana	18,039	5,384	12,655	3,263	1,430	52	258	6	27	15	274	132	1,972	—
Evangeline	30,497	3,721	26,776	7,685	3,230	126	418	3	46	29	1,107	409	2,613	20
Franklin	32,382	2,834	29,548	8,007	3,330	78	704	10	152	31	612	267	3,346	92
Grant	15,933	—	15,933	3,899	1,760	62	412	3	49	37	601	177	1,651	—
Iberia	37,183	17,109	20,074	8,882	4,460	192	1,129	12	248	58	2,200	512	7,455	415
Iberville	27,721	5,049	22,672	7,009	3,470	126	918	11	118	33	773	351	3,681	119
Jackson	77,807	2,639	75,168	12,714	1,940	42	386	5	90	90	702	156	3,029	76
Jefferson	50,427	15,871	34,556	12,714	7,310	361	2,947	17	920	95	2,351	158	9,648	7
Jefferson Davis	24,191	7,343	16,848	6,015	2,920	75	918	17	172	43	1,045	311	4,630	14
Lafayette	43,641	19,210	24,431	10,304	5,440	245	914	10	169	58	2,178	681	8,896	17
Lafourche	38,915	5,851	32,704	8,628	4,060	145	1,008	10	214	37	1,666	401	7,309	18
La Salle	10,959	—	10,959	2,771	1,320	35	340	6	109	33	860	150	2,038	—
Lincoln	24,790	7,107	17,683	5,806	2,820	66	684	8	195	35	1,142	255	3,773	134
Livingston	18,443	—	17,790	4,266	1,830	69	484	4	38	20	353	194	1,567	—
Madison	17,930	—	17,930	5,806	2,820	66	684	8	195	35	1,142	255	3,773	—
Morehouse	27,571	6,626	20,945	7,200	3,500	69	484	4	130	17	579	202	2,885	93
Natchitoches	40,997	6,812	34,185	9,370	4,210	131	1,088	9	173	44	896	392	4,546	105
Orleans	494,537	132,765	361,772	132,765	111,100	2,832	31,395	290	9,023	509	22,940	9,173	176,285	379
Ouachita	59,168	36,869	22,299	15,800	10,150	271	3,638	24	786	104	4,752	947	21,681	2,034
Plaquemines	12,318	—	12,318	2,914	1,390	82	474	3	57	25	836	338	2,715	—
Pontl Coupee	24,004	—	24,004	5,761	2,590	86	556	6	57	25	836	338	2,715	—
Rapides	73,270	31,863	42,007	17,525	9,880	315	2,973	24	668	134	3,664	957	16,428	621
Red River	16,881	—	16,881	3,868	1,630	33	249	2	134	31	698	253	3,240	65
Richland	23,829	—	23,829	7,107	3,020	67	680	7	132	34	542	261	2,581	—
Sabine	23,586	—	23,586	5,576	2,470	80	423	6	132	34	542	261	2,581	—
St. Bernard	7,280	—	7,280	1,755	860	51	285	1	71	11	787	102	701	—
St. Charles	12,321	—	12,321	2,892	1,440	71	501	6	71	24	297	188	1,553	—
St. Helena	9,542	—	9,542	2,206	910	21	48	1	32	6	38	49	321	—
St. James	16,596	—	16,596	3,785	1,810	85	506	7	56	18	310	242	1,748	—
St. John the Baptist	14,766	—	14,766	3,394	1,630	81	438	5	35	11	136	196	1,705	—
St. Landry	71,481	14,232	57,253	15,277	7,130	223	1,283	15	315	78	2,517	829	10,128	1,153
St. Martin	26,394	3,501	22,893	5,670	2,530	157	555	9	69	48	920	369	2,681	16
St. Mary	31,458	11,243	20,215	7,652	3,880	182	1,429	10	134	38	984	404	5,001	96
St. Tammany	23,624	6,937	16,687	6,081	3,190	121	1,028	12	174	47	740	350	3,697	8
Tangipahoa	45,510	10,034	35,476	11,342	5,660	163	1,405	18	256	84	1,788	544	7,812	51
Tensas	15,940	—	15,940	4,475	1,890	55	376	5	108	13	127	162	1,450	269
Terrebonne	35,880	9,052	26,828	8,144	4,050	190	1,459	11	316	49	1,804	493	8,033	358
Union	20,943	—	20,943	6,020	2,140	46	342	4	89	33	586	203	1,968	19
Vermilion	37,750	9,510	28,240	8,922	4,060	211	811	13	192	44	1,111	516	4,869	134
Vernon	19,142	2,829	16,313	4,755	2,250	58	604	2	*	38	625	209	2,270	—
Washington	34,443	14,604	19,839	8,444	4,690	123	1,235	12	290	41	1,328	396	6,223	174
Webster	33,676	9,499	24,177	8,430	4,110	105	1,021	16	274	65	1,754	394	5,705	97
West Baton Rouge	11,263	—	11,263	3,002	1,360	48	493	2	*	12	140	107	1,205	—
West Carroll	19,252	—	19,252	4,500	1,900	56	440	5	107	24	1,125	194	1,903	46
West Feliciana	11,720	—	11,720	2,183	940	38	216	2	*	5	140	82	676	—
Winn	16,823	4,512	12,411	4,197	2,060	48	545	5	112	28	617	154	2,120	107
Total State	2,363,880	980,489	1,383,411	590,722	351,950	10,300	\$96,838	892	\$23,075	3,299	\$108,737	32,356	\$522,652	\$39,230

Family figures for Counties in this State are preliminary Census releases.

MAINE

Population
Families

847,226
218,968

Radio Homes
190,740

POPULATION

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Androscoggin	76,979	58,415	18,564	10,562	17,505	406	\$8,112	24	\$636	140	\$5,784	1,511	\$30,783	86	\$2,518
Arroostook	94,436	8,149	19,853	17,000	326	5,406	33	714	283	4,903	1,630	23,982	87	1,513	
Cumberland	146,000	107,514	38,486	38,636	32,100	696	16,669	77	2,125	401	12,731	2,064	69,808	158	5,535
Franklin	19,896	—	5,332	5,010	1,442	79	1,442	11	199	98	1,365	469	5,659	19	166
Hancock	32,432	3,911	9,390	8,560	251	3,774	18	333	149	2,359	887	20,390	39	420	
Kennebec	27,191	44,968	32,333	19,350	17,400	405	7,273	97	858	212	5,872	1,543	28,300	84	2,216
Knox	16,294	—	8,809	8,176	7,410	175	2,915	16	247	121	1,943	732	9,891	34	574
Lincoln	42,682	8,447	34,215	11,011	8,860	176	3,523	8	176	82	1,415	411	5,624	18	156
Oxford	97,101	44,020	53,084	24,307	22,200	445	8,858	28	1,039	256	7,958	1,768	36,143	88	2,562
Piscataquis	18,467	—	5,086	4,690	67	1,489	15	201	63	4,837	359	937	4,833	11	219
Sagadahoc	19,173	10,235	8,868	5,346	3,950	106	1,978	8	207	58	1,435	370	6,200	18	261
Somerset	38,255	6,001	32,244	10,213	9,200	183	2,776	19	321	144	2,321	790	9,741	31	417
Waldo	21,159	15,619	5,943	5,260	114	1,560	17	165	101	1,011	480	5,811	13	174	
Washington	37,747	8,507	29,260	10,164	9,000	252	3,052	10	240	162	2,007	893	9,983	36	516
York	82,550	28,421	54,129	21,853	16,510	557	9,036	37	886	292	5,096	2,147	27,914	94	1,459
Total State	847,226	343,637	501,169	218,968	190,740	4,333	\$79,526	395	\$8,715	2,702	\$59,927	17,758	\$296,637	853	\$19,312

MARYLAND

Population
Families

1,821,244
426,591

Radio Homes
400,110

POPULATION

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Allegany	86,973	50,707	36,266	21,949	18,100	425	\$8,533	20	\$978	204	\$5,080	1,423	\$20,240	75	\$2,850
Anne Arundel	68,375	13,069	55,306	15,334	12,800	299	5,100	15	568	114	2,755	934	15,754	30	804
Baltimore	155,825	28,802	127,023	37,927	31,150	484	9,000	39	1,285	329	6,979	1,886	28,581	23	201
Baltimore City	850,100	850,100	—	223,952	205,500	6,223	96,218	470	15,012	788	49,747	19,658	413,654	998	32,705
Calvert	10,184	—	10,184	4,380	1,310	75	634	2	18	18	195	202	1,993	1	—
Caroline	17,549	—	17,549	4,870	3,940	96	1,093	10	137	64	1,237	346	4,091	11	197
Carroll	30,054	4,692	25,362	9,056	7,340	140	1,886	13	273	94	1,944	585	9,364	14	261
Cecil	26,407	3,618	22,889	6,228	1,876	8	1,114	8	114	78	1,395	443	6,201	14	96
Charles	17,612	—	17,612	3,825	3,050	80	823	2	—	28	853	231	3,141	1	—
Charles	28,006	10,402	17,604	7,270	5,700	193	1,992	8	186	62	1,203	618	6,943	26	461
Frederick	57,312	19,658	37,654	14,357	11,700	240	4,058	12	468	137	4,263	927	18,123	36	893
Garrett	21,981	—	21,981	4,857	3,920	69	771	6	68	49	1,739	253	4,031	3	6
Harford	35,000	30,093	8,366	3,800	3,130	126	2,128	11	304	72	2,185	557	9,291	17	402
Howard	17,175	—	17,175	3,866	3,130	84	1,180	3	80	61	1,699	302	4,447	7	58
Kent	13,465	2,760	10,705	3,749	2,990	90	1,088	7	137	51	710	219	4,133	3	—
Montgomery	83,912	7,650	76,262	20,934	17,480	240	6,295	10	1,080	101	6,406	713	26,350	27	102
Prince Georges	89,490	18,947	70,543	21,392	17,880	250	6,727	16	743	124	6,516	907	21,123	11	451
Queen Annes	14,476	—	14,476	3,905	2,160	89	735	6	70	44	582	232	2,868	4	31
St. Marys	14,626	—	14,626	3,087	2,390	116	984	1	—	26	654	250	2,365	1	—
Somerset	20,005	3,908	16,097	5,280	4,220	163	1,188	7	126	57	432	1,421	3,121	9	112
Talbot	18,784	4,328	14,456	4,448	4,360	100	1,497	11	136	58	2,092	390	6,863	11	243
Washington	68,838	32,491	36,347	17,633	14,750	370	5,135	20	688	141	4,804	1,300	23,162	59	2,055
Wicomico	34,530	13,313	21,217	9,792	7,870	183	2,200	12	407	141	3,013	687	12,970	37	1,194
Worcester	21,245	2,739	18,506	5,969	4,770	118	1,248	8	172	75	1,869	468	7,573	20	293
Total State	1,821,244	1,080,351	740,893	462,591	400,110	10,360	\$162,533	720	\$23,399	3,961	\$107,828	34,063	\$661,491	1,444	\$43,624

Family figures for Counties in this State are preliminary Census releases.

MASS.

Population 4,316,721
 Families 1,118,104

Radio Homes 1,031,130

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Barnstable ..	37,295	23,294	11,032	10,400	232	\$7,324	29	\$895	189	\$3,949	1,084	\$21,793	50	\$939
Berkshire ..	122,273	98,757	32,489	30,100	439	12,994	46	1,485	314	10,064	2,259	51,640	154	4,421
Bristol	364,637	327,946	96,075	87,800	2,131	36,070	160	4,231	637	19,571	7,110	126,600	393	11,401
Dukes	5,669	5,669	1,697	1,620	34	1,285	7	159	18	272	222	3,248	8	118
Essex	496,313	28,779	134,235	123,800	2,945	57,354	222	6,901	843	27,773	10,229	190,681	655	15,488
Franklin	49,453	28,568	13,124	12,250	202	5,233	19	1,728	178	4,583	932	19,792	51	1,080
Hampden	332,107	304,016	88,091	80,500	1,636	36,729	153	4,909	661	24,480	6,305	146,136	378	12,326
Hampshire	72,461	55,033	16,528	17,848	331	6,926	30	813	206	5,163	1,436	25,807	90	1,922
Middlesex	971,390	891,684	243,956	224,700	4,488	103,933	499	13,003	1,435	51,562	16,511	327,638	751	16,136
Nantucket	8,401	8,401	987	910	19	733	4	132	5	*139	119	2,110	10	70
Norfolk	325,840	280,904	44,774	42,977	77,450	36,091	174	5,138	640	28,574	5,122	122,697	271	6,707
Plymouth	168,820	122,034	47,927	43,550	969	19,544	75	1,983	506	13,253	3,897	72,259	189	6,959
Suffolk	863,248	863,248	220,608	203,000	4,826	102,868	538	17,223	813	43,231	20,029	560,557	1,324	58,833
Worcester	504,470	402,751	127,972	118,500	2,242	57,315	187	5,962	951	31,386	8,775	196,533	537	16,384
Total State ..	4,316,721	3,859,476	457,245	1,118,104	21,923	\$181,969	2,142	\$63,351	7,396	\$264,231	\$1,000	\$1,873,461	4,861	\$152,784

Family figures for Counties in this State are preliminary Census releases.

MICHIGAN

Population 5,256,106
 Families 1,392,738

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Alcona	5,463	5,463	1,411	1,240	20	\$249	2	27	27	\$393	90	\$1,047	—	—
Alcona	10,167	4,409	2,489	2,300	37	772	5	562	30	614	162	2,683	6	\$90
Alcona	41,859	33,885	11,721	10,330	166	2,625	17	324	167	2,961	790	10,837	20	173
Alcona	20,766	12,808	6,262	4,680	87	1,542	7	302	65	1,380	330	4,857	16	450
Alcona	10,964	10,964	2,958	2,630	30	578	3	83	43	1,334	167	1,857	3	—
Alcona	9,233	2,933	2,380	2,070	26	430	2	*	53	871	165	2,211	—	—
Alcona	2,504	6,792	2,385	2,150	22	676	2	*	37	590	135	2,141	2	—
Alcona	22,618	17,438	6,880	6,520	64	1,234	9	196	65	1,296	489	4,898	14	198
Alcona	47,956	27,025	19,333	17,550	311	5,454	83	1,094	172	5,286	1,179	25,245	73	1,903
Alcona	7,800	48,102	2,202	1,900	35	572	5	111	37	499	180	2,184	6	32
Alcona	89,117	41,015	25,588	23,100	316	7,730	51	1,527	354	7,530	1,673	33,004	65	1,234
Alcona	25,845	7,343	18,502	6,830	85	1,657	10	252	125	2,175	514	7,563	25	255
Alcona	94,206	57,051	26,983	24,720	351	7,924	50	1,612	289	8,434	1,737	36,336	104	2,534
Alcona	21,310	6,007	16,305	5,840	79	1,259	9	136	97	1,397	286	5,170	12	122
Alcona	13,031	2,904	3,516	3,130	62	965	7	125	65	920	352	3,572	10	76
Alcona	13,644	8,973	3,442	3,000	65	985	10	165	53	726	287	3,653	10	87
Alcona	27,807	16,847	6,667	5,950	134	2,394	3	68	70	1,638	459	9,096	21	440
Alcona	9,163	—	2,411	2,140	42	766	3	68	49	625	180	2,651	4	54
Alcona	26,671	4,422	7,263	6,380	60	1,228	10	247	118	2,013	423	5,949	12	132
Alcona	3,765	8,765	946	870	15	425	3	69	35	421	111	1,525	4	54
Alcona	34,037	19,802	8,722	7,910	123	2,295	12	274	94	2,201	575	10,434	28	440
Alcona	28,791	20,579	7,477	6,640	112	1,855	17	149	79	1,854	470	7,687	19	300
Alcona	34,124	12,603	10,003	8,910	116	2,183	18	242	143	2,543	623	8,473	24	350
Alcona	6,019	9,772	4,209	3,770	56	1,478	7	204	67	1,605	364	7,110	22	479
Alcona	154,920	73,024	60,102	55,500	775	20,795	92	3,890	599	19,556	3,594	89,672	157	7,175
Alcona	9,885	10,385	2,413	2,120	39	469	4	87	34	500	168	1,909	3	56
Alcona	31,797	10,757	8,098	7,220	108	2,492	6	259	94	2,243	569	9,808	32	497
Alcona	23,389	8,845	6,465	5,180	77	1,853	9	270	72	2,326	338	9,505	13	497
Alcona	32,205	10,241	8,502	7,800	108	1,884	15	254	128	2,719	586	9,338	30	421

County	POPULATION		Families	Houses	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Rural	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Hillsdale	29,092	6,381	22,711	8,547	1,500	95	1,425	10	180	132	1,966	518	6,594	12	231
Houghton	47,031	13,176	34,456	12,512	11,200	182	4,275	11	251	132	2,342	802	13,249	47	726
Huron	32,581	2,624	29,960	8,068	7,110	109	1,469	17	232	150	2,342	597	8,171	21	239
Ingham	130,616	87,459	43,157	36,777	11,391	70	2,381	17	358	138	12,067	2,095	58,173	118	4,438
Ionia	35,710	10,481	25,229	9,530	8,490	417	11,391	70	2,381	105	2,044	667	8,633	27	412
Iosco	8,560	—	8,560	2,323	2,090	40	624	6	119	33	595	168	2,264	4	—
Iron	20,243	7,057	13,186	5,220	4,710	69	1,967	7	148	62	1,188	322	5,200	13	100
Isabella	35,982	8,413	17,569	6,693	6,890	61	1,371	9	185	95	1,983	373	6,778	14	312
Jackson	93,108	49,656	43,452	24,401	22,400	340	17,137	49	1,278	70	4,075	1,592	35,064	94	2,738
Kalamazoo	100,085	54,097	45,988	27,424	25,250	351	8,714	53	2,042	289	9,455	1,784	43,010	98	3,304
Kalamazoo	5,159	—	1,363	1,210	1,210	14	219	1	60	15	1104	740	3,740	3	24
Kent	246,333	169,191	77,147	69,116	64,450	960	21,103	120	4,646	604	19,648	4,479	102,953	244	8,250
Keweenaw	4,004	—	4,004	1,065	990	12	407	—	—	11	79	44	577	—	—
Laake	4,798	—	4,798	1,440	1,280	32	244	1	—	27	186	113	802	1	—
Lapeer	32,116	5,363	26,753	7,393	6,530	81	1,556	11	220	132	2,416	315	7,580	30	391
Leelanau	8,436	—	8,436	2,143	1,890	46	436	3	45	32	255	170	1,382	3	—
Leonia	53,110	17,151	35,959	14,758	13,230	191	3,806	20	375	108	4,370	1,011	16,740	43	680
Livingston	20,863	3,748	17,115	3,896	3,470	70	1,451	9	170	101	2,088	386	6,301	13	145
Jatae	7,423	2,732	4,691	1,487	1,350	16	530	4	134	12	502	77	1,968	5	97
Maackiac	9,438	2,669	6,769	2,338	2,130	47	766	5	64	49	491	208	2,281	4	23
Macomb	107,638	48,226	59,412	27,551	25,190	303	7,622	36	1,043	315	7,962	1,618	29,493	51	683
Manistee	18,450	8,694	9,756	5,220	4,560	85	1,243	12	283	70	1,363	375	5,324	14	187
Marquette	47,144	32,232	14,912	12,041	10,870	173	4,285	11	356	123	2,784	781	14,758	52	1,023
Marquette	19,378	8,701	10,677	5,445	4,820	76	1,449	11	180	75	1,174	364	5,727	13	171
Mecosta	16,902	4,987	11,915	4,566	4,010	50	805	6	165	80	1,172	318	4,280	10	86
Memominee	24,883	10,230	14,653	6,375	5,680	77	1,158	6	82	75	1,158	367	4,426	12	86
Midland	27,094	10,329	16,765	6,933	6,160	92	2,021	8	280	77	2,041	353	7,612	16	297
Missaukee	8,034	—	8,034	1,992	1,750	16	221	2	—	30	375	108	1,511	1	—
Monroe	58,620	18,478	40,142	15,123	13,700	221	3,690	14	416	192	3,903	948	15,712	33	604
Montcalm	28,581	5,321	23,260	8,363	7,370	122	1,842	21	291	192	2,331	636	7,393	17	255
Montmorency	3,840	—	3,840	970	860	20	187	3	55	19	234	77	809	—	—
Muskegon	94,501	63,744	30,757	25,728	23,740	366	8,717	36	1,327	251	6,422	1,492	33,219	75	2,279
Newaygo	19,586	2,520	16,766	5,272	4,670	68	974	6	108	55	958	298	3,717	15	159
Oakland	294,068	143,106	110,962	74,741	69,150	793	21,907	99	3,186	741	23,386	3,578	86,680	158	4,402
Oceana	14,812	—	14,812	4,135	3,650	50	892	5	84	57	817	274	3,158	11	80
Ogemaw	8,720	—	8,720	2,249	1,980	27	504	4	63	40	619	156	2,430	3	36
Ontonagon	11,359	—	11,359	2,942	2,030	39	791	5	40	32	458	197	2,878	3	—
Oscoda	13,309	—	13,309	3,574	3,160	40	606	6	101	69	961	236	2,998	5	74
Oscoda	2,543	—	2,543	664	580	10	129	2	—	13	131	72	554	—	—
Osego	5,827	—	5,827	1,373	1,230	24	419	2	—	41	658	135	1,813	5	59
Ottawa	59,660	26,422	33,238	16,047	14,530	191	4,010	23	678	194	4,666	998	19,197	55	882
Presque Isle	12,250	3,072	9,178	2,759	2,440	41	727	4	76	35	570	198	2,436	9	—
Roscommon	3,658	—	3,658	1,104	900	35	472	2	—	42	306	148	1,441	—	—
Saginaw	82,791	47,674	34,549	20,368	18,550	425	9,687	60	2,108	301	8,045	1,992	49,412	125	4,073
St. Clair	70,222	39,863	36,359	17,825	16,318	318	6,348	30	949	240	5,957	1,329	27,451	60	1,076
St. Joseph	37,749	13,924	17,825	9,501	8,570	117	2,392	18	338	107	2,760	709	10,757	30	433
Sanilac	30,114	—	30,114	7,971	6,990	88	1,483	19	228	129	2,295	551	7,059	13	106
Schoolcraft	9,524	—	9,524	2,366	2,080	33	750	3	101	38	804	173	2,873	3	46
Shiawassee	41,207	17,551	23,656	11,347	10,200	128	2,959	21	360	154	3,532	760	13,178	29	423
Tuscola	36,694	3,070	32,624	9,321	8,200	108	1,881	17	294	126	3,287	611	9,562	18	252
Van Buren	35,111	4,745	30,366	10,620	9,520	139	2,693	31	341	185	2,663	816	10,975	21	226
Washtenaw	80,180	41,936	38,874	22,214	20,480	359	8,216	45	1,805	250	8,364	1,761	38,361	118	2,731
Wayne	2,015,623	1,929,781	85,842	504,637	474,000	8,741	162,784	997	36,793	3,939	160,646	34,479	873,960	1,776	75,897
Westford	17,976	9,855	8,121	4,879	4,320	64	1,204	8	248	80	1,520	342	5,838	15	273
Total State	5,256,106	3,454,867	1,801,239	1,892,788	1,722,120	20,217	\$410,493	2,410	\$77,705	13,668	\$419,115	90,028	\$1,954,069	4,286	\$137,924

Family figures for Counties in this State are preliminary Census releases.

MINNESOTA

Population 2,792,300
Families 726,391

Radio Homes 620,770

County	POPULATION		Radio Homes		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban	Families	Stores	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Aitkin	17,865	—	4,596	04	5544	84	557	4	5733	401	\$3,410	5	\$77	
Anoka	22,443	12,461	4,060	04	1,156	99	89	4	1,004	300	4,435	9	105	
Becker	26,562	5,015	5,090	70	1,079	90	132	4	1,504	370	5,350	4	149	
Beltrami	26,107	6,002	2,950	40	1,676	56	202	4	1,899	521	7,822	20	438	
Benton	16,106	10,371	3,622	40	822	77	77	71	1,669	322	3,886	1	—	
Big Stone	10,447	2,572	2,090	38	645	86	86	51	992	285	3,804	6	66	
Brown	36,203	15,654	8,110	119	2,659	13	491	128	3,358	861	17,137	42	1,265	
Burns	25,444	11,686	3,878	6,472	5,450	57	1,012	13	1,957	486	9,312	23	563	
Carlton	24,212	7,304	16,908	6,055	1,018	8	128	8	1,444	420	6,563	11	138	
Cass	17,606	—	4,280	45	713	6	252	59	1,035	381	4,838	8	75	
Chippewa	20,646	—	3,390	63	946	6	96	85	1,582	6,354	6,582	7	85	
Chisago	13,927	5,220	2,830	46	1,057	6	128	80	1,582	308	6,354	12	395	
Clay	18,124	—	3,639	46	687	6	90	66	841	313	3,080	11	65	
Clearwater	25,397	9,491	5,210	69	1,711	8	176	76	1,996	390	8,169	10	392	
Cook	11,153	—	2,788	32	386	3	56	31	398	206	2,049	—	—	
Cottonwood	3,030	—	793	20	200	17	17	17	1,225	84	897	2	—	
Crow Wing	16,138	2,807	3,986	30	539	9	143	53	1,200	297	4,926	10	130	
Dakota	30,226	15,025	7,862	131	2,674	10	295	109	2,362	674	10,478	23	279	
Deer	23,239	16,421	9,579	8,270	129	5,300	12	328	119	3,767	653	13	153	
Dodge	12,931	3,316	2,560	36	530	8	86	42	520	231	2,890	6	122	
Douglas	20,369	5,051	15,318	55	1,082	9	180	92	1,280	462	6,297	13	256	
Faribault	23,941	3,702	20,239	6,123	1,545	14	221	101	1,928	544	8,272	18	248	
Fillmore	25,830	20,890	6,899	5,430	71	1,050	13	112	1,355	625	6,460	25	268	
Fitch	31,780	12,200	19,580	8,176	2,227	18	237	88	2,601	539	11,269	18	490	
Goodhue	31,564	9,962	8,327	6,870	1,984	15	260	117	2,424	672	11,016	28	419	
Grant	9,828	—	2,475	31	428	6	57	43	745	223	2,908	5	55	
Hennepin	568,869	522,830	161,571	148,810	2,303	63,835	295	11,715	1,240	46,245	11,175	312,143	527	25,827
Houston	14,735	—	3,779	2,930	41	582	4	52	708	208	3,443	10	93	
Hubbard	11,085	2,643	8,442	38	670	3	42	41	640	206	2,482	4	40	
Isanti	12,950	—	3,088	37	605	4	104	47	862	221	2,855	4	30	
Itasca	4,875	28,121	6,650	102	2,258	7	134	91	1,980	606	8,787	15	334	
Jackson	2,840	13,965	4,204	3,230	744	5	109	58	848	276	4,275	6	99	
Kanabec	9,651	—	1,870	21	366	3	58	26	573	166	2,049	3	34	
Kandiyohi	26,524	7,623	18,901	6,305	1,300	6	170	105	2,275	494	8,641	16	269	
Kittson	10,717	—	5,130	76	304	5	45	42	915	220	5,083	15	83	
Koochiching	16,930	5,626	4,719	3,720	623	1,350	5	133	67	1,167	434	10	208	
Lac qui Parle	15,509	—	3,713	2,870	26	619	6	106	66	878	269	4	27	
Lake of the Woods	6,956	4,046	2,910	43	685	2	*	25	1,298	211	2,855	7	93	
Le Sueur	5,975	—	1,499	27	303	2	*	15	120	145	966	3	26	
Litch	19,227	5,156	4,120	52	900	10	140	64	1,255	385	4,895	10	175	
Lyon	10,787	2,657	2,050	27	346	4	68	41	627	206	2,309	5	45	
McLeod	13,594	5,343	4,360	50	1,268	10	193	87	2,120	466	8,654	20	298	
Mahnomen	21,359	3,887	5,516	4,420	1,087	10	100	81	1,687	520	7,111	15	236	
Marshall	8,054	—	1,400	18	280	2	17	325	114	1,354	3	59		
Martin	18,364	4,285	3,260	46	567	8	102	67	811	314	3,561	8	46	
Meeker	24,656	17,688	6,293	5,100	1,391	14	241	102	2,072	540	9,169	23	401	
Miller	19,277	3,920	4,765	3,720	1,014	7	77	1,219	397	5,168	14	112		
Millers Lake	15,558	4,132	3,210	35	557	6	108	77	1,399	317	4,889	6	53	
Morrison	27,473	15,426	6,320	4,960	1,058	12	124	143	1,323	500	5,898	15	258	
Mower	36,113	18,307	17,806	9,263	2,731	11	503	95	2,860	643	13,681	19	406	
Murray	15,060	—	3,431	33	468	5	54	61	744	254	3,458	4	47	
Nicollet	18,282	9,387	8,895	3,320	873	5	171	35	713	284	3,772	7	103	
Nobles	21,215	5,918	5,264	4,350	1,136	7	171	70	2,199	406	8,151	8	159	

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Adams	14,746	14,746	3,594	2,740	39	557	5	64	43	893	280	34,413	0	61
Alcorn	42,658	26,312	10,241	8,740	96	2,841	14	887	105	3,671	702	19,350	39	1,709
Alford	53,192	10,848	12,772	10,000	141	2,185	16	197	197	9,905	814	11,995	28	532
Amite	12,913	6,019	3,184	2,610	36	881	4	134	35	1,320	221	4,886	12	154
Attala	21,478	21,478	5,489	4,180	53	750	5	88	93	1,347	406	4,286	6	53
Benton	37,794	10,672	9,167	7,340	117	2,126	13	101	63	1,418	320	10,638	11	170
Bolivar	13,544	2,564	3,325	2,570	39	597	5	76	54	691	259	3,971	7	97
Calhoun	399,935	293,729	86,235	80,720	1,247	36,980	143	5,526	628	27,836	5,928	103,932	265	12,703
Cambodge	7,413	7,413	1,693	1,310	19	515	1	*	25	255	151	1,606	8	22
Cannon	22,290	3,270	5,405	4,260	51	1,033	12	135	87	1,408	454	6,899	14	408
Carroll	24,625	6,946	5,945	4,640	51	1,000	10	143	104	1,798	405	6,962	11	105
Chickasaw	32,160	19,060	7,557	6,340	82	1,894	12	323	86	1,930	555	9,625	31	693
Choctaw	10,933	3,114	2,789	2,240	28	554	4	53	50	850	231	3,408	6	69
Clay	15,103	15,103	3,601	2,730	37	517	5	111	50	664	243	3,108	5	22
Clayton	296,917	152,562	56,513	51,300	895	29,898	75	2,564	519	15,216	4,079	84,689	231	7,709
Clarke	15,585	15,585	3,676	2,920	49	613	9	130	71	1,065	417	4,240	4	35
Clarendon	16,625	2,185	2,846	1,820	32	423	2	9	53	750	189	3,139	3	26
Clayton	16,625	16,625	4,023	3,120	34	450	9	116	56	960	307	3,837	7	29
Crawford	97,200	92,250	14,305	11,900	171	3,611	22	543	244	4,153	1,357	19,839	43	888
De Kalb	19,749	8,694	1,769	1,520	37	759	7	187	51	1,364	325	7,270	12	219
De Soto	15,469	3,214	7,825	2,640	23	487	5	80	28	1,060	192	3,614	6	76
Dallas	27,438	22,952	6,704	5,750	37	950	7	95	72	903	322	4,612	10	76
Davens	8,283	8,283	2,032	1,580	23	343	3	51	29	1,156	416	5,344	10	106
De Witt	17,653	3,204	4,449	3,750	50	789	9	107	63	1,135	427	2,314	7	50
Franklin	12,772	2,916	9,856	3,200	30	550	4	83	54	787	252	3,961	11	119
Greene	15,186	4,270	10,916	6,937	6	149	6	149	64	1,155	282	4,435	10	128
Grant	26,430	9,645	16,784	6,834	94	1,723	6	145	83	2,083	517	7,718	11	146
Harlem	13,902	3,400	3,575	2,890	31	858	7	146	63	929	292	4,666	11	148
Harrison	10,475	2,745	7,730	1,930	34	640	4	77	32	436	202	2,064	2	—
Jefferson	37,795	22,490	15,305	8,720	136	3,146	11	424	102	2,878	801	14,292	41	808
Jones	27,550	—	7,101	5,520	84	1,075	14	179	121	1,714	641	6,755	15	95
Madison	16,917	—	4,203	3,270	43	679	8	118	60	1,174	337	4,096	12	113

Total State .. 2,792,300 1,390,098 1,402,202 756,391 629,770 9,261 \$211,177 1,134 \$32,994 8,396 \$201,415 51,511 \$1,081,158 2,027 \$64,436

* Family figures for Counties in this State are preliminary Census releases.

County	POPULATION		Families	Radio Families	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Adams	27,238	15,296	7,556	4,130	147	\$1,544	11	\$262	34	\$1,209	402	\$6,072	19	\$602
Alcorn	26,969	4,818	6,755	3,100	138	965	7	147	55	1,470	418	4,890	9	181
Amite	21,892	21,892	5,035	1,700	88	377	4	52	18	332	209	1,190	1	59
Attala	30,227	4,291	25,936	6,937	80	862	9	129	39	860	204	3,475	4	—
Benton	10,429	10,429	2,373	2,740	36	95	3	95	4	121	111	364	—	—
Bolivar	67,574	4,180	63,385	18,138	307	2,941	24	327	79	1,713	828	9,184	17	211
Calhoun	20,894	—	4,924	1,780	29	182	8	40	28	402	210	1,517	5	72
Cannon	20,651	—	4,745	1,880	38	290	4	34	15	113	138	1,037	2	—
Carroll	21,427	—	5,085	1,890	84	538	8	106	24	357	241	1,816	2	—
Chickasaw	13,548	—	3,007	1,090	31	256	4	58	13	111	149	937	2	—
Choctaw	12,816	2,748	10,062	3,385	49	295	2	73	13	320	147	1,499	1	—
Clare	20,596	—	4,803	1,880	60	398	5	73	21	407	165	1,693	1	—
Clay	19,030	5,627	4,709	2,040	77	612	7	71	32	215	215	2,345	5	147

Population Families 2,183,796 534,956 Radio Homes

MISSISSIPPI

Coahoma	48,333	12,168	36,165	13,529	5,640	191	1,768	17	263	56	2,257	596	8,849	31	530
Cobiah	23,974	5,979	27,995	8,252	3,070	96	841	11	138	98	890	145	4,777	7	56
Covington	17,030	17,030	3,792	1,340	51	313	4	58	18	283	188	1,531
De Soto	26,663	26,663	0,660	2,230	84	968	3	24	576	189	1,978
Forrest	34,301	21,026	13,875	9,098	5,310	100	1,834	14	330	61	2,761	528	9,651	23	680
Franklin	12,504	12,504	3,061	1,180	46	1,890	3	41	14	136	94	944
George	8,704	8,704	1,942	740	34	261	3	56	12	409	95	1,050
Greene	9,512	9,512	2,044	860	22	235	6	57	13	143	86	752
Grenada	13,221	5,831	13,221	4,493	2,020	52	511	6	106	25	145	214	2,854	5	117
Hancock	11,328	4,138	7,190	2,808	1,440	62	565	6	85	26	1,711	174	1,351	6	33
Harrison	50,799	36,008	14,791	13,020	8,306	244	2,387	16	506	105	2,987	905	12,437	38	776
Hinds	107,273	62,107	45,166	26,921	18,350	333	5,585	45	1,396	153	7,232	1,336	34,438	78	3,117
Holmes	39,710	5,440	34,270	9,540	3,420	104	932	13	171	50	1,249	402	4,263	9	98
Humphreys	26,257	3,789	22,468	6,522	2,810	68	902	6	127	26	1,653	215	2,702	5	183
Issaquena	6,433	6,433	1,779	590	13	82	3	30	35	301
Itaouba	19,922	19,922	4,562	1,490	81	247	19	175	297	896
Jackson	20,601	8,942	11,650	5,191	2,650	42	1,004	6	184	34	573	285	3,192	11	248
Jasper	19,484	19,484	4,308	1,500	89	1,70	5	96	25	448	214	1,484
Jefferson	13,060	13,060	3,538	1,260	50	308	4	46	11	171	113	1,141
Jefferson Davis	15,869	15,860	3,527	1,160	30	1,195	4	51	16	316	115	1,313
Jones	49,227	23,205	26,022	11,026	6,000	173	1,877	12	288	85	1,936	632	9,128	21	525
Kemper	21,867	21,867	4,746	1,660	68	174	6	56	12	789	219	2,507	1	120
Lafayette	21,257	3,433	17,824	5,157	2,050	58	2,05	23	62	22	604	261	2,304	6	120
Lamar	12,096	12,096	2,857	1,000	25	205	98	122	789	2,789
Lauderdale	58,247	35,481	22,766	14,894	8,850	263	2,971	19	487	83	2,926	736	13,758	35	1,539
Lawrence	13,983	13,983	3,178	1,120	54	227	4	69	19	274	162	1,188	2
Leake	24,570	24,570	5,487	1,910	43	293	5	78	28	668	233	2,325	1
Lee	38,838	8,212	30,626	9,653	4,190	125	1,147	11	388	73	1,081	499	6,543	9	328
Leflore	53,406	14,767	38,639	13,979	5,960	195	2,421	13	397	52	2,692	579	10,682	31	763
Lincoln	6,232	6,232	6,559	2,820	100	933	32	929	352	4,149	11	273
Lowndes	35,245	13,645	21,600	8,981	4,300	166	1,247	10	267	80	1,646	434	6,460	20	460
Madison	37,504	6,011	31,493	8,861	3,430	100	909	9	108	34	932	304	3,616	4	141
Marion	24,085	6,064	18,021	5,622	2,450	89	922	19	657	335	3,556	10	269
Marshall	35,522	2,750	32,772	5,967	2,110	119	473	8	92	24	642	280	2,945	5	61
Monroe	37,648	8,473	29,175	8,988	3,740	130	1,041	9	147	42	1,571	439	4,830	7	202
Montgomery	15,703	2,532	13,171	3,776	1,350	38	451	4	59	30	478	205	1,834	2
Neshoba	27,882	3,711	24,171	6,303	2,370	45	332	1	180	25	619	181	2,995	3	119
Newton	24,249	24,249	5,528	2,020	62	621	8	110	36	671	241	2,466	2
Noxubee	25,669	25,669	6,010	2,114	74	539	21	540	229	2,309	1
Okfuskee	22,151	4,900	17,251	5,090	2,090	60	708	5	135	30	539	229	2,954	6	172
Panola	34,421	34,421	8,250	2,890	93	1,102	43	1,169	302	4,209	9	228
Pearl River	19,125	5,129	13,996	4,644	2,220	82	589	10	168	38	833	256	3,075	4	118
Perry	9,292	9,292	1,221	480	21	128	4	23	9	137	82	655
Pike	35,002	9,898	25,104	8,651	4,280	140	1,078	15	235	65	1,535	505	6,487	18	381
Pontotoc	22,904	22,904	5,459	1,800	77	745	28	1,113	231	1,675	3	73
Prentiss	20,921	20,921	5,000	1,740	60	541	6	99	29	497	277	2,074	4
Quitman	27,191	27,191	6,887	2,320	106	691	8	113	19	453	245	2,487	4	98
Rankin	27,834	27,834	6,068	2,070	84	556	6	80	37	460	236	1,670
Scott	23,144	2,736	20,409	5,269	1,860	62	511	8	98	35	944	236	3,095	5	147
Sharkey	15,433	15,433	3,941	1,360	47	422	4	70	19	632	136	1,869	1
Stimpson	22,024	22,024	4,975	1,840	61	306	6	54	42	592	253	1,899
Stone	19,403	19,403	4,235	1,500	38	145	7	66	23	253	177	985
Sumner	6,155	6,155	1,500	610	28	256	2	13	115	97	885
Sunflower	61,007	3,604	57,403	14,889	5,240	208	1,882	15	221	61	1,842	536	6,520	18	262
Tallahatchie	84,166	84,166	8,598	2,960	81	836	32	662	253	2,637	1
Tate	19,309	19,309	4,687	1,600	64	386	6	171	4	311	229	1,714	2
Tippah	19,680	19,680	4,577	1,800	46	298	7	64	30	775	234	1,627	2
Tishomingo	16,974	16,974	3,978	1,460	48	335	4	11	29	207	197	1,026	1
Tunica	22,610	22,610	6,271	2,070	111	786	23	672	214	2,498	5	56
Union	21,867	3,602	18,265	5,417	2,100	112	608	5	110	29	461	288	2,216	2
Walthall	17,534	17,534	3,899	1,290	36	135	18	530	112	2,006	2

County	POPULATION			Radio Homes	FOOD Stores	Sales	DRUG Stores	Sales	AUTOMOTIVE Stores	Sales	RETAIL—SERVICE Stores	Sales	APPAREL Stores	Sales
	Total	Urban	Rural											
Warren	39,895	24,480	15,135	11,471	159	2,440	9	191	47	1,965	470	9,028	34	776
Washington	67,576	24,392	42,984	19,067	253	3,010	20	412	40	2,861	716	12,815	29	604
Wayne	16,928	16,928	3,700	49	233	3	30	17	453	166	1,938	1
Webster	14,160	14,160	3,320	44	363	3	64	20	477	220	1,782	1
Winston	15,955	15,955	3,810	82	325	3	149	16	473	237	2,058	4	32
Winkton	22,751	19,300	5,047	56	422	5	77	23	756	213	2,157	5	90
Yalobusha	18,387	3,240	15,047	4,505	51	389	3	103	33	1,227	241	2,091	3	11
Yazoo	40,091	7,258	32,833	9,872	92	897	12	303	26	1,208	446	4,492	13	258
Total State	2,183,796	132,882	1,750,911	531,956	7,423	\$66,543	626	\$11,468	3,724	\$71,729	21,421	\$303,271	629	\$15,766

MISSOURI

Population Families

3,784,664
1,823,968

Radio Homes

818,620

County	POPULATION			Radio Homes	Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
	Total	Urban	Rural												
Adair	20,246	10,980	10,166	4,330	6,104	80	\$1,284	6	\$189	78	\$1,323	409	\$5,837	13	\$974
Andrew	13,015	13,015	2,320	3,887	41	459	9	90	61	1,713	236	577	2	236
Atchison	12,897	12,897	2,120	3,595	68	460	9	106	41	884	212	854	5	50
Audrain	22,673	10,948	4,800	6,775	68	1,474	9	235	10	1,444	379	2,963	16	362
Barry	23,546	19,727	3,819	6,259	70	641	9	189	92	1,011	382	2,179	10	115
Barton	14,148	2,992	4,148	6,259	46	550	6	134	63	556	272	2,279	2	36
Bates	19,531	2,958	16,573	5,925	64	802	11	129	86	1,152	406	3,464	2	36
Beaumont	11,142	11,142	3,156	4,171	25	171	7	85	36	1,344	210	1,678	2
Bollinger	12,898	12,898	3,205	4,205	30	192	2	36	189	936	1	
Boone	34,091	18,399	10,450	11,2	2,522	19	785	135	2,533	679	12,938	33	921	
Buchanan	94,087	75,711	18,356	23,602	26,802	380	6,559	71	2,136	273	5,942	1,898	33,479	89	3,180
Butler	34,276	11,163	23,113	8,425	9,750	99	1,277	10	245	105	1,854	491	6,255	11	386
Caldwell	11,629	11,629	3,069	3,069	43	476	8	78	50	803	250	2,344	6	41
Callaway	23,094	8,297	14,797	5,810	3,510	27	828	6	113	79	1,103	334	3,972	10	106
Camden	8,971	8,971	1,360	2,404	27	135	6	53	48	1,164	174	860	1
Cape	37,775	22,539	15,236	9,817	7,320	109	2,122	22	546	120	2,978	639	12,020	28	1,137
Carroll	17,814	4,070	13,744	5,273	3,320	55	793	11	135	68	838	326	3,494	7	102
Cartter	6,226	6,226	1,802	910	27	178	2	18	106	99	643
Cass	19,534	19,534	5,895	3,540	57	883	18	228	114	1,197	419	4,024	10	80
Cedar	11,697	11,697	3,481	1,950	52	309	6	114	47	1,503	293	1,503	4	18
Chariton	18,084	18,084	5,183	2,000	59	458	10	100	60	862	319	2,825	7	77
Christian	13,528	13,528	3,716	2,000	92	197	6	60	58	387	217	1,450	4
Clark	10,166	10,166	3,118	1,830	32	360	6	49	47	456	211	1,636	5	33
Clay	30,417	11,150	19,267	9,669	6,840	110	1,925	21	647	176	4,394	731	11,069	17	146
Clinton	13,361	3,512	9,749	4,069	2,770	51	708	7	112	64	942	302	3,363	5	101
Cole	34,912	24,268	10,644	8,275	5,770	99	2,315	17	646	103	2,610	553	11,776	32	973
Cooper	18,075	6,089	11,986	4,945	3,340	51	804	11	210	69	910	307	4,090	11	255
Crawford	12,693	181	12,512	3,359	1,890	29	308	8	102	47	621	198	1,944	3
DaDe	11,248	11,248	3,267	1,810	29	271	7	65	41	325	211	1,305	1
Dallas	11,523	11,523	3,053	1,580	21	140	5	48	50	359	190	1,043
Davies	13,398	13,398	4,122	2,380	36	460	8	103	63	570	234	1,831	3	16
De Kalb	9,751	103	9,648	2,953	1,680	38	343	8	53	53	374	215	1,441
Dent	11,763	3,151	8,612	3,140	1,760	35	338	5	86	70	555	284	2,168	6	109
Douglas	15,600	15,600	3,811	1,950	40	199	2	29	1,320	180	3,088	6	88
Dunklin	44,957	9,008	35,949	11,011	6,670	168	1,674	25	413	95	2,523	654	8,602	15	420
Franklin	33,868	9,092	24,776	6,070	3,558	96	1,370	17	230	156	721	202	7,925	12	311
Gasconade	12,414	12,414	3,358	2,420	36	561	10	125	57	780	236	2,868	27	62
Genesee	13,359	13,359	4,012	2,420	36	561	10	125	57	780	236	2,868	27	62
Greene	90,941	01,238	29,803	26,614	21,800	388	5,740	51	1,761	480	6,204	1,997	31,197	90	2,920
Groves	15,710	7,040	8,670	4,888	3,480	54	715	10	220	56	864	311	3,348	18	176
Harrison	16,526	2,682	13,843	4,915	2,810	31	606	11	168	76	1,011	301	3,263	7	60

Henry	22,313	6,041	16,272	6,794	4,490	90	949	18	257	121	1,627	469	4,850	18	295
Hickory	6,506	—	6,506	1,889	1,010	25	135	6	11	29	799	126	4,492	1	492
Holt	12,476	2,608	12,476	3,648	2,460	34	435	11	116	47	584	233	2,121	4	36
Howard	13,029	4,026	18,244	3,812	2,460	38	580	11	213	46	533	210	2,265	9	127
Howell	22,270	—	18,244	5,928	3,600	44	10	202	72	907	387	1,408	1,807	14	180
Iron	10,440	—	10,440	2,517	1,580	28	173	2	390	27	390	141	1,308	2	—
Jackson	47,828	415,244	62,582	143,371	130,200	354	41,675	336	16,141	1,085	36,285	10,151	29,607	461	29,607
Jasper	78,505	53,833	24,872	23,492	19,200	354	5,510	42	1,921	316	7,427	1,676	28,155	59	1,534
Jefferson	32,093	13,188	18,865	8,701	6,400	162	2,052	14	237	93	1,582	477	6,335	10	549
Johnson	21,017	5,808	15,740	6,356	4,060	604	961	14	244	81	1,382	416	4,390	16	305
Knox	18,878	—	18,878	2,724	1,570	57	403	5	88	90	331	1,247	3,219	4	35
Laclede	17,718	5,025	13,693	5,011	2,050	37	667	4	50	34	846	343	3,219	6	120
Lafayette	28,856	8,874	18,982	8,031	5,480	79	1,286	18	322	120	1,492	582	6,168	20	273
Lawrence	24,537	4,632	20,005	6,913	4,390	10	824	13	218	122	1,060	456	3,926	9	133
Lewis	11,490	—	11,490	3,638	2,250	42	470	10	80	58	677	272	1,978	13	67
Lincoln	14,395	—	14,395	4,379	2,670	40	403	8	64	54	949	251	2,754	15	27
Linn	21,416	9,380	12,036	6,508	4,670	65	1,022	19	309	96	1,356	458	4,065	15	243
Linwood	18,000	8,012	9,988	4,951	3,480	61	836	10	165	63	1,084	339	4,563	18	276
Madison	15,749	—	15,749	4,169	2,270	43	2,270	11	100	68	586	241	2,161	12	173
Madison	21,390	4,206	17,190	6,595	4,160	76	989	14	179	84	1,765	432	4,963	13	173
Madison	6,242	—	6,242	2,507	1,660	33	342	4	76	38	437	181	1,683	5	38
Madison	8,638	—	8,638	1,163	1,130	7	40	3	23	24	186	91	409	—	—
Marion	31,576	20,865	10,711	9,395	7,670	142	2,320	22	422	105	2,999	687	9,888	28	712
Marion	8,766	—	8,766	2,599	1,440	16	262	5	73	32	437	120	1,288	2	39
Marion	14,798	2,500	12,208	3,901	2,500	36	450	4	7	63	618	260	2,440	7	39
Mississippi	23,149	5,182	17,967	5,724	3,570	84	1,097	0	113	53	1,003	334	4,015	5	249
Missouri	11,775	2,525	9,250	3,417	2,050	31	358	7	179	46	621	233	2,275	12	49
Montreal	13,195	—	13,195	4,083	2,370	26	651	9	111	49	683	207	2,506	7	88
Monroe	12,442	—	12,442	3,778	2,290	38	488	8	50	69	606	105	1,940	5	58
Montgomery	11,140	—	11,140	3,032	1,730	36	313	4	50	45	426	534	5,608	6	13
Morgan	39,787	9,335	5,410	11,149	12	191	118	1,488	118	1,382	433	5,967	1,475	16	60
New Madrid	29,039	6,247	22,792	7,989	5,070	88	1,050	11	148	104	1,072	182	1,475	2	—
Newton	25,556	5,700	19,856	3,320	1,860	56	339	5	58	33	448	162	1,128	6	—
Nedaway	13,390	—	13,390	3,320	1,860	39	253	5	29	33	291	118	1,128	2	—
Nedaway	12,375	—	12,375	2,984	1,600	32	221	3	27	14	745	560	8,018	16	271
Osage	10,766	—	10,766	2,588	1,300	12	27	—	—	—	—	—	—	—	—
Osage	46,837	9,240	37,597	11,627	6,740	165	1,600	20	366	90	2,321	266	2,797	16	91
Pemiscot	15,358	3,907	11,451	3,716	2,300	125	370	13	81	59	4310	611	9,125	29	676
Perry	33,336	20,428	12,908	9,840	7,540	123	1,940	13	374	121	2,168	345	4,023	14	144
Petis	17,417	5,141	12,296	4,853	3,170	52	837	9	211	76	866	354	3,863	15	186
Phelps	18,337	4,669	13,668	5,744	3,800	61	972	11	131	83	1,143	251	2,442	5	31
Pike	13,862	—	13,862	4,122	2,460	56	496	6	92	54	694	347	2,724	3	39
Platte	17,400	2,630	14,764	4,785	2,670	59	458	12	96	99	1,028	255	1,754	8	30
Polk	10,775	—	10,775	2,926	1,730	34	256	3	73	66	501	180	1,345	4	42
Pulaski	11,327	—	11,327	3,240	1,820	38	318	3	40	283	141	1,010	1,010	1	—
Putnam	18,040	—	18,040	2,958	1,730	38	244	4	58	33	262	475	6,418	18	592
Ralls	24,458	12,920	11,538	7,648	5,850	88	1,533	17	252	89	1,186	475	6,418	18	592
Randolph	18,584	4,240	14,344	5,560	3,560	72	802	10	151	71	1,722	351	2,941	10	91
Ray	9,370	—	9,370	2,190	1,190	10	64	1	15	18	772	137	677	4	5
Reynolds	12,006	—	12,006	3,103	1,740	37	323	4	73	30	315	169	1,384	4	38
St. Charles	25,562	10,803	14,759	6,782	4,970	71	1,265	8	123	105	1,661	246	6,421	12	285
St. Clair	13,149	—	13,149	3,788	2,130	33	265	7	71	57	352	580	1,404	5	70
St. Francois	35,950	12,869	23,081	8,831	6,530	133	2,119	18	322	114	2,119	3,963	8,069	19	607
St. Louis	274,330	124,450	149,810	72,211	60,500	915	23,033	118	3,980	733	18,134	19,605	387,799	111	1,843
St. Louis City	816,048	—	234,512	230,000	4,403	76,111	544	13,800	1,385	60,651	163	1,914	387,799	887	33,018
St. Louis City	2,787	—	2,787	2,666	1,730	24	419	5	33	20	437	498	6,239	3	10
St. Genevieve	10,905	—	10,905	2,787	1,730	24	419	5	33	20	437	498	6,239	3	10
Saline	29,410	11,603	17,813	7,978	5,670	80	1,303	19	371	104	1,719	154	1,183	22	356
Schuyler	6,627	—	6,627	2,053	1,210	10	374	5	33	32	337	144	1,520	2	53
Scotland	8,557	—	8,557	2,629	1,500	26	370	18	59	33	479	556	6,344	5	285
Scotland	30,377	10,993	19,384	7,711	5,450	110	1,497	15	316	119	1,588	153	9,908	10	—

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Shannon	11,831	—	8,830	1,620	35	185	3	41	30	108	271	2,393	8	68
Shelby	11,224	—	8,545	2,130	30	528	12	63	60	646	399	3,807	8	142
Stoddard	33,009	3,108	8,023	4,710	102	1,007	14	143	61	860	183	1,089	2	—
Stone	11,298	—	2,911	1,580	27	100	4	38	30	117	261	1,540	5	45
Sullivan	13,701	—	3,954	2,340	46	457	8	91	55	367	223	1,251	2	—
Taney	10,323	—	2,765	1,600	39	304	10	66	50	269	339	2,802	9	27
Texas	19,813	—	6,161	2,770	40	270	8	97	62	745	461	4,938	16	304
Vernon	25,686	8,181	7,125	4,700	81	1,071	11	174	105	1,232	152	1,262	2	—
Warren	7,734	—	2,225	1,300	19	235	3	29	30	359	20	1,749	4	58
Washington	17,492	—	4,092	2,540	51	462	5	42	34	384	201	1,749	3	—
Wayne	12,794	—	3,114	1,780	31	157	4	49	38	420	213	1,506	3	170
Webster	17,226	—	4,638	2,480	42	476	7	66	78	819	328	2,734	4	24
Worth	6,345	—	1,822	1,020	18	247	3	45	26	305	120	1,090	1	—
Wright	17,967	—	4,754	2,650	29	237	10	107	68	657	308	2,810	5	32
Total State	3,784,664	1,960,696	1,065,653	818,620	14,126	\$235,315	2,171	\$55,246	11,474	\$233,466	73,694	\$1,201,439	2,615	\$88,353

Family figures for Counties in this State are preliminary Census releases.

MONTANA

Population Families
 559,456
 159,963
 Radio Homes 128,480

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Beaverhead	6,943	—	3,929	1,770	38	\$882	4	\$84	28	\$1,022	202	\$3,706	5	\$83
Big Horn	10,419	—	2,516	1,890	30	675	3	59	28	767	161	2,026	1	—
Blaine	9,566	—	2,443	1,830	25	655	5	70	31	1,140	194	3,683	8	94
Broadwater	3,451	—	958	730	8	233	2	*	11	113	69	1,198	1	—
Carbon	11,865	2,950	3,303	2,560	38	753	10	103	41	629	241	2,794	7	63
Carter	3,280	—	910	680	15	138	1	*	8	72	49	401	1	—
Cascade	41,999	29,928	12,442	10,800	157	4,648	16	694	112	5,246	815	23,690	37	1,186
Chouteau	7,316	—	2,121	1,520	19	313	3	50	18	608	122	1,941	10	233
Custer	10,422	7,313	2,958	2,560	35	1,042	6	189	29	1,193	181	4,763	10	—
Daniels	4,563	—	1,172	1,870	11	210	3	46	16	436	103	1,366	2	—
Dawson	8,616	4,524	2,265	1,870	22	568	4	60	30	821	176	3,111	5	116
Deer Lodge	13,627	11,004	2,623	3,590	62	1,808	5	131	21	966	262	5,655	9	188
Fallon	3,719	—	3,719	700	9	254	2	*	12	354	75	1,068	3	51
Fergus	14,040	5,874	8,166	3,230	55	1,223	8	131	131	1,440	299	5,383	11	924
Flathead	24,271	10,847	13,424	5,470	79	2,138	11	283	71	2,193	442	10,105	16	362
Galatin	18,269	8,665	5,249	4,260	58	1,929	13	266	76	2,493	429	9,641	20	455
Garfield	2,641	—	758	560	13	93	1	*	10	142	43	356	—	—
Glacier	9,034	2,509	6,525	2,386	19	639	3	119	32	1,228	158	3,987	6	24
Golden Valley	1,607	—	463	350	11	74	2	*	5	48	37	200	—	—
Granite	3,401	—	3,401	920	12	363	2	*	17	324	86	1,323	2	—
Hill	13,304	6,427	6,877	3,556	52	1,470	6	209	36	1,297	295	6,195	10	203
Jefferson	4,664	—	4,664	930	15	344	3	55	17	164	105	1,243	2	—
Judith Basin	3,655	—	1,027	720	16	178	3	17	17	931	75	1,197	10	—
Lake	13,490	—	3,640	2,760	37	711	6	98	41	949	236	3,382	7	51
Lewis and Clark	22,131	15,056	6,745	5,880	83	2,556	10	387	60	2,818	455	12,137	27	743
Liberty	2,209	—	647	490	7	145	1	*	10	109	47	647	—	—
Lincoln	7,882	—	2,347	1,810	21	573	4	62	31	496	155	2,001	4	31
McCone	3,798	—	1,004	750	9	136	2	*	8	155	48	495	—	—
Madison	7,294	—	2,136	1,600	28	452	4	70	28	1,688	151	1,688	—	—
Meagher	2,237	—	650	500	13	171	1	*	8	1,292	69	867	—	—
Mineral	2,135	—	727	570	15	117	1	*	16	130	60	470	—	—
Missoula	29,038	18,449	8,296	7,260	88	2,985	11	441	93	3,790	568	16,222	31	872

County	Total	Urban	Rural	Families	Radio Homes	Stores	Sales	FOOD	DRUG	AUTOMOTIVE	RETAIL—SERVICE	APPAREL
								Stores	Stores	Stores	Stores	Stores
								Sales	Sales	Sales	Sales	Sales
Musselshell	5,717	2,644	3,073	1,677	1,340	25	569	3	42	23	1,922	6
Park	11,566	6,042	4,924	3,454	2,900	45	1,148	7	149	48	4,970	9
Petroleum	1,083	333	350	4	55	222
Phillips	7,892	7,892	2,304	1,720	13	464	3	50	27	2,485	1
Pondera	3,159	6,716	1,794	1,370	24	627	4	84	22	2,597	3
Powder River	6,452	1,852	1,630	12	94	1	7	7	430
Powell	2,378	2,874	1,852	1,630	17	508	3	82	22	2,163	5
Prairie	6,150	3,278	2,410	490	8	155	1	12	628
Ravalli	12,978	12,978	3,724	2,850	33	834	9	111	38	3,641	8
Richland	10,209	2,978	7,231	1,907	30	708	4	89	23	3,288	81
Roosevelt	9,806	9,806	2,462	1,850	27	669	7	130	37	3,391	72
Rosebud	6,477	6,477	1,745	1,310	16	351	4	45	27	1,940	8
Sanders	6,926	6,926	2,065	1,480	20	315	4	54	25	1,494	2
Sheldon	7,814	7,814	2,011	1,500	23	315	4	69	13	1,668
Silver Bow	53,207	37,081	16,126	16,594	14,390	291	7,526	24	702	74	28,788	65
Stillwater	5,694	5,694	1,592	1,190	18	297	4	46	27	1,580
Sweet Grass	3,719	3,719	1,109	840	8	253	2	15	1,136
Teton	6,922	6,922	1,996	1,500	26	490	5	85	24	2,152
Toole	2,538	2,538	1,421	1,010	28	690	5	67	30	1,130
Treasure	1,490	1,490	385	300	6	50	2	10	377
Valley	15,181	3,789	11,382	4,096	3,060	76	1,720	12	410	57	6,446	10
Wheatland	3,286	3,286	911	700	15	393	3	18	1,390
Wibaux	2,161	2,161	564	430	7	85	1	7	374
Yellowstone	41,182	26,015	15,167	11,542	9,260	118	3,875	18	898	109	22,472	43
Yellowstone Natl. Park	43	18	20
Total State	559,456	211,535	347,921	159,963	128,480	1,946	50,657	285	\$7,050	1,719	\$56,260	412
											\$32,566	\$9,968

NEBRASKA

Population Families

Radio Homes

1,315,834

360,744

291,850

All Money Values Are In Thousands (\$000) of Dollars

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Dixon	10,413	10,413	2,759	2,060	29	411	7	62	34	407	202	1,960	2	
Dodge	23,789	11,862	6,829	5,700	84	1,733	16	309	114	2,407	623	9,362	28	664	
Douglas	247,562	233,844	68,378	62,550	897	25,294	140	4,074	500	18,973	4,735	118,935	180	9,597	
Dundy	5,122	5,122	1,368	990	14	180	2	*	21	380	97	1,171	3	25	
Filmore	11,417	3,319	2,440	31	538	7	144	34	436	215	2,202	4	39	
Franklin	7,740	2,240	1,660	25	439	9	56	41	330	190	1,618	6	10	
Frontier	6,417	1,797	1,310	22	215	6	38	25	343	134	1,134	1	
Furnas	10,098	10,098	3,022	2,260	47	610	10	126	55	814	292	2,557	17	25	
Gage	29,588	10,883	8,023	6,500	96	1,958	19	421	100	1,924	622	8,176	16	313	
Garden	4,680	4,680	1,249	910	23	256	3	33	18	267	112	843	8	30	
Garfield	3,441	1,895	670	17	108	2	*	13	259	78	791	2	
Gosper	3,687	1,002	690	7	87	2	*	8	187	38	516	
Grant	1,327	1,327	260	11	147	2	*	8	486	39	679	
Greely	6,845	1,655	1,210	14	233	5	67	25	320	149	1,202	6	10	
Hall	27,533	19,130	7,823	6,780	105	2,246	12	377	94	2,618	596	11,611	29	734	
Hamilton	9,982	2,910	2,230	32	507	8	66	36	506	177	1,818	2	
Harlan	7,130	1,999	1,480	19	315	4	37	27	250	160	21,274	1	
Hayes	2,958	748	520	3	111	8	185	23	185	
Hitchcock	6,404	1,721	1,290	41	282	4	63	29	388	137	1,883	12	82	
Holt	16,552	2,532	4,228	3,080	40	713	9	105	61	851	335	3,628	12	82	
Hooker	1,253	331	220	6	52	*	4	*	86	837	1	
Howard	8,422	2,305	1,700	32	368	6	30	35	365	183	1,393	5	43	
Jefferson	15,532	6,304	4,503	3,620	54	991	10	188	65	1,118	320	4,403	7	146	
Johnson	8,692	2,468	1,830	34	326	9	79	33	492	189	1,651	5	34	
Keary	6,854	1,954	1,440	19	472	5	58	23	215	141	1,245	2	
Kelth	8,233	8,159	2,168	1,620	27	568	4	95	47	462	185	3,587	5	91	
Kelzabaha	3,235	791	600	14	77	1	*	6	122	43	268	
Kimball	3,913	3,913	1,062	13	264	3	59	19	486	102	1,345	4	40	
Knex	16,478	4,343	3,190	49	719	9	118	57	695	327	3,019	10	98	
Lancaster	100,585	81,984	29,129	25,900	333	8,805	53	1,751	252	8,065	1,787	44,144	65	3,353	
Linch	25,425	12,429	6,759	5,670	74	1,948	13	408	89	2,710	537	9,999	19	564	
Lokaut	1,742	453	330	6	116	1	*	8	78	39	380	
Loup	1,777	459	330	7	116	1	*	7	130	34	165	
McPherson	1,175	318	230	5	*	*	8	1487	
Madison	13,779	10,490	6,478	5,330	75	1,552	13	230	109	1,740	598	8,718	19	508	
Merrick	9,354	2,628	1,980	32	517	7	90	57	626	249	2,258	5	27	
Morrill	9,436	2,313	1,710	30	610	5	120	39	415	194	2,281	9	
Nance	7,653	1,930	1,440	15	397	5	47	25	366	140	1,378	5	31	
Nemaha	12,781	3,639	9,142	2,712	41	776	7	199	46	699	239	3,005	5	107	
Nuckolls	10,446	2,650	2,971	2,860	41	776	7	199	46	699	239	3,005	5	107	
Otoe	18,994	7,339	11,695	5,371	70	1,217	12	196	81	3,338	477	5,168	13	165	
Pawnee	8,514	2,360	1,730	22	379	6	112	38	423	165	1,580	2	
Perkins	5,197	1,360	980	20	345	5	64	20	657	116	1,677	1	
Phelps	8,452	3,360	2,512	1,990	50	649	6	102	40	886	201	2,960	5	75	
Pierre	10,211	2,703	1,980	26	338	4	68	40	727	217	2,196	6	33	
Platte	20,191	7,632	12,550	4,964	3,960	47	1,234	11	215	77	1,394	378	5,789	18	284
Polk	8,748	2,466	1,810	16	348	8	94	31	408	173	1,482	3	27	
Redwillow	11,951	6,212	3,298	2,730	44	1,008	10	176	54	1,500	302	5,232	14	200	
Richardson	19,178	6,146	5,297	4,190	54	1,142	12	256	61	1,483	397	5,489	16	250	
Rock	3,977	1,016	730	13	127	2	83	958	
Saline	15,010	3,028	4,698	3,580	41	847	11	173	66	884	360	3,606	11	82	
Sarpy	10,835	2,628	1,980	20	283	4	24	32	539	121	4,166	3	
Saunder	17,892	2,648	5,152	3,920	59	998	14	125	83	1,407	390	4,196	6	40	
Scotts Bluff	33,917	15,161	18,735	8,501	98	2,506	16	546	103	3,974	616	14,935	20	512	
Scotts Bluff	14,167	2,826	11,341	4,036	57	761	6	82	69	805	345	2,965	7	68	
Seaward	9,869	2,709	2,010	37	683	5	58	47	1,187	223	3,728	6	39	
Sheridan	7,764	2,020	1,480	18	305	6	134	24	202	144	1,200	3	27	
Stoux	4,901	1,036	720	7	82	1	*	10	140	39	298	

Stanton	6,887	1,858	1,350	14	259	3	36	17	199	99	955	2	...
Thayer	12,262	3,436	2,590	36	703	13	121	52	688	286	2,932	9	113
Thomas	1,553	434	320	5	85	1	*	12	50	48	338	2	...
Thurston	10,243	2,445	1,800	20	304	6	79	21	4219	160	1,811	3	31
Valley	8,163	2,307	1,710	15	345	6	67	26	396	150	1,720	3	33
Washington	3,289	3,197	2,390	29	504	6	72	30	589	170	2,291	4	40
Wayne	2,719	2,647	1,960	20	506	4	51	32	2,409	182	2,409	5	76
Webster	8,071	2,367	1,760	26	450	5	56	31	679	166	1,847	2	...
Wheeler	2,170	528	380	5	49	1	*	8	43	33	170
York	14,874	4,287	3,420	40	876	8	150	50	1,032	300	4,346
Total State	1,315,834	360,744	291,850	4,107	\$88,684	818	\$16,183	4,182	\$96,829	26,940	\$123,568	832	\$21,715

NEVADA

Population Families 110,247
Radio Homes 33,291

Radio Homes 31,620

County	POPULATION		Radio Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Churchill	5,317	5,317	1,562	1,530	10	\$429	3	368	21	\$598	85	\$2,596	1	\$890
Clark	16,414	8,422	4,829	4,430	37	2,081	8	370	85	2,056	395	9,959	16	...
Douglas	2,056	2,056	599	590	6	269	1	*	12	79	56	938
Elko	10,912	4,094	3,241	3,060	39	1,096	4	173	50	1,574	291	5,415	8	136
Esmoaida	1,554	1,554	620	610	6	116	1	*	10	94	43	886	1	...
Eureka	1,361	1,361	461	450	7	141	*	*	8	34	34	326	1	...
Humboldt	4,743	1,395	1,350	1,350	13	474	2	*	25	601	119	2,733	3	55
Lander	1,745	1,745	583	570	9	216	1	*	12	293	55	763	1	...
Lincoln	4,130	1,143	1,143	1,110	10	369	5	79	11	134	83	1,270	1	...
Lyon	4,076	4,076	1,201	1,170	17	237	2	*	19	233	93	1,141	2	...
Mineral	2,342	2,342	777	760	12	228	1	*	9	1127	50	772	1	...
Ormsby	3,209	3,209	1,380	1,350	21	553	2	*	20	515	127	2,026	6	53
Nye	2,713	2,713	935	910	7	515	3	86	11	125	60	1,578	5	75
Pershing	2,713	2,713	867	850	5	181	1	*	12	125	60	1,071	3	33
Storey	1,216	1,216	385	380	5	151	1	*	104	1,706	838	27,132	58	1,567
Washoe	32,476	26,635	10,025	9,410	109	4,084	14	*	22	1,345	190	6,173	5	66
White Pine	12,377	4,140	3,278	3,090	25	1,547	4	235	22
Total State	110,247	48,291	33,291	31,020	338	\$13,332	53	\$2,483	433	\$15,445	2,611	\$65,183	113	\$2,449

N. HAMPSHIRE

Population Families 491,524
Radio Homes 132,936

Radio Homes 121,630

County	POPULATION		Radio Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Belknap	24,328	13,484	6,741	6,160	111	\$2,918	11	\$246	84	\$2,006	477	\$9,842	33	\$541
Carroll	15,589	15,589	4,443	4,110	103	1,804	10	297	99	1,436	450	5,708	11	136
Cheshire	34,953	13,832	9,675	8,850	145	3,477	13	402	198	2,899	580	12,265	29	596
Cook	39,274	19,084	9,529	8,760	163	3,908	23	477	118	2,609	746	12,930	46	715
Grafton	44,043	12,161	12,201	11,240	157	4,637	26	841	207	4,319	880	18,461	40	1,125
Hillsborough	144,888	114,539	39,180	35,920	749	17,837	70	1,859	324	10,216	2,874	60,053	178	4,830
Merrimack	60,710	33,920	15,861	14,420	236	6,041	26	865	210	4,743	1,063	22,732	59	1,109
Rockingham	58,142	26,619	16,511	15,130	342	6,709	22	657	218	4,385	1,385	23,323	66	1,310
Stratford	43,558	33,138	11,827	10,630	220	5,052	17	432	110	3,354	820	17,809	74	1,241
Sullivan	25,442	17,448	6,968	6,410	88	2,434	10	271	60	2,183	408	9,404	30	663
Total State	491,524	283,225	132,936	121,630	2,314	\$54,817	228	\$5,907	1,538	\$38,150	9,639	\$192,529	566	\$12,266

NEW JERSEY

Population Families 4,160,778 1,098,284

Radio Homes 1,021,940

County	POPULATION		Radio		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Atlantic	124,066	100,420	34,769	32,230	892	\$16,836	80	\$2,708	330	\$6,598	3,084	\$64,401	251	\$6,008
Bergen	409,046	367,195	110,335	105,370	2,075	45,809	157	4,081	920	29,934	7,312	137,361	311	6,772
Burlington	97,013	23,997	24,793	22,740	508	8,885	36	823	266	6,626	1,875	27,004	77	843
Camden	255,727	204,523	67,542	62,610	1,471	29,109	127	2,569	476	17,817	4,930	89,005	245	4,562
Cape May	28,910	12,405	8,637	7,970	423	5,891	21	380	189	3,280	1,411	17,456	39	4,914
Essex	73,184	38,712	19,885	18,150	367	8,013	25	777	228	5,845	1,461	28,373	58	1,914
Gloucester	837,340	820,174	221,297	207,500	5,401	103,892	422	12,647	1,075	53,853	18,796	423,446	1,019	36,009
Hudson	72,219	29,334	19,519	17,900	330	5,451	26	600	237	18,380	1,379	18,380	50	506
Hunterdon	652,040	649,767	173,196	160,500	4,650	75,507	298	7,265	631	24,542	15,015	240,196	843	20,879
Mercer	36,766	7,064	29,702	10,430	194	3,019	14	266	149	2,190	751	11,364	23	322
Morris	197,318	135,902	61,416	48,520	1,204	23,229	76	2,452	374	14,822	4,535	89,873	259	8,100
Middlesex	217,077	173,867	53,995	50,000	1,374	22,727	66	2,699	491	15,054	4,700	80,633	255	7,342
Monmouth	161,238	83,955	77,283	40,400	1,006	21,663	84	1,413	494	14,165	4,031	76,194	175	4,094
Morris	125,732	56,051	69,681	31,681	622	13,924	47	1,413	361	19,620	2,354	45,693	111	2,101
Ocean	37,706	37,706	10,976	10,070	293	5,892	30	820	212	8,405	1,315	19,736	35	545
Passaic	309,353	293,639	82,919	77,700	2,198	38,291	130	3,548	504	19,100	7,251	140,862	465	16,394
Salem	47,374	15,106	11,296	10,100	212	3,579	10	364	143	3,301	774	14,223	41	542
Somerset	74,390	41,231	33,159	17,064	358	6,974	22	649	205	4,763	1,374	23,328	47	732
Sussex	29,632	6,543	8,115	7,380	150	2,883	11	257	129	3,133	737	12,595	25	333
Union	328,344	306,943	21,701	84,513	79,270	38,752	116	3,223	610	21,863	6,470	128,284	310	8,136
Warren	50,181	26,246	13,888	12,740	323	4,829	13	162	162	4,353	1,160	16,064	33	447
Total State	4,160,778	3,394,778	1,098,284	1,021,940	25,982	\$482,115	1,811	\$50,584	8,195	\$166,593	91,715	\$1,704,931	4,701	\$127,017

Family figures for Counties in this State are preliminary Census releases.

NEW MEXICO

Population Families 531,818 129,475

Radio Homes 78,910

County	POPULATION		Radio		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Bernalillo	69,291	35,449	18,079	13,650	392	\$5,168	22	\$1,166	182	\$6,045	1,220	\$27,188	55	\$1,912
Calton	4,881	4,881	1,313	660	39	216	11	257	90	2,508	479	9,220	8	282
Chaves	23,980	13,482	6,091	4,400	107	1,403	11	180	74	1,500	354	5,127	8	172
Cofax	18,718	7,607	4,634	3,630	63	1,054	7	498	76	1,745	418	8,803	3	258
Curry	18,159	10,805	4,809	3,320	72	1,301	2	8	17	745	81	780	8	119
De Bueck	3,725	3,725	834	480	16	143	3	118	17	1,118	412	5,483	3	146
Dona Ana	80,411	8,385	7,270	4,140	108	1,176	6	381	78	1,508	412	5,483	3	146
Eddy	24,311	11,187	6,059	3,600	53	1,445	8	257	78	2,601	377	8,519	13	211
Grant	20,050	5,044	4,890	3,910	62	1,291	3	163	49	1,218	263	5,116	8	179
Guadalupe	8,616	8,616	1,908	1,020	31	229	5	90	44	489	139	1,563
Harding	4,374	4,374	1,057	520	9	67	2	26	16	1,160	72	702
Hidalgo	4,821	1,720	1,246	670	19	449	2	4	41	703	111	1,709
Lea	21,154	10,619	6,161	3,000	61	1,628	13	285	45	2,944	392	8,752	10	172
Lincoln	8,557	2,119	2,119	1,150	48	232	6	75	38	509	179	1,438
Luna	6,457	3,608	1,687	1,290	22	375	4	196	49	836	150	2,294
McKinley	23,641	7,941	16,600	5,318	3,330	936	4	196	60	2,316	303	6,336	8	257
Mora	10,981	10,981	2,369	1,640	42	120	2	113	9	49	109	633
Otero	8,950	8,950	2,638	1,638	59	658	4	213	63	1,218	255	3,614	6	124
Quay	12,111	6,194	3,212	2,000	45	769	7	362	41	734	307	2,364
Rio Arriba	25,352	25,352	5,499	2,780	74	426	2	113	26	372	194	1,761
Roosevelt	14,549	5,104	3,628	2,050	53	682	9	124	38	921	222	3,152
Total State	531,818	339,475	129,475	78,910	2,598	\$48,215	1,811	\$50,584	8,195	\$166,593	91,715	\$1,704,931	4,701	\$127,017

Sandoval	13,898	3,082	1,620	51	220	4	31	14	78	134	876
San Juan	17,115	3,750	1,800	40	499	4	67	21	493	169	2,127
San Miguel	27,910	15,548	6,330	129	1,179	6	174	49	1,123	334	4,482
Santa Fe	30,826	7,389	4,080	100	2,310	5	342	59	2,295	369	5,045
Sierra	6,962	2,940	1,908	27	354	3	86	36	234	169	1,221
Socorro	11,422	3,712	1,440	46	358	3	68	45	469	173	1,620
Taos	18,528	4,109	2,030	67	419	3	74	31	376	255	1,796
Torrance	11,020	2,628	1,340	32	201	3	35	44	350	173	1,291
Union	9,095	5,907	2,354	50	519	5	43	31	372	189	572
Valencia	20,245	3,038	1,207	58	366	6	43	53	544	235	2,422
Total State	531,818	176,401	85,417	129,475	78,910	1,931	\$26,211	1,567	\$35,995	8,229	\$132,117

NEW YORK
 Population
 Families
 Radio Homes
 13,497,142
 3,663,373
 80,229
 3,405,680

County	POPULATION		Rural	Radio		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban		Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Albany	221,315	172,634	33,681	62,811	1,379	\$25,539	94	\$2,663	443	\$16,736	5,286	\$124,044	280	\$12,136	
Allegany	39,681	5,942	33,739	11,190	9,990	150	3,041	19	325	11	740	31	375		
Bronx	1,394,711	1,394,711	—	378,883	360,000	8,967	157,538	611	10,246	628	29,285	395,649	1,398	34,224	
Broome	165,749	114,050	51,699	43,651	40,050	8,647	16,343	42	1,994	388	13,028	68,342	156	5,176	
Cattaraugus	72,652	32,723	39,929	19,941	18,020	294	6,544	35	1,880	214	6,319	1,331	70	1,800	
Cayuga	65,808	35,753	29,755	18,079	16,300	336	6,263	22	665	199	4,478	1,406	24,615	84	1,707
Chemung	123,880	73,812	47,768	35,942	32,600	631	11,520	43	1,184	342	9,189	2,354	127	2,964	
Chemung	73,718	52,805	21,213	20,461	18,750	369	7,898	32	980	200	6,963	33,917	46	3,357	
Chenango	30,454	8,694	27,760	10,397	9,150	144	3,270	17	258	171	3,248	1,958	41	462	
Clinton	54,009	21,181	32,825	12,007	10,630	195	4,003	14	288	189	3,466	891	35	844	
Columbia	41,494	11,817	29,677	11,753	10,600	235	3,960	15	268	203	3,017	16,442	51	669	
Cortland	33,668	18,809	14,869	8,710	153	3,411	13	378	114	2,977	771	15,262	25	381	
Delaware	40,989	6,709	34,280	11,446	10,210	179	3,183	22	382	216	4,410	966	16,964	73	883
Dutchess	120,542	56,477	64,065	28,195	25,910	579	15,035	50	1,444	325	9,911	2,440	52,783	122	3,040
Erie	798,377	666,868	131,509	208,822	193,600	4,447	81,663	339	9,343	1,367	52,845	15,911	327,306	759	28,428
Essex	34,178	8,404	25,774	8,822	7,750	135	3,542	19	381	167	3,214	791	12,126	36	589
Franklin	44,286	19,496	24,790	11,186	9,960	212	4,121	19	424	182	1,035	16,080	61	937	
Fulton	48,597	34,153	14,444	14,645	13,380	225	5,282	20	502	144	4,192	1,054	20,056	64	1,425
Genesee	44,841	21,800	22,801	11,827	10,670	151	8,483	14	443	154	4,127	797	16,426	37	958
Greene	27,926	5,429	22,497	8,192	7,350	191	2,771	19	298	159	2,086	808	17	297	
Hamilton	41,188	393	40,795	11,991	1,090	29	3,903	4	20	44	1,279	216	1	459	
Herkimer	59,927	38,485	21,042	16,399	14,700	270	5,135	28	467	212	4,136	1,818	61	930	
Herkimer	84,063	37,692	46,371	23,160	20,900	416	7,483	20	814	309	6,987	2,052	92	2,478	
Kings	2,698,253	2,698,253	—	711,694	668,500	18,804	289,634	1,487	22,016	1,306	67,129	57,015	8,721	83,017	
Lewis	22,815	8,576	10,237	5,942	5,240	97	1,433	16	94	82	1,396	479	14	304	
Livingston	38,510	8,506	30,004	9,643	8,550	151	2,708	10	294	171	3,497	802	34	340	
Madison	39,598	14,441	25,157	11,363	10,150	174	3,126	18	445	154	4,231	884	30	511	
Monroe	438,230	363,376	74,954	121,375	113,160	2,060	47,790	161	6,133	848	36,071	859	518	18,702	
Montgomery	59,142	38,676	20,466	16,848	14,900	325	6,331	29	737	145	3,560	1,291	72	1,669	
Nassau	406,748	195,750	210,998	108,187	101,650	1,870	58,473	295	5,827	1,080	39,977	8,608	471	10,311	
New York	1,889,924	1,889,924	—	545,870	502,500	12,240	237,996	1,126	41,895	546	64,072	66,500	6,083	324,422	
Niagara	160,110	122,662	37,448	42,094	38,400	748	16,181	60	1,897	334	12,054	3,092	170	4,215	
Oneida	203,630	145,038	58,593	48,630	49,890	19,411	19,411	75	1,693	480	13,060	4,288	271	6,721	
Onondaga	295,108	225,928	70,080	80,496	74,200	1,209	30,640	137	3,813	616	23,100	5,289	251	12,449	
Ontonagon	55,397	23,720	31,677	14,807	13,880	212	5,067	76	476	178	4,343	1,107	70	1,177	
Orange	140,113	77,120	62,993	37,219	34,030	760	16,193	107	1,720	422	13,560	3,369	191	4,210	
Orleans	27,760	10,431	17,329	7,996	7,120	118	2,225	11	165	94	1,637	569	28	450	
Oswego	71,275	35,324	35,951	19,528	17,600	319	5,426	34	565	211	4,592	1,387	60	1,132	
Oswego	46,082	13,506	31,762	13,506	12,100	207	4,267	18	481	193	3,837	1,077	48	808	
Putnam	16,555	—	16,555	4,430	4,050	90	2,286	9	230	73	1,376	432	5	—	

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Queens	1,207,634	1,207,634	371,728	352,500	6,934	160,552	698	13,044	1,164	56,798	24,030	473,140	1,200	33,082
Rensselaer	121,834	85,351	33,583	30,400	694	12,232	43	1,192	302	8,493	3,900	46,020	144	4,489
Richmond	174,841	174,841	43,183	40,950	1,010	18,950	86	1,602	228	8,554	3,416	54,170	168	2,623
St. Lawrence	74,361	21,724	16,564	15,310	315	7,321	33	3,000	194	5,210	1,534	24,563	75	1,363
Saratoga	65,006	39,991	22,927	20,300	422	7,262	30	666	335	6,520	1,846	28,728	74	1,608
Schenectady	122,494	95,509	34,828	32,300	371	6,449	27	713	233	4,103	1,556	21,619	58	4,656
Schoharie	20,812	2,617	18,150	16,590	570	13,741	48	1,667	273	9,842	2,488	53,677	158	4,656
Schoharie	12,979	2,913	10,066	9,400	82	1,590	11	1,164	102	1,783	401	6,645	10	1,139
Seneca	25,732	10,462	6,056	5,420	73	1,006	4	64	68	936	307	3,568	7	144
Steuben	84,927	39,107	23,069	20,810	344	7,181	36	1,832	80	1,516	477	5,804	18	216
Suffolk	197,355	34,424	47,437	43,700	1,064	27,330	101	2,441	821	19,608	4,793	98,394	238	3,642
Sullivan	37,901	7,525	10,801	9,700	383	5,762	39	640	286	4,246	1,396	19,392	29	662
Tioga	27,072	10,518	7,860	6,950	105	2,069	14	168	108	1,488	543	8,301	27	394
Tompkins	42,340	19,730	12,224	11,052	175	4,880	13	517	130	3,651	749	18,691	44	1,195
Ulster	87,017	36,505	24,676	22,350	513	9,308	46	862	342	6,451	2,060	32,924	76	1,743
Warren	36,035	18,838	10,416	9,500	173	4,250	23	609	140	3,962	884	20,414	43	1,635
Washington	46,720	18,298	12,363	11,050	241	3,583	24	415	151	1,931	910	11,461	34	500
Wayne	126,218	63,629	16,043	13,400	184	3,085	20	350	154	3,872	1,000	10,347	40	460
Westchester	573,558	478,921	147,509	139,500	2,675	87,808	298	8,826	1,153	52,369	13,074	290,636	853	20,194
Wyoming	31,394	8,002	8,229	7,310	132	2,193	10	208	85	2,176	578	8,975	29	305
Yates	16,381	5,308	4,958	4,380	65	1,269	6	89	55	921	259	4,668	11	188
Total State	13,479,142	11,165,893	2,313,249	3,663,373	105,980	77,358	6,620	\$159,637	20,106	\$706,875	302,323	\$6,243,699	19,169	\$656,428

Family figures for Counties in this State are preliminary Census releases.

N. CAROLINA

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Alamance	57,427	16,537	13,024	7,410	176	\$3,130	20	\$582	184	\$4,436	802	\$14,894	39	\$967
Alexander	13,454	2,890	1,340	93	4	62	24	453	155	1,206	2
Alleghany	8,341	1,988	860	32	1	34	273	157	647
Anson	28,443	3,587	5,077	2,900	73	\$14	5	80	68	996	284	3,644	7	145
Ashe	22,064	4,868	2,120	74	111	2	37	466	313	1,333	4	27
Avery	13,561	2,764	1,280	39	98	1	25	192	141	572
Beaufort	36,431	8,569	18,040	14,360	180	4,436	11	182	104	1,214	595	5,917	16	311
Bertie	26,201	5,353	2,450	66	384	5	59	78	968	270	2,662	7	47
Bladen	27,156	2,580	1,518	63	518	5	72	66	909	259	2,940	9	95
Brunswick	17,125	3,673	1,760	85	372	2	51	398	232	1,218	1
Buncombe	108,755	51,310	26,375	17,550	372	6,934	43	1,388	225	6,936	1,530	32,476	59	2,349
Burke	38,615	10,285	7,783	4,130	152	1,326	7	197	63	1,418	456	5,736	16	347
Cabarrus	50,393	15,572	13,176	7,400	200	3,257	15	517	154	3,935	747	14,695	29	549
Caldwell	35,795	7,598	8,197	4,120	135	1,199	7	193	86	1,780	391	6,765	10	394
Camden	5,440	1,271	580	42	136	1	10	55	73	211	1
Carroll	18,284	4,261	2,470	95	1,084	4	154	47	625	311	3,183	8	164
Caswell	20,032	6,967	3,016	1,700	21	170	58	195	136	1,052	1
Catawba	51,633	18,894	11,709	6,340	149	2,031	15	319	143	3,097	504	10,703	20	518
Chatham	24,726	5,368	2,470	511	5	63	82	1,242	274	7,832	5	45
Cherokee	18,813	1,880	870	58	366	3	79	33	639	225	1,789	5	9
Chowan	11,572	3,835	2,539	1,390	42	423	3	66	22	381	161	1,684	7	92
Clay	6,405	1,401	620	21	36	6	29	64	177
Cleveland	58,055	20,584	37,471	12,474	6,810	142	12	284	118	2,373	561	9,490	6	123
Columbus	45,063	3,011	42,062	9,798	89	1,084	10	185	175	1,979	474	6,674	14	345
Craven	31,298	11,815	19,483	7,367	4,320	1,304	10	212	103	1,592	529	6,310	23	599
Cumberland	59,320	17,428	11,960	6,440	157	2,051	9	340	137	2,663	621	10,740	22	883

Population Families 3,571,623 438,960
789,659

Currenuck	6,709	1,663	770	28	110	1	29	135	112	505
Dave	6,041	1,454	780	53	258	1	24	169	151	827
Davidson	53,377	12,029	6,950	138	2,234	8	154	2,681	566	8,547	374
Davie	14,909	3,320	1,550	42	284	3	61	565	207	1,730	2
Duplin	39,739	8,683	3,979	154	878	133	94	1,050	504	7,991	7
Durham	80,244	18,898	15,000	321	4,682	29	1,029	1,186	27,823	2,309	68
Edgecombe	49,162	19,126	8,840	194	2,080	12	185	1,606	1,550	9,233	25
Forsyth	128,475	79,815	48,660	30,833	6,242	40	1,254	2,777	35,265	107	8,796
Franklin	30,382	6,522	2,960	89	611	7	128	831	1,832	2,803	11
Gaston	66,070	19,529	11,330	295	4,642	25	570	1,592	1,930	16,552	31
Gates	10,060	2,124	940	36	176	2	24	1135	93	671
Graham	6,418	1,316	510	16	21	2	6	66	371
Granville	29,344	3,991	3,060	80	713	6	167	1,049	297	3,799	10
Greene	18,548	3,556	1,540	32	193	2	54	1,233	138	1,516	3
Guilford	153,916	36,542	26,750	476	9,019	51	1,863	11,769	2,088	48,105	120
Halifax	56,512	11,446	5,620	192	2,166	17	319	1,011	706	9,075	23
Harnett	44,239	9,205	4,500	114	1,159	10	253	1,737	483	5,830	10
Haywood	26,804	7,977	2,682	96	797	9	248	1,067	400	5,727	12
Henderson	38,040	6,363	3,410	66	1,232	8	83	1,713	316	5,697	13
Hertford	19,352	4,024	1,850	61	654	6	69	876	205	2,626	5
Hoke	14,937	2,900	1,290	24	244	2	31	1,256	107	1,401	2
Hyde	7,860	1,720	800	54	107	2	16	106	142	451
Iredell	50,824	18,122	6,530	173	1,732	12	300	2,457	755	8,929	16
Jackson	19,366	4,008	1,850	41	1,250	2	31	611	185	2,166	6
Johnston	63,798	3,678	60,120	132	1,152	20	262	175	2,020	670	18
Jones	10,926	2,185	980	38	210	1	22	261	91	637
Lee	18,743	4,960	13,783	47	835	8	168	68	1,183	241	228
Lenoir	41,211	16,388	8,860	136	1,388	11	332	107	2,057	497	16
Lincoln	24,187	4,525	2,600	74	1,609	9	130	69	1,141	352	49
McDowell	22,996	5,015	2,510	54	685	7	98	68	963	259	6
Macon	15,880	3,489	1,610	65	336	3	73	24	562	139	12
Madison	22,522	4,846	2,130	67	227	4	57	52	1,370	298
Martin	26,111	3,966	2,145	59	491	4	106	88	1,169	341	10
Mecklenburg	151,824	100,899	50,927	461	9,030	58	2,138	285	12,034	1,929	3,788
Mitchell	15,980	3,392	1,540	38	121	3	45	19	493	174
Montgomery	16,280	3,593	1,710	51	532	6	60	41	833	243	16
Moore	30,969	3,225	3,440	70	1,263	11	207	90	1,360	376	23
Nash	55,608	14,018	6,250	150	2,013	15	466	126	1,869	530	93
New Hanover	47,935	33,407	14,528	265	3,086	15	779	120	3,332	948	1,280
Northampton	28,290	28,299	5,622	57	334	6	51	58	1,236	233	1
Onslow	17,939	3,777	1,720	90	508	3	84	37	1,313	223
Orange	23,072	3,054	2,730	64	870	7	150	60	1,152	270	8
Pamlico	9,706	2,170	1,060	49	230	1	122	93	480
Pasquotank	20,568	11,564	4,867	130	1,279	4	118	53	1,334	361	18
Pender	17,710	3,754	1,730	60	357	2	47	1,386	179	5,265
Perquimans	9,773	2,269	1,040	45	270	2	34	47	1,352	2
Person	25,029	4,599	2,430	63	633	5	132	57	856	255	9
Pitt	11,944	15,654	4,559	150	1,806	14	270	187	3,133	681	167
Polk	11,874	2,679	6,540	150	1,806	14	270	187	3,133	681	502
Randolph	44,554	6,981	27,573	129	272	2	70	90	1,123	135
Richmond	38,810	8,768	3,094	100	1,157	10	204	130	2,167	538	11
Robeson	76,860	5,803	4,300	100	1,377	6	137	59	1,295	328	11
Rockingham	57,898	15,741	7,490	149	2,045	16	386	232	3,105	783	18
Rowan	32,109	47,511	13,923	197	2,580	17	388	184	2,888	824	41
Rutherford	45,377	36,590	9,981	192	3,466	17	620	187	4,404	942	38
Sampson	47,440	3,557	4,383	104	1,298	10	193	144	1,935	567	224
Scotland	23,232	5,685	9,766	159	1,083	9	163	112	1,767	537	174
Stanly	32,834	4,060	28,774	66	828	9	117	61	837	259	8
Stokes	22,656	4,838	3,860	94	1,058	7	215	67	2,045	420	14
Surry	41,783	9,020	32,763	61	237	2	284	46	1,225	250	1
			4,670	161	1,333	11		100	1,927	565	14

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL		
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Swain	12,177	12,177	2,505	1,170	36	204	2	154	15	830	1	
Transylvania	12,241	3,061	2,663	1,320	31	429	3	231	14	1,903	2	
Tyrell	5,556	1,210	1,210	570	28	99	2	80	10	439	1	
Union	39,097	6,475	8,508	4,200	140	902	9	1,360	85	5,199	10	164	
Vance	29,961	7,647	6,394	3,350	111	1,101	9	222	76	1,637	16	346	
Wake	109,544	46,897	24,330	14,950	379	4,855	45	1,508	266	8,795	75	3,472	
Warren	23,145	13,145	4,532	2,060	73	472	4	243	55	2,354	7	64	
Washington	12,823	12,823	2,604	1,260	58	332	3	182	28	1,362	6	70	
Wayne	18,114	18,114	3,846	1,730	39	292	3	61	43	1,958	2	
Watauga	58,328	20,202	12,019	6,860	161	1,862	16	321	203	3,011	707	647	
Wilkes	43,002	4,478	38,522	4,260	149	729	6	144	87	1,575	29	230	
Wilson	50,219	19,234	11,061	6,180	149	1,633	16	378	132	2,545	32	675	
Yadkin	20,657	20,657	4,542	2,090	53	255	1	53	1282	211		
Yancey	17,202	17,202	3,583	1,620	48	110	2	230	27	1,295	1	
Total State	3,571,623	974,175	789,659	438,960	11,319	\$129,453	915	\$24,071	8,781	\$172,184	44,328	\$675,361	
												1,490	\$40,299

N. DAKOTA
 Population Families
 641,935 152,043
 Radio Homes
 118,080

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Adams	4,664	4,664	1,149	830	11	\$213	3	\$29	17	\$335	93	\$1,022
Barnes	17,814	5,917	11,897	3,550	62	950	8	143	72	1,237	355	4,872
Benson	12,629	2,828	2,050	37	498	6	65	32	1,191	177	1,734
Billings	2,531	562	410	8	61	2	17	102
Bottineau	13,253	3,351	2,440	46	489	7	98	46	617	263	2,628
Bowman	3,860	1,033	750	11	231	4	54	24	338	107	1,107
Burke	7,653	1,989	1,450	34	334	6	52	28	369	181	1,199
Burneigh	92,736	15,496	5,472	4,750	59	1,580	7	391	58	2,704	329	9,639
Cass	52,849	32,580	13,222	12,400	168	3,850	20	694	134	5,967	944	25,513
Cavalier	13,923	3,118	2,280	37	476	8	100	46	619	258	2,492
Dietz	9,696	2,378	1,740	35	584	4	70	35	544	180	2,085
Divide	7,086	1,878	1,460	19	305	4	45	25	214	137	1,971
Dunn	8,376	1,814	1,240	21	241	5	18	16	172	111	739
Eddy	5,741	1,363	990	13	284	4	48	23	478	111	1,564
Emmons	11,699	2,208	1,630	21	387	3	24	28	287	115	368
Foster	5,824	1,394	1,020	23	373	2	28	28	493	135	1,596
Golden Valley	3,498	890	630	15	276	3	22	16	223	80	895
Grand Forks	34,518	20,228	14,290	7,290	104	2,185	12	401	77	3,878	571	14,355
Grant	8,264	1,802	1,310	18	213	3	19	98	1,150	98	793
Grainger	5,818	1,410	1,030	19	210	3	36	20	192	105	1,136
Hettinger	7,457	1,622	1,180	20	369	2	23	393	117	1,468	3
La Moure	6,692	1,507	1,100	16	142	1	31	258	108	909
Logan	7,561	2,388	1,730	29	352	4	45	38	413	183	1,635
McHenry	14,034	3,355	2,460	51	605	7	97	97	4206	100	845
McIntosh	8,984	1,995	1,460	11	69	3	26	27	271	124	1,194
McKenzie	8,426	2,179	1,590	20	336	3	69	25	290	113	1,052
McLean	16,082	3,800	2,780	41	535	6	81	32	554	253	2,294
Mencer	9,611	2,075	1,480	13	123	3	44	28	146	123	1,393
Morton	13,499	6,685	4,482	3,520	52	948	7	186	28	1,112	320	4,578
Montreal	20,184	2,679	1,960	37	460	5	79	41	602	203	1,905
Nelson	10,482	2,185	1,610	22	250	6	89	38	427	193	1,761
Oliver	9,129	824	600	8	48	1	5	23	20	231
Pembina	15,671	3,625	2,650	57	657	9	129	65	837	331	3,316
Pierce	9,205	1,993	1,460	15	289	2	29	491	130	1,903

Ramsey	15,020	6,204	9,422	8,714	2,970	48	1,030	6	149	57	1,474	308	5,794	9	179
Ransom	10,061	10,061	2,440	1,770	33	531	6	68	33	595	187	2,362	6	83
Renville	5,533	5,533	1,461	1,060	10	296	2	25	290	108	1,023	1
Richland	20,510	3,747	16,772	4,807	3,730	55	913	10	139	65	1,590	366	5,627	8	205
Rolette	12,543	12,543	2,063	1,950	25	338	4	72	32	630	149	1,994	1
Sarsent	8,093	8,093	2,120	1,540	27	230	4	29	28	1,196	157	1,219
Sheridan	6,016	6,016	1,484	1,090	16	112	2	*	18	6	117	748
Stump	4,419	4,419	942	680	8	124	47	47	525
Stark	2,932	2,932	740	550	10	69	4	30	31	149
Steele	15,414	5,839	9,575	3,396	2,700	29	759	6	143	35	1,025	207	3,960	6	157
Stevens	6,193	6,193	1,425	1,040	12	200	3	21	19	214	107	853
Stultman	23,495	8,790	14,705	5,166	4,150	56	1,139	8	158	78	1,861	373	6,418	12	475
Towner	7,200	7,200	1,753	1,300	19	309	5	63	28	389	160	1,669
Trail	12,300	12,300	2,897	2,100	35	502	7	84	38	692	249	3,209	4
Walsh	20,747	4,070	16,677	4,555	3,450	47	790	9	150	56	1,039	331	5,032	46	62
Ward	31,981	16,577	15,404	8,139	6,800	103	2,187	11	508	107	3,090	647	11,920	83	798
Wells	11,198	11,198	2,682	1,960	31	451	8	76	48	550	227	2,436	4	96
Williams	16,315	5,700	10,525	4,307	3,350	53	866	5	129	57	1,391	340	5,007	9	138
Total State	641,935	131,923	510,012	152,043	118,080	1,786	29,815	266	55,243	1,992	\$41,450	11,049	\$162,780	294	\$7,079

OHIO

Population Families Radio Homes AUTOMOTIVE RETAIL—SERVICE APPAREL

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Adams	21,705	84,568	21,638	6,281	3,380	78	928	8	96	79	1,038	423	3,903	11	124
Allen	73,303	47,797	17,449	4,613	4,190	59	782	5	64	84	1,013	304	3,187	5	34
Ashland	20,785	12,453	16,923	7,243	6,320	105	1,621	12	316	91	2,116	482	6,968	20	266
Ashland	68,674	34,931	24,985	26,652	24,630	469	9,284	32	1,175	204	6,220	1,728	35,536	87	2,617
Athens	46,168	15,911	34,109	9,736	8,890	167	2,158	14	206	113	1,863	623	7,303	10	44
Austaiac	28,097	10,757	17,280	7,394	6,150	103	1,634	10	144	95	1,639	516	7,742	21	344
Belmont	95,014	45,225	50,350	24,987	22,900	485	7,240	26	507	210	3,999	1,719	21,387	27	242
Brown	21,638	84,568	21,638	6,281	3,380	78	928	8	96	79	1,038	423	3,903	11	124
Butler	120,249	3,922	13,537	32,303	30,130	521	11,077	37	1,361	217	7,560	2,014	41,878	116	2,860
Carroll	25,258	8,335	16,923	7,243	6,320	105	1,621	12	316	91	2,116	482	6,968	20	266
Champaign	95,647	70,662	34,109	26,652	24,630	469	9,284	32	1,175	204	6,220	1,728	35,536	87	2,617
Clark	34,109	5,971	34,109	9,736	8,890	167	2,158	14	206	113	1,863	623	7,303	10	44
Clermont	22,574	5,971	16,603	6,823	6,150	103	1,634	10	144	95	1,639	516	7,742	21	344
Columbiana	90,121	54,717	35,404	24,534	22,670	396	8,427	39	1,011	303	7,117	1,870	31,067	114	2,002
Coshocton	35,571	11,509	10,885	8,734	7,870	146	2,121	9	237	91	1,887	584	8,507	20	584
Crawford	1,217,250	1,183,490	33,760	336,569	316,370	6,316	195,562	600	19,692	2,015	84,461	24,211	565,343	1,071	35,602
Cuyahoga	38,831	7,745	31,086	11,143	9,950	138	2,287	14	350	141	2,439	798	10,718	25	467
Deleware	26,307	12,293	12,074	6,864	6,130	86	1,709	19	165	94	2,071	490	7,386	21	293
Delaware	26,780	8,944	17,836	7,449	6,670	99	1,536	7	*	114	1,859	517	7,320	22	394
Erie	43,201	24,874	18,327	11,901	10,980	180	3,835	24	667	119	3,370	964	16,811	51	941
Fairfield	48,490	21,940	26,550	13,252	12,100	185	3,389	16	362	144	2,967	794	13,135	30	829
Fayette	21,385	9,402	11,983	6,073	5,420	91	1,511	7	139	60	1,699	391	7,369	12
Franklin	388,712	330,208	58,444	105,700	98,300	1,023	38,847	220	6,662	821	35,058	7,025	186,311	279	16,361
Fulton	23,626	3,016	20,610	6,796	6,110	76	1,544	9	168	97	2,477	468	7,407	13	184
Gallia	24,930	7,832	17,098	6,037	5,350	77	1,000	8	63	62	1,172	310	4,514	10	227
Geauga	19,430	19,430	5,152	4,640	47	1,116	6	100	72	1,192	306	4,546	3	34
Greene	35,863	13,182	22,681	9,784	8,920	115	2,441	11	307	91	1,972	502	9,377	17	389
Guernsey	38,822	15,044	23,778	10,989	9,940	181	2,488	10	250	138	2,090	709	9,427	26	657
Hamilton	821,987	544,766	77,221	180,836	168,360	3,129	68,635	361	10,165	1,013	43,897	12,138	299,853	664	30,933
Hancock	40,793	22,361	18,432	11,859	10,750	145	3,110	10	329	126	2,943	732	12,905	40	906
Hardin	27,061	7,593	19,468	7,966	7,150	101	1,793	12	226	94	1,603	587	6,898	31	369

County	POPULATION		Radio Homes		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Harrison	20,313	17,505	5,527	5,030	73	1,177	8	66	65	873	343	3,046	10	873	
Henderson	22,756	17,931	6,326	5,670	63	1,341	9	161	96	1,684	418	6,090	16	246	
Highland	27,009	8,941	7,980	7,110	126	1,949	8	177	97	1,478	548	7,632	24	442	
Hocking	21,804	6,177	5,327	5,180	72	1,264	5	122	73	1,184	321	4,395	11	229	
Hobbes	17,876	4,521	4,521	4,070	32	581	4	83	45	654	294	3,708	5	72	
Huron	18,005	18,795	9,925	9,060	126	2,336	13	321	135	2,953	763	11,077	37	644	
Jackson	27,004	11,972	7,977	6,200	106	1,791	9	142	69	1,718	436	6,598	17	231	
Jefferson	98,129	60,269	24,570	22,800	460	8,729	31	1,124	203	6,093	1,768	34,040	78	2,480	
Knox	31,024	10,122	9,188	8,340	103	2,005	8	251	114	2,367	556	9,706	20	364	
Lake	50,020	24,282	23,738	12,390	180	2,414	8	202	192	2,166	637	18,408	37	606	
Lawrence	46,705	15,851	11,422	10,350	275	5,116	19	550	193	4,414	1,098	20,043	44	1,231	
Licking	62,279	31,487	18,298	16,720	275	2,104	13	115	114	2,107	657	8,927	23	349	
Logan	29,624	9,808	8,628	7,890	133	10,552	33	1,135	208	7,903	2,047	39,348	107	2,518	
Lorain	112,390	78,975	30,195	27,630	485	10,552	33	1,135	208	7,903	2,047	155,392	255	10,460	
Lucas	344,333	287,032	57,301	89,420	1,335	34,131	154	138	73	1,591	375	6,033	13	167	
Madison	17,114	4,697	5,446	4,910	72	1,628	7	138	73	1,591	375	6,033	13	167	
Mahoning	240,251	197,050	50,039	55,080	941	22,140	82	2,423	472	19,523	3,714	97,399	161	7,055	
Marietta	44,888	30,817	12,708	11,690	177	3,588	16	465	128	3,006	734	14,759	41	1,040	
Meigs	83,034	10,854	8,490	8,490	127	2,414	10	293	132	3,779	630	11,367	14	337	
Morgan	24,104	6,937	6,705	5,980	109	1,278	8	135	67	1,377	391	5,141	11	178	
Mercer	26,256	4,841	6,637	5,930	81	1,313	9	133	92	1,717	522	7,107	19	343	
Miami	52,632	24,007	15,085	13,790	203	4,306	16	584	150	4,107	914	17,761	43	772	
Monroe	18,641	4,902	4,300	4,300	64	680	3	23	43	2,254	271	2,254	10	720	
Montgomery	295,480	18,641	81,944	70,210	1,181	28,394	107	4,503	560	22,398	5,143	129,680	192	9,222	
Morgan	14,227	14,227	3,975	3,500	40	397	5	51	51	508	216	2,457	6	55	
Morrow	15,646	15,646	4,560	4,070	42	682	3	38	52	735	210	2,682	4	23	
Muskingum	37,500	32,295	19,769	18,300	312	5,723	26	879	192	5,065	1,240	24,697	53	1,746	
Noble	14,587	14,587	3,610	3,610	43	479	2	*	44	538	257	2,000	8	71	
Ottawa	24,360	19,356	6,887	6,330	100	2,048	8	139	100	2,013	510	7,083	19	214	
Paulding	15,527	15,527	4,408	3,980	63	836	8	81	64	1,308	323	3,425	11	68	
Perry	31,087	6,939	24,148	8,349	7,620	1,908	8	151	89	1,716	479	6,051	10	80	
Pickaway	27,889	7,982	10,907	6,180	100	1,431	7	138	70	1,447	442	5,732	14	213	
Pike	16,113	16,113	3,900	3,500	79	689	3	29	40	550	251	2,152	4	21	
Portage	46,660	17,110	12,706	11,700	149	3,510	10	315	142	3,525	789	15,282	23	321	
Preble	33,229	20,541	12,006	6,080	91	1,450	8	107	86	1,546	530	6,324	11	102	
Putnam	25,016	25,016	6,761	5,920	92	1,104	13	111	97	1,442	524	5,772	17	144	
Richland	73,853	43,797	30,066	10,991	6,628	6,186	26	801	170	5,614	1,293	28,730	66	1,898	
Ross	62,147	20,129	32,018	13,076	11,850	3,343	18	511	109	3,105	855	13,878	28	689	
Sandusky	41,014	20,478	20,536	11,778	10,660	3,108	14	361	132	3,368	855	13,878	28	689	
Scioto	86,566	46,490	40,075	21,620	19,990	5,823	26	677	186	4,012	1,000	16,464	49	1,880	
Seneca	48,499	27,422	21,077	13,173	12,100	3,815	21	143	148	3,265	473	10,000	58	1,870	
Shelby	26,071	9,790	16,281	7,015	6,320	1,840	10	188	83	1,788	420	7,112	21	301	
Stark	165,380	69,507	61,924	57,590	919	21,812	76	2,622	572	18,514	4,760	92,205	194	7,333	
Summit	234,405	192,817	46,588	91,343	1,369	34,153	140	4,566	739	26,033	6,070	140,091	186	7,490	
Tuscarawas	132,315	76,320	55,995	31,140	463	11,181	40	1,146	334	8,219	2,092	33,555	92	2,901	
Union	68,816	31,816	18,700	16,700	284	5,478	26	537	233	5,084	1,344	20,971	67	1,261	
Van Wert	26,759	14,972	5,567	4,980	74	1,107	7	100	82	1,386	375	6,005	8	—	
Vinton	11,887	11,887	7,885	6,800	90	1,741	9	170	85	1,811	484	7,007	16	284	
Warren	29,804	21,463	2,958	2,060	39	394	2	27	27	270	144	1,279	3	39	
Washington	43,583	28,994	12,165	7,440	113	2,012	10	193	97	1,687	500	7,672	14	183	
Wayne	60,520	18,797	13,280	11,050	155	2,379	12	307	142	2,705	699	10,843	30	489	
Williams	25,510	9,107	6,860	6,200	93	3,219	19	459	168	4,368	1,019	16,906	33	691	
Wood	51,796	13,263	14,604	13,380	202	3,700	23	196	108	2,076	626	8,550	26	288	
Wyandot	10,218	6,891	5,437	4,850	70	1,108	8	151	78	1,554	1,884	13,150	14	162	
Wyandot	10,218	6,891	5,437	4,850	70	1,108	8	151	78	1,554	1,884	13,150	14	162	
Total State	6,907,612	4,612,986	2,294,626	1,894,897	17,438,870	29,612	\$609,065	2,825	\$83,003	16,475	\$494,863	1,272,15	\$2,616,387	5,431	\$171,820

Family figures for Counties in this State are preliminary Census releases.

OKLAHOMA

Population Families

2,336,434 609,094

Radio Homes

450,390

County	POPULATION			Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Adair	15,755	15,755	3,620	2,340	\$257	5	\$75	33	\$287	174	\$1,090	4	\$46		
Adair	14,129	2,553	3,957	2,600	560	12	175	59	704	283	2,670	1	—		
Alfalfa	18,702	2,948	16,154	2,850	79	534	4	52	31	484	225	1,715	4	56	
Beaver	8,648	8,648	2,354	1,500	22	300	2	*	39	286	1,016	5	40		
Beckham	22,169	8,058	6,036	4,270	11	1,212	11	189	125	1,430	468	5,426	4	10	
Blaine	18,543	2,828	14,111	3,190	54	829	13	81	77	1,152	338	3,781	9	14	
Bryan	38,138	10,078	9,348	6,200	143	1,551	14	232	81	1,801	445	6,215	4	110	
Caddo	41,367	5,579	35,988	7,000	107	1,862	22	305	154	2,210	687	7,444	12	331	
Canadian	17,321	6,950	10,471	7,000	107	1,432	10	269	113	1,918	435	6,427	11	111	
Carter	43,292	16,886	26,406	8,300	193	2,222	18	476	143	2,033	770	9,358	20	357	
Cherokee	21,030	3,027	4,908	3,120	57	431	5	99	35	594	237	1,987	5	55	
Choctaw	28,358	5,909	29,449	4,650	73	750	8	124	60	857	399	3,076	7	87	
Cimarron	3,654	3,654	1,022	670	13	197	3	31	23	306	97	873	2	—	
Cleveland	27,728	11,429	6,858	5,200	61	1,484	16	434	85	1,280	433	6,068	15	235	
Coal	19,811	3,145	3,356	2,070	35	356	4	42	32	405	143	1,467	9	—	
Comanche	38,988	18,055	9,228	7,760	118	1,944	17	386	121	3,040	650	10,350	25	618	
Cotton	12,884	454	3,367	2,180	56	454	0	65	54	711	201	2,703	3	21	
Craig	21,083	5,085	15,398	3,280	6	633	0	90	69	1,252	280	3,896	6	119	
Creek	65,503	22,602	32,901	10,600	194	2,926	26	485	194	3,212	938	11,108	25	449	
Custer	23,068	9,240	13,828	4,260	68	1,228	12	258	109	1,900	486	5,939	16	187	
Delaware	18,592	—	4,519	2,830	55	226	5	39	50	1,147	194	1,216	1	—	
Dewey	11,981	—	3,183	2,040	35	452	10	84	69	611	248	1,738	—	—	
Ellis	8,466	—	2,354	1,540	17	320	7	65	38	577	179	1,752	6	55	
Garfield	45,484	28,081	12,923	10,330	138	2,994	18	797	179	4,299	901	17,015	44	1,240	
Garvin	31,150	5,104	26,046	5,140	152	1,242	18	226	104	1,313	599	4,802	16	133	
Grady	41,116	14,111	27,005	10,760	140	1,657	19	347	145	2,264	697	8,419	16	214	
Grant	13,128	—	3,813	2,480	41	673	10	126	55	569	262	2,609	5	86	
Greer	14,550	4,193	10,357	3,540	52	732	8	109	58	1,339	291	2,929	6	60	
Harrison	10,019	2,732	7,287	1,730	26	253	5	67	34	456	153	1,317	2	48	
Hartel	6,454	—	1,736	1,130	19	280	5	63	32	247	142	1,008	2	—	
Haskell	17,324	6,632	7,963	2,340	46	306	5	67	32	425	188	1,894	2	—	
Hughes	23,189	8,593	32,557	4,880	73	1,025	13	204	92	983	367	4,447	8	102	
Jackson	15,107	—	14,115	4,340	85	1,454	13	189	73	1,477	400	4,946	6	53	
Jefferson	15,960	—	15,107	4,880	73	1,025	13	189	73	1,477	400	4,946	6	53	
Johnston	47,084	28,528	15,960	2,560	42	559	10	94	62	688	334	2,178	37	770	
Kay	47,084	28,528	15,960	2,560	42	559	10	94	62	688	334	2,178	37	770	
Kingfisher	15,017	3,352	12,265	3,352	10,490	145	3,473	22	786	172	4,093	891	14,451	3	120
Kiowa	22,817	5,177	17,640	2,830	41	770	8	148	69	1,326	256	3,662	6	57	
Latimer	12,380	—	6,167	4,190	71	1,135	11	226	102	1,203	442	4,624	3	27	
Le Flore	45,866	4,020	12,380	2,979	49	262	4	*	29	297	158	1,188	3	—	
Lincoln	29,529	2,738	41,846	7,310	148	1,157	15	168	101	1,298	521	4,900	9	127	
Logan	25,245	10,018	26,791	5,100	86	850	17	149	79	1,052	373	3,747	4	73	
Love	11,433	—	15,227	5,050	82	1,284	16	265	92	1,771	467	6,287	7	179	
McCain	16,080	3,116	2,768	1,770	47	354	5	53	32	154	153	1,057	1	—	
McClain	16,080	3,116	2,768	1,770	47	354	5	53	32	154	153	1,057	1	—	
McCurain	41,318	3,689	4,618	3,010	60	584	9	135	75	590	286	2,170	5	89	
McIntosh	24,097	9,730	24,097	6,380	116	827	8	138	71	697	409	3,608	5	53	
Major	11,946	—	3,532	3,430	71	544	10	115	31	419	240	2,100	1	—	
Marshall	12,384	2,594	3,981	2,040	37	401	5	76	64	628	230	1,825	2	—	
Murray	21,668	4,970	9,790	1,940	50	477	7	60	28	388	156	1,623	3	18	
Muskogee	13,841	4,970	8,871	3,500	95	508	12	166	79	794	379	3,039	3	—	
Muskogee	65,914	32,332	33,582	2,370	69	575	9	129	53	726	301	2,260	3	—	
Noble	14,826	16,991	12,810	2,830	269	3,103	30	851	187	3,842	1,443	16,032	37	1,006	
Nowata	15,774	3,904	9,781	2,850	43	701	10	123	66	915	303	3,279	6	69	
Okfuskee	23,279	3,811	22,468	2,820	43	884	4	91	46	704	212	2,677	5	—	
Okfuskee	23,279	3,811	22,468	2,820	43	884	4	91	46	704	212	2,677	5	—	
Okfuskee	23,279	3,811	22,468	4,200	80	795	13	131	81	813	367	3,048	5	—	

OREGON

County	POPULATION		Radio Families	Radio Homes	FOOD Stores	DRUG Stores	AUTOMOTIVE Stores	RETAIL—SERVICE		APPAREL Stores	APPAREL Sales	
	Total	Rural						Sales	Stores			Sales
Oklahoma	244,150	211,016	69,732	61,700	904	141	5,696	24,118	5,104	104,680	148	9,242
Oklmirec	50,101	22,956	12,392	9,540	192	21	416	9,844	845	10,688	35	551
Osage	41,502	18,710	10,745	7,730	126	20	353	2,795	652	8,417	11	154
Ottawa	35,849	14,193	9,938	7,260	142	17	343	1,723	533	7,379	19	414
Pawnee	17,395	5,252	4,577	3,200	53	9	129	696	284	2,710	7	76
Payne	36,957	17,800	18,257	7,360	134	17	249	2,396	744	10,886	20	648
Pittsburg	48,985	14,997	33,958	11,590	155	21	341	2,591	644	8,370	10	233
Pontiac	30,792	15,143	20,649	7,290	108	21	430	1,114	704	10,167	22	594
Pottawatomie	54,377	22,053	32,324	14,089	245	34	674	3,823	1,074	13,567	30	680
Pushmataha	19,466	16,212	4,639	2,990	56	6	96	435	187	1,864	1	—
Rorer Mills	10,736	10,736	2,844	1,800	42	7	32	378	180	1,232	1	—
Rogers	61,078	16,944	4,444	3,680	80	9	147	91	415	3,370	4	22
Seminole	61,201	21,892	15,046	10,960	235	26	676	179	5,014	13,740	20	537
Senovah	31,138	23,138	5,244	3,340	57	6	92	55	408	1,639	3	54
Stephens	8,996	18,984	2,742	1,820	33	7	155	1,288	201	6,634	16	329
Texas	20,724	5,100	5,946	3,840	77	834	179	85	806	3,490	6	54
Tillman	193,363	148,294	45,069	47,400	735	118	3,957	18,070	3,789	80,671	143	8,123
Tulsa	21,042	3,585	18,107	3,350	70	5	86	48	482	257	2	—
Wagoner	30,539	16,267	8,614	6,710	93	14	440	87	2,195	542	9	724
Washington	22,279	2,776	19,503	3,800	46	11	117	1,102	314	3,232	5	50
Wasita	14,915	5,055	4,250	3,060	49	10	193	72	1,200	339	2	186
Woods	16,270	5,408	4,035	2,880	39	10	163	71	1,716	320	9	181
Woodward	16,270	5,408	4,035	2,880	39	10	163	71	1,716	320	9	181
Total State	2,236,434	879,663	879,663	450,390	7,921	1,135	\$25,700	\$144,070	39,448	\$549,054	1,066	\$31,080

Family figures for Counties in this State are preliminary Census releases.

County	POPULATION		Radio Families	Radio Homes	FOOD Stores	DRUG Stores	AUTOMOTIVE Stores	RETAIL—SERVICE		APPAREL Stores	APPAREL Sales	
	Total	Rural						Sales	Stores			Sales
Baker	18,297	9,342	5,394	5,110	78	10	\$271	69	\$2,026	404	14	\$7,630
Benton	18,629	8,392	5,735	5,400	67	20	176	58	2,196	385	3	278
Clackamas	57,130	6,124	17,595	17,000	177	20	465	169	3,396	876	18	363
Clatsop	24,697	13,291	7,561	7,110	119	14	350	80	2,421	635	20	529
Columbia	20,971	4,304	16,667	6,191	60	12	178	66	1,287	368	7	40
Coos	32,466	12,848	10,055	9,560	157	16	409	97	3,115	699	26	438
Crook	5,533	—	1,583	1,540	14	3	87	11	1,544	69	3	43
Curry	4,301	—	1,391	1,360	23	4	40	29	1,243	125	3	19
Deschutes	18,691	10,021	5,576	5,250	60	9	294	69	2,720	366	13	428
Douglas	25,728	4,924	7,845	7,550	113	15	217	129	2,265	591	11	215
Gilliam	2,844	—	2,844	800	16	3	60	18	536	06	4	27
Grant	6,380	—	1,906	1,860	21	5	60	26	580	151	2	31
Hartley	2,566	—	2,566	1,420	13	3	81	22	902	117	6	46
Hood River	11,550	3,280	3,398	3,270	47	5	124	42	881	243	4	153
Jackson	36,213	16,025	11,296	10,800	118	13	450	136	3,306	671	26	567
Jefferson	2,042	—	622	600	9	2	*	7	451	35	—	—
Josephine	16,301	6,028	5,241	4,980	54	7	135	83	1,514	354	4	69
Klamath	40,437	16,497	24,000	11,400	139	21	625	125	6,121	727	38	1,199
Lake	6,283	—	1,928	1,870	18	2	660	21	2,660	107	2	—
Lane	69,090	27,269	20,903	20,100	265	29	790	247	6,707	1,206	39	1,225
Lincoln	14,549	—	4,643	4,530	99	9	106	88	1,060	431	10	99
Linn	30,485	8,383	22,102	8,840	92	15	228	106	2,103	558	11	244
Malheur	19,767	3,551	5,197	5,060	58	10	191	62	1,252	338	7	103

1,089,684

335,944

Radio Homes

1,066

\$31,080

320,780

Marion	75,246	33,833	14,413	20,848	20,020	275	6,365	32	609	232	6,725	1,436	28,503	50	1,487
Morrow	4,367	—	4,367	1,281	1,200	20	260	3	32	18	324	97	1,282	4	37
Multnomah	355,089	305,394	49,705	116,580	110,000	1,658	39,800	206	6,351	815	37,045	8,220	211,535	305	12,282
Polk	19,989	3,579	16,410	5,843	5,640	73	1,037	9	85	64	1,067	348	3,904	4	57
Sherman	2,321	—	2,321	747	720	11	157	2	*	13	112	71	662	—	—
Tillamook	12,263	2,751	9,512	3,771	3,620	70	1,039	8	162	58	1,045	288	4,056	9	89
Umatilla	26,030	8,847	17,183	7,458	7,190	89	2,044	16	342	104	2,729	550	10,687	19	367
Union	17,399	7,747	9,652	5,318	5,090	81	1,576	6	250	56	1,729	421	6,661	15	272
Walla	6,623	—	2,172	2,110	31	1	584	4	71	18	516	163	2,989	3	41
Wasco	13,069	6,266	6,803	3,935	3,760	49	1,353	9	197	66	2,049	322	6,923	12	212
Washington	39,194	3,747	35,447	11,885	11,500	137	2,673	15	223	129	2,358	643	9,878	8	89
Wheeler	2,974	—	2,974	885	860	7	76	2	*	12	1130	64	823	—	—
Yamhill	26,336	6,666	19,670	7,833	7,510	89	1,874	16	273	100	2,209	532	8,578	19	204
Total State ..	1,089,684	531,675	558,009	335,944	320,780	4,107	\$101,830	568	\$14,085	3,445	\$104,020	\$2,714	\$476,363	739	\$21,555

Family figures for Counties in this State are preliminary Census releases.

PENNA.

Population Families

Radio Homes

2,626,760

County	POPULATION			Radio Homes			FOOD			DRUG			AUTOMOTIVE RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural	Families	Homes	Stores	Stores	Sales	Stores	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Adams	39,435	5,916	33,519	10,187	8,590	147	\$1,848	12	\$222	130	\$2,097	607	\$7,841	21	\$274	21	\$274	
Allegheny	1,411,539	1,183,831	227,708	359,866	381,800	6,374	142,494	648	20,113	1,639	74,495	21,449	562,492	1,147	37,527	1,147	37,527	
Armstrong	81,087	23,562	57,525	20,448	17,510	282	5,163	25	631	190	3,362	1,073	17,639	60	1,213	60	1,213	
Beaver	156,754	103,868	52,886	38,459	34,900	646	14,292	53	1,860	319	7,667	2,342	44,194	157	3,423	157	3,423	
Bedford	40,809	3,268	37,541	10,186	8,520	131	1,651	9	164	140	2,530	656	8,307	11	242	11	242	
Berks	241,884	144,757	97,127	63,693	57,320	1,854	31,890	87	2,239	519	17,084	5,960	87,545	276	7,095	276	7,095	
Blair	140,358	100,465	39,893	36,017	32,600	646	13,698	49	1,315	315	7,444	2,292	45,838	105	3,972	105	3,972	
Bradford	50,615	15,938	34,677	13,979	11,790	218	3,238	23	710	190	2,180	956	13,559	46	701	46	701	
Bucks	281,039	34,400	246,639	28,109	24,400	536	7,092	39	710	270	5,517	2,010	27,603	55	861	55	861	
Butler	87,590	24,477	63,113	22,797	19,880	297	6,374	30	690	273	6,069	1,313	35,901	55	1,597	55	1,597	
Cambria	213,459	114,507	98,952	48,736	42,900	833	14,312	54	1,438	375	10,857	2,791	62,429	119	3,582	119	3,582	
Cameron	6,852	3,775	3,077	1,887	1,600	31	664	2	324	22	409	127	2,072	8	145	8	145	
Carbon	61,735	37,361	24,374	14,737	13,070	344	4,469	21	324	132	1,935	1,153	12,503	42	911	42	911	
Centre	52,608	15,432	37,176	13,286	11,400	170	4,108	17	553	182	4,054	834	15,713	48	1,063	48	1,063	
Chester	135,626	68,342	67,284	33,070	28,870	562	10,818	64	1,639	378	10,022	2,362	43,933	133	2,131	133	2,131	
Clarton	38,410	3,798	34,612	8,260	8,260	127	2,541	13	194	127	2,447	562	8,902	19	364	19	364	
Clearfield	92,094	24,874	67,220	22,589	19,340	378	6,289	23	497	243	3,896	1,314	19,921	48	1,074	48	1,074	
Clinton	34,557	14,594	20,963	8,859	7,710	151	2,665	13	315	136	2,192	627	9,292	38	604	38	604	
Columbia	51,413	22,980	28,433	13,469	11,500	226	3,370	14	396	158	2,450	874	12,418	35	798	35	798	
Crawford	71,644	27,045	44,599	19,971	17,240	355	5,575	25	668	221	4,962	1,217	22,800	72	1,514	72	1,514	
Dauphin	74,806	26,867	47,939	20,305	18,110	362	6,103	32	664	209	4,728	1,320	21,693	62	1,093	62	1,093	
Delaware	177,410	119,721	57,689	46,618	42,100	1,016	14,896	101	2,801	328	12,638	3,673	71,915	207	3,143	207	3,143	
Erie	310,756	228,240	82,516	80,097	73,800	1,920	20,748	182	5,081	486	18,223	4,510	96,441	205	5,181	205	5,181	
Franklin	180,443	18,861	161,582	8,019	6,960	139	2,692	11	304	76	1,638	518	7,854	34	547	34	547	
Fulton	200,989	134,355	66,634	47,862	43,400	1,037	15,392	49	1,544	460	12,979	3,391	65,554	173	5,877	173	5,877	
Huntingdon	38,443	18,861	19,582	4,300	4,250	658	11,631	43	1,290	325	8,460	2,592	51,071	126	3,151	126	3,151	
Indiana	200,989	49,791	151,208	47,860	43,400	1,037	15,392	49	1,544	460	12,979	3,391	65,554	173	5,877	173	5,877	
Jefferson	5,791	—	5,791	1,563	1,330	14	334	1	*	26	268	96	968	—	—	—	—	
Lycoming	69,378	28,177	41,201	17,759	15,200	280	4,325	27	594	199	4,326	1,111	18,346	59	1,146	59	1,146	
Mechanic	10,673	10,673	—	2,669	2,120	45	321	3	41	43	418	234	1,374	3	4	3	4	
Montgomery	44,671	4,891	39,780	11,022	9,340	113	2,212	8	176	123	1,437	537	8,058	23	394	23	394	
Northampton	41,836	11,933	29,903	10,400	8,850	181	2,629	11	170	127	2,592	666	9,094	36	567	36	567	
Northumberland	79,854	18,134	61,720	19,221	16,290	258	4,100	21	523	233	3,654	1,133	18,015	39	813	39	813	

County	POPULATION		Radio Homes	FOOD		DRUG		RETAIL—SERVICE		APPAREL	
	Total	Urban		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Jefferson	54,090	20,263	13,572	4,237	17	329	151	3,225	787	43	829
Junonia	15,373	3,979	3,340	80	6	35	47	660	320	4	16
Lackawanna	301,243	269,997	72,178	1,695	127	2,359	470	12,920	5,342	312	9,754
Lancaster	212,504	117,572	44,344	1,642	64	1,901	510	14,414	5,089	185	4,489
Lawrence	96,377	58,541	24,799	4,43	249	6,066	181	8,837	1,671	101	2,524
Lebanon	72,641	38,137	37,504	14,4	566	181	1,560	23,322	3,322	71	1,560
Lehigh	177,533	132,021	45,468	14,002	21	1,800	374	12,556	6,828	151	5,944
Luzerne	441,518	336,661	104,957	32,858	175	3,355	631	18,001	11,684	417	11,489
Lycoming	93,633	61,445	25,707	7,610	1	1,094	252	5,586	1,817	103	3,094
McKean	56,073	23,824	22,849	3,544	25	723	151	4,538	990	167	1,700
Merger	101,039	50,095	41,944	8,417	36	948	201	7,038	33,054	106	2,359
Mifflin	42,993	16,014	26,979	3,100	14	398	116	2,301	1,823	88	961
Monroe	29,802	12,690	17,212	2,854	15	306	164	2,382	796	23	412
Montgomery	280,247	188,316	71,730	31,177	144	3,808	685	23,953	5,461	330	5,630
Montour	16,466	7,122	3,488	2,350	5	108	35	718	319	19	255
Northampton	168,959	120,229	43,111	16,312	62	1,952	341	9,453	3,879	217	6,306
Northumberland	126,887	70,993	31,543	8,826	45	1,187	266	5,958	2,370	129	2,880
Perry	23,213	6,216	5,230	1,134	7	76	73	989	416	9	130
Philadelphia	1,931,334	1,931,334	507,157	178,540	1,474	26,596	1,551	69,211	42,933	3,179	82,914
Pike	7,452	2,315	1,980	40	2	124	40	1,249	185	1	658
Potter	18,201	3,197	15,004	68	8	112	77	1,302	329	6	55
Schuylkill	228,331	130,222	98,109	53,582	47,790	1,504	448	11,194	4,786	228	4,774
Snyder	20,708	2,877	17,331	5,346	6	78	64	707	3,081	8	84
Somerset	84,957	17,737	67,220	263	22	342	247	4,550	1,185	32	660
Sullivan	7,504	7,504	1,822	1,010	2	114	31	1,147	104	2	108
Susquehanna	33,893	7,006	26,887	9,024	7	105	114	1,358	571	18	198
Tioga	35,004	3,665	31,339	8,050	13	115	119	2,078	619	57	331
Union	20,247	3,371	16,676	4,950	6	120	57	1,059	423	18	159
Venango	63,958	34,017	29,941	16,238	15	462	154	3,425	892	63	1,394
Warren	42,789	14,891	27,898	10,843	13	330	93	1,782	607	32	790
Washington	210,852	80,228	121,624	52,121	64	1,716	440	10,523	3,121	190	4,580
Wayne	20,934	5,687	24,247	7,814	114	181	107	1,249	556	26	319
Westmoreland	303,411	146,573	156,838	74,316	90	2,311	597	15,010	4,354	239	6,283
Wyoming	16,702	16,702	4,531	3,920	8	78	73	1,053	353	13	97
York	178,022	83,186	94,836	48,290	40	1,254	361	13,885	3,214	163	4,279
Total State	9,900,180	6,586,877	3,313,303	2,514,736	4,450	\$104,392	18,003	\$520,690	179,692	10,038	\$262,230

Family figures for Counties in this State are preliminary Census releases.

RHODE IS.

County	POPULATION		Radio Homes	FOOD		DRUG		RETAIL—SERVICE		APPAREL	
	Total	Urban		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Bristol	25,548	25,548	6,478	5,960	10	5917	37	9988	448	20	1777
Kent	58,311	50,787	15,302	14,100	24	526	163	3,440	1,135	37	719
Newport	46,696	30,552	16,164	11,981	224	624	82	2,669	922	64	1,054
Providence	550,298	535,317	145,070	134,100	307	9,037	993	34,756	11,190	339,708	22,205
Washington	32,493	11,199	8,875	8,190	15	507	134	2,687	728	30	512
Total State	713,346	653,383	187,706	173,450	377	\$10,911	1,409	\$44,530	11,423	720	\$24,667

713,346
187,706
Radio Homes

S. CAROLINA

Population Families
1,899,804 434,968

Radio Homes
1,899,804 434,968

222,170

County	POPULATION			Radio Homes	FOOD			DRUG			AUTOMOTIVE			RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Abbeville	22,931	22,931	4,950	5,399	77	\$723	8	\$110	8	\$694	350	\$2,653	13	\$64					
Aliken	49,916	8,797	41,119	12,418	224	1,782	15	237	159	1,927	686	6,478	15	169					
Allendale	13,040	—	13,040	2,916	57	380	4	53	4	334	162	1,315	5	60					
Anderson	24,678	64,034	20,746	20,746	287	3,066	25	623	226	3,285	1,197	15,716	32	725					
Bamberg	18,643	300	15,643	4,202	65	598	9	87	39	961	269	2,666	3	38					
Barwell	20,138	—	20,138	4,780	88	582	7	92	43	421	300	2,225	2	92					
Beaufort	22,037	3,185	18,852	4,935	120	799	4	60	29	776	276	2,594	2	6					
Belknap	27,128	—	5,779	2,830	130	596	3	61	24	587	246	1,995	2	92					
Calhoun	16,229	—	16,229	3,610	86	539	4	52	23	606	229	1,939	1	70					
Charleston	121,105	71,275	49,830	31,907	639	7,923	41	1,489	147	8,046	1,776	35,121	103	2,755					
Cherokee	33,290	7,638	25,652	7,248	112	945	6	170	67	822	411	4,670	10	132					
Chester	32,579	6,392	26,187	7,374	90	1,067	6	155	57	1,333	339	5,292	7	143					
Chesterfield	35,963	4,497	31,466	7,601	90	975	12	172	91	1,215	410	4,386	6	159					
Clarendon	31,500	—	31,500	6,377	90	607	5	78	47	1,235	262	3,009	2	5					
Colleton	31,500	—	31,500	6,377	90	607	5	117	64	940	308	3,434	2	5					
Conway	3,373	—	3,373	6,145	26	689	5	263	100	1,404	516	7,184	13	216					
Darlington	26,268	—	26,268	6,145	136	1,758	10	263	100	1,404	516	7,184	13	216					
Dillon	45,198	11,635	33,563	10,269	80	907	8	129	59	55	1,024	337	3,977	14	244				
Dorchester	29,625	3,867	25,758	6,180	85	699	8	108	58	777	247	2,493	2	67					
Dorchester	19,928	3,023	16,905	4,473	80	699	8	108	58	777	247	2,493	2	67					
Edgefield	17,894	—	17,894	4,035	81	530	5	88	24	418	262	2,087	2	4					
Fairfield	24,187	3,181	21,006	5,266	69	731	6	100	28	457	228	2,748	4	965					
Florence	70,582	18,576	52,006	15,597	240	2,341	21	494	151	4,427	865	15,192	42	4					
Georgetown	26,352	5,559	20,793	5,994	145	1,340	8	226	42	1,229	338	4,117	4	51					
Greenville	37,083	37,083	99,497	33,813	457	8,101	44	1,470	286	7,859	1,833	40,113	78	3,013					
Greenville	136,580	27,063	109,517	33,813	169	2,222	13	332	115	2,399	646	9,387	27	539					
Hampton	17,465	—	17,465	4,106	43	935	6	53	41	420	157	1,499	1	299					
Horry	51,951	5,066	46,885	10,831	158	1,822	13	384	132	2,122	584	8,401	10	—					
Jasper	11,011	—	11,011	2,480	30	108	1	*	17	275	76	644	—	13					
Kershaw	32,913	5,747	27,166	7,189	138	1,114	9	163	59	777	406	4,044	13	187					
Lancaster	33,542	4,430	29,112	7,360	101	1,199	9	184	61	1,305	330	5,062	4	50					
Laurens	44,185	12,598	31,587	10,106	134	1,747	13	256	105	1,340	559	6,980	19	341					
Lee	24,908	2,995	21,913	5,311	107	800	4	80	43	998	278	2,981	9	143					
Lexington	35,949	2,745	33,204	8,399	142	1,020	15	150	132	1,057	488	4,288	7	169					
Lexington	10,367	—	10,367	2,271	43	231	1	*	14	171	132	914	3	36					
Marion	30,107	10,138	19,969	6,600	87	1,199	9	267	72	1,201	364	5,832	72	80					
Marlboro	33,281	4,895	28,386	7,259	97	1,120	9	136	65	1,112	321	4,483	5	61					
Newberry	33,577	10,782	22,795	7,960	141	1,166	11	198	89	1,449	515	5,827	12	217					
Oconee	36,512	2,820	33,692	8,080	101	1,094	10	143	82	1,197	439	4,563	10	137					
Orangeburg	33,707	10,521	23,186	14,651	257	2,187	22	313	167	3,195	984	10,064	21	327					
Pickens	37,111	5,183	31,928	8,281	112	1,251	11	236	88	1,402	537	5,140	9	199					
Pickens	104,843	65,904	38,939	24,210	458	6,390	41	1,435	178	8,701	1,554	38,321	76	3,354					
Saluda	17,192	188	17,004	3,861	71	531	4	32	24	300	124	1,273	6	110					
Spartanburg	137,733	36,348	91,385	29,497	367	5,377	25	948	250	6,037	1,424	28,917	45	1,632					
Sumter	52,463	15,874	36,589	11,522	163	2,138	12	322	87	2,933	524	10,460	19	293					
Union	31,360	8,478	22,882	6,908	91	1,164	10	164	54	371	370	5,636	7	330					
Williamsburg	41,011	3,182	37,829	8,315	128	912	7	109	38	1,053	357	3,939	4	46					
York	58,663	24,440	34,173	13,224	234	2,841	19	415	93	2,133	730	11,342	18	367					
Total State	1,899,804	466,111	1,433,693	434,968	6,966	\$76,456	538	\$12,816	3,822	\$83,258	23,871	\$351,101	697	\$18,258					

S. DAKOTA

Population Families

642,961
165,428

Radio Homes

182,010

County	POPULATION			Families	Radio Homes	FOOD			DRUG			AUTOMOTIVE RETAIL—SERVICE			APPAREL			
	Total	Urban	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Armstrong	42	—	42	11	10	15	\$153	3	\$41	26	\$256	117	\$867	—	—	—	—	
Aurora	5,387	—	5,387	1,398	1,060	56	1,486	7	183	20	1,535	395	7,125	20	—	20	\$803	
Beadle	19,648	10,843	8,805	5,231	4,410	16	131	2	*	4	167	78	503	2	—	2	—	
Bennett	3,983	—	3,983	961	730	27	325	5	75	44	452	209	1,894	4	—	4	49	
Bon Homme	10,241	—	10,241	2,760	2,140	47	929	9	121	57	1,370	331	5,440	14	—	14	190	
Brookings	10,560	5,346	5,214	4,266	3,430	2,007	1,711	17	310	105	2,803	592	11,708	30	—	30	964	
Brown	29,676	17,015	12,661	7,711	6,000	25	333	4	92	166	481	166	1,781	4	—	4	25	
Brule	6,195	—	6,195	1,674	1,280	5	50	—	—	2	—	100	1,100	—	—	—	—	
Butte	8,004	—	8,004	434	320	37	638	5	106	51	1,032	219	3,448	2	—	2	—	
Cambell	5,033	—	5,033	2,120	1,660	12	152	1	63	13	178	62	408	—	—	—	—	
Charles Mix	13,440	—	13,440	3,233	2,440	30	244	7	78	30	418	185	1,815	4	—	4	26	
Clark	8,555	—	8,555	2,315	1,750	26	308	6	07	37	460	163	1,666	3	—	3	—	
Clay	3,392	3,324	6,268	2,619	2,120	27	471	6	114	40	598	180	2,380	5	—	5	43	
Codington	17,014	10,617	6,397	4,318	3,640	59	1,174	6	151	18	1,970	382	8,026	19	—	19	343	
Corson	6,755	—	6,755	1,587	1,160	19	237	2	*	58	152	106	847	—	—	—	—	
Custer	6,023	—	6,023	1,708	1,360	28	414	2	*	79	608	143	1,619	1	—	1	652	
Davison	15,336	—	15,336	4,192	3,700	68	1,086	8	261	116	50	834	257	3,191	—	—	—	
Day	13,565	—	13,565	3,346	2,570	38	564	7	116	29	28	279	141	1,237	2	—	2	—
Devel	8,450	—	8,450	2,038	1,540	20	210	4	29	27	273	107	922	1	—	1	—	
Dewey	5,709	—	5,709	1,338	1,030	26	305	3	30	33	384	123	895	4	—	4	8	
Douglas	6,348	—	6,348	1,579	1,200	11	143	3	47	24	282	114	1,169	—	—	—	—	
Edmunds	7,814	—	7,814	1,830	1,390	11	259	7	97	32	593	190	2,128	7	—	7	67	
Fall River	4,083	—	4,083	2,072	1,690	24	497	8	66	26	206	139	965	—	—	—	—	
Faulk	—	—	—	1,329	1,010	23	206	3	74	37	428	210	2,226	6	—	6	38	
Grant	10,552	2,745	7,807	2,665	2,060	30	454	5	66	36	550	179	1,674	1	—	1	56	
Gregory	9,554	—	9,554	2,404	1,830	29	319	7	64	60	789	88	948	—	—	—	—	
Haakon	3,515	—	3,515	1,004	760	14	181	3	64	16	166	88	948	—	—	—	—	
Haskell	7,562	—	7,562	1,893	1,400	34	336	6	60	34	288	165	1,344	—	—	—	—	
Hamlin	7,166	—	7,166	1,795	1,290	17	273	3	54	27	546	106	1,427	—	—	—	—	
Hanson	5,400	—	5,400	1,368	1,030	9	123	2	15	17	184	79	625	—	—	—	—	
Harrison	3,010	—	3,010	831	610	10	96	1	*	11	97	40	380	—	—	—	—	
Harding	6,624	—	6,624	1,858	1,630	17	584	3	116	32	899	165	2,965	10	—	10	130	
Hughes	12,068	4,322	2,302	1,858	1,400	26	297	2	66	46	492	238	2,253	4	—	4	23	
Hutchinson	3,113	—	3,113	788	610	11	131	2	*	12	125	59	824	—	—	—	—	
Hyde	1,955	—	1,955	555	420	9	69	2	*	20	242	70	529	—	—	—	—	
Jackson	4,752	—	4,752	1,271	980	17	144	3	40	25	317	112	1,077	2	—	2	—	
Jerauld	2,500	—	2,500	690	520	8	68	1	14	15	135	57	579	—	—	—	—	
Jones	10,831	—	10,831	2,843	2,180	46	376	8	72	55	730	272	2,417	6	—	6	—	
Kingsbury	12,412	—	12,412	3,150	2,580	33	595	7	102	52	979	260	3,592	—	—	—	193	
Lake	11,620	—	11,620	5,330	4,860	86	1,468	7	306	65	1,694	372	7,455	17	—	17	399	
Lawrence	13,171	2,518	10,653	3,429	2,630	29	500	8	161	55	715	226	2,447	5	—	5	35	
Lyon	5,045	—	5,045	1,281	960	19	168	3	16	31	108	875	—	—	—	—	—	
McCook	9,793	—	9,793	2,466	1,910	29	275	6	49	47	400	207	1,632	1	—	1	—	
McPherson	8,353	—	8,353	1,871	1,420	12	134	3	28	20	258	125	1,045	2	—	2	—	
Marshall	8,880	—	8,880	2,122	1,640	29	326	5	70	28	336	172	2,126	—	—	—	—	
Meade	9,735	—	9,735	2,668	2,000	46	585	4	60	36	489	205	2,226	—	—	—	—	
Mellette	4,107	—	4,107	960	710	7	40	1	*	14	96	66	370	—	—	—	—	
Miner	8,836	—	8,836	1,781	1,360	23	190	5	64	27	293	142	1,141	—	—	—	—	
Minnehaha	57,697	40,832	16,865	15,504	13,600	159	4,694	30	826	194	6,681	1,185	27,782	57	—	57	1,759	
Moody	9,341	—	9,341	2,460	1,840	22	273	4	61	35	523	168	2,011	—	—	—	—	
Pennington	23,790	13,844	6,677	5,720	4,466	99	2,272	11	529	110	4,222	591	12,147	26	—	26	617	
Perkins	6,585	—	6,585	1,705	1,290	24	326	3	52	24	466	117	1,448	—	—	—	—	
Potter	4,614	—	4,614	1,195	930	25	236	3	51	23	397	155	1,198	—	—	—	41	

County	Total	Urban	Rural	Families	Radio Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Roberts	15,887	2,513	13,374	3,815	2,800	47	518	5	518	52	775	270	3,078	4	46	4	46
Sabron	5,754	—	5,754	1,566	1,200	22	177	5	177	5	40	5	966	4	15	4	15
Shannon	5,366	—	5,366	1,183	880	9	106	1	106	6	43	124	228	4	4	4	4
Spink	12,527	—	12,527	3,178	2,520	46	691	6	691	84	84	293	2,845	8	49	8	49
Stanley	1,959	—	1,959	575	440	6	55	1	55	8	81	36	335	1	—	1	—
Sully	2,668	—	2,668	656	470	5	65	1	65	10	151	40	401	1	—	1	—
Todd	5,714	—	5,714	1,244	940	12	82	1	82	17	92	54	416	1	—	1	—
Tripp	9,937	—	9,937	2,482	1,870	27	251	64	48	64	934	181	2,718	6	60	6	60
Turner	13,270	—	13,270	3,539	2,700	42	484	10	484	103	62	300	2,368	3	18	3	18
Union	11,675	—	11,675	3,058	2,320	28	424	7	424	147	44	516	2,21	5	57	5	57
Walworth	7,274	3,008	4,266	1,815	1,480	22	412	6	412	24	540	152	2,026	5	29	5	29
Washington	1,980	—	1,980	439	320	6	7	—	7	3	21	8	81	—	—	—	—
Washbaugh	1,789	—	1,789	368	270	7	8	—	8	—	—	17	72	—	—	—	—
Washington	16,725	6,798	9,927	3,870	3,180	29	744	6	744	62	1,127	247	4,843	11	219	11	219
Ziebach	2,875	—	2,875	708	520	11	91	1	91	5	120	31	237	—	—	—	—
Total State	642,961	158,087	484,874	165,428	132,010	1,992	\$32,118	330	\$6,026	2,521	\$47,075	12,781	\$177,601	367	\$6,957	367	\$6,957

Population Families

2,915,841

713,853

Radio Homes

478,730

POPULATION

POPULATION

POPULATION

POPULATION

POPULATION

POPULATION

County	Total	Urban	Rural	Families	Radio Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Anderson	26,504	2,761	23,743	5,976	3,920	77	\$975	6	\$162	34	\$527	263	\$3,234	6	\$111	6	\$111
Bedford	23,151	6,537	16,614	6,161	3,720	71	982	9	154	33	1,295	305	4,317	9	143	9	143
Benton	11,976	—	11,976	2,993	1,700	47	442	5	52	20	318	187	1,316	1	—	1	—
Bledsoe	8,358	—	8,358	1,793	990	31	189	1	—	7	789	89	666	2	—	2	—
Blount	41,116	10,740	30,376	9,496	6,100	84	1,813	8	243	47	1,416	378	6,545	3	63	3	63
Bradley	28,198	11,351	17,147	6,863	4,440	19	1,226	7	199	59	1,485	398	5,270	14	348	14	348
Campbell	31,131	4,010	27,121	6,716	4,550	82	1,243	4	89	38	716	308	4,468	3	98	3	98
Cannon	9,880	—	9,880	2,378	1,290	37	128	1	—	14	192	152	665	2	—	2	—
Carroll	25,978	—	25,978	6,706	3,910	12	881	12	112	45	862	340	3,199	4	34	4	34
Carter	35,127	8,516	26,611	7,750	5,040	127	1,165	5	164	38	1,378	331	5,392	10	208	10	208
Cheatham	9,928	—	9,928	2,333	1,320	47	313	3	48	19	220	135	965	1	—	1	—
Chester	11,124	—	11,124	2,644	1,480	46	382	3	48	17	180	142	1,130	2	—	2	—
Clabourne	24,657	—	24,657	5,315	3,090	51	253	4	22	27	308	249	1,721	—	—	—	—
Clay	10,904	—	10,904	2,314	1,310	35	105	1	—	9	147	115	431	—	—	—	—
Cooke	24,083	3,575	20,508	5,268	3,050	77	503	3	117	32	465	250	2,852	8	117	8	117
Coffee	18,959	4,549	14,410	4,681	2,700	73	805	6	123	48	661	305	2,840	9	328	9	328
Crockett	17,330	—	17,330	4,408	2,450	78	622	6	73	22	162	228	1,845	1	—	1	—
Cumberland	15,592	—	15,592	3,408	2,190	38	513	2	—	17	367	122	1,376	5	13	5	13
Davidsland	257,267	167,402	89,865	67,075	53,550	1,000	20,006	147	4,154	440	18,984	4,261	99,342	206	9,364	206	9,364
Decatur	10,261	—	10,261	2,437	1,360	54	222	3	32	10	113	151	868	2	—	2	—
De Kalb	14,588	—	14,588	3,561	1,950	54	297	2	—	13	195	187	1,243	13	12	13	12
Dickson	19,718	3,504	16,214	4,832	2,900	55	668	4	77	39	833	280	2,872	4	60	4	60
Dyer	34,920	10,034	24,886	6,020	5,870	88	1,440	13	258	46	1,881	412	7,069	19	565	19	565
Fayette	30,332	—	30,332	6,812	3,600	37	437	2	—	23	470	174	2,069	1	—	1	—
Fentress	14,262	—	14,262	2,890	1,810	27	77	1	—	11	124	124	1,256	—	—	—	—
Franklin	23,892	2,760	21,132	5,529	3,360	51	546	9	95	37	774	212	3,165	3	26	3	26
Gibson	44,835	11,595	33,240	11,857	7,090	140	1,728	18	276	64	971	671	6,498	17	363	17	363
Giles	29,240	5,314	23,926	7,188	4,090	94	857	7	150	58	1,304	429	4,937	14	168	14	168
Granger	14,356	—	14,356	3,233	1,750	82	145	1	—	13	185	152	5,894	—	—	—	—
Greene	39,406	6,784	32,622	9,093	5,200	166	1,190	7	200	4	176	505	5,664	11	301	11	301
Grundy	11,552	—	11,552	2,673	1,760	22	106	1	—	14	180	93	4,096	1	8	1	8
Hamblen	18,611	8,050	10,561	4,510	2,910	67	807	3	117	35	1,375	201	4,096	1	241	1	241
Hamilton	180,478	131,102	49,376	45,945	37,100	823	14,569	75	2,177	285	12,439	2,989	64,617	162	5,883	162	5,883
Hancock	11,231	—	11,231	2,339	1,230	7	32	1	—	6	119	93	419	—	—	—	—
Hardeman	23,590	—	23,590	5,028	2,850	62	618	6	79	34	480	258	2,353	1	—	1	—

County	POPULATION		Radio		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban	Rural	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Hardin	17,806	—	4,108	2,820	53	376	19	374	182	1,422	2	—	2	—	
Hawkins	28,523	—	6,408	3,600	128	810	70	770	33	595	359	2,592	4	110	
Haywood	27,659	4,012	3,600	3,600	73	831	7	110	23	783	253	3,283	9	96	
Henderson	19,220	2,526	4,599	2,510	61	472	5	58	29	550	197	2,020	—	—	
Henry	25,877	6,395	10,694	4,599	76	1,038	11	188	44	1,006	354	4,374	15	302	
Hickman	14,873	—	3,391	2,050	60	253	3	37	18	285	172	1,090	1	—	
Houston	6,432	—	1,612	890	17	104	2	890	9	470	95	549	—	—	
Humphreys	12,421	—	2,960	1,770	35	376	2	56	12	287	138	1,344	2	—	
Jackson	15,082	—	3,344	1,760	32	165	3	84	13	276	174	1,038	—	—	
Jefferson	18,045	2,576	4,260	2,440	26	395	5	84	21	378	163	1,825	3	18	
Johnson	12,998	—	2,817	1,400	21	96	3	20	10	109	140	765	1	—	
Knox	60,888	111,580	44,218	34,700	726	13,096	60	2,232	251	12,544	390	60,739	120	3,954	
Lake	11,235	—	3,043	1,760	49	361	4	74	12	720	147	1,812	5	99	
Lauderdale	21,677	2,784	3,968	3,410	91	919	9	173	33	876	312	3,842	12	104	
Lawrence	28,726	3,807	5,849	6,530	614	614	10	115	55	1,049	327	3,931	5	64	
Lewis	5,849	—	1,312	830	15	144	—	—	11	165	68	720	1	—	
Lynch	27,214	4,684	22,530	6,664	3,830	72	824	5	158	41	899	272	3,962	10	235
Madison	19,838	7,390	12,448	4,568	2,890	74	824	6	122	27	925	212	2,983	2	—
Macon	20,781	10,292	20,489	7,976	4,710	64	438	34	180	59	1,490	361	5,287	9	157
McMinn	20,424	—	4,844	2,710	64	438	5	34	35	508	248	1,787	1	—	
McNairy	54,115	24,332	14,365	9,780	169	149	15	415	77	2,877	628	10,850	30	998	
Madison	19,140	3,582	12,443	4,287	2,920	608	8	111	43	603	244	3,522	4	—	
Marion	40,357	13,668	26,689	10,376	6,510	170	2,034	12	313	53	1,638	561	8,197	14	471
Marshall	6,393	—	1,398	730	40	40	1	—	5	38	45	214	—	—	
Meigs	21,682	2,593	5,341	3,040	35	486	50	99	35	445	200	2,338	6	148	
Monroe	33,346	11,831	21,515	8,274	5,030	152	1,444	6	266	53	939	502	6,259	13	379
Montgomery	4,093	—	4,093	3,100	560	14	—	—	5	121	21	187	—	—	
Moore	15,242	—	15,242	8,370	2,000	31	254	3	178	10	138	154	1,020	—	—
Morgan	30,978	7,256	23,722	3,100	5,200	135	1,622	10	189	46	1,189	424	5,804	19	244
Obion	18,883	—	4,054	2,260	53	358	3	41	13	134	186	1,226	4	137	
Overton	7,535	—	1,773	990	40	214	2	—	10	144	105	685	—	—	
Perry	6,213	—	1,283	700	12	60	2	—	—	—	86	348	—	—	
Pike	15,473	—	3,245	2,120	42	308	4	52	19	614	192	2,488	6	142	
Polk	21,886	4,364	6,025	3,610	87	742	7	74	53	850	373	3,385	4	31	
Putnam	16,363	—	3,750	2,390	41	550	3	64	20	804	183	2,522	6	110	
Rhea	18,194	9,601	6,375	4,210	69	819	8	189	51	975	288	3,751	9	135	
Robertson	29,046	6,668	22,378	7,172	4,200	109	1,192	2	215	63	861	379	4,067	10	114
Rutherford	33,604	9,495	24,109	8,325	5,030	130	1,502	6	205	57	1,747	430	6,508	11	114
Scott	15,966	—	15,966	3,348	2,190	39	258	14	381	159	1,621	30	30	—	—
Sequatchie	5,038	—	5,038	1,111	650	12	176	1	—	4	37	57	384	1	—
Sevier	25,291	—	25,291	5,035	2,400	53	24	—	24	513	183	2,325	1	—	
Shelby	358,250	292,942	95,712	74,900	1,202	44,800	182	6,207	497	25,302	5,442	153,441	240	12,281	
Smith	16,148	—	16,148	4,176	2,370	42	245	61	30	441	220	1,861	1	—	
Stewart	13,549	—	13,549	3,049	1,730	42	233	2	847	38	135	144	—	—	
Sullivan	69,085	28,408	55,208	11,300	249	3,803	13	576	59	4,027	606	18,008	28	1,057	
Sumner	32,719	4,829	27,890	11,020	8,473	10	102	8	150	50	849	335	3,724	5	149
Tipton	28,036	3,513	24,523	6,774	3,570	95	1,018	6	131	25	621	252	3,811	4	126
Trousdale	6,113	—	1,532	860	15	510	2	—	8	140	68	699	—	—	
Union	14,128	3,350	10,778	3,051	2,070	64	322	2	—	13	351	226	1,764	7	29
Van Buren	9,030	—	2,006	1,040	44	165	—	—	—	2	—	119	491	—	—
Van Buren	4,090	—	4,090	510	5	10	1	—	4	15	32	127	—	—	
Washington	4,649	—	15,115	4,960	69	635	4	62	34	762	262	2,901	11	253	
Washington	51,631	25,332	26,299	11,681	8,260	230	2,620	9	389	85	3,580	735	14,230	26	797
Wayne	13,638	—	13,638	3,081	1,790	39	200	13	23	15	139	140	994	3	15
Weakley	29,498	3,587	25,911	8,088	4,690	116	1,288	12	168	54	862	427	4,142	10	101
White	15,983	2,506	13,477	3,636	2,150	34	286	4	66	31	409	301	1,509	6	70

Williamson ..	25,220	4,120	21,100	101	913	6	124	33	759	292	3,323	3	64
Wilson	25,267	5,950	19,317	95	880	4	132	39	759	293	3,518	8	169
Total State ..	2,915,841	1,027,206	1,888,635	713,853	478,730	9,904	\$135,211	924	\$23,961	37,613	\$650,526	1,220	\$42,187

* Family figures for Counties in this State are preliminary Census releases.

TEXAS

Population Families

6,414,824
1,674,828

Radio Homes

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Anderson ..	37,092	12,144	9,648	183	\$1,807	15	\$494	85	\$1,583	579	\$7,069	21	\$394
Andrews ..	1,277	—	353	9	110	2	—	7	66	39	364	8	277
Angelsa ..	32,201	9,667	8,507	110	1,743	13	421	66	1,858	417	6,788	2	—
Araucan ..	3,469	348	953	16	273	2	—	13	111	77	701	2	—
Archer ..	7,599	—	1,961	27	408	5	62	39	341	168	1,362	2	—
Armstrong ..	2,495	—	690	5	85	1	—	13	179	54	409	1	—
Atascosa ..	19,575	—	4,106	74	585	9	76	65	833	316	2,385	1	—
Austin ..	17,364	—	4,768	57	636	7	86	61	663	324	2,906	3	27
Bailey ..	6,318	—	1,588	860	31	400	—	23	388	110	1,378	1	—
Bandera ..	4,234	—	1,212	16	206	3	—	55	182	74	586	—	—
Bastrop ..	3,100	—	5,323	87	1,155	10	118	55	940	300	3,040	2	—
Bee ..	7,755	—	2,022	25	425	6	92	55	739	167	2,117	2	—
Baylor ..	6,789	—	3,993	70	983	6	228	78	1,576	346	4,915	8	229
Bell ..	16,481	—	12,060	184	2,658	23	570	153	2,431	839	10,866	22	501
Bexar ..	44,863	—	84,437	69,000	1,456	152	4,397	734	23,432	6,434	120,358	189	13,101
Bexco ..	338,176	259,554	84,437	1,456	23,096	152	4,397	734	23,432	6,434	120,358	189	13,101
Brewster ..	4,264	—	1,141	14	203	4	37	20	138	81	820	1	—
Brown ..	1,396	—	342	1	—	1	—	2	—	6	24	—	—
Brown ..	15,761	—	4,921	58	657	14	145	80	599	308	2,439	6	84
Brown ..	50,208	—	13,422	8,590	269	20	533	105	3,119	860	12,480	23	639
Browns ..	17,019	—	6,594	753	1,517	14	253	73	2,241	421	7,050	4	38
Brazoria ..	5,666	—	7,190	101	1,816	11	351	65	2,262	379	8,604	19	561
Brazos ..	26,977	—	11,842	4,600	1,816	3	102	26	551	161	2,106	4	78
Brewster ..	6,478	—	1,616	1,130	29	4	60	26	151	115	879	1	—
Briscoe ..	4,056	—	1,069	610	17	250	—	28	637	95	1,482	1	—
Brooks ..	6,362	—	1,346	17	175	2	—	26	80	28	1,482	1	—
Brown ..	25,624	—	7,284	5,030	109	1570	14	463	142	624	2,172	12	240
Burleson ..	18,334	—	4,877	2,570	78	1,782	6	91	33	435	2,221	4	96
Burnet ..	10,771	—	2,882	1,620	34	511	69	54	795	182	1,962	4	41
Burnet ..	24,893	—	6,032	3,880	78	2,266	11	207	90	1,860	438	14	184
Caldwell ..	5,911	—	1,510	870	17	289	7	47	19	186	114	5	44
Callahan ..	11,568	—	3,143	1,820	43	682	9	124	58	541	230	5	44
Callahan ..	83,202	—	19,625	13,500	517	3,724	32	662	203	4,970	1,691	46	968
Cameron ..	10,285	—	2,916	2,665	53	375	5	22	32	698	190	2	62
Camp ..	6,624	—	1,757	1,090	18	372	9	120	60	142	1,853	4	68
Cass ..	33,496	—	8,102	4,320	87	909	13	222	64	1,783	394	6	68
Castro ..	4,631	—	1,133	620	17	240	3	42	17	183	73	1	—
Chambers ..	7,511	—	2,091	1,240	31	458	6	80	24	428	125	—	—
Cherokee ..	43,970	—	10,580	6,240	172	1,972	19	398	96	1,940	621	15	211
Childress ..	12,149	—	3,316	2,250	43	960	8	55	387	291	4,105	11	156
Clay ..	12,524	—	3,397	1,910	44	595	8	93	64	619	243	3	38
Cochran ..	3,735	—	873	480	14	193	3	12	61	80	693	1	—
Coke ..	4,590	—	1,235	680	10	197	4	16	104	75	644	1	—
Collin ..	20,571	—	5,455	3,400	81	1,174	13	34	97	992	411	6	141
Collinsworth ..	47,190	—	12,696	7,540	191	2,530	26	148	2,280	771	8,697	16	276
Collinsworth ..	10,331	—	7,023	1,640	43	742	5	33	1,157	212	2,458	7	103
Comal ..	17,812	—	4,720	2,720	65	518	8	63	1,306	331	4,311	7	103
Comanche ..	12,312	—	3,341	2,360	58	784	5	158	63	1,347	387	1	—
Comanche ..	19,245	—	5,291	2,960	52	492	10	68	874	257	2,407	5	48

County	POPULATION			Radio Homes	FOOD			DRUG			AUTOMOTIVE			RETAIL—SERVICE			APPAREL		
	Total	Urban	Rural		Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Concho	6,192	—	6,192	1,570	870	22	303	4	70	37	402	130	1,239	2	—	—	—	—	
Cooke	24,909	9,651	15,258	6,348	4,090	107	1,360	13	251	57	1,896	405	6,161	14	345	—	—	—	
Correll	20,226	3,177	17,049	5,126	2,890	81	3,967	7	100	77	4,264	320	2,779	2	—	—	—	—	
Cottle	7,079	2,677	4,402	1,901	1,180	30	487	5	99	28	522	168	2,100	2	—	—	—	—	
Crane	2,841	—	2,841	780	520	11	293	4	52	2	130	79	939	3	52	—	—	—	
Crockett	2,809	—	2,809	719	450	9	207	2	*	11	454	58	1,224	1	—	—	—	—	
Crosby	10,048	—	10,048	2,631	1,470	35	447	5	230	38	607	188	2,198	1	—	—	—	—	
Culberson	1,653	—	1,653	449	290	5	97	2	*	21	330	57	709	—	—	—	—	—	
Dallam	6,494	4,441	2,053	1,743	1,290	22	612	6	148	33	403	177	2,796	3	84	—	—	—	
Dallas	398,564	319,440	79,084	112,628	95,000	1,388	625	221	8,727	900	38,968	7,674	205,468	259	15,987	—	—	—	
Dawson	15,367	6,038	9,329	4,003	2,420	71	1,073	10	261	57	1,058	325	4,829	6	147	—	—	—	
Deaf Smith	6,056	2,584	3,472	1,602	940	19	474	4	138	22	902	140	2,743	3	89	—	—	—	
Delta	33,658	11,192	22,466	2,033	1,850	47	549	4	186	22	397	162	1,704	6	39	—	—	—	
De Witt	24,935	7,418	17,517	6,489	3,940	100	2,033	20	442	126	2,764	650	8,908	12	185	—	—	—	
Dickens	7,847	—	7,847	2,006	1,110	31	477	4	148	26	783	133	2,384	1	—	—	—	—	
Dimmit	8,542	—	8,542	1,904	1,160	28	365	4	62	19	449	103	1,078	3	49	—	—	—	
Donley	7,487	—	7,487	2,016	1,370	23	514	7	99	35	567	159	1,931	4	28	—	—	—	
Duval	20,565	5,755	14,810	4,699	2,690	94	1,034	8	240	43	494	328	1,836	8	92	—	—	—	
Eastland	30,345	13,270	17,075	8,361	5,780	102	1,964	19	353	169	2,016	662	7,430	13	—	—	—	—	
Ector	15,051	9,573	5,478	4,862	2,860	43	1,832	8	389	78	3,589	361	9,570	12	478	—	—	—	
Edwards	2,933	—	2,933	777	440	14	145	2	459	10	104	60	492	1	—	—	—	—	
Ellis	44,733	15,742	31,991	12,919	8,250	223	2,994	27	459	186	2,517	971	10,024	26	268	—	—	—	
El Paso	131,067	96,810	34,257	31,613	24,100	639	8,131	61	1,878	276	10,703	2,324	45,669	70	2,766	—	—	—	
Erath	20,760	7,314	13,446	5,854	3,500	64	996	9	1,673	78	1,108	320	3,978	6	168	—	—	—	
Falls	35,984	6,542	29,442	8,881	5,030	132	1,630	9	319	82	1,040	483	5,480	7	150	—	—	—	
Fannin	41,064	6,349	34,715	11,004	6,290	165	2,021	26	426	124	1,366	612	6,208	16	172	—	—	—	
Fayette	29,246	2,531	26,715	7,546	4,160	93	939	18	176	116	1,301	611	4,978	10	116	—	—	—	
Fisher	12,932	—	12,932	3,273	1,800	38	610	5	99	46	420	194	1,837	—	—	—	—	—	
Floyd	10,669	2,726	7,943	2,786	1,720	29	537	5	143	35	469	178	2,717	3	41	—	—	—	
Four	5,237	—	5,237	1,386	800	17	288	4	65	28	416	106	1,104	3	29	—	—	—	
Fort Bend	32,963	3,457	29,506	7,709	4,280	91	1,387	11	279	111	2,350	540	7,474	10	209	—	—	—	
Franklin	8,378	—	8,378	2,262	1,210	34	270	2	*	13	466	85	1,083	1	—	—	—	—	
Freestone	21,138	3,157	17,981	5,434	3,150	62	754	12	193	66	987	327	3,108	1	—	—	—	—	
Frio	9,207	3,164	6,043	2,134	1,220	43	340	4	62	26	473	163	1,388	3	14	—	—	—	
Gaines	8,136	3,225	4,911	2,212	1,220	24	536	5	172	44	866	233	3,275	5	62	—	—	—	
Galveston	81,173	66,610	14,563	22,142	18,700	364	7,450	40	1,165	167	6,811	1,842	35,786	68	2,186	—	—	—	
Garza	5,678	—	5,678	1,517	860	30	395	5	125	23	496	125	1,702	3	54	—	—	—	
Gillespie	10,670	3,544	7,126	2,822	1,620	35	621	5	72	48	792	227	2,842	9	101	—	—	—	
Glasscock	8,798	—	8,798	2,086	1,150	23	245	1	*	4	26	16	98	—	—	—	—	—	
Goliad	26,075	4,722	21,353	6,268	3,570	100	1,018	3	122	57	347	114	1,235	2	—	—	—	—	
Gray	23,911	12,895	11,016	6,776	5,020	84	2,404	14	611	100	3,286	513	10,794	5	94	—	—	—	
Grayson	69,499	32,737	36,762	19,471	13,200	313	4,687	33	863	241	4,839	1,409	19,203	38	906	—	—	—	
Gregg	58,027	24,840	33,187	16,263	10,100	257	5,232	38	1,069	108	6,888	1,248	23,563	40	1,295	—	—	—	
Grimes	21,960	6,138	15,822	5,598	3,280	74	907	9	163	42	750	257	3,224	2	—	—	—	—	
Guadalupe	25,596	7,006	18,590	6,220	3,690	105	1,365	5	114	85	905	448	4,394	7	164	—	—	—	
Hale	18,113	8,263	10,550	5,060	3,540	51	1,397	14	410	92	2,482	449	7,805	18	—	—	—	—	
Hall	12,117	3,869	8,248	3,208	2,010	50	783	11	222	47	690	263	3,310	4	53	—	—	—	
Hamilton	13,303	2,716	10,587	3,757	2,140	35	802	8	115	80	1,375	296	2,851	2	—	—	—	—	
Hansford	2,783	—	2,783	738	450	10	164	4	54	16	545	75	1,280	1	—	—	—	—	
Hardeman	11,073	3,767	7,306	3,004	1,920	36	732	12	130	64	490	266	3,043	5	87	—	—	—	
Hardin	15,875	2,525	13,350	4,218	2,680	51	740	8	112	30	698	255	3,157	5	—	—	—	—	
Harris	598,961	410,885	118,077	144,831	122,900	1,797	45,222	245	8,857	1,188	40,479	9,268	239,223	244	22,319	—	—	—	
Harrison	50,900	18,410	32,490	12,733	7,960	196	2,402	16	447	95	2,453	594	9,747	15	653	—	—	—	
Hartley	1,873	241	1,632	480	280	3	12	1	*	7	50	25	203	—	—	—	—	—	
Haskell	14,905	3,051	11,854	3,980	2,310	42	801	12	220	63	451	276	2,848	5	53	—	—	—	
Hays	15,349	6,006	9,343	3,723	2,390	55	824	8	134	71	948	280	3,176	6	119	—	—	—	

Hemphill	4,170	1,139	680	11	300	2	*	20	445	98	1,632	2	1,632
Henderson	31,822	4,765	4,600	122	1,341	18	300	77	1,530	385	4,894	5	4,894
Hidalgo	106,059	50,580	23,857	446	4,461	46	837	230	5,889	20,508	71	35	71
Hill	38,355	7,799	10,315	115	1,886	19	295	150	1,411	680	6,614	11	6,614
Hockley	12,803	3,091	3,166	42	693	8	158	42	661	211	2,861	3	2,861
Hood	6,874	1,812	4,900	26	394	4	28	30	273	142	932	1	932
Hopkins	30,974	23,532	4,600	112	1,271	11	277	90	1,494	547	5,781	11	5,781
Houston	31,137	4,536	4,340	101	1,108	11	225	55	3,974	331	3,916	6	3,916
Howard	20,990	12,604	4,150	89	2,051	18	*	81	3,188	533	10,534	16	389
Hudspeth	3,149	3,149	4,70	18	108	18	*	25	168	73	487	28	487
Hunt	48,793	18,694	30,099	205	1,826	26	804	177	3,133	971	12,013	37	536
Hutchinson	19,069	10,018	8,650	42	2,626	10	439	47	1,831	307	7,165	27	263
Irion	1,963	1,963	350	8	1,102	2	*	14	90	43	312	3	312
Jack	10,206	2,751	1,550	37	474	7	129	64	626	227	1,963	3	37
Jackson	11,720	2,724	1,580	44	600	4	80	29	554	191	2,185	1	191
Jasper	17,491	4,347	2,060	60	664	6	131	50	239	3,184	89	4	89
Jeff Davis	2,375	2,375	360	12	99	1	*	7	34	43	307	2	307
Jefferson	145,320	105,201	32,060	595	11,228	77	2,231	338	13,787	2,533	57,967	97	3,613
Jim Hogg	5,449	5,449	750	36	258	3	78	18	544	131	1,825	4	19
Jim Wells	20,239	7,792	2,900	68	930	8	247	69	1,783	377	5,999	14	217
Johnson	30,384	10,558	5,500	193	1,760	21	360	127	1,944	620	6,900	15	222
Jones	23,378	4,810	3,750	82	1,520	12	342	115	1,582	435	6,183	1	1
Karnes	13,348	8,291	2,410	61	745	8	128	53	1,904	301	3,398	1	1
Kaufman	38,308	13,135	25,173	140	1,834	18	313	123	1,645	973	6,825	10	86
Kendall	5,080	1,606	850	22	288	4	50	33	511	137	1,389	2	2
Kenedy	700	131	80	1	80	1	1	1	*	3	18	1	1
Kent	3,413	870	480	15	165	2	*	14	139	58	486	1	1
Kerr	11,850	5,672	2,100	49	1,059	8	158	53	1,590	244	4,819	6	114
Kimble	5,064	1,374	790	24	341	4	53	21	398	98	1,368	1	1
King	1,066	267	140	5	89	8	24	17	201	17	201	1	1
Kinney	2,653	1,880	897	15	102	2	*	8	178	74	714	6	61
Kleberg	13,344	5,562	2,200	59	941	5	186	39	1,346	257	3,758	1	1
Knox	10,090	7,782	1,460	39	609	11	181	49	445	227	2,935	1	1
Lamar	50,425	18,678	8,100	216	2,349	18	535	92	2,392	657	9,654	19	422
Lamb	17,006	3,817	2,660	65	1,142	16	290	64	1,340	369	4,887	4	51
Lampasas	9,167	3,426	1,080	45	649	6	124	38	1,228	199	2,404	1	1
La Salle	8,003	3,633	1,896	32	302	4	53	27	364	157	1,178	2	2
Lavaca	25,485	2,789	1,350	72	742	7	109	77	742	363	3,879	8	118
Lee	12,751	3,039	1,600	41	389	9	75	39	461	202	1,643	3	3
Leon	17,733	4,447	2,330	71	596	14	114	66	637	316	2,316	3	18
Liberty	24,541	3,087	4,440	85	1,774	15	297	85	1,560	448	6,362	6	221
Limestone	33,781	6,410	5,120	161	1,047	17	300	89	1,142	593	6,039	3	33
Lipscomb	3,764	1,004	590	7	150	6	58	24	297	114	1,074	2	2
Live Oak	9,799	2,260	1,250	34	355	3	51	31	416	148	1,532	1	1
Llano	5,996	3,338	980	24	347	4	75	24	447	133	1,541	4	74
Loving	285	84	60	3	22	1	*	2	*	9	38	1	1
Lubbock	51,782	35,440	10,400	219	4,020	30	1,599	185	6,105	1,076	25,008	50	1,184
Lynn	11,931	11,931	1,690	33	779	5	153	44	862	176	3,225	4	40
McCulloch	13,208	5,002	2,190	49	881	11	194	101	1,251	321	3,050	6	63
McLennan	101,898	68,838	18,000	442	6,929	51	1,337	287	7,499	1,827	31,610	69	1,973
McMullen	1,374	365	200	8	62	1	5	5	23	26	114	1	1
Madison	12,029	3,052	1,630	31	800	5	82	39	794	174	2,485	3	27
Marion	11,457	2,797	1,600	58	450	4	104	30	466	206	1,755	7	130
Marin	5,556	1,374	760	23	238	2	*	19	1,134	84	1,134	1	35
Marshall	5,378	5,378	1,614	22	318	4	69	28	478	118	1,474	3	35
Mason	20,066	6,594	3,240	93	1,343	9	170	61	1,688	389	5,711	11	129
Matagorda	10,071	3,612	2,166	54	505	6	102	22	467	167	2,136	9	203
Maverick	16,106	3,877	2,200	43	422	7	81	42	471	210	2,285	3	471
Medina	4,521	1,222	740	20	346	3	91	15	192	109	1,402	3	29
Menard	11,721	2,369	2,590	19	1,056	8	319	45	2,133	233	6,272	14	282

POPULATION

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Rural	Stores	Sales	Stores	Sales	Stores	Sales	Stores		Sales
Milam	33,120	5,040	8,277	4,740	114	1,295	14	170	85	1,216	467	4,739	0	69
Mills	7,951	7,951	2,150	1,180	23	384	4	163	44	369	151	1,414	3	20
Mitchell	12,477	5,213	3,347	3,150	53	807	8	149	60	976	269	3,223	2	6
Montague	20,442	6,075	5,428	3,280	65	3,997	14	209	95	1,444	395	4,018	6	82
Montgomery	23,055	4,624	6,013	3,540	78	1,661	9	165	61	1,234	300	4,763	6	152
Moore	4,461	4,461	1,202	710	13	308	3	76	20	474	102	1,467	2	—
Morris	9,819	—	2,406	1,320	36	303	6	97	18	284	138	1,287	4	16
Motley	4,994	—	1,330	750	19	239	4	66	24	361	104	1,206	1	—
Naacogoches	35,392	7,538	8,707	5,110	156	1,881	14	395	79	2,317	491	6,937	9	265
Navarro	51,308	15,232	13,492	8,350	255	2,913	25	442	137	2,171	852	10,046	30	596
Newton	13,700	—	3,251	1,950	44	209	3	26	20	1,225	161	1,276	—	—
Nolan	17,309	10,367	6,942	3,440	38	1,310	10	287	86	1,709	331	6,270	16	427
Nueces	92,661	64,081	23,107	17,300	497	7,287	45	1,432	237	10,174	2,029	40,771	69	2,136
Ochiltree	4,213	—	1,141	830	9	337	4	104	27	743	108	2,065	4	126
Oldham	1,385	—	354	920	5	59	1	—	14	110	46	434	—	—
Orange	17,382	7,472	4,609	3,300	88	1,967	8	—	48	1,068	282	3,713	6	76
Palo Pinto	18,456	6,303	5,007	3,300	90	1,094	12	275	95	1,143	454	4,449	10	135
Panola	22,513	—	5,358	2,840	68	710	5	175	44	560	229	2,231	15	—
Parker	20,482	5,924	5,576	3,380	92	1,082	9	102	92	1,060	381	3,763	3	81
Parmer	5,890	—	1,511	840	17	251	3	73	18	397	123	1,506	—	—
Pecos	6,185	3,294	4,891	2,025	17	683	4	159	43	963	201	2,911	4	111
Polk	20,635	—	5,158	2,970	64	773	3	213	51	1,076	232	3,756	3	103
Potter	54,265	50,023	4,242	15,071	174	5,039	45	1,710	187	6,171	1,188	28,888	59	3,080
Presidio	10,925	3,805	7,120	1,430	39	529	5	87	23	651	181	2,219	5	117
Rains	7,334	4,285	1,800	940	19	1,04	3	28	28	136	83	427	—	—
Randall	7,185	—	2,109	1,540	15	486	5	86	34	400	118	1,578	—	—
Reagan	1,997	—	568	370	8	201	3	64	14	190	55	615	—	—
Real	2,420	—	665	390	12	103	3	20	7	56	48	307	—	—
Red River	29,769	4,095	25,674	7,490	118	1,076	12	235	54	908	440	4,070	5	98
Reeves	8,066	4,855	3,151	2,050	33	1,017	7	157	56	1,299	246	3,908	5	63
Retugio	10,383	4,077	6,306	2,614	47	776	8	157	31	910	235	3,309	5	163
Robertson	1,289	—	360	320	3	112	2	—	6	62	28	457	—	—
Rockwall	25,710	3,511	22,199	3,560	105	1,043	16	203	47	948	390	3,607	8	117
Rockwell	7,051	—	1,953	1,110	28	366	5	76	28	288	143	1,102	2	—
Runnels	18,903	4,472	4,925	3,000	69	1,327	13	236	101	1,388	403	4,918	4	—
Rusk	51,023	6,500	12,974	7,040	220	2,684	29	618	137	3,839	752	11,398	14	367
Sabine	10,896	—	2,736	1,580	43	333	3	66	18	1,066	137	1,277	26	—
San Augustine	12,471	—	10,471	2,923	50	551	3	71	18	393	146	1,650	1	—
San Jacinto	9,056	—	9,056	1,600	48	301	3	22	12	155	97	616	—	—
San Patricio	28,871	10,203	18,668	7,126	97	1,907	16	463	94	2,224	517	8,204	5	90
San Saba	11,012	2,927	8,085	1,620	47	561	5	84	39	495	181	1,979	4	37
Scheicher	3,983	—	3,083	845	10	190	1	—	14	132	50	589	—	—
Scurry	11,543	3,815	7,730	3,085	41	746	7	147	63	732	249	2,862	2	—
Shackelford	6,211	—	6,211	1,716	21	377	4	226	28	428	135	1,467	4	63
Shelby	29,235	3,010	26,225	7,385	114	1,101	11	202	77	1,169	404	4,357	9	65
Sherman	2,026	—	2,026	541	4	124	2	—	5	102	40	637	—	—
Smith	69,090	28,279	40,811	18,050	275	3,975	41	1,229	203	5,267	1,297	21,281	50	1,255
Somervell	3,071	—	3,071	835	470	108	2	—	16	158	66	418	—	—
Starr	13,312	—	13,312	2,554	108	197	7	50	22	144	274	1,236	1	—
Stephens	12,356	5,826	6,530	3,579	2,420	49	7	153	71	1,206	281	3,926	1	156
Sterling	1,404	—	1,404	398	8	92	1	—	9	158	39	545	7	—
Stonewall	5,589	—	1,380	750	14	173	4	61	19	1,124	85	634	—	—
Sutton	1,449	—	1,023	630	18	924	3	65	14	1,654	104	1,450	3	25
Swisher	6,528	—	1,780	1,030	20	387	5	149	33	725	166	1,929	—	—
Tarrant	181,002	181,002	43,619	64,550	866	17,361	116	4,568	678	20,579	4,573	107,841	125	6,039
Taylor	44,147	26,612	17,535	11,702	3,355	3,355	32	899	203	4,154	1,048	17,205	31	806
Terrill	2,952	—	2,952	470	14	157	3	38	12	250	81	907	—	—
Terry	11,160	4,009	7,151	2,862	42	801	5	188	40	597	197	3,338	3	19

County	Total	Urban	Rural	Families	Radio Homes	FOOD Stores	Sales	DRUG Stores	Sales	550,310	139,487	RETAIL—SERVICE Stores	Sales	APPEARL Stores	Sales
Throckmorton	4,275	—	4,275	1,134	600	17	165	4	46	22	244	100	704	1	—
Titus	4,528	19,292	14,700	5,059	2,950	72	1,066	8	165	51	182	329	3,974	5	186
Tom Green	39,302	25,802	13,500	10,500	8,210	186	3,128	26	975	178	3,984	980	17,235	33	792
Travis	111,083	87,930	12,123	28,118	21,150	416	8,699	63	8,699	647	12,921	1,797	43,976	74	3,285
Trinity	13,705	—	13,705	3,348	1,960	42	581	4	75	36	504	190	2,261	4	90
Tyler	11,948	—	11,948	2,931	1,760	34	256	4	31	33	621	182	1,844	2	—
Upshur	26,178	3,155	23,023	4,464	3,460	108	900	9	168	51	996	349	3,538	8	137
Upton	4,297	2,586	1,702	1,262	930	15	500	5	140	19	769	146	2,349	4	68
Uvalde	13,246	6,679	6,567	3,317	2,170	76	722	5	133	61	1,043	283	3,764	4	27
Val Verde	15,453	13,343	2,110	3,652	2,600	67	733	5	171	55	1,364	337	4,218	5	97
Van Zandt	31,155	7,992	7,992	4,360	3,970	105	1,229	15	210	90	1,329	456	4,641	6	225
Victoria	23,741	11,566	12,175	6,171	3,970	90	1,844	12	302	80	2,561	451	9,064	12	225
Walker	19,868	5,108	14,760	4,566	2,740	53	991	5	107	64	1,279	256	3,721	6	181
Waller	10,280	—	10,280	2,745	1,580	37	576	8	82	24	563	184	2,003	2	—
Ward	9,575	3,944	5,631	2,589	1,630	31	1,045	10	221	58	1,158	262	4,001	6	114
Washington	25,387	18,952	6,435	6,838	3,920	101	1,104	10	168	58	1,051	437	4,623	9	91
Webb	45,916	39,274	6,642	9,958	6,910	257	1,995	14	483	92	2,309	710	10,751	32	1,385
Wharton	36,158	8,292	27,866	9,307	5,400	84	1,984	18	353	40	2,295	576	8,904	10	414
Wheeler	12,411	3,123	9,288	3,235	2,040	48	876	10	188	57	994	297	3,577	3	102
Wichita	73,604	53,514	20,090	19,914	15,600	269	6,423	38	1,370	303	8,943	1,646	31,850	55	1,745
Wilbarger	20,474	9,277	11,197	5,473	3,620	74	1,420	13	380	43	1,704	465	6,695	13	366
Willacy	13,230	4,050	9,180	3,106	1,790	67	627	9	97	40	424	271	2,370	13	227
Williamson	41,698	11,537	30,141	10,946	6,770	164	1,934	23	358	156	2,816	861	9,169	13	—
Wilson	17,066	—	17,066	3,866	2,140	50	360	8	82	61	537	288	2,191	8	134
Winkler	6,141	2,584	3,557	1,764	1,250	21	765	5	180	29	1,036	206	3,194	8	—
Wise	19,074	2,578	16,496	5,135	2,950	66	802	12	155	79	669	354	2,914	10	103
Wood	24,360	3,223	21,137	6,297	3,620	85	933	15	220	74	1,142	439	4,036	2	—
Yoakum	5,354	—	5,354	1,494	770	18	304	5	40	29	159	153	491	2	—
Young	19,004	8,672	10,332	5,189	3,390	89	1,559	14	322	25	2,445	481	6,730	6	76
Zapata	3,916	—	3,916	865	500	34	44	1	—	119	14	69	119	—	—
Zavala	6,529	5,074	2,418	1,560	49	338	57	26	57	26	314	165	1,337	3	32
Total State	6,414,824	2,911,389	3,503,435	1,674,828	1,137,210	24,877	\$403,489	3,319	\$85,900	19,269	\$463,920	116,824	\$1,940,914	—	—

(*) Includes Service Establishments Receipts of Loving County.

Family figures for Counties in this State are preliminary Census releases.

UTAH

Population Families

Radio Homes 126,010

County	Total	Urban	Rural	Families	Radio Homes	FOOD Stores	Sales	DRUG Stores	Sales	550,310	139,487	RETAIL—SERVICE Stores	Sales	APPEARL Stores	Sales
Beaver	18,832	5,641	13,191	4,516	4,020	64	921	6	\$131	79	1,428	327	4,489	7	\$81
Box Elder	29,797	11,868	17,929	7,470	6,710	80	1,599	9	281	88	2,340	466	19,489	17	464
Cache	18,459	8,057	10,402	4,608	4,100	41	1,287	6	199	38	1,882	274	6,466	19	134
Daggett	504	—	504	131	120	3	21	—	—	—	—	7	64	—	—
Davis	15,794	3,857	12,427	3,776	3,320	33	749	4	59	42	789	179	2,796	2	—
Duchesne	8,858	—	8,858	1,861	1,770	15	242	3	53	27	294	110	1,304	2	—
Emery	7,072	—	7,072	1,615	1,450	9	48	3	31	172	172	90	674	1	—
Garfield	5,253	—	5,253	1,092	960	8	59	1	—	16	115	80	541	1	—
Grand	2,070	—	2,070	515	480	5	79	1	—	9	195	35	465	1	—
Iron	8,351	4,695	3,656	2,049	1,830	14	376	4	137	38	1,743	145	3,727	6	85
Juab	7,392	2,835	4,557	1,943	1,690	23	535	3	67	24	378	194	1,636	3	22
Kane	2,561	—	2,561	563	500	8	90	2	—	15	134	53	505	1	—
Millard	9,813	—	9,813	2,180	1,960	17	146	4	42	51	143	170	2,133	2	—
Morgan	2,611	—	2,611	684	570	5	49	2	—	11	205	43	488	—	—
Plute	2,203	—	2,203	545	490	3	6	1	—	13	107	37	364	—	—
Rich	2,028	—	2,028	497	450	0	41	—	—	8	54	24	166	—	—

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL			
	Total	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
Salt Lake	211,623	187,084	52,000	650	17,298	71	3,510	400	17,670	3,347	94,342	141	6,880
San Juan	4,712	4,712	590	10	86	—	—	6	199	40	430	—	—
Sanpete	16,063	16,063	3,620	34	424	10	96	45	581	360	2,655	8	30
Sevier	12,112	3,684	2,962	34	424	8	362	42	965	263	3,193	10	154
Summit	8,714	3,975	2,197	35	346	3	36	39	495	172	1,638	3	23
Tooele	9,133	4,132	2,359	30	609	3	48	38	709	157	2,198	6	66
Utah	9,898	9,898	2,224	24	270	3	77	20	1,674	108	1,674	2	—
Wasatch	57,382	39,605	13,708	134	2,609	22	543	180	4,161	823	15,174	31	629
Washington	8,748	3,006	1,407	11	122	2	—	23	384	95	1,360	1	—
Wayne	9,269	5,678	2,064	42	385	4	44	44	548	175	1,842	4	70
Weber	2,394	2,394	494	9	25	1	—	5	21	34	132	—	—
	56,714	43,688	15,103	186	4,104	16	779	118	4,283	938	21,895	48	1,839
Total State	550,310	305,493	139,487	1,538	\$33,091	194	\$6,421	1,435	\$41,310	8,759	\$182,144	320	\$10,609

VERMONT
 Population Families
 359,231
 92,435
 Radio Homes
 82,540

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL			
	Total	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
Addison	17,944	17,944	4,532	68	\$1,445	5	\$113	67	\$1,165	322	\$4,979	14	\$219
Bennington	22,286	7,628	5,270	113	2,935	12	236	96	1,636	514	7,083	18	381
Caledonia	24,320	7,437	6,566	96	2,120	11	227	101	2,499	523	9,296	26	487
Chittenden	52,098	33,722	12,684	11,440	223	5,100	18	117	3,575	920	22,419	48	1,655
Essex	6,490	6,490	1,678	1,500	23	409	6	50	1,131	148	1,182	5	20
Franklin	29,661	8,037	7,370	96	2,268	12	256	86	1,410	533	8,677	31	482
Grand Isle	3,802	3,802	810	19	255	—	—	15	64	65	734	—	—
Lamoille	11,028	11,028	2,852	50	703	3	70	29	902	218	3,174	6	85
Orange	17,048	17,048	4,470	63	1,090	6	124	63	914	312	4,182	11	108
Orleans	16,816	16,816	4,750	94	1,468	12	152	85	1,716	484	7,147	16	263
Rutland	46,638	17,082	11,789	10,600	255	4,463	19	531	4,240	973	18,258	36	1,106
Washington	41,546	19,567	10,589	9,600	177	4,057	20	370	3,965	851	16,280	52	1,003
Windham	27,850	13,858	7,365	134	2,892	8	239	79	2,764	573	11,613	23	597
Windsor	37,862	8,584	10,011	154	3,834	18	361	137	3,679	772	13,427	28	368
Total State	359,231	123,239	92,435	1,578	\$32,099	149	\$3,362	1,188	\$29,039	7,208	\$129,351	314	\$6,774

VIRGINIA
 Population Families
 2,677,773
 627,659
 Radio Homes
 413,180

County	POPULATION		Radio Homes	FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL			
	Total	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
Accomac	33,030	33,030	8,962	207	\$1,372	10	\$125	61	\$941	550	\$4,246	10	\$194
Albemarle	44,052	19,400	7,084	177	3,266	15	697	104	3,302	674	16,070	41	1,166
Charlottesville	Independent city—	included in county above											
Alleghany	29,149	12,761	6,712	100	2,091	8	338	82	1,819	458	8,314	13	336
Clifton Forge	Independent city—	included in county above											
Annela	8,495	8,495	1,939	29	121	2	—	—	—	—	761	—	—
Amherst	20,273	20,273	4,129	78	590	2	—	—	—	—	1,673	—	—
Appomattox	9,020	9,020	2,022	24	145	2	—	—	—	—	1,470	2	—
Arlington	90,563	90,563	24,674	223	9,450	34	1,683	114	6,971	867	32,226	47	1,142
Alexandria	Independent city—	included in county above											
Augusta	56,109	20,710	12,829	179	2,904	13	525	172	3,081	797	14,790	34	912
Staunton	Independent city—	included in county above											

Bath	7,191	—	7,191	1,543	1,000	21	236	1	*	17	1140	102	1,021	3	40
Bedford	29,687	3,973	26,714	6,831	3,760	74	700	5	84	79	964	405	3,579	5	86
Bland	6,731	—	6,731	1,424	770	8	47	1	*	10	185	78	365	—	—
Botetourt	16,447	—	16,447	3,697	2,110	56	387	6	49	67	545	234	1,609	1	—
Brunswick	19,575	—	19,575	4,082	2,180	62	500	5	48	40	462	214	2,328	2	—
Buchanan	31,477	—	31,477	6,014	3,120	135	617	4	49	22	417	453	3,654	6	71
Buckingham	13,398	—	13,398	2,857	1,550	32	146	2	*	186	149	944	944	1	—
Campbell	70,589	47,460	23,129	17,084	12,290	270	4,989	26	1,174	163	45,019	1,227	26,319	48	—
Lynchburg	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Caroline	13,945	—	13,945	3,031	1,590	72	402	1	*	25	379	185	1,412	—	185
Carroll	25,904	1,390	24,514	5,732	3,010	85	356	1	*	23	329	271	1,841	—	—
Charles City	4,275	—	4,275	5,881	400	16	55	—	*	17	147	168	1,207	—	—
Charlotte	15,861	—	15,861	3,254	630	38	220	4	34	35	221	223	1,207	1	—
Chesterfield	31,183	3,194	27,989	7,398	4,600	104	1,108	4	*	121	1,242	354	3,016	1	—
Clarke	7,159	—	7,159	1,751	970	27	395	3	79	33	346	117	1,506	2	—
Craig	3,769	—	3,769	908	490	18	153	1	*	10	749	58	393	—	—
Culpeper	13,365	—	13,365	3,123	1,770	43	596	3	129	37	714	179	3,258	8	186
Cumberland	7,505	—	7,505	1,631	870	15	52	2	*	16	105	75	503	—	—
Dickenson	21,266	—	21,266	4,155	2,300	78	413	2	*	16	362	244	2,181	4	56
Dinwiddie	48,797	30,631	18,166	11,264	7,620	271	3,695	12	653	97	43,025	794	15,869	47	—
Petersburg	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Elizabeth City	38,181	9,401	28,780	7,509	6,910	121	2,151	13	389	49	41,889	412	7,620	27	497
Hampton	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Essex	7,006	—	7,006	1,645	740	53	312	2	*	29	257	141	1,189	1	—
Fairfax	40,929	2,576	38,353	8,793	5,180	80	1,479	3	53	89	1,651	344	4,840	—	—
Fauquier	21,039	—	21,039	4,311	2,750	65	962	7	122	57	1,191	310	4,628	8	91
Floyd	11,967	—	11,967	2,823	1,420	26	113	4	36	23	380	213	1,086	—	—
Ft. Worth	7,088	—	7,088	1,657	860	32	181	3	21	15	192	98	1,086	—	—
Franklin	25,864	—	25,864	5,538	2,880	57	467	5	67	85	695	291	2,242	3	17
Fredrick	26,103	12,095	14,008	6,793	4,580	119	1,766	9	364	86	1,751	533	9,956	30	712
Winchester	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Giles	14,635	—	14,635	3,114	1,190	23	389	5	99	31	565	193	2,089	4	86
Goochland	9,548	—	9,548	2,473	1,400	46	329	2	*	37	389	151	1,552	1	—
Greenland	8,454	—	8,454	1,710	910	34	92	2	*	19	169	102	493	—	—
Grayson	21,916	1,805	20,111	4,960	2,710	32	353	4	71	57	1,459	297	3,656	6	151
Greene	5,218	—	5,218	1,116	580	10	30	—	—	18	158	65	269	—	—
Greensville	14,866	2,735	12,131	3,129	1,116	580	10	44	71	37	541	198	2,501	2	—
Halifax	41,271	5,252	36,019	8,725	4,750	108	912	9	177	58	1,201	460	5,329	10	192
Hanover	18,500	—	18,500	4,172	2,290	78	903	2	*	62	942	221	2,566	—	—
Henrico	235,002	193,042	41,960	61,613	51,400	1,127	24,105	115	5,167	439	21,253	4,175	122,057	207	9,753
Richmond	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Henry	36,561	10,080	26,481	7,910	4,760	164	1,922	8	270	112	1,938	496	7,928	15	388
Martinsville	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
Highland	4,875	—	4,875	1,085	570	6	19	—	*	19	84	68	321	—	—
Isle of Wight	13,381	—	13,381	3,121	1,780	71	506	3	32	35	524	217	2,084	2	—
James City	8,849	3,942	4,907	1,740	1,130	25	595	3	167	27	645	146	2,943	5	108
Williamsburg	Independent city—	included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—
King and Queen	6,954	—	6,954	1,569	780	45	140	—	—	8	132	96	376	—	—
King George	5,431	—	5,431	1,260	720	34	260	—	—	11	175	70	465	—	—
King William	7,855	—	7,855	1,902	1,060	28	328	2	*	22	475	144	1,587	1	—
Lancaster	39,296	—	39,296	2,182	1,240	49	343	4	*	33	393	173	1,527	3	67
Lee	20,291	—	20,291	4,242	2,720	72	484	4	73	26	330	332	3,569	3	167
Loudoun	13,665	—	13,665	3,238	1,770	74	1,135	8	177	44	973	305	4,432	9	30
Louisiana	13,844	—	13,844	3,152	1,670	64	397	4	36	22	1153	180	1,614	—	—
Lunenburg	8,465	—	8,465	1,870	1,670	24	386	4	78	30	368	157	1,787	4	65
Madison	7,149	—	7,149	1,918	990	15	49	1	*	21	175	114	662	—	—
Mathews	31,933	—	31,933	6,673	3,700	77	185	12	*	31	275	111	1,029	3	54
Mecklenburg	6,673	—	6,673	1,746	930	49	302	1	*	112	1,710	473	4,919	10	206
Middlesex	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

County	POPULATION			Families	Radio Homes		FOOD		DRUG		AUTOMOTIVE RETAIL—SERVICE		APPAREL		
	Total	Urban	Rural		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Montgomery	28,196	6,990	21,206	6,716	4,200	97	1,032	11	304	87	1,186	356	5,886	7	—
Radford	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Nansemond	34,114	11,343	22,771	8,121	5,110	219	1,606	7	238	71	2,136	551	8,673	27	—
Suffolk	16,241	—	16,241	3,435	1,840	70	292	1	*	29	783	248	1,476	—	—
Nelson	4,092	—	4,092	944	540	21	84	—	—	8	128	61	659	—	—
New Kent	238,943	203,115	35,828	61,585	49,350	1,569	20,340	103	4,133	331	11,506	4,077	92,214	255	10,422
South Norfolk	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Norfolk	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Portsmouth	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Northampton	17,597	—	17,597	4,370	2,020	109	1,219	8	97	51	487	330	3,835	7	167
Northam-	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
berland	10,463	—	10,463	2,445	1,340	43	247	1	*	23	719	163	1,292	—	—
Nottoway	15,556	2,699	12,857	3,464	1,990	57	792	6	148	44	512	248	3,303	8	143
Orange	12,649	—	12,649	2,971	1,700	51	695	5	115	33	594	209	2,181	2	—
Page	14,863	—	14,863	3,514	2,000	59	481	4	91	45	481	238	2,093	7	58
Patrick	16,613	—	16,613	3,523	1,780	56	169	1	6	31	4155	191	1,106	—	—
Pittsylvania	94,446	32,749	61,697	21,100	12,810	274	4,276	25	899	208	4,849	1,008	21,658	43	1,417
Danville	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Powhatan	3,671	—	3,671	1,160	620	27	110	—	—	16	761	80	545	—	—
Prince Edward	14,922	8,475	11,447	3,428	1,980	43	496	5	*	49	925	210	3,325	9	332
Prince George	20,905	8,679	12,226	4,838	3,340	88	979	4	186	63	4750	289	5,535	15	239
Hopewell	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Independent city—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Princess Anne	19,948	2,600	17,348	4,753	2,830	110	1,343	4	150	41	1,414	325	3,736	10	134
Prince William	17,738	—	17,738	3,159	3,060	64	792	8	132	34	263	253	3,208	6	48
Pulaski	22,767	8,792	13,975	5,072	3,320	89	1,106	6	174	41	1,204	290	4,322	17	326
Rappahannock	7,208	—	7,208	1,567	820	23	139	1	*	19	139	90	552	—	—
Richmond	6,634	—	6,634	1,511	780	45	297	2	*	22	246	135	997	1	—
Roanoke	112,184	78,479	33,705	27,955	22,950	446	8,686	45	1,764	271	8,631	1,713	44,335	106	5,139
Roanoke	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Independent city—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Rockbridge	26,719	8,249	18,470	6,243	3,820	82	946	8	1286	82	1992	385	5,246	11	—
Buena Vista	40,057	8,768	31,289	9,661	5,830	122	1,442	14	363	138	2,658	600	12,965	11	—
Rockingham	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Independent city—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Harrisonburg	26,627	—	26,627	5,450	2,980	46	256	3	39	47	480	300	2,175	—	—
Russell	36,989	—	36,989	5,796	3,020	78	256	4	40	46	466	369	2,016	4	147
Scott	20,898	—	20,898	5,276	3,000	97	798	7	117	60	754	436	3,571	8	220
Shenandoah	28,861	7,322	21,539	5,728	3,320	111	901	6	147	59	910	413	4,098	5	220
Smyth	3,466	—	3,466	22,976	5,547	701	9	136	56	58	971	323	3,887	8	115
Southampton	19,971	10,066	9,905	4,911	3,230	103	1,772	6	336	68	2,117	418	9,145	21	574
Stafford	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Fredericksburg	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Stafford	9,548	—	9,548	2,119	1,150	50	264	—	—	18	110	528	—	—	—
Stafford	6,193	—	6,193	1,495	830	31	157	—	—	19	783	95	626	—	—
Stafford	12,485	—	12,485	2,727	1,490	47	340	5	54	34	429	172	1,622	3	19
Sussex	41,607	6,544	35,063	8,857	5,300	123	1,362	10	317	52	1,313	488	7,839	12	135
Tazewell	11,352	3,891	7,461	2,651	1,580	34	626	5	125	49	768	230	3,188	8	63
Warren	46,345	37,067	9,248	12,039	9,050	239	4,715	20	1685	18	13,552	903	21,672	59	1,630
Warwick	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Newport News	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Independent city—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Newport News	47,905	13,431	34,534	10,777	6,550	147	1,600	10	397	118	2,468	641	9,475	17	265
Washington	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Bristol	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Independent city—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
included in county above	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Westmoreland	9,512	—	9,512	2,292	1,240	52	293	3	37	12	767	191	1,304	—	—
Wise	52,458	11,347	41,111	11,073	6,860	149	1,752	15	267	66	1,769	595	8,465	11	237
Wythe	22,721	4,653	18,068	4,944	2,860	39	672	4	125	54	1,060	281	4,131	10	156
York	8,857	—	8,857	2,108	1,230	51	377	2	*	19	7156	106	866	1	—
Total State	2,677,773	944,675	1,733,098	627,659	413,180	10,245	\$143,034	789	\$26,146	5,328	\$137,360	38,793	\$672,402	1,330	\$43,349

(*) Includes Service Establishment Receipts of New Kent County.

WASHINGTON

Population Families 1,736,191 534,237

Radio Homes

502,780

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		RETAIL—SERVICE		APPAREL		
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores
Adams	6,209	—	6,209	1,658	1,590	24	\$405	4	\$81	148	\$2,388	1	—	
Asotin	8,365	—	8,365	2,472	2,350	23	505	2	290	99	1,235	1	—	
Benton	12,053	3,115	5,249	3,331	3,200	32	729	2	703	200	2,869	5	\$55	
Benton	34,412	11,620	22,792	10,352	9,860	105	3,318	18	680	719	16,969	31	665	
Chelan	21,848	9,409	12,439	6,140	6,140	79	1,965	13	242	410	7,529	15	240	
Clark	49,852	23,221	26,631	14,585	10,890	178	3,426	16	358	164	4,106	851	627	
Columbia	5,549	3,026	2,523	1,152	1,530	20	354	2	*	320	141	1,654	1	—
Cowlitz	40,155	19,134	21,021	11,552	10,880	135	3,176	17	394	123	3,787	715	421	
Douglas	8,651	—	8,651	2,545	2,450	25	869	1	*	29	616	127	1,450	
Ferry	4,701	—	4,701	1,398	1,350	24	286	2	*	15	124	86	783	
Franklin	3,307	3,918	3,383	1,871	1,760	21	647	4	82	31	660	149	2,663	
Garfield	3,383	—	3,383	1,087	950	6	127	3	57	10	1,111	76	1,377	
Grant	14,668	3,659	11,009	4,652	4,460	68	1,674	12	232	85	1,441	399	5,700	
Grays Harbor	53,166	29,681	23,485	16,312	15,450	260	5,805	27	597	172	5,356	1,149	21,357	
Island	6,098	—	6,098	2,008	1,930	31	219	4	37	95	216	128	1,103	
Jefferson	8,918	4,683	4,235	2,620	2,460	42	819	4	81	31	431	185	2,304	
King	504,980	194,980	382,214	167,737	158,100	2,541	50,060	299	8,325	1,261	48,589	12,440	294,082	
Kitsap	44,387	15,134	29,253	13,998	13,300	186	4,415	22	647	114	3,086	794	15,761	
Kittitas	20,230	5,944	14,286	5,795	5,450	71	1,904	9	206	415	7,623	17	267	
Klickitat	11,357	—	11,357	3,363	3,230	40	866	7	80	48	911	214	3,154	
Lewis	41,393	12,271	29,122	12,122	11,530	153	2,946	17	857	155	3,153	820	13,090	
Lincoln	11,361	—	11,361	3,282	3,150	43	887	10	154	62	1,329	290	4,621	
Mason	11,603	3,707	7,896	3,631	3,430	67	1,073	4	126	38	769	244	3,584	
Okangene	24,545	2,918	21,618	5,286	5,050	50	1,235	17	245	81	1,710	434	7,046	
Pacific	15,928	4,045	11,883	4,890	4,630	84	1,594	9	115	58	996	164	4,875	
Pend Oreille	7,150	—	7,150	2,090	2,000	33	514	6	81	39	539	164	1,800	
Pierce	181,081	117,297	64,784	55,124	52,100	355	16,407	73	2,077	513	15,716	3,752	72,536	
San Juan	3,157	—	3,157	1,029	990	18	283	1	*	6	152	64	650	
Skagit	37,650	13,107	24,543	11,073	10,430	136	3,014	18	293	166	2,951	885	12,543	
Skamania	4,633	—	4,633	1,410	1,350	18	248	1	21	22	213	104	300	
Spokane	88,754	33,018	55,736	27,492	26,050	354	7,651	36	845	305	6,961	1,741	30,381	
Spokane	104,652	42,001	62,651	49,983	47,100	714	14,530	69	2,526	452	15,833	3,389	76,774	
Stevens	19,275	—	19,275	5,540	5,330	56	1,071	10	191	60	932	281	3,775	
Thurston	37,285	13,254	24,031	11,590	10,910	143	3,291	16	329	138	3,150	138	14,990	
Wahkiakum	4,286	—	4,286	1,263	1,220	12	215	1	*	11	79	59	746	
Walla Walla	30,547	18,109	12,438	8,406	7,980	104	2,444	11	534	101	3,164	637	14,146	
Whitman	60,355	29,314	31,041	18,484	17,550	241	4,841	29	776	214	4,647	1,189	21,969	
Whitman	27,221	7,270	19,951	7,834	7,450	92	2,188	20	391	109	2,562	668	10,858	
Yakima	99,019	30,904	68,115	28,427	27,200	305	8,615	38	1,155	336	8,758	1,660	37,112	
Total State	1,736,191	921,969	814,222	534,237	502,780	7,427	\$154,116	860	\$22,696	5,398	\$155,664	36,938	\$722,300	
												1,384	\$37,865	

Population Families 1,901,974 444,815

Radio Homes

336,670

County	POPULATION		Rural	Families	Radio Homes	FOOD		DRUG		RETAIL—SERVICE		APPAREL	
	Total	Urban				Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Barbour	19,869	—	19,869	4,866	4,000	58	\$616	3	\$88	252	\$2,275	1	—
Berkeley	29,016	15,063	13,953	7,526	6,000	166	1,607	9	352	547	7,090	23	\$467
Boone	28,556	—	28,556	6,035	5,050	83	1,012	2	*	29	847	202	4,540

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Brockton	21,658	12,076	4,672	3,770	45	414	4	73	28	534	238	1,961	1	73
Brookline	25,513	13,437	6,208	5,340	102	1,509	7	144	49	951	348	4,494	11	190
Cabell	97,459	75,566	25,104	22,150	454	6,542	47	1,315	149	6,823	1,503	34,752	87	4,019
Calhoun	10,455	12,455	2,110	2,110	21	153	1	*	18	376	145	1,037	—	—
Clay	15,206	15,206	2,500	2,500	27	302	1	*	13	116	159	1,383	2	—
Doddridge	10,923	10,923	2,130	2,130	25	348	—	*	25	137	106	1,092	2	—
Fayette	80,628	75,070	17,874	14,850	164	2,954	16	370	81	2,978	764	17,972	40	691
Glmer	12,046	12,046	2,708	2,708	320	320	2	*	24	1145	144	1,001	3	45
Grant	8,805	8,805	2,018	1,640	36	233	1	*	28	325	143	1,171	1	—
Greenbrier	38,520	38,520	8,682	7,150	116	1,703	9	183	75	1,337	509	6,818	21	403
Hampshire	12,974	12,974	3,015	2,420	67	466	2	*	39	551	191	1,570	1	—
Hancock	23,978	23,978	7,556	6,450	113	2,641	13	281	49	1,268	448	6,921	10	362
Hardy	10,813	10,813	2,306	1,870	33	159	4	27	15	379	163	1,165	2	—
Harrison	35,967	46,944	20,628	17,300	328	5,124	27	765	149	3,790	1,170	21,644	62	1,720
Jackson	16,598	16,598	3,932	3,190	38	279	3	54	34	587	223	1,848	2	—
Jefferson	2,920	13,836	4,104	3,300	77	674	7	101	46	717	266	2,773	6	84
Kanawha	195,619	90,002	46,862	39,500	726	13,464	71	2,036	263	10,669	2,447	64,394	124	6,212
Lewis	22,971	22,986	4,971	4,220	89	965	6	161	53	924	189	3,919	12	269
Lincoln	22,886	22,886	4,971	3,800	64	269	1	*	16	183	59	1,596	1	—
Logan	5,166	62,002	14,197	11,680	164	2,068	8	318	73	2,640	653	15,504	26	690
McDowell	94,354	92,206	20,082	16,520	204	3,678	18	346	92	2,667	790	22,056	44	848
Marion	68,683	26,250	42,433	17,182	202	4,128	21	506	114	3,392	886	18,209	46	1,347
Marshall	40,189	21,502	18,687	9,486	175	2,363	13	188	82	1,104	254	6,007	26	249
Mason	22,270	3,538	5,241	4,320	89	693	2	*	34	333	254	2,095	8	94
Mercer	68,289	28,087	18,732	12,860	207	3,275	22	761	123	3,273	829	17,032	58	1,517
Mineral	22,215	8,854	13,361	4,550	95	1,206	6	85	43	899	333	4,043	12	265
Mingo	40,802	8,366	8,702	7,110	178	2,061	8	247	46	1,540	434	8,380	16	459
Monongalia	51,252	16,655	13,138	11,100	187	3,747	13	445	115	3,088	789	14,034	45	1,066
Monroe	13,577	13,577	2,926	2,400	54	321	2	*	27	385	170	1,184	2	—
Morgan	8,743	8,743	2,151	1,770	52	505	2	*	17	183	175	1,084	6	36
Nicholas	5,051	19,019	5,072	4,050	48	752	2	*	35	411	199	2,381	3	28
Ohio	61,099	12,016	19,437	17,400	390	7,588	33	1,281	141	4,910	1,513	35,118	111	4,051
Pendleton	10,884	10,884	2,169	1,760	20	52	1	*	27	516	192	1,042	2	—
Pearsontas	6,682	6,682	1,666	1,380	20	359	2	*	17	381	107	1,282	4	24
Pocantotas	13,906	13,906	3,067	2,500	45	441	2	*	35	408	209	1,867	4	41
Preston	30,416	30,416	7,187	5,830	86	1,022	6	81	75	951	409	3,621	5	18
Punam	19,511	982	18,629	3,620	73	516	6	*	31	374	193	2,183	—	—
Raleigh	86,687	12,862	18,907	15,560	226	3,454	11	454	113	3,336	914	20,840	41	1,210
Randolph	30,259	22,126	6,866	5,560	84	1,448	6	216	70	1,558	368	6,212	10	324
Ritchie	15,389	15,389	3,885	3,180	48	443	4	67	36	506	214	1,926	3	17
Roane	20,787	4,430	20,787	3,600	57	557	2	*	32	740	211	2,358	3	23
Summers	20,409	5,815	14,594	4,672	741	1,088	5	167	45	469	244	2,915	6	123
Taylor	19,919	7,431	12,488	4,072	54	370	2	*	28	336	162	3,439	11	187
Tucker	13,173	13,173	3,022	2,510	57	502	3	44	20	502	306	1,784	6	37
Tyler	12,559	9,857	8,260	6,650	59	472	3	45	20	163	180	1,987	5	78
Upshur	18,360	13,910	4,585	3,720	58	746	3	109	39	750	237	2,631	11	132
Wayne	35,566	7,172	28,394	6,970	83	501	3	83	32	1162	297	2,246	2	—
Webster	18,080	18,080	3,783	3,100	72	333	5	52	15	1185	194	2,024	4	59
Wetzel	22,342	18,851	5,371	4,370	99	1,192	2	112	55	628	383	3,541	15	216
Wirt	6,475	6,475	1,566	1,260	11	35	—	*	12	96	84	487	—	—
Wood	62,399	30,103	32,299	16,598	281	4,513	16	706	136	3,147	1,031	18,620	54	1,781
Wyoming	29,744	3,026	26,748	5,100	61	787	4	89	22	786	247	6,121	6	57
Total State	1,901,974	534,292	1,367,682	444,815	6,379	983,227	477	\$12,889	3,118	\$77,877	24,120	\$424,551	1,007	\$29,865

WISCONSIN

Population
Families

3,137,587
823,929

Radio Homes

687,320

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban			Stores	Sales \$*	Stores	Sales \$*	Stores	Sales \$1,133	Stores	Sales \$11	Stores	Sales \$11
Adams	8,449	—	2,271	1,590	26	\$284	2	23	23	\$191	136	3	3	
Ashland	10,700	11,101	5,235	4,380	77	1,698	8	174	67	1,319	404	18	18	
Barron	28,570	8,741	6,390	6,390	70	1,297	14	270	133	2,290	661	14	14	
Bayfield	15,827	—	4,096	2,940	37	713	5	92	39	557	265	4	4	
Brown	83,109	52,608	20,140	17,200	301	6,975	41	1,095	189	7,281	1,685	106	106	
Buffalo	16,090	—	4,104	2,930	48	540	6	78	39	744	273	7	7	
Burnett	11,382	—	3,084	2,130	28	290	4	41	29	414	167	5	5	
Calumet	17,618	—	4,373	3,150	51	656	4	120	50	1,108	404	13	13	
Chippewa	30,335	—	9,595	7,330	123	2,007	12	205	102	2,207	732	25	25	
Clark	2,562	—	8,572	6,000	93	1,248	12	155	85	1,292	631	14	14	
Columbia	32,517	9,776	8,844	6,980	92	2,155	16	329	186	2,375	747	36	36	
Crawford	18,258	4,692	13,706	3,420	44	668	4	77	65	915	325	8	8	
Dane	120,680	72,180	35,236	29,960	450	12,328	75	2,580	354	11,372	2,582	137	137	
Dodge	34,528	20,775	13,751	10,900	157	2,795	23	346	160	2,657	1,094	31	31	
Door	19,095	5,439	4,937	3,750	72	973	6	122	61	1,288	433	10	10	
Douglas	36,136	11,983	12,799	11,190	201	4,624	21	626	113	3,328	873	46	46	
Dunn	20,375	6,582	6,633	4,950	76	969	6	110	72	1,299	434	10	10	
Eau Claire	46,999	30,745	16,254	12,500	135	3,722	15	608	107	3,751	735	52	52	
Florence	4,177	—	4,177	800	14	221	1	*	13	463	79	1	1	
Fond du Lac	62,353	—	16,348	13,610	234	4,852	28	909	147	4,242	1,310	64	64	
Forest	11,805	—	2,697	2,050	30	505	3	46	28	427	189	4	4	
Grant	40,639	7,725	10,837	8,140	118	2,246	16	267	141	2,781	806	29	29	
Green	23,146	6,128	6,469	4,980	65	1,441	12	274	81	1,639	514	20	20	
Green Lake	14,092	—	4,037	3,150	53	933	9	122	58	1,158	360	20	20	
Iowa	20,595	—	5,432	3,940	47	857	12	99	70	831	402	19	19	
Iron	10,049	—	2,592	2,030	47	850	3	44	29	421	279	1	1	
Jackson	2,539	—	4,190	2,960	47	804	6	85	68	1,054	300	7	7	
Jefferson	18,588	17,759	10,818	8,780	148	3,640	19	385	136	3,295	929	52	52	
Juneau	2,621	16,087	4,947	3,680	53	1,106	9	113	77	1,239	369	6	6	
Kenosha	48,765	14,740	16,752	15,050	244	6,432	28	918	122	3,807	1,196	82	82	
Kewaunee	16,680	5,185	4,261	3,070	43	513	5	74	52	616	363	15	15	
La Crosse	59,853	42,707	16,946	13,800	207	5,845	20	589	126	3,900	1,107	53	53	
Lafayette	18,695	—	4,874	3,520	61	983	8	73	65	1,301	376	14	14	
Langlade	9,495	13,732	5,688	4,410	94	1,710	9	164	62	1,589	481	13	13	
Lincoln	22,536	12,076	5,727	4,640	71	1,228	7	203	67	1,200	462	15	15	
Manitowoc	37,706	26,911	15,848	13,210	237	5,238	21	458	146	4,222	2,026	64	64	
Marathon	61,617	34,048	18,019	14,230	213	4,528	20	463	177	4,062	1,248	44	44	
Marquette	36,225	14,183	9,098	7,200	102	2,299	10	127	96	1,798	607	19	19	
Marquette	9,097	—	2,531	1,820	32	479	3	41	20	550	212	2	2	
Milwaukee	706,885	705,672	209,688	194,000	3,234	83,756	416	11,908	1,173	55,681	15,428	861	861	
Monroe	30,680	9,637	7,700	5,860	83	1,508	11	234	96	1,722	585	18	18	
Oconto	27,075	5,362	6,539	4,860	86	1,215	8	87	85	1,072	582	12	12	
Ontonagon	18,398	8,501	10,437	4,200	70	1,912	11	222	78	1,742	432	16	16	
Outagamie	70,032	42,960	17,101	14,400	217	5,701	22	669	168	4,707	1,248	88	88	
Osaukee	18,985	4,046	4,989	3,860	62	1,240	6	114	60	1,480	407	13	13	
Pepin	7,897	—	1,987	1,400	24	426	4	46	27	499	165	7	7	
Pierce	21,471	2,516	18,955	4,070	69	1,056	9	122	76	1,882	461	14	14	
Polk	26,197	—	6,854	4,780	49	733	11	191	92	1,616	439	11	11	
Portage	35,800	20,023	8,205	6,500	108	3,326	9	305	95	2,048	589	28	28	
Price	18,467	3,252	15,215	4,766	33	679	5	108	55	819	320	5	5	
Racine	94,047	71,609	24,971	22,280	394	10,129	38	1,357	194	6,175	1,733	102	102	
Richland	20,381	4,364	5,286	3,910	55	1,023	9	161	85	1,022	363	11	11	
Rock	80,173	51,623	22,474	19,300	268	8,558	35	1,117	219	6,110	1,441	81	81	
Rusk	17,737	3,671	4,435	3,240	44	865	4	97	57	965	299	4	4	

County	POPULATION		Rural		Families		Radio Homes		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL	
	Total	Urban	Total	Rural	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
St. Croix	24,842	3,277	21,565	6,942	4,660	81	1,168	11	176	82	1,404	492	6,630	11	90	11	212	
St. Paul	33,700	10,023	23,677	9,125	7,080	91	2,162	1	226	133	2,678	732	11,003	17	212	17	212	
Sawyer	11,540	—	11,540	—	2,620	31	537	4	198	37	633	237	2,881	3	23	3	23	
Shawano	35,378	5,505	29,873	7,824	5,750	104	1,163	10	158	109	1,703	691	7,765	17	133	17	133	
Sheboygan	76,221	48,203	28,018	20,566	17,570	231	5,930	30	792	181	4,792	1,370	27,287	57	1,228	57	1,228	
Taylor	20,106	—	20,106	—	4,928	34	642	4	40	42	837	304	3,005	7	137	7	137	
Trempealeau	24,381	—	24,381	—	6,197	44	778	11	146	87	1,121	437	5,000	6	42	6	42	
Vernon	29,940	3,549	26,391	7,762	5,590	78	1,296	9	180	93	1,289	503	5,869	12	113	12	113	
Vilas	8,894	—	8,894	—	2,357	31	916	2	*	45	758	258	3,621	7	84	7	84	
Walworth	33,103	10,371	22,732	9,472	7,560	145	3,391	19	474	141	3,156	956	14,976	24	387	24	387	
Washington	12,436	—	12,436	—	3,372	35	768	4	116	50	653	232	3,003	2	2	2	2	
Waushara	28,430	9,362	19,068	7,415	5,780	74	1,687	9	194	74	1,874	533	8,333	11	121	11	121	
Waushara	62,744	23,804	38,940	16,489	13,410	205	5,379	24	615	196	4,387	1,285	21,798	37	668	37	668	
Waupaca	34,614	11,263	23,351	9,252	7,170	109	1,946	16	255	130	2,767	782	10,114	31	279	31	279	
Waupaca	14,288	32	14,256	32	3,911	37	392	3	97	66	794	273	3,024	1	1	1	1	
Winnebago	80,507	60,215	20,292	21,769	19,130	321	7,788	31	980	180	5,342	1,463	31,389	85	2,316	85	2,316	
Wood	44,465	21,775	22,690	11,143	9,010	108	3,198	13	576	105	3,127	792	15,056	26	610	26	610	
Total State	3,137,587	1,679,114	1,458,443	823,929	687,320	10,805	\$250,916	1,340	\$34,476	7,917	\$209,312	61,062	\$1,126,513	2,706	\$66,417	2,706	\$66,417	

Family figures for Counties in this State are preliminary. Census releases.

WYOMING

Population Families

250,742
69,374

Radio Homes 55,520

County	POPULATION		Rural		Families		Radio Homes		FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Urban	Total	Rural	Families	Homes	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Albany	13,946	10,627	3,319	4,139	3,480	32	\$1,540	5	\$296	53	\$2,109	241	\$6,839	21	\$320	21	\$320		
Big Horn	12,911	—	12,911	—	3,307	38	937	7	184	64	1,317	284	4,088	5	—	5	—		
Campbell	6,048	—	6,048	—	1,796	19	456	2	*	23	685	116	1,882	3	40	3	40		
Carbon	12,644	5,531	7,113	3,765	3,090	35	1,425	8	234	70	1,807	670	6,070	10	—	10	—		
Converse	6,631	—	6,631	—	1,939	20	584	3	91	43	822	158	2,554	5	84	5	84		
Crook	5,463	—	5,463	—	1,480	24	242	5	34	21	1,216	103	956	1	—	1	—		
Fremont	16,095	5,134	10,961	4,359	3,370	51	1,087	8	196	66	1,674	339	5,286	10	142	10	142		
Goshen	12,207	—	12,207	—	3,101	2,230	756	6	135	50	3,368	217	3,368	4	25	4	25		
Hot Springs	4,607	—	4,607	—	1,424	1,170	408	3	100	19	455	150	1,707	4	72	4	72		
Johnson	33,651	22,474	11,177	8,190	7,100	100	2,958	17	782	105	4,067	610	15,706	42	69	42	69		
Laramie	10,286	—	10,286	—	2,592	2,050	532	10	117	48	857	210	13,097	10	—	10	—		
Lincoln	5,894	—	5,894	—	1,750	64	470	69	2,192	103	3,654	555	13,295	24	—	24	—		
Niobrara	9,988	—	9,988	—	1,720	1,250	457	7	91	27	875	122	2,350	6	76	6	76		
Park	10,976	2,536	8,440	3,087	2,360	24	759	7	207	56	1,638	251	4,903	10	137	10	137		
Piatte	8,013	—	8,013	—	1,690	564	5	137	45	1,031	158	2,880	1	—	1	—	—		
Sheridan	19,255	10,529	8,726	5,427	4,450	8	312	84	1,862	84	1,862	508	8,987	20	270	20	270		
Sublette	2,778	—	2,778	—	816	5	*	39	39	18	*96	69	856	—	—	—	—		
Sweetwater	19,407	12,467	6,940	5,583	4,730	60	2,055	8	281	62	2,121	337	8,878	15	238	15	238		
Teton	2,543	—	2,543	—	715	520	10	255	2	117	30	117	5	34	5	34	—		
Vinta	3,605	—	3,605	—	1,809	1,450	30	662	3	71	24	34	878	4	78	4	78		
Washakie	5,858	2,710	3,148	1,443	1,080	11	485	4	91	10	598	111	2,552	3	104	3	104		
Weston	4,958	—	4,958	—	1,421	980	22	433	5	74	32	623	138	1,796	3	35	3	35	
Yellowstone	416	—	416	—	200	80	*	—	—	8	*	36	879	—	—	—	—		
Total State	250,742	93,577	157,165	69,374	53,520	796	\$21,091	133	\$4,213	1,096	\$29,778	5,312	\$104,700	210	\$3,782	210	\$3,782		

All Money Values Are In Thousands (\$000) of Dollars

ROSS FEDERAL STUDY REVEALS POPULATION CHANGE IN U.S. MARKETS

Compiled by

T. B. Ellsworth and E. M. Jones, Ross Federal Service, Inc.

During the last half of 1941 and early 1942, the shift from peacetime to war economy—with attendant throwing into high gear of America's industrial and military resources—has led to population changes of considerable magnitude in many American markets. Census figures of 1940 in many cases have been temporarily thrown out of kilter.

As a necessary supplement to RADIO ANNUAL's presentation of U. S. Census data, Ross Federal Service, Inc., have collaborated in compiling the following list, showing population changes in various markets as a result of the nation's defense effort. The material was prepared from the Ross Federal company's continuing study of nationwide economic changes.

Figures given refer generally to city limits. In some cases, which are noted, the increase or decrease in population has taken place outside actual city limits but still within a close metropolitan area.

CITY	1940 Census	Increase or Decrease	Per Cent Change
Akron, Ohio	244,791	+ 5,000	+ 2.0
Albany, N. Y.	130,577	+ 3,106	+ 2.5
*Albuquerque (N. M. (Metropolitan District)	61,968	+ 5,000	+ 8.1
Allentown, Pa.	96,904	+ 4,500	+ 4.6
*Atlanta, Ga. (Metropolitan District)	442,294	+29,000	+ 6.6
Augusta Ga. (Metropolitan District)	87,809	+22,000	+25.1
Austin, Tex.	87,930	+ 5,300	+ 6.0
Baltimore, Md.	859,100	+141,000	+16.4
*Baton Rouge, La. (Metropolitan Area)	64,700	+11,000	+17.0
Battle Creek, Mich.	43,453	+ 7,500	+17.3
*Birmingham, Ala. (Metropolitan Area)	400,931	+25,000	+ 6.2
Boston, Mass.	770,816	+29,000	+ 3.8
Bridgeport, Conn.	147,121	+ 4,000	+ 2.7
Buffalo, N. Y.	575,901	+ 2,000	+ .3
Burlington, Ia.	25,832	+14,000	+54.2
Camden, N. J.	117,536	+ 3,000	+ 2.5
Canton, O.	108,401	+ 7,000	+ 6.5
Charleston, S. C.	71,275	+35,000	+49.0
Charleston, W. Va.	67,914	+ 3,400	+ 5.0
Charlotte, N. C.	100,899	+ 2,000	+ 2.0

CITY	1940 Census	Increase or Decrease	Per Cent Change
Chattanooga, Tenn.	128,163	+ 5,500	+ 4.3
Chicago-Hammond-Gary	3,578,711	+ 35,000	+ 1.0
Cincinnati, O., 455,610; Covington, Ky., 62,018.	517,628	+ 4,000	+ .8
Cleveland, O.	878,336	+ 7,500	+ .9
*Columbia, S. C. (Metropolitan Area)	75,000	+ 20,000	+ 26.7
Columbus, Ga.	53,280	+ 7,000	+ 13.1
Columbus, O.	306,087	+ 18,000	+ 5.9
Corpus Christi, Tex.	57,301	+ 22,000	+ 38.4
Dallas, Tex.	294,734	+ 25,000	+ 8.5
Dayton, O.	210,718	+ 14,300	+ 6.8
Denver, Colo.	322,412	+ 15,600	+ 4.1
(Proportionate greater increases in outlying towns not indicated.)			
Des Moines, Ia.	159,819	+ 3,000	+ 1.9
Detroit, Mich.	1,623,452	+ 76,500	+ 4.7
Duluth, Minn.	101,065	- 1,000	- 1.0
El Paso, Tex.	96,810	+ 5,000	+ 5.2
Erie, Pa.	116,955	+ 8,000	+ 6.8
Evansville, Ind.	97,062	- 2,000	- 2.1
Flint, Mich.	115,543	Little change	
Ft. Wayne, Ind.	118,410	+ 4,450	+ 3.8
*Ft. Worth, Tex. (Metropolitan Area)	215,000	+ 10,000	+ 4.7
*Fresno, Calif. (Metropolitan Area)	97,504	+ 3,000	+ 3.8
Grand Rapids, Mich.	164,292	+ 2,000	+ 1.2
Harrisburg, Pa.	83,893	+ 10,000	+ 11.9
Hartford, Conn.	166,267	+ 33,000	+ 19.8
Houston, Tex.	384,514	+ 26,000	+ 6.8
Indianapolis, Ind.	386,972	+ 12,600	+ 3.3
Jackson, Miss.	62,107	+ 5,000	+ 8.1
(Plus approximately 2,500 at military base.)			
Jacksonville, Fla.	173,065	+ 25,000	+ 14.4
Joliet, Ill.	42,365	+ 4,000	+ 9.4
Kansas City, Mo.	399,178	Little change	
Knoxville, Tenn.	111,580	+ 4,000	+ 3.6
Little Rock, Ark.	88,039	+ 13,200	+ 15.0
Lincoln, Neb.	81,984	+ 500	+ .6
Long Beach, Calif.	164,271	+ 20,000	+ 12.2
Los Angeles, Calif.	1,504,277	+ 100,000	+ 6.6
Louisville, Ky.	319,077	+ 10,000	+ 3.1
Lowell, Mass.	101,389	(to come)	
Macon, Ga.	57,865	+ 17,000	+ 29.4
Manitowoc, Wisc.	24,404	+ 1,000	+ 4.1
Memphis, Tenn.	292,942	+ 12,000	+ 4.1
Miami, Fla.	172,172	+ 12,000	+ 7.0
Milwaukee	587,472	+ 12,500	+ 2.1
Minneapolis-St. Paul	780,106	Little change	
Montgomery, Ala.	78,084	+ 20,000	+ 25.6
(Including 15,500 at Maxwell and Gunter Fields. 3,500 in 1940.)			
Muncie, Ind.	49,720	+ 1,200	+ 2.4
Nashville, Tenn.	167,402	+ 2,300	+ 1.4
New London, Conn.	30,456	+ 9,500	+ 31.2
(Proportionate greater increases in outlying towns.)			
New Orleans, La.	494,537	+ 6,300	+ 1.3
Norfolk, Va.	144,332	+ 70,000	+ 48.5
(Norfolk-Portsmouth-Newport News. Combined 1940 census: 323,326; 1942, 450,000.)			

CITY	1940 Census	Increase or Decrease	Per Cent Change
Oklahoma City, Okla.	204,424	+ 8,500	+ 4.2
Omaha, Neb.	223,844	+ 6,800	+ 3.0
Orlando, Fla.	36,736	+ 2,500	+ 6.8
Philadelphia, Pa.	1,931,334	+25,000	+ 1.3
<small>(Another 40,000 estimated for suburban areas which at 1940 census had 50,000 population.)</small>			
Pittsburgh, Pa.	671,659	Little change	
Pontiac, Mich.	66,626	+ 3,500	+ 5.3
*Portland, Me. (Metropolitan District)	89,424	+ 7,500	+ 8.4
Portland, Ore.	305,394	+24,000	+ 7.9
Portsmouth, N. H.	14,821	+ 5,000	+33.7
Providence, R. I. (Metropolitan District)	285,669	+ 3,000	+ 1.1
Raleigh, N. C.	46,897	Little change	
<small>(City limits recently extended, taking in 8,103 additional population.)</small>			
Roanoke, Va.	69,287	+ 1,400	+ 2.0
Rochester, N. Y.	324,975	+ 2,000	+ .6
Rockford, Ill.	84,637	+ 7,400	+ 8.7
*Davenport-Rock Island-Moline (Metropolitan District)	143,422	+12,000	+ 8.4
<small>(Rock Island, 5,000; Moline, 3,000; Davenport, 4,000.)</small>			
*Saginaw-Bay City-Midland (Metropolitan Area)	141,079	+ 5,200	+ 3.7
<small>(Saginaw, 2,200; Bay City, 2,000; Midland 1,000.)</small>			
St. Louis, Mo.	816,048	+30,000	+ 3.7
Salt Lake City, Utah	149,934	+ 8,000	+ 5.3
*San Antonio, Tex. (Metropolitan District)	320,000	+40,000	+12.5
San Diego, Calif.	203,341	+97,000	+47.7
San Francisco-Oakland (Metropolitan District)	936,699	+97,000	+10.4
<small>(San Francisco 42,000; Oakland and Sub., 55,000.)</small>			
Savannah, Ga.	95,996	+30,000	+31.3
Schenectady, N. Y.	87,549	+ 5,100	+ 5.8
Scranton, Pa.	104,404	+ 2,800	+ 2.0
*Seattle-Bremerton, Wash. (Metropolitan District)	383,436	+55,000	+14.3
Shreveport, La.	98,167	+14,000	+14.3
Spartanburg, S. C.	32,249	+ 2,000	+ 6.2
Springfield, Mass.	149,554	+ 6,000	+ 4.0
Spokane, Wash.	122,001	+ 1,300	+ 1.1
Syracuse, N. Y.	205,967	+ 3,000	+ 1.5
<small>(Approximately 3,000 more added within 7-mi. radius, which had a 1940 pop. of 47,000.)</small>			
Tacoma, Wash.	109,408	+20,000	+18.3
Tampa, Fla.	108,391	+10,000	+ 9.2
Toledo, O.	282,349	+10,000	+ 3.5
Tulsa, Okla.	142,157	+ 8,000	+ 5.6
Waco, Tex.	55,982	+ 2,200	+ 4.0
Washington, D. C.	663,091	+117,000	+17.6
<small>(Nearby metropolitan area now over 1,000,000.)</small>			
Waterbury, Conn.	99,314	+ 5,000	+ 5.0
Wheeling, W. Va.	61,099	+ 1,100	+ 1.8
<small>(Met. area 1940: 196,000; met. area 1942: 200,000.)</small>			
Wichita, Kan.	114,966	+27,000	+23.5
Wilmington, Del.	112,504	+ 1,000	+ .9
<small>(Another 2,000 increase in nearby suburbs.)</small>			
Worcester, Mass.	193,694	Little change	
Youngstown, O.	167,720	+ 8,500	+ 5.1

* Metropolitan district more indicative of population change.

METROPOLITAN DISTRICTS

Information on Metropolitan Districts is a new addition to RADIO ANNUAL's presentation of market data. The material that follows is distinguished from the data by county on preceding pages in that the areas studied are economic rather than political. A Metropolitan District is an area including all the thickly settled territory in and around a city or group of cities. It includes the central cities of the United States and all adjacent and contiguous minor civilian divisions having a population density of 150 or more per square mile. The U. S. Bureau of Census has prepared data on 140 Metropolitan Districts, all of which are included in the following presentation.

Population	Families	TOTAL RETAIL Stores Sales	APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT Stores Sales		
			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales			
349,705	94,911	4,462	\$141,039	219	\$7,934	1,336	\$35,401	143	\$4,776*	669	\$27,571	91	\$24,870
AKRON METROPOLITAN DISTRICT													
Contains parts of Medina, Portage and Summit Counties (Ohio)													
431,575	122,313	7,164	\$199,031	578	\$21,184	2,220	46,201	168	\$5,277	558	\$30,503	107	\$17,169
ALBANY-SCHENECTADY-TROY METROPOLITAN DISTRICT													
Contains parts of Albany, Rensselaer, Saratoga and Schenectady Counties (N. Y.)													
325,142	83,648	5,124	\$117,640	347	\$6,069*	1,717	\$38,947	103	\$3,626	424	\$19,758*	79	\$15,244
ALLEN-TOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT													
Contains parts of Bucks, Lehigh, Northampton Counties (Penn.), Warren (N. J.)													
114,094	29,004	1,381	\$38,644	90	\$3,827	500	\$11,069	39	\$1,137	160	5,730*	20	\$6,174*
ALTOONA METROPOLITAN DISTRICT													
Contains parts of Blair and Cambria Counties (Penn.)													
53,463	14,946	834	\$26,625	59	\$3,080	164	\$4,981	45	\$1,710	176	\$6,074	16	\$2,844
AMARILLO METROPOLITAN DISTRICT													
(contains parts of Potter and Randall Counties (Tex.))													
76,324	18,875	914	\$27,627	59	\$2,349	211	\$5,678	37	\$1,199	124	\$5,919	24	\$4,687
ASHEVILLE METROPOLITAN DISTRICT													
Contains parts of Buncombe County (N. C.)													
442,294	117,384	5,275	\$193,342	299	\$17,571*	1,409	\$30,808	212	\$7,664	594	\$31,904	116	\$49,853
ATLANTA METROPOLITAN DISTRICT													
Contains parts of Clayton, Cobb, DeKalb and Fulton Counties (Ga.)													
Retail census data figures are for Urban Areas of 2,500 population and more; "Total Retail Stores and Sales" are for the entire metropolitan district.													
Automotive figures include Filling Station Stores and Sales.													
All money values are in thousands of dollars.													

* Estimated.

All Money Values Are In Thousands (\$000) of Dollars

ATLANTIC CITY METROPOLITAN DISTRICT													
Contains parts of Atlantic and Cape May Counties (N. J.)													
Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
100,096	28,195	2,568	\$57,112	249	\$5,919*	710	\$16,108	75	\$2,611*	167	\$3,542	74	\$5,898*
87,509	22,959	1,133	\$26,665	88	\$2,960	336	\$5,301	27	\$982*	114	\$3,594*	23	\$4,124
106,193	26,863	1,286	\$40,614	74	\$3,285	355	\$8,294	61	\$2,297	212	\$8,592	23	\$4,552*
BALTIMORE METROPOLITAN DISTRICT													
Contains Baltimore City; parts of Anne Arundel, Baltimore, Carroll and Howard Counties (Md.)													
1,046,692	271,952	16,042	\$417,395	1,036	\$33,623	6,401	\$100,352	487	\$15,710	853	\$52,511	356	\$89,693
BEAUMONT-PORT ARTHUR METROPOLITAN DISTRICT													
Contains parts of Jefferson County (Tex.)													
138,608	37,497	1,843	\$53,828	97	\$3,613	488	\$10,060	67	\$2,043	252	\$12,810	27	\$7,108
BINGHAMTON METROPOLITAN DISTRICT													
Contains parts of Broome County (N. Y.)													
145,156	38,055	2,010	\$62,046	150	\$5,123	530	\$14,181	34	\$1,872	239	\$11,552	42	\$8,331*
BIRMINGHAM METROPOLITAN DISTRICT													
Contains parts of Jefferson County (Ala.)													
407,851	106,534	3,596	\$119,199	246	\$11,253*	1,036	\$21,770	161	\$3,818	436	\$25,613	87	\$17,949
BOSTON METROPOLITAN DISTRICT													
Contains Suffolk; parts of Essex, Middlesex, Norfolk and Plymouth Counties (Mass.)													
2,350,514	606,382	30,702	\$1,018,337	2,634	\$80,645	11,082	\$261,838	1,266	\$38,716	2,986	\$137,939	855	\$159,135
BRIDGEPORT METROPOLITAN DISTRICT													
Contains parts of Fairfield County (Conn.)													
216,621	57,487	3,263	\$90,207	214	\$7,636	1,213	\$24,491	129	\$3,326*	384	\$15,222	78	\$11,479
BUFFALO-NIAGARA METROPOLITAN DISTRICT													
Contains parts of Erie and Niagara Counties (N. Y.)													
857,719	224,975	12,527	\$339,017	855	\$31,542	4,529	\$86,792	359	\$10,357	1,121	\$54,648*	252	\$54,477
CANTON METROPOLITAN DISTRICT													
Contains parts of Stark County (Ohio)													
200,352	53,302	2,748	\$81,770	184	\$7,239*	741	\$18,796	65	\$2,442	386	\$15,713	51	\$10,752*
CEDAR RAPIDS METROPOLITAN DISTRICT													
Contains parts of Polk County (Iowa)													
183,973	53,262	1,054	\$35,985	69	\$3,022	290	\$6,184	39	\$1,916*	165	\$7,376	23	\$6,155

* Estimated.

CHARLESTON (S. C.) METROPOLITAN DISTRICT
 Contains parts of Charleston County (S. C.)

Population	Families	TOTAL RETAIL Stores	APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT Stores	Sales
			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
97,711	26,707	1,239	102	\$2,747*	383	\$6,061	36	\$1,396	94	\$7,334*	24	\$4,027*

CHARLESTON (W. VA.) METROPOLITAN DISTRICT
 Contains parts of Kanawha and Putnam Counties (W. Va.)

136,332	34,104	1,559	120	\$6,132	411	\$11,049	63	\$1,921	159	\$8,813*	38	\$7,783*
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CHARLOTTE METROPOLITAN DISTRICT
 Contains part of Mecklenburg County (N. C.)

112,986	27,855	1,190	90	\$3,802*	324	\$7,642	48	\$3,000	185	\$10,954	26	\$9,098
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CHATTANOOGA METROPOLITAN DISTRICT
 Contains parts of Hamilton County (Tenn.) and Catoosa, Dade and Walker Counties (Ga.)

193,215	48,790	2,361	157	\$5,852	677	\$13,223	73	2,204	215	\$11,775*	49	\$7,805
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CHICAGO METROPOLITAN DISTRICT
 Contains parts of Cook, DuPage, Lake and Will Counties (Ill.) and Lake County (Ind.)

4,499,126	1,237,336	61,222	5,342	\$177,349	21,293	\$363,973	2,298	\$76,879	4,486	\$256,997	1,385	\$499,158
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CINCINNATI METROPOLITAN DISTRICT
 Contains parts of Hamilton, Warren Counties (Ohio), Dearborn County (Ind.), Campbell and Kenton Counties (Ky.)

789,309	228,662	11,314	768	\$33,924	3,797	\$80,149	424	\$12,011	1,004	\$47,483	285	\$43,616
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CLEVELAND METROPOLITAN DISTRICT
 Contains parts of Cuyahoga and Lake Counties (Ohio)

1,214,943	336,138	10,745	1,075	\$35,711	6,281	\$125,422	595	\$19,661	1,924	\$83,173	448	\$94,746
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COLUMBIA METROPOLITAN DISTRICT
 Contains parts of Lexington and Richland Counties (S. C.)

89,555	21,847	1,133	76	\$3,254	318	\$5,530	38	\$1,419*	137	\$8,333	23	\$4,366*
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COLUMBUS (GA.) METROPOLITAN DISTRICT
 Contains parts of Muscogee County (Ga.) and Russell County (Ala.)

.....	1,140	78	\$3,109	368	\$5,833	36	\$900	65	\$5,420*	23	\$3,142
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COLUMBUS (OHIO) METROPOLITAN DISTRICT
 Contains parts of Franklin County (Ohio)

365,796	100,635	4,716	276	\$16,950	1,465	\$36,828	209	\$6,436	655	\$32,661	91	\$35,724
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CORPUS CHRISTI METROPOLITAN DISTRICT
 Contains parts of Nueces County (Tex.)

70,677	18,962	1,213	58	\$1,997	355	\$6,043	35	\$1,233	164	\$8,432	20	\$4,074
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DALLAS METROPOLITAN DISTRICT
 Contains parts of Dallas County (Tex.)

376,548	107,268	4,962	255	\$15,635	1,132	\$29,551	195	\$8,146	691	\$36,594	154	\$41,057*
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* Estimated.

DAVENPORT-ROCK ISLAND-MOLINE METROPOLITAN DISTRICT

Contains parts of Scott County (Ia.) and Rock Island County (Ill.)

Population	Families	TOTAL Stores	APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT Sales		
			Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores			
174,995	49,559	2,494	\$74,772	170	\$5,624	672	\$16,040	76	\$2,487*	329	\$14,559	50	\$12,291

DAYTON METROPOLITAN DISTRICT

Contains parts of Montgomery County (Ohio)

271,513	75,519	3,303	\$116,380	187	\$9,176	1,016	\$26,177	98	\$4,358	367	\$19,768	56	\$19,430
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DECATUR METROPOLITAN DISTRICT

Contains parts of Macon County (Ill.)

65,764	19,011	950	\$32,754	60	\$2,703	255	\$6,508	27	\$1,066	179	\$7,914	13	\$6,109
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DENVER METROPOLITAN DISTRICT

Contains Denver County; parts of Adams, Arapahoe and Jefferson Counties (Colo.)

384,372	114,002	5,447	\$191,829	285	\$12,765	1,421	\$34,128	245	\$9,719	842	\$36,567	94	\$44,547
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DES MOINES METROPOLITAN DISTRICT

Contains parts of Woodbury County (Ia.), Dakota County (Neb.) and Union County (S. D.)

183,373	58,262	2,609	\$85,877	149	\$8,036*	703	\$15,554	108	\$3,829	429	\$14,909*	35	\$15,474
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DETROIT METROPOLITAN DISTRICT

Contains parts of Macomb, Oakland and Wayne Counties (Mich.)

2,295,867	594,646	27,340	\$890,859	1,943	\$80,232	9,112	\$179,527	1,076	\$39,769	3,380	\$185,567	564	\$143,196
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DULUTH-SUPERIOR METROPOLITAN DISTRICT

Contains parts of Carlton and St. Louis Counties (Minn.) and Douglas County (Wisc.)

157,098	43,054	2,412	\$67,998	201	\$6,843	708	\$17,152	71	\$2,393*	346	\$11,027*	55	\$7,940*
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DURHAM METROPOLITAN DISTRICT

Contains parts of Durham County (N. C.)

69,683	17,530	822	\$25,312	68	\$2,309	278	\$4,531	29	\$1,029	108	\$5,695	26	\$3,661*
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EL PASO METROPOLITAN DISTRICT

Contains parts of El Paso County (Tex.)

116,801	28,291	1,553	\$40,978	69	\$2,788*	505	\$6,835	52	\$1,753	196	\$10,003	21	\$7,630
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ERIE METROPOLITAN DISTRICT

Contains parts of Erie County (Penna.)

134,039	35,237	2,000	\$50,992	138	\$5,401	831	\$12,041	32	\$1,256*	209	\$8,907*	28	\$7,572
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EVANSVILLE METROPOLITAN DISTRICT

Contains parts of Vanderburgh County (Ind.) and Henderson County (Ky.)

141,614	39,537	1,924	\$51,622	127	\$6,810*	535	\$10,251	65	\$2,649	232	\$10,538	39	\$6,540*
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FALL RIVER-NEW BEDFORD METROPOLITAN DISTRICT

Contains parts of Bristol County (Mass.) and Newport County (R. I.)

272,648	72,184	4,002	\$89,701	295	\$9,471*	1,548	\$26,215	128	\$3,179	362	\$11,865	116	\$9,019
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* Estimated.

FLINT METROPOLITAN DISTRICT

Contains parts of Genesee County (Mich.)

Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
188,554	49,839	2,276	\$77,804	146	\$7,050	568	\$16,827	73	\$3,415	337	\$15,543	44	\$8,943

FORT WAYNE METROPOLITAN DISTRICT

Contains parts of Allen County (Ind.)

194,385	37,135	1,917	\$58,334	125	\$5,364*	633	\$11,306	75	\$2,315	273	\$11,893	24	\$11,453
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FORT WORTH METROPOLITAN DISTRICT

Contains parts of Tarrant County (Tex.)

207,077	59,638	2,983	\$97,741	125	\$6,039	743	\$16,208	105	\$4,458	552	\$19,396	46	\$28,339
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FRESNO METROPOLITAN DISTRICT

Contains parts of Fresno County (Calif.)

97,504	27,908	1,820	\$58,804	117	\$5,059	362	\$9,666	37	\$1,696	242	\$13,410	37	\$7,250
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GALVESTON METROPOLITAN DISTRICT

Contains parts of Galveston County (Tex.)

71,677	19,513	1,244	\$28,534	68	\$2,186	307	\$6,666	35	\$1,108	125	\$5,549	15	\$2,880
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GRAND RAPIDS METROPOLITAN DISTRICT

Contains parts of Kent County (Mich.)

209,873	59,233	2,856	\$88,123	225	\$8,183	714	\$17,585	100	\$3,915*	387	\$15,720*	68	\$13,632
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GREENSBORO METROPOLITAN DISTRICT

Contains parts of Guilford County (N. C.)

73,055	17,735	797	\$28,663	67	\$3,022	218	\$5,055	28	\$1,104	115	\$7,039	25	\$4,817
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HAMILTON-MIDDLETON METROPOLITAN DISTRICT

Contains parts of Butler and Warren Counties (Ohio)

112,686	30,282	1,503	\$38,992	112	\$2,815	445	\$10,146	36	\$1,368	163	\$6,931	30	\$4,455
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HARRISBURG METROPOLITAN DISTRICT

Contains parts of Cumberland, Dauphin and Perry Counties (Penn.)

173,367	40,411	2,645	\$68,501	208	\$8,144	854	\$13,935	96	\$2,968	214	\$11,355	50	\$8,782
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HARTFORD-NEW BRITAIN METROPOLITAN DISTRICT

Contains parts of Hartford, Middlesex, New Haven and Tolland Counties (Conn.)

592,193	129,938	6,866	\$224,005	526	\$19,303	2,271	\$55,737	244	\$8,248	962	\$35,475	178	\$32,405
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HOUSTON METROPOLITAN DISTRICT

Contains parts of Harris County (Tex.)

510,397	141,381	6,258	\$212,037	237	\$22,196	1,510	\$41,691	952	\$44,185	321	\$6,534	138	\$22,253*
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HUNTINGTON-ASHLAND METROPOLITAN DISTRICT

Contains parts of Cabell and Wayne Counties (W. Va.), Boyd and Greenup Counties (Ky.) and Lawrence County (Ohio)

170,979	43,523	2,130	\$52,469	158	\$5,877	666	\$10,840	70	\$2,176	250	\$11,024	47	\$7,613
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* Estimated.

INDIANAPOLIS METROPOLITAN DISTRICT

Contains parts of Marion County (Ind.)

Population	Families	TOTAL RETAIL		APPAREL			FOOD			DRUG			AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
455,357	130,077	5,747	\$106,617	268	\$14,150	1,695	\$34,825	284	\$11,586	712	\$39,804*	151	\$87,830*			
88,003	22,319	855	\$80,745	78	\$3,117	214	\$4,939	33	\$1,283	111	\$6,365	19	\$5,207			
195,619	51,203	2,402	\$75,631	160	\$6,704*	669	\$16,200	99	\$3,871	292	\$18,233	71	\$8,869			
151,781	35,734	1,523	\$47,903	86	\$3,075*	443	\$9,166*	42	\$1,201	152	\$7,149*	25	\$11,215			
77,213	21,116	1,095	\$38,559	95	\$3,296	220	\$7,324	37	\$1,749	166	\$8,007	19	\$5,309			
634,093	188,813	8,814	\$285,352	517	\$31,245*	2,178	\$49,703	387	\$17,613	1,061	\$44,260	199	\$61,907*			
151,829	37,894	1,665	\$54,932	120	\$3,954	519	\$10,847	55	\$2,190	197	\$12,059*	40	\$9,449*			
132,037	35,341	2,070	\$53,555	142	\$4,394*	952	\$3,102	42	\$1,613	166	\$8,717	37	\$7,282			
110,356	31,233	1,376	\$51,610	111	\$4,360	297	\$9,178	58	\$2,155	234	\$10,063*	25	\$7,931*			
88,191	25,656	1,115	\$39,763	65	\$3,353	288	\$8,301	48	\$1,733	197	\$8,193	17	\$8,582			
126,724	34,691	1,894	\$49,275	96	\$3,853*	611	\$8,332	68	\$2,277	233	\$13,173	32	\$9,446*			
2,904,596	931,229	46,600	\$1,304,812	3,495	\$104,134	10,148	\$291,268	1,269	\$48,044	6,704	\$288,191	1,098	\$180,246			

* Estimated.

Population	Families	TOTAL Stores	Contains Jefferson County (Ky.); parts of Clark and Floyd Counties (Ind.)			LOUISVILLE METROPOLITAN DISTRICT			DEPARTMENT Stores				
			RETAIL Sales	APPAREL Stores	FOOD Stores	DRUG Stores	Sales	AUTOMOTIVE Stores		Sales			
434,408	120,299	5,474	\$151,353	351	\$16,288	1,794	\$35,845	231	\$7,593*	589	\$28,611*	198	\$20,022
334,969	80,563	5,110	\$116,314	435	\$11,808*	1,953	\$34,532	137	\$3,489*	464	\$15,104	140	\$11,051
74,830	21,021	962	\$26,260	66	\$2,497	277	\$5,359	33	\$941	97	\$5,442	19	\$3,998
78,349	22,084	1,210	\$46,635	120	\$4,626	276	\$9,105	54	\$2,318	162	\$8,570	23	\$7,051
81,932	22,055	1,216	\$34,645	112	\$3,372	404	\$10,050	39	\$912	85	\$5,957	31	\$3,343
332,477	91,401	3,758	\$140,435	239	\$12,270	1,021	\$23,417	175	\$6,143	406	\$25,431	130	\$38,161
250,537	70,960	4,373	\$133,977	449	\$12,420	894	\$22,864	171	\$8,218	523	\$26,419	105	\$17,672
790,336	215,659	11,592	\$335,905	883	\$28,983	3,203	\$85,152*	424	\$12,170*	1,091	\$55,875	214	\$53,557
911,077	256,712	12,246	\$471,371	800	\$38,914	3,646	\$101,724	443	\$17,448	1,752	\$74,800	246	\$105,125
114,006	29,681	1,498	\$34,420	91	\$3,121	438	\$6,573	40	\$1,787	135	\$6,355*	27	\$4,988
93,697	24,737	1,038	\$31,414	91	\$3,815*	346	\$5,354	41	\$1,000*	100	\$6,404*	13	\$4,811
241,769	63,578	3,042	\$85,994	199	\$9,323	769	\$16,192	124	\$3,709	260	\$15,846	78	\$10,862

* Estimated.

NEW HAVEN METROPOLITAN DISTRICT

TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
Population	Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
308,228	81,795	5,310	\$129,616	429	\$13,850*	1,776	\$33,200	194	\$5,160*	647	\$21,872*
Contains parts of New Haven County (Conn.)											

NEW ORLEANS METROPOLITAN DISTRICT

540,030	144,593	7,313	\$165,126	384	\$20,803*	2,971	\$32,513	296	\$9,150	532	\$23,567
Contains Orleans Parish, parts of Jefferson and St. Bernard Parishes (La.)											

NEW YORK-NORTHEASTERN NEW JERSEY METROPOLITAN DISTRICT

11,690,520	3,160,946	182,668	\$4,915,462	17,651	\$616,693	71,377	\$1,378,712	5,867	\$142,463	10,874	\$515,057
Contains Bronx, Kings, Nassau, New York, Queens, Richmond Counties (N. Y.); Bergen, Essex and Union Counties (N. J.); parts of Rockland, Suffolk and Westchester Counties (N. Y.); parts of Middlesex, Monmouth, Morris, Passaic and Somerset Counties (N. J.); parts of Fairfield County (Conn.)											

NORFOLK-PORTSMOUTH-NEWPORT METROPOLITAN DISTRICT

323,326	81,210	4,310	\$113,978	341	\$12,466	1,395	\$35,097	134	\$5,254*	383	\$22,516
Contains Elizabeth City County, parts of Norfolk, Princess Anne and Warwick Counties, and the following Independent Cities: Hampton, Newport News, Norfolk, Portsmouth and South Norfolk (Va.)											

OKLAHOMA CITY METROPOLITAN DISTRICT

221,229	63,958	3,087	\$93,063	147	\$9,200*	828	\$15,096	133	\$5,572*	578	\$22,960*
Contains parts of Oklahoma County (Okla.)											

OMAHA-COUNCIL BLUFFS METROPOLITAN DISTRICT

287,698	79,807	3,851	\$122,744	208	\$10,596*	989	\$28,449	158	\$5,376	562	\$21,555
Contains parts of Douglas and Sarpy Counties (Nebr.); Pottawattamie County (Ia.)											

PEORIA METROPOLITAN DISTRICT

162,566	45,854	2,225	\$73,268	139	\$6,274*	630	\$16,062	61	\$2,576	306	\$14,637*
Contains parts of Peoria and Tazewell Counties (Ill.)											

PHILADELPHIA METROPOLITAN DISTRICT

2,808,644	754,722	42,866	\$1,067,352	3,926	\$97,708	15,436	\$254,491	1,896	\$37,443	2,700	\$121,711
Contains Philadelphia County (Penn.); parts of Bucks, Chester, Delaware and Montgomery Counties (Penn.); Burlington, Camden (N. J.) and Gloucester Counties (N. J.)											

PHOENIX METROPOLITAN DISTRICT

121,828	34,278	1,732	\$50,120	75	\$2,678	319	\$7,083	48	\$2,564	234	\$13,218
Contains parts of Maricopa County (Ariz.)											

PITTSBURGH METROPOLITAN DISTRICT

1,994,060	502,180	21,988	\$690,942	1,656	\$50,958	7,329	\$172,189	778	\$24,664	1,848	\$95,052
Contains parts of Allegheny, Beaver, Fayette, Green, Washington and Westmoreland Counties (Penn.)											

PORTLAND (ME.) METROPOLITAN DISTRICT

106,566	28,170	1,509	\$54,279	127	\$5,135*	483	\$12,929	61	\$1,832	199	\$9,956
Contains parts of Cumberland County (Me.)											

* Estimated.

PORTLAND (ORE.) METROPOLITAN DISTRICT															
Contains parts of Clackamas, Multnomah, Washington Counties (Ore.); Clark County (Wash.)															
TOTAL RETAIL			APPAREL			FOOD			DRUG			AUTOMOTIVE			
Population	Families	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
406,406	133,333	6,180	\$209,612	341	\$13,143	1,632	\$40,783	210	\$6,650	797	\$40,004	146	\$48,179		
Contains Bristol County; parts of Kent, Newport and Providence (R. I.); Bristol, Norfolk and Worcester Counties (Mass.)															
711,500	186,440	10,256	\$271,858	730	\$24,891	3,454	\$72,666	367	\$10,738	1,196	\$42,181	297	\$32,746		
PUEBLO METROPOLITAN DISTRICT															
Contains parts of Pueblo County (Colo.)															
62,039	16,373	892	\$23,600	49	223	\$5,054	25	118	12	\$4,111		
RACINE-KENOSHA METROPOLITAN DISTRICT															
Contains parts of Kenosha and Racine Counties (Wise.)															
135,075	35,920	1,960	\$49,949	172	\$4,123	526	\$14,331	57	\$2,116	200	\$7,770	49	\$5,237		
READING METROPOLITAN DISTRICT															
Contains parts of Berks County (Penna.)															
175,355	46,768	3,267	\$66,074	228	\$6,884	1,160	\$15,986	70	\$2,015*	182	\$9,906	44	\$7,819		
RICHMOND METROPOLITAN DISTRICT															
Contains Henrico County; parts of Chesterfield County, Independent City—Richmond (Va.)															
245,674	64,391	3,138	\$113,141	207	\$9,773*	1,127	\$34,105	115	\$5,167	439	\$21,253	80	\$20,129*		
ROANOKE METROPOLITAN DISTRICT															
Contains parts of Roanoke County, Independent City—Roanoke (Va.)															
110,593	27,696	1,266	\$41,101	105	\$5,139	345	\$7,867	43	\$4,716*	179	\$7,888*	19	\$5,379		
ROCHESTER METROPOLITAN DISTRICT															
Contains parts of Monroe County (N. Y.)															
411,970	113,899	5,612	\$184,962	497	\$18,550*	1,863	\$43,501	143	\$5,711*	645	\$31,992	124	\$27,469*		
ROCKFORD METROPOLITAN DISTRICT															
Contains parts of Winnebago County (Ill.)															
105,259	30,424	1,470	\$46,972	110	\$3,467	372	\$9,373	44	\$1,570	215	\$9,413	27	\$6,920		
SACRAMENTO METROPOLITAN DISTRICT															
Contains parts of Sacramento and Yolo Counties (Calif.)															
158,999	46,086	2,640	\$90,045	163	\$6,277	530	\$16,636	72	\$3,998	322	\$18,212	34	\$11,650		
SAGINAW-BAY CITY METROPOLITAN DISTRICT															
Contains parts of Bay and Saginaw Counties (Mich.)															
153,388	40,962	2,012	\$60,756	183	\$5,864*	551	\$12,836	73	\$2,908	287	\$11,109	36	\$8,133		
ST. JOSEPH METROPOLITAN DISTRICT															
Contains parts of Buchanan County (Mo.); Doniphan County (Kans.)															
86,991	24,862	1,295	\$30,077	89	\$3,180	322	\$6,108	64	\$2,108	163	\$5,343*	22	\$4,323		

* Estimated.

ST. LOUIS METROPOLITAN DISTRICT											
County; parts of St. Charles County (Mo.); Madison, Monroe and St. Clair Counties (Mo.)											
Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		DEPARTMENT Stores Sales	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
1,367,977	385,432	2,0267	\$506,851	1,186	\$41,001	5,849	\$111,730	739	\$19,630	2,153	\$91,505*
SALT LAKE CITY METROPOLITAN DISTRICT											
Contains parts of Davis and Salt Lake Counties (Utah)											
204,488	54,860	2,186	\$86,212	139	\$6,844	549	\$15,639	61	\$3,358	319	\$15,998
SAN ANTONIO METROPOLITAN DISTRICT											
Contains parts of Bexar County (Tex.)											
319,010	81,341	4,437	\$108,887	192	\$13,105*	1,250	\$21,370	144	\$4,232	578	\$22,383
SAN DIEGO METROPOLITAN DISTRICT											
Contains parts of San Diego County (Calif.)											
256,368	79,825	3,989	\$109,828	265	\$8,373	960	\$23,654	110	\$4,055	593	\$23,194
SAN FRANCISCO-OAKLAND METROPOLITAN DISTRICT											
Contains parts of Alameda, Contra Costa, Marin, San Mateo, Santa Clara and Solano Counties (Calif.)											
1,428,525	454,006	23,504	\$749,701	1,785	\$69,446	6,449	\$183,508	721	\$27,207	2,187	\$115,038
SAN JOSE METROPOLITAN DISTRICT											
Contains parts of Santa Clara County (Calif.)											
129,367	37,690	2,008	\$59,622	153	\$5,085	435	\$11,832	43	\$1,591*	274	\$12,099*
SAVANNAH METROPOLITAN DISTRICT											
Contains Chatham County (Ga.)											
117,970	31,720	1,603	\$36,405	97	\$3,991	745	\$9,650	52	\$1,162	194	\$7,764
SCRANTON-WILKES BARRE METROPOLITAN DISTRICT											
Contains parts of Lackawanna, Luzerne, Susquehanna and Wyoming Counties (Penn.)											
629,581	148,314	8,999	\$168,579	631	\$18,921	3,388	\$48,144	259	\$4,826	776	\$25,167
SEATTLE METROPOLITAN DISTRICT											
Contains parts of King, Kitsap and Snohomish Counties (Wash.)											
452,639	153,293	7,630	\$224,527	476	\$17,311	2,079	\$41,993	252	\$7,454	833	\$42,325
SHREVEPORT METROPOLITAN DISTRICT											
Contains parts of Bossier and Caddo Parishes (La.)											
112,225	30,647	1,378	\$50,642	114	\$6,341*	380	\$8,532	52	\$2,858	242	\$11,749*
SIOUX CITY METROPOLITAN DISTRICT											
Contains parts of Woodbury County (Ia.); Dakota County (Neb.) and Union County (South Dakota)											
87,701	24,349	1,314	\$40,517	79	\$2,933*	338	\$8,265	42	\$1,677*	232	\$7,851*
SOUTH BEND METROPOLITAN DISTRICT											
Contains parts of St. Joseph County (Ind.)											
147,022	40,060	2,019	\$58,457	141	\$5,687	585	\$12,351	61	\$2,151	301	\$12,172
SPOKANE METROPOLITAN DISTRICT											
Contains parts of Spokane County (Wash.)											
141,370	44,117	2,205	\$68,183	140	\$5,405*	594	\$12,945	59	\$2,380	328	\$13,837

* Estimated.

Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
89,484	25,349	1,255	\$42,534	84	\$4,933	334	\$8,289	37	\$1,911	177	\$8,368	18	\$6,819
70,514	20,953	1,212	\$26,903	90	\$2,929	320	\$5,263	42	\$1,697	221	\$4,994	17	\$3,928
77,406	21,658	1,134	\$31,427	86	\$2,621*	399	\$8,406	29	\$1,149	138	\$5,591	15	\$4,571
394,623	102,933	5,644	\$162,364	472	\$14,269	1,869	\$43,109	181	\$6,658	735	\$28,952	160	\$18,295
79,337	21,711	1,400	\$40,088	102	\$3,217	255	\$7,880	39	\$1,142	189	\$8,158	23	\$3,643
258,852	70,339	3,294	\$115,372	239	\$12,356*	1,002	\$27,251	107	\$3,550	378	\$19,720	69	\$16,009
156,018	49,627	2,484	\$65,689	133	\$3,874	668	\$13,469	63	\$2,007	345	\$14,453	01	\$9,637
209,693	61,644	3,339	\$82,675	228	\$7,775	812	\$13,689	103	\$6,712	427	\$17,559	66	\$10,446
147,022	40,060	1,385	\$35,685	78	\$2,640	390	\$7,588	51	\$1,490*	195	\$7,404*	22	\$7,097*
341,663	95,318	4,251	\$143,913	256	\$10,454	1,190	\$31,969	148	\$5,782	530	\$26,415*	97	\$25,629
77,749	22,705	1,179	\$32,305	78	\$2,911	282	\$7,249	49	\$1,613	208	\$6,708*	19	\$4,768
200,128	50,332	3,371	\$84,238	258	\$8,079*	993	\$20,968	66	\$2,651	214	\$12,533	109	\$11,311
188,562	56,814	2,750	\$76,296	147	\$8,247	628	\$13,395	111	\$3,981	497	\$18,706	37	\$10,574

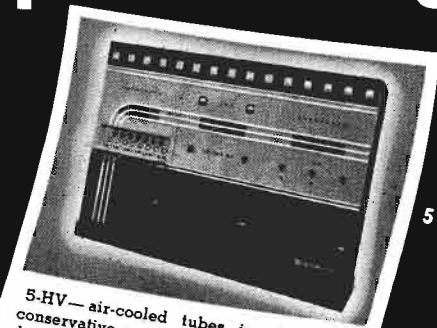
* Estimated.

UTICA-ROME METROPOLITAN DISTRICT											
Contains parts of Herkimer and Oneida Counties (N. Y.)											
TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	
3,100	\$74,493	282	\$7,072	895	\$18,675	72	\$1,686	319	\$12,521	79	\$8,451
197,128											
19,333	\$26,107	62	\$1,860	303	\$5,285	34	\$1,166	165	\$6,319	27	\$4,286
71,114											
WASHINGTON (D. C.)											
Contains the District of Columbia, Arlington County, Independent City—Alexandria (Va.) and parts of Fairfax County (Va.); Montgomery and Prince Georges County (Md.)											
8,700	\$470,987	782	\$42,834	2,661	\$99,722	372	\$26,530	797	\$75,039	198	\$71,642
907,816											
WATERBURY METROPOLITAN DISTRICT											
Contains parts of Litchfield and New Haven Counties (Conn.)											
144,822	\$55,551	161	\$5,910*	704	\$14,740	83	\$2,340	254	\$9,786	55	\$5,160
1,448,222											
WATERLOO METROPOLITAN DISTRICT											
Contains parts of Black Hawk County (Ia.)											
87,050	\$33,476	70	\$2,677*	248	\$6,690	35	\$1,263	165	\$7,237	15	\$5,003*
1,27,308											
WHEELING METROPOLITAN DISTRICT											
Contains parts of Brooke, Marshall and Ohio Counties (W. Va.); Belmont and Jefferson Counties (Ohio)											
196,940	\$57,398	175	\$5,121	751	\$13,637	63	\$1,908	257	\$8,171	35	\$7,676
1,969,400											
WICHITA METROPOLITAN DISTRICT											
Contains parts of Sedgwick County (Kans.)											
127,308	\$55,127	120	\$5,268*	433	\$10,374	83	\$2,539	353	\$12,342	26	\$8,031
1,273,080											
WILMINGTON METROPOLITAN DISTRICT											
Contains parts of New Castle County (Del.); Salem County (N. J.); Chester and Delaware Counties (Penna.)											
188,974	\$82,123	203	\$8,037*	862	\$18,723*	69	\$2,428*	188	\$13,661*	69	\$7,100*
1,889,740											
WINSTON-SALEM METROPOLITAN DISTRICT											
Contains parts of Forsyth County (N. C.)											
109,833	\$31,428	104	\$3,777	890	\$4,915	37	\$1,216	134	\$6,929	27	\$4,990
1,098,330											
WORCESTER METROPOLITAN DISTRICT											
Contains parts of Middlesex and Worcester Counties (Mass.)											
306,194	\$122,357	323	\$11,612*	1,284	\$33,512	99	\$3,464	437	\$18,168	101	\$15,088
3,061,940											
YORK METROPOLITAN DISTRICT											
Contains parts of York County (Penna.)											
92,627	\$37,001	118	\$3,371*	401	\$7,214	32	\$1,043	116	\$7,432	22	\$5,215
926,270											
YOUNGSTOWN METROPOLITAN DISTRICT											
Contains parts of Mahoning and Trumbull Counties (Ohio) and Mercer County (Penna.)											
372,428	\$140,838	314	\$11,641*	1,326	\$32,973	120	\$3,944	615	\$27,008	63	\$21,057
3,724,280											

* Estimated.

All Money Values Are In Thousands (\$000) of Dollars

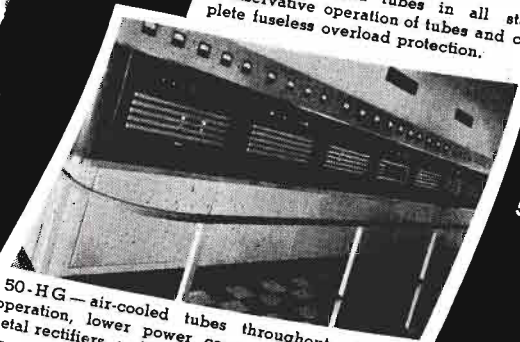
The parade lengthens



5-HV—air-cooled tubes in all stages, conservative operation of tubes and complete fuseless overload protection.

5 HV

WNBC Hartford
WPEN Philadelphia
WCAO Baltimore
WAGA Atlanta
WNBF Binghamton
KGA Spokane (10 HV)



50-HG—air-cooled tubes throughout, fuseless operation, lower power consumption, surgeproof metal rectifiers, and matched cubicle design.

50 HG

KDKA Pittsburgh
WBZ Boston
WPTF Raleigh
WBAL Baltimore
WKBW Buffalo
WBBM Chicago
KXEL Waterloo

WESTINGHOUSE TRANSMITTERS SET THE PACE

More stations are stepping into line for new operating economy, convenience, and attractive arrangement as the swing toward Westinghouse Transmitters gains speed.

The Westinghouse 50-HG has set a new pace for 50-kw transmitters—and in the 5-kw field it's the 5-HV. In these sets, knowledge accumulated over many years of radio and diversified electrical experience has brought a fresh viewpoint to bear on transmitter design.

As pace-setters in today's radio parade, the stations to keep an eye on, are those now having on order or now using Westinghouse Transmitters.

J-08041-A



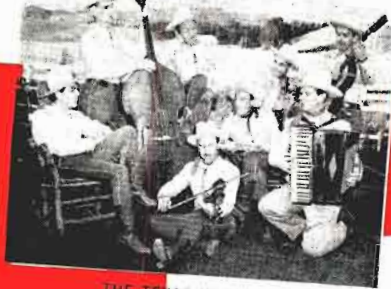
Westinghouse



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



THE TEXAS RANGERS
Transcribed Library



"BRUSH CREEK FOLLIES"
CBS, Coast-to-Coast

THESE ARE THE PEOPLE

KMBC, with nearly 100 trained radio experts, has by far the largest single station staff in the entire Kansas City area!

WHO PRODUCE THE PROGRAMS

KMBC presents 30 hours of service features weekly—farm and markets, news, sports, home economics, education...in addition to music, variety, comedy and quiz shows galore! All live talent!

THAT ATTRACT THE LISTENERS

Independent surveys of Greater Kansas City show KMBC leading in audience during more quarter hours, day and night, than any other station!

WHO BUY YOUR PRODUCT

National spot advertisers know how KMBC delivers results. Hence, they place more business on KMBC than on any other Kansas City station (sworn statement, Robt. S. Conlan & Associates, independent market analysts.) And 3 out of 4 KMBC accounts are renewals!

IN KANSAS CITY

KMBC

Free & Peters, Inc. CBS Basic Network



ERLE SMITH
KMBC News Editor



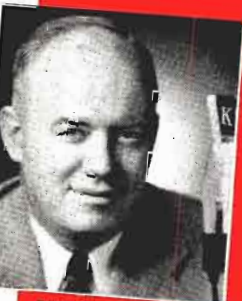
BONNIE KING
CBS Vocalist



WALT LUCHMAN
KMBC Sportscaster



HIRAM HICSBY
M.C. "Brush Creek Follies"



PHIL EVANS
Director, Farm Service



JANET HUGINS
Author "Arnold Gumm's Daughter"



BLUE NETWORK COMPANY, INC.



MARK WOODS

THE Blue Network made radio headlines this year when it stepped out on its own as an independent organization. With a history dating back to January 1, 1927, the Blue is a new-old network. Its emergence as a new and distinct corporation

is another highlight in the record of America's second oldest chain. The Blue starts out on its independent career with a staff of nearly 500 men and women, the majority of whom are young in years but "old in radio." Their wealth of experience is a tangible asset.

Important at any time, the fact that the Blue now stands on its own feet takes on even greater significance at the present when radio is playing a vital role in upholding the public morale of a nation at war. Alive to its full responsibilities, the Blue Network will continue to maintain the high reputation of the broadcasting industry for service to the public.

While the Blue Network is conscious of its great opportunity for public service, we believe that this service can be most efficiently rendered by the Blue in its primary role as a nationwide advertising medium. The Blue Network is a great advertising medium which renders an essential public service, not a great public service which happens to take advertising.

Policy

Our conception of performance for the common good covers not only educational or "service" programs, speeches by statesmen and politicians, news bulletins

and special events, but the entertainment supplied to listeners by manufacturers who give their audiences helpful, straightforward and truthful advertising messages.

Since we see no conflict between the interests of the public and the advertiser, programs on the Blue Network — both sustaining and commercial—will be considered and planned as genuine public service programs. The Blue will frankly set out to give advertisers the kind of service they need, confident that in doing so we shall really give the public what it wants.

Progress

The 15-year-old network moves forward with a bigger and more representative list of advertising sponsors than ever before in its history. In its programs, the Blue caters to a wide variety of interests. The Metropolitan Opera and our great Symphony Orchestra are outstanding in the realm of serious music programs, while the Blue also carries the top favorites among dance bands. The Blue plans to develop new programs in the field of public discussion in which America's Town Meeting of the Air, already a Blue feature, is a recognized leader. For news coverage, the Blue has a corps of radio reporters located at action centers throughout the world, and its worldwide coverage will continue to be as thorough as at present.

1942

While the Blue will continue to present the many fine programs for which it is already noted, its primary efforts will be dedicated to increasing their number and enriching their quality. In programs, in selling, in promotion, publicity, engineering and in all phases of network operations, the men and women of the Blue Network, fired with new enthusiasm, are out to make broadcasting history in 1942 and the years to come.

THE BLUE



**NETWORK FACILITIES
AS OF FEB. 18, 1943**

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

IN NO year since its inception has the broadcasting industry rendered such a full measure of public service as it did during the year 1941.

During most of the year we, as a nation, were preparing for the defense of our country and its ideals. During the last days of the year, the enemy struck and we were catapulted into war. It was fortunate that radio broadcasting had been forged and tempered into a potent instrument of democracy before America became involved in the supreme test of the war. From the moment of the first bulletin of the treacherous attack on Hawaii, broadcasters were able to bring to bear responsible judgment, trained personnel, and world-wide facilities. A swift and yet a sober service to listeners has resulted, which has kept the whole nation objectively informed of the flood-tide of events which has followed.

1941 Activities

I have been asked to review our activities during 1941. I will do so in a very general way because I, as well as most broadcasters, have little desire now to look backwards. During the past year, the Columbia Broadcasting System responded to the country's needs as they developed. This meant that our major efforts dealt with the defense program.

One of our outstanding achievements during 1941 was the completion of the new CBS Latin American network. This is composed of 74 affiliated stations in every nation in Latin America. It began operations on December 31st, when the first of our two new 50,000-watt short-wave transmitters was completed. The inauguration of full service to and from our Latin American network will take place some time in February, when the second high-powered transmitter will go

on the air, permitting us to double the effective power of both transmitters by narrowing the beams.

During the past year, we also completed and inaugurated WABC's new 50,000-watt transmitter located on Columbia Island in Long Island Sound. Many other technical improvements and advances were made throughout our network operations—too numerous to mention in this short statement.

Television

Columbia's television program started on July 1, 1941, and we have maintained a 15-hour-a-week schedule ever since. Also, during the year, CBS announced a full color television system, invented by Dr. Peter C. Goldmark, CBS chief television engineer, and developed by him and his staff during the year. We have completed more than 100 hours of color television transmission on an experimental basis.

F.M.

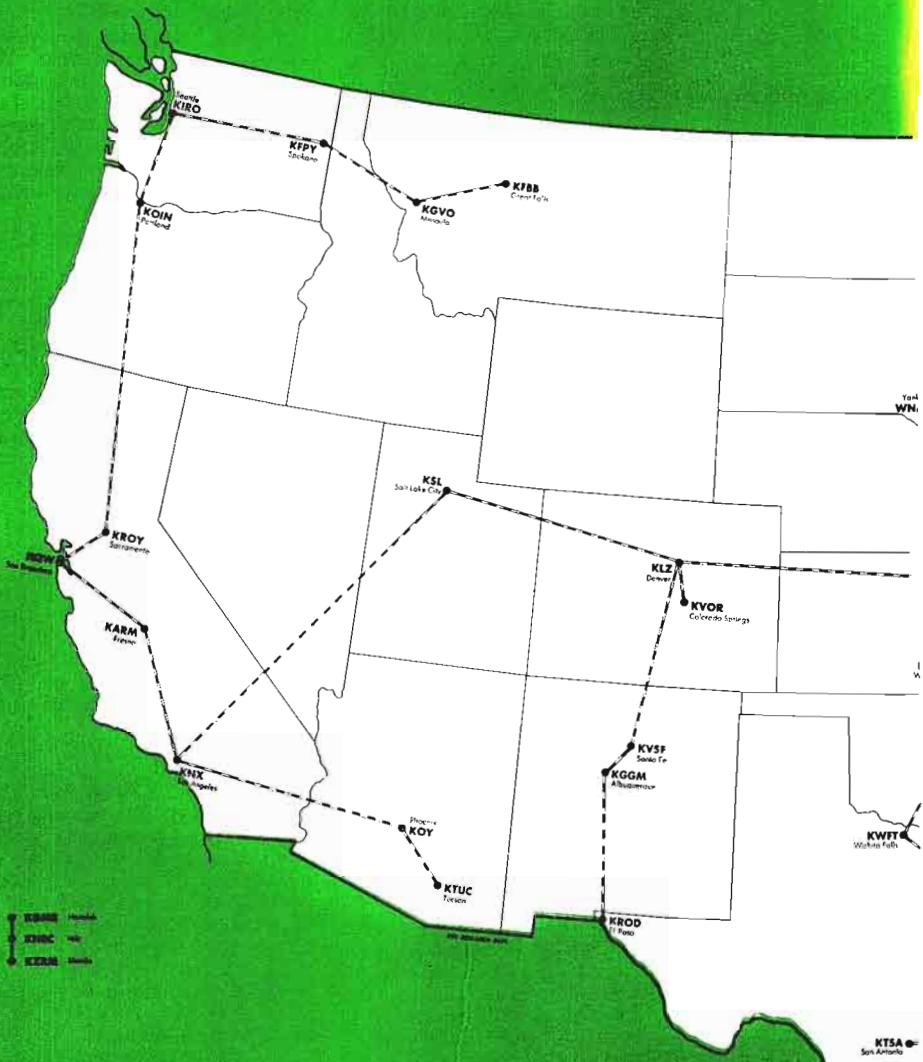
The Columbia Broadcasting System entered the new field of Frequency Modulation with the inauguration of its stations in New York and Chicago. We have received construction permits for stations in Los Angeles and St. Louis and have on file an application for a Boston station.

1942

As we face the crucial year ahead, we feel confident that we are well organized and equipped to respond swiftly and flexibly to the ever-changing needs of a democracy at war. We shall do so by keeping ourselves fully and understandably acquainted with the nation's general and special objectives. We shall use our skill and the machinery at our command to help bring about those objectives. We shall prove to the world that radio as a democratic instrument of the people can serve its country more effectively than radio under a dictator.

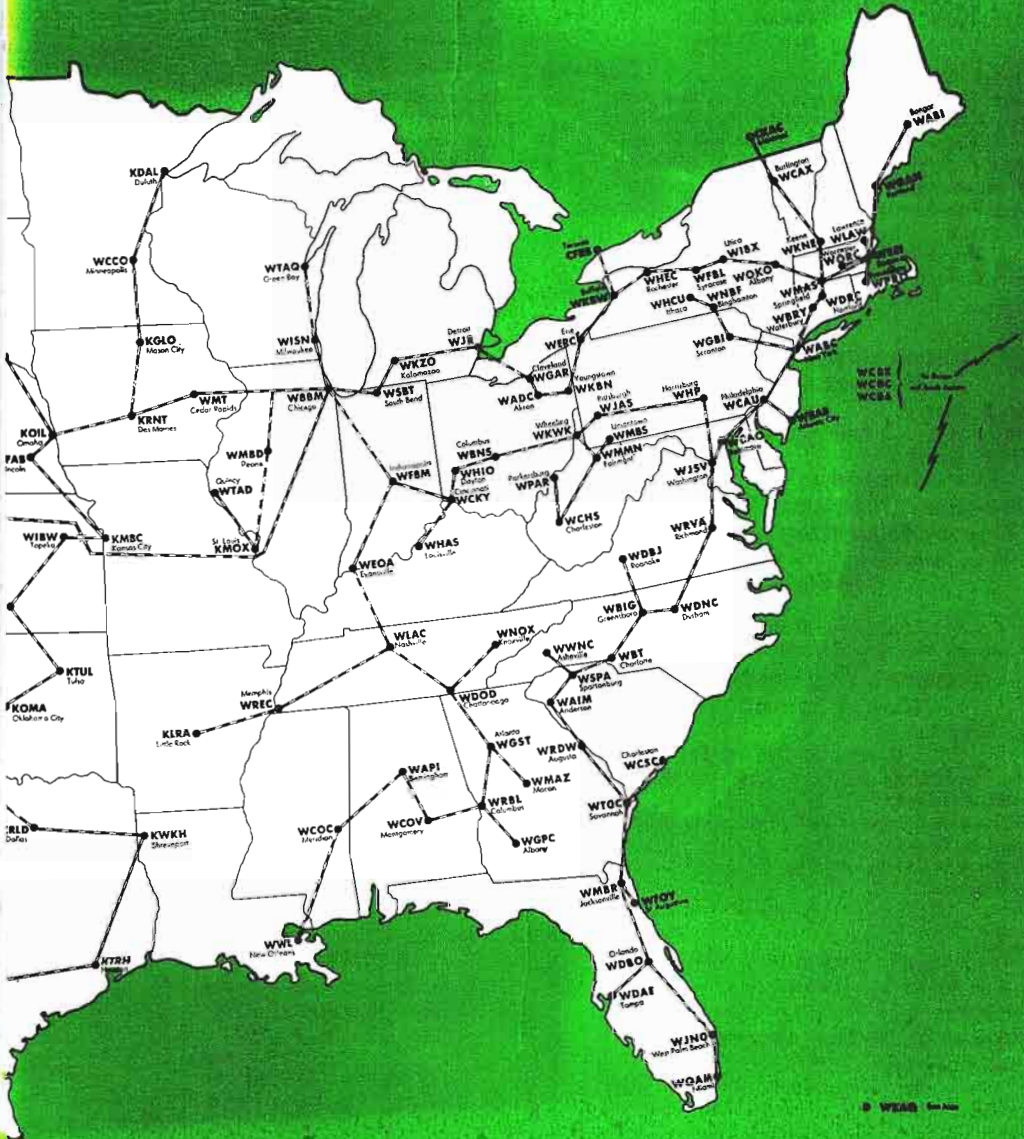
I am confident that radio will make its full and proper contribution to the winning of the war and of the winning of peace. I know this is the aim of all broadcasters today.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1st, 1942**

CASTING SYSTEM



© WABC - New York

C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City

(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

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

J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson

Mefford R. Runyon
Herbert Bayard Swope
Malin Craig

Officers

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon..Vice-President and Director
H. V. Akerberg
Vice-President in Charge of Station Relations
W. B. Lewis
Vice-President in Charge of Broadcasts
William C. Gittinger
Vice-President in Charge of Sales

Lawrence W. Lowman
Vice-President in Charge of Operations
H. Leslie Atlas.....Vice-President, Chicago
Harry C. Butcher...Vice-President, Washington
D. W. Thornburgh...Vice-President, Los Angeles
Frank K. White.....Treasurer
Jos. H. Ream.....Secretary and General Attorney
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Arthur S. Padgett.....Auditor

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Gilson B. Gray.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
John R. Carey..Supervisor of Building Operations
C. R. Jacobs..Manager of Construction Operations

General Engineering Department

Edwin King Cohan,
Director of General Engineering
A. B. Chamberlain.....Chief Engineer
William B. Lodge,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division
Guy Hutcheson,
Engineer in Charge of International Broadcasting

Legal Department

Joseph H. Ream..Secretary and General Attorney
Julius Brauner.....Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan.....Assistant Sales Manager
J. J. Karol.....Market Research Sales Counsel

Allen J. deCastro,
Sales Manager, Latin American Network
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Jos. H. Burgess, Jr.....Personnel Manager

Program Department

Douglas Coulter...Acting Director of Broadcasts
Davidson Taylor.....Assistant Director of Broadcasts
Roy Langham.....Production Manager

Copyright Division

Jan Schimek.....Director of Copyright Division

Foreign Broadcasting Division

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs

Antonio C. Gonzalez,
Assistant Director of Latin American Relations
Terig Tucci,

Director of Music for Latin American Programs
Roberto Unanue....Latin American News Editor
Arthur Perles.....Director of Publicity for Latin American Network
John Edwards.....Short Wave News Editor

FM Division

Wendell Adams,
Frequency Modulation Program Manager
Edward Downes.....Assistant to Frequency Modulation Program Manager

Music Division

James H. Fassett.....Director of Music Division
Howard G. Barnes,
Assistant Director in Charge of Serious Music

Joseph Gratz,
Assistant Director in Charge of Light Music

Music Library Division

Julius Mattfield....Director of Music Library
Program Service Division

Francis C. Barton, Jr....Director of Program Service
James F. Burke,

Public Affairs Division

Paul W. White.....Director of Public Affairs
Robert S. Wood,

Assistant Director of News Broadcasts
William J. Slocum, Jr.

Script Division

William Spier.....Director of Script Division
Albert R. Perskins.....Assistant Director

Sound Effects Division

Walter R. Pierson,
Manager of Sound Effects Division

Talks & Educational Divisions

Lyman, Bryson...Director of Talks and Education
He'len Sioussat.....Director of Talks
Leon Levine,

Program Operations Department

Lawrence W. Lowman,
Vice-President in Charge of Operations

I. S. Becker.....Assistant to Vice-President
in Charge of Operations

Leroy Passman,
Assistant Director of Program Operations

Harriet Hess,
Supervisor of Program Typing Division

Hugh A. Cowham,
Commercial Engineer in Charge of Traffic

A. H. Peterson.....Traffic Manager

Publicity Department

Louis Ruppel.....Director of Publicity
Hal Rorke.....Assistant Director of Publicity

Michael J. Fish...Manager Photographic Division
Ralph J. Gleason.....Trade News Editor

Thomas Flanagan...Magazine and Story Editor

Radio Sales

J. Kelly Smith.....General Sales Manager
Howard Meighan,

Eastern Sales Manager, New York
Henry M. Jackson,

Western Sales Manager, Chicago
Wayne Steffner,

Account Executive, San Francisco
Roger K. Huston...Manager, Los Angeles Office

Royal Penny.....Representative, Charlotte
Carter Ringle.....Representative, St. Louis

Research Department

Frank N. Stanton.....Director of Research
J. K. Churchill,

Chief Statistician of Research Department
George Mateyo, Assistant to Director of Research
Oscar Katz.....Supervisor of Statistical Records

William C. Ackerman,
Director of Reference Library

Sales Promotion Department

Frank Stanton, Acting Director of Sales Promotion
John Fistere.....Copy Chief

John Fox...Assistant to Director of Sales Promotion
Thomas D. Connolly,

Director of Program Promotion
George R. Dunham...Supervisor of Promotion for
Owned and Operated Stations

Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations

J. G. Gude.....Station Relations Manager
Jerome Sill.....Manager of Station Service

Television Department

Adrian Murphy...Executive Director of Television
Gilbert Seldes...Director of Television Programs

Leonard H. Hole,
Manager of Television Operations

Dr. Peter C. Goldmark...Chief Television Engineer

Treasury Department

Frank K. White.....Treasurer
James M. Seward.....Assistant Treasurer

Samuel R. Dean.....Assistant Treasurer
Arthur S. Padgett.....Auditor

W. J. Flynn.....Chief Accountant
John E. Forsander.....Purchasing Agent

Albert H. Bryant, Manager of Mail and Files
& Mimeograph Division

W. J. Flynn.....Chief Accountant

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
George W. Allen.....Director of Programs

Henry Grossman,
Eastern Division Operations Engineer
& Chief Engineer of WABC

Jules Dundes.....Sales Promotion Manager

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlas.....Vice-President, Chicago
J. L. Van Volkenburg...Assistant to Mr. Atlas

L. F. Erikson.....Western Sales Manager
Walter Preston.....Acting Program Director

Frank B. Falknor,
Central Division Operations Engineer
& Chief Engineer of WBBM

J. V. McLoughlin...Accountant & Office Manager
James Kane.....Director of Publicity

Stuart Dawson.....Assistant Program Director
Urban Johnson.....Chief Sound Technician

J. Oren Weaver.....News Editor
King Park.....Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
Vice-President in Charge at Washington

Paul Porter.....Attorney
A. D. Willard, Jr.....Station Manager WJSV

Wm. D. Murdock.....Sales Manager WJSV

Lloyd W. Dennis, Jr. Program Director
 Clyde Hunt Chief Engineer
 Harry R. Crow Accountant
 John Heiney Sales Promotion Manager
 Paul Glynn Publicity Director
 Ann Gillis Director of Public Events

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons Manager of Station WCCO
 Thomas H. Dawson Sales Manager
 H. S. McCartney Chief Engineer
 Emmett J. Heerdt, Jr. Accountant
 Sam H. Kaufman Sales Promotion Manager
 Alvin B. Sheehan Director of Program Operations

St. Louis

KMOX, MART BLDG.

Merle S. Jones Manager of Station KMOX
 Arthur Casey Assistant to Station Manager
 James S. Johnson Sales Manager
 C. C. Renier Program Director
 Harry Harvey Chief Engineer
 Jerry Hoekstra Public Events & Publicity Director
 Robert F. DeVoe Accountant
 Carter Ringlet Representative, Radio Sales

Pacific Coast

LOS ANGELES OFFICE, KNX,
 COLUMBIA SQUARE

D. W. Thornburgh Vice-President, Los Angeles
 George L. Moskovics Director of Sales Promotion
 Charles D. Ryder, Jr. Accountant
 Lester Bowman,

Western Division Operations Engineer
 & Chief Engineer of KNX

Clifton Jones News Editor
 Charles Vanda Western Director of Programs
 Fox Case,

Director of Special Events & Public Events

William E. Forbes,
 Network Program Service Director
 Russ Johnston Program Manager
 Ben Paley Production Manager
 Harry W. Witt Sales Manager
 Roger Huston Manager, Radio Sales
 Alan Cormack Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp Sales Manager, Pacific Network
 Wayne Steffner Account Executive, Radio Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn Manager of Station WBT
 Royal E. Penny Sales Manager and
 Account Executive, Radio Sales
 Chas. H. Crutchfield Program Director
 James Beloungy Chief Engineer
 William G. Carley Sales Promotion Manager
 John S. Knell News Editor

Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows Manager of Station WEEL
 Kingsley Horton Sales Manager
 Lloyd G. del Castillo
 Production Manager and Musical Director
 Philip K. Baldwin Chief Engineer
 John J. Murray Accountant
 David S. Garland Sales Promotion Manager

Foreign Staff

Edward R. Murrow,
 Chief of European Staff, London
 Charles Collingwood London Correspondent
 Bob Trout London Correspondent
 Cecil Brown Singapore Correspondent
 Winston Burdett Ankara Correspondent
 Farnsworth Fowle Ankara Correspondent
 William J. Dunn,
 Chief of Far Eastern Staff, Batavia
 John Raleigh Batavia Correspondent
 Charles M. Barbe,
 Berne, Switzerland, Correspondent
 Howard K. Smith,
 Berne, Switzerland, Correspondent
 Larry Lesueur Moscow Correspondent
 H. Ford Wilkins Manila Correspondent
 Thomas Worthin Manila Correspondent
 Bernard Valery Stockholm Correspondent
 George Folster Sydney, Australia, Correspondent
 Edward Chorlian Cairo Correspondent
 Jack Fendell Panama City Correspondent
 Alex Garcia Havana Correspondent
 John Adams Rio de Janeiro Correspondent
 Herbert Clark Buenos Aires Correspondent
 Robinson McLean Toronto Correspondent
 William Gilman Juno, Alaska, Correspondent
 W. R. Wills Tokyo Correspondent

Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co., of Boston Leased and operated by CBS.

MUTUAL BROADCASTING SYSTEM



ALFRED J. McCOSKER

RADIO in 1942, for the first time since the inception of network broadcasting, must fulfill its obligations to a nation at war. Radio is a new and powerful weapon of defense, and the Mutual network will concentrate its efforts in 1942 toward helping the United States win the war.

Competition in the broadcasting industry must be sacrificed to cooperation whenever necessary, for the best interests of the country.

The Mutual Broadcasting System, which consisted of four stations at the time of its formation in October, 1934, now has close to 200 affiliates in the United States, Canada and Hawaii. The nation's cooperative network, which has consistently operated for the benefit of the individual station, and in the public interest, looks to 1942 as another year of increased service.

News Coverage

News coverage, always important to radio programming, will be of paramount importance in 1942. We shall attempt to present facts as complete as government regulations permit. In addition to such competent domestic analysts as Raymond Gram Swing, Gabriel Heatter, Fulton Lewis, Jr., Boake Carter and John B. Hughes, we shall continue to present eye-witness accounts by trained observers from the important battle-fronts of the world.

At the same time, the question of national morale will receive attention, and to this end, programming during the coming year must be intelligently planned.

Music

We shall continue to present the fine musical programs of the Philadelphia Orchestra, and those of Henry Weber

from Chicago, Alfred Wallenstein from New York. Government agencies will be free to use our facilities for the presentation of such programs as the Office for Emergency Management's "Keep 'Em Rolling" and the Treasury Department's "America Preferred" series.

Sports

Sports will again occupy an important place in the Mutual schedule, just as in past years. In 1941, for example, 931 special features and sports programs were broadcast, accounting for 492 hours of air time. On June 1, 1941, Mutual gained exclusive rights to all championship boxing bouts of the Twentieth Century Sporting Club. We look forward to the continuance of our broadcasts of these leading ring contests. Mutual presented the World Series exclusively in 1941 for the third consecutive year, and will do it again in 1942.

Good Will

International good-will shall be fostered by an interchange of programs with our Latin-American neighbors. Already in progress are two outstanding series: "The Americas Speak," presented in cooperation with Rotary International, and a monthly exchange program with Brazil, which started on August 28, 1941.

The return of Ascaph music to Mutual on May 13, 1941 was the first settlement of a disagreement which had deprived the American radio public of much of the world's finest music.

Gross billings for the network in 1941 represented the highest figure in Mutual's history—\$7,300,955—an increase of 53.2 per cent over the preceding year.

1942

At the present time, the condition of the radio industry is healthy, both financially and functionally. And now, more than ever, radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding of opinion and interpreting it. To this end, we shall dedicate our efforts in 1942.

MUTUAL BROADCAST



- BASIC STATIONS
- AFFILIATED STATIONS

**NETWORK FACILITIES
AS OF JAN. 15th, 1942**



MUTUAL



Broadcasting System

Administrative Office

Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y.
Phone, Pennsylvania 6-9600

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Vice-President.....Lewis Allen Weiss

Executive Secretary-Treasurer...E. M. Antrim
General Manager.....Fred Weber
Sales Manager.....Edward W. Wood, Jr.
Auditor.....Miles E. Lamphiear

Staff

Publicity Director.....Lester Gottlieb
Sales Promotion Manager...Robert A. Schmid
Program Director.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Legal Advisor.....Keith Masters
Sales Service.....John Mitchell
Midwestern Sales Service.....Don Pontius
Sales Representative.....John R. Overall
Sales Representative.....Sidney P. Allen
Sales Representative.....Thomas Harker
Sales Representative.....Morris Mudge
Sales Representative.....Ade Hult
Sales Representative.....Curtis J. Harrison

Mexico City Representative...Jack Starr Hunt
South American Representative
Roberto Stiglich

London and Foreign Representative,
John S. Steele
Assistant London Representative..Arthur Mann
Berlin Representative.....John Paul Dickson
Cairo Representative.....Sam Brewer
Batavia Representative.....Frank Cuhel
Manila Representative...Royal Arch Gunnison

Branch Offices

Detroit.....Union Guardian Bldg.
Cincinnati.....Alms Hotel
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
Washington.....1627 K St., N. W.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Directors

E. N. Antrim Alfred J. McCosker
Willett H. Brown John Shepard III
H. K. Carpenter Theodore C. Streibert
W. E. Macfarlane Fred Weber
Lewis Allen Weiss

Operating Board

J. E. Campeau.....CKLW, Detroit-Windsor
H. K. Carpenter.....WHK-WCLE, Cleveland
William B. Dolph....WOL, Washington, D. C.
W. E. Macfarlane.....WGN, Chicago, Ill.
Eugene O'Fallon.....KFEL, Denver, Colo.
John Shepard III.....The Colonial Network

Frank P. Schreiber.....WGN, Chicago, Ill.
Theodore C. Streibert...WOR, New York, N. Y.
Hulbert Taft, Jr.....WKRC, Cincinnati
Fred Weber.....General Manager
Lewis Allen Weiss.....Don Lee Network
Edward W. Wood, Jr.....Sales Manager

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

WITH America's entry into World War II, the year 1941 provided the American system of broadcasting with unprecedented opportunity to demonstrate the usefulness of its services to the government and the people of the United States in a grave emergency. Radio did not have this opportunity in World War I, so 1941 must be recorded as one of the most significant periods in the entire 15 years of network broadcasting.

Radio's presentation of dramatic, eyewitness accounts of the bombing of Pearl Harbor and Manila, the stirring war message President Roosevelt delivered to the Congress of the United States, and the actual declaration of a state of war by Congress, are all "firsts" in radio's Hall of Fame. These unparalleled achievements by the industry gave the listening public the full impact of radio's worth to America at war.

Foreseeing war as a distinct possibility, NBC engineers made 1941 a year of expanding radio facilities to meet the nation's growing demands on American broadcasters. Chief among new projects were the rebuilding of NBC's powerful overseas shortwave plant and the building of new studios in Radio City, Chicago and San Francisco. With two powerful stations and the most complete program division in the country, NBC raised the power of its shortwave stations WRCA and WNBI to 50,000 watts each and built the most modern antenna arrays for each.

Furthermore, the language pattern was increased to 9 foreign languages, providing world-wide translation of major events. American views of news and world events are being short-waved to practically every nation on the globe to help promote truth and understanding of American ideals and purposes.

Marked improvements in NBC coverage of the nation took place in 1941, by addi-

tion of stations, increases in power, and changes to better frequencies.

Notable advancement also was made in NBC's public service activities, highlighted by establishment of a transcription service for America's schools and colleges. This move marked the first effort by a national organization to provide an extension of radio education through recordings for the nation's classrooms.

Rising above the harsh discord of war in 1941, music, through the medium of radio, found its greatest opportunity to help national morale and to create understanding and friendship between the Americas. Conscious of music's vital role during a period of crisis, NBC presented musical broadcasts, not only of the old masters and the moderns, but also music by, of, and for Americans.

In the field of television, NBC's New York sight-and-sound station became the first in 1941 to advance from experimental status to full obligations of public service under commercial license. Station WNBT, which had cradled American television broadcasting as W2XBS, went on the air as the world's first commercial television station on July 1, 1941, and at the year's end was still the only television unit broadcasting commercially in New York City.

And the job goes on. In addition to radio's gigantic war effort, NBC is going right ahead with its normal pattern of broadcasting, gearing it to the emergency and providing the general public with an ever-higher quality of programs, embracing all forms of entertainment, including the arts, sciences, drama, education and religion.

Already under a self-imposed censorship, NBC was glad to accept the U. S. government official radio censor regulations, and will continue to guard to the last detail, all information which would be useful to the enemy.

All this is possible because radio in America today is an instrument of free expression, because it has the ability to command the instantaneous attention of almost the entire population of the nation, on 56,000,000 radio sets, and because the American people believe in it and trust it.

This Place is EAR-Conditioned...



FIFTEEN YEARS of leadership in radio coverage, in facilities-improvements, in preferred programs, have made the Red the All-America network. Whether you measure it clockwise, lengthwise, or marketwise, you will always come out with the same answer. America is ear-conditioned to the NBC Red Network, the network they listened to first, the network they still listen to most.



NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harbord, James G.
Bliss, Cornelius N.	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Comstock, Ada	Harbord, James G.
Compton, Karl	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.

Officers

Sarnoff, David	Chairman of the Board	Russell, Frank M.	Vice-President
Trammell, Niles	President	Strotz, Sidney N.	Vice-President
Mullen, Frank E.,	Vice-President & General Manager	Witmer, Roy C.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Horn, C. W.	Assistant Vice-President
Egner, C. Lloyd	Vice-President	MacDonald, John H.,	Assistant to Vice-President and General Manager
Hanson, O. B.	Vice-President	Nelson, A. E.	Assistant Vice-President
Hedges, William S.	Vice-President	Teichner, R. J.	Treasurer
Kopf, Harry C.	Vice-President	MacConnach, Lewis	Secretary
Mason, Frank E.	Vice-President	Pfautz, C. E.	Assistant Secretary
Royal, John F.	Vice-President		

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
Mullen, Frank E.

Vice-President & General Manager

Almonte, J. deJara Assistant to President
Angell, James Rowland,

Counselor for Public Service Programs

Morgan, Clayland T. Assistant to President
Fisher, Sterling Assistant Counselor

for Public Service Programs

Continuity Acceptance Department

MacRorie, Janet Editor

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
Clarke, William A.,

Manager of Technical Services

Guy, R. F. Radio Facilities Engineer

McElrath, George Operating Engineer

Wankel, F. A. Eastern Division Engineer

Rackey, C. A. Audio & Video Facilities Engineer

Shelby, R. E. Television Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service

Dunn, Ashton Personnel Manager

Lowell, Edward M.,

Manager of Building Maintenance Division

Martin, William G.

Manager of Guest Relations Division

Information Department

Dale, Albert E. Director of Information

Barnard, Anita. Manager of Information Division

McKay, John Manager of the Press Division

International Relations- Television-

New Developments

Royal John F. Vice-President In Charge
Development and Research

Horn, C. W. Assistant Vice-President In Charge
International Shortwave Department

Elwood, John W. Manager

Woodell, Shirley Sales Manager

Television Department

Kersta, Noran E. Director of Television
Hungerford, E. Arthur, Jr.

Program Business Manager

Wade, Warren Executive Producer

Legal Department

Ashby, A. L. Vice-President & General Counsel

Butler, Franklin Attorney

Graham, R. H. Attorney—Hollywood

Grimshaw, I. L. Attorney

Hennessey, P. J., Jr. Counsel—Washington

Ladner, Henry Attorney

Leuschner, Frederick Attorney—Hollywood

McDonald, J. A. Attorney—Chicago

Myers, R. P. Attorney

Prime, E. Gardner Attorney

Swezey, Robert D. Attorney

Hogan & Hartshorn, P. J. Hennessey, Jr.
Washington Counsel

NBC Radio Recording Department

Egner, C. Lloyd Vice-President & Manager

Friedheim, Robert W. Eastern Sales Manager

Morris, Robert M. Business Manager

Parsons, Willis B. Sales Promotion Manager

Thomas, Reginald Program Director

Program Department

Menser, Clarence L. Program Manager
Brainard, Bertha,

Manager, Program and Talent Sales Division

Almonte, J. de Jara Night Program Manager

Belviso, Thomas H.

Manager, Music Library Division

Black, Frank General Music Director

Cuthbert, Margaret,

Director, Women's and Children's Programs

Guy, Helen Acting Business Manager

Kelly, Patrick J. Supervisor of Announcing

Kelly, N. Ray Supervisor of Sound Effects

La Prade, Ernest Director, Music Research

Miller, William Burke Eastern Program Manager

Roberts, Wilfred S.

Manager of Production Division

Schechter, A. A.,

Director of News and Special Events

Shervey, Helen

Manager of Central Booking Office

Stern, William Director of Sports Events

Titterton, Lewis H. Manager of Continuity

Promotion & Advertising Department

Dyke, Ken R. Director of Promotion

Rumple, Barry Research Manager

Greene, John M. Circulation Manager

J. Robert Meyer Chief Statistician

Webb, W. E.

In Charge of Institutional Promotion

Sales Department

Witmer, Roy C. Vice-President In Charge

Brown, C. B. Sales Promotion Manager

Frey, George H. Sales Service Manager

Greene, F. Melville Sales Traffic Manager

Hitz, Edward R.,

Assistant To The Vice-President In Charge

Showerman, I. E. Eastern Sales Manager

Stations Department

Hedges, William S.

Vice-President in Charge of Stations

Facilities, Development and Research

Lent, W. C. Co-Director, Washington Office

Station Relations Department

Hickox, Sheldon B., Jr. Manager

Woolley, Easton C.
 Manager of the Service Division
*Managed Or Programmed Stations
 Department*

Gregory, Sherman D. Manager

**National Spot and Local
 Sales Department**

McConnell, J. V.
 National Spot & Local Sales Manager

Roux, William C.,
 National, Spot & Local Sales Promotion
 Manager

Tilenius, William O. Assistant Manager
 of Spot & Local Sales
Traffic Department

Woodman, Harry A. Manager

**Managed Or Programmed
 Stations**

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

DENVER, COLO.

Yoder, Lloyd C., Manager, Station KOA

SAN FRANCISCO, CALIF.

Nelson, A. E., Manager Station KPO

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Station WRC

Treasury Department

Bloxham, William D. Purchasing Agent

Kelly, Harold M. Asst. Auditor

MacDonald, John H.,

Assistant to Vice-President
 and General Manager

McKeon, Harry F. Auditor

Payne, Glenn W. Budget Officer

Teichner, R. J. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager

Boyd, Maurice M. Local & Spot Sales Manager

Carlson, Emmons C.

Sales Promotion and Advertising Manager

Chizzini, Frank. Manager of Radio Recording

Cunningham, E. C. Evening Manager

Drips, William E. Director of Agriculture

Fry, Kenneth D. Director of Special Events

Golder, Frank. Program Traffic Supervisor

Herbeuveaux, Jules. Program Manager

Kaney, A. W. Assistant to the Manager

Luttgens, Howard C. Central Division Engineer

McCluer, Paul. Sales Manager

McDonald, J. A. Attorney

Morton, Oliver. Special Sales Representative

—Westinghouse Stations

Murphy, William J. Continuity Editor

Ray, William B. Manager of Press Relations

Waller, Judith C. Educational Director

Whalley, John F. Business Manager

Wright, W. P. Production Manager

**Western Division—
 Hollywood**

Sunset Blvd. & Vine St.

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge

Andrews, William. Manager of Guest Relations

Bock, Harold. Manager of Press Relations

Bunker, Walter. Production Manager

Dellett, F. V. Auditor

Dixon, Sydney L. Sales Manager

Frost, Lewis. Assistant to Vice-President

Gale, Paul. Traffic Supervisor

Graham, R. H. Attorney—Assistant to Leuschner

Leuschner, Frederick Attorney

McAndrews, Robert. Sales Promotion Manager

Robb, Alex. S. Manager, Program and Talent Sales

Saxton, A. H. Western Division Engineer

Schuetz, Robert. Manager of Recording Division

Swallow, John. Program Manager

Williams, Wendell Continuity Editor

Washington, D. C.

14th St. & New York Ave.

Phone: Republic 4000

Russell, Frank M. Vice-President in Charge

Berkeley, Kenneth H. General Manager WRC

Coldenstroth, R. G. Auditor

Dodge, John. Sales Manager WRC

Hennessey, P. J., Jr. Counsel

Johnson, A. E. Division Engineer

Knode, Thomas E. In Charge of News,
 Press & Special Events

Shawn, Fred. Assistant Manager WRC

Smith, Carleton E. Assistant Manager WRC

Foreign Representatives

Bate, Fred England

Archinard, Paul. Vichy, France

Jordan, Max Switzerland

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned,	managed, operated and programmed by NBC
WMAQ	Chicago	Owned,	managed, operated and programmed by NBC
WRC	Washington	Owned,	managed, operated and programmed by NBC
WTAM	Cleveland	Owned,	managed, operated and programmed by NBC
KPO	San Francisco	Owned,	managed, operated and programmed by NBC
KOA	Denver	Owned	by General Electric
			Managed, operated and programmed by NBC.



"WHAT! CINCINNATI COSTS US ONLY \$138.72?"

At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control

technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.



*Combined retail drug and grocery sales in WLW'S Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater than corporate Chicago!



REGIONAL NETWORKS

The American Network, Inc.

60 East 42nd St., New York, N. Y.

Phone: MURray Hill 2-2737

PERSONNEL

President.....John Shepard, 3rd
 Vice-President.....Walter J. Damm
 Executive Vice-President.....John R. Latham
 Secretary-Treasurer.....Gordon Gray
 Sales Manager.....J. W. Strickland

STATIONS

W39B, Mt. Washington, N. H.; W43B, Boston, Mass.; W55M, Milwaukee, Wisc.; W45D, Detroit, Mich.; W45CM, Columbus, Ohio; W51R, Rochester, N. Y.; W41MM, Mt. Mitchell, N. C.; W53PH, Philadelphia, Pa.; W47NV, Nashville, Tenn.

** The American Network, is comprised solely of frequency modulation stations and while not exactly a regional, it is listed herewith as the most suitable spot for prominence.*



Arizona Broadcasting Co.

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

President.....R. B. Williams
 Manager.....Dick Lewis
 Commercial Manager.....Dick Heath
 Promotion Manager.....K. M. Pennington

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe
 KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.

Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company



The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

KOY Commercial Manager.....John A. Reilly
 Business Manager.....Albert D. Johnson
 Manager of Operation.....J. R. Williams
 Chief Engineer.....R. B. Thompson
 KTUC Commercial Manager.....John Merino
 KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company



Blue Ridge Network

Poinsett Hotel, Greenville, S. C.

Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company



California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-President.....G. C. Hamilton

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MURray Hill 2-8690

Manager.....Humboldt Grieg

530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.



Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Phone: Jackson 7626

Lincoln (Nebr.): Hotel Lincoln

Phone: 2-3214

PERSONNEL

President.....Frank D. Throop

General Manager.....Don Searle

How Green Is My Valley?

PLENTY!

The Don Lee Broadcasting System has now completed the last important link in the Pacific Coast's only network covering every one of the 32 important Pacific Coast Markets, with the addition of station KFRE in Fresno, the biggest market in the rich agricultural San Joaquin Valley. *Now* every important market on the Pacific Coast is covered by a local Don Lee station. More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station. If you have a sales message for the radio listeners in Fresno . . . if you have a message for any of the 10,000,000 people on the Pacific Coast, buy the network Pacific Coast advertisers prefer* . . . Don Lee.

**Don Lee carries more Pacific Coast network business than the other three networks combined.*

Mutual **DON LEE**

THOMAS S. LEE, Pres. — LEWIS ALLEN WEISS, Vice-Pres.
and General Manager — 5515 Melrose Ave., Hollywood, Calif.

Sales Manager Arthur J. Weaver
 Manager, Lincoln Office Jud Woods
 Chief Engineer Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

REPRESENTATIVE

Edward Petry & Co., Inc.



The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd
 V-P in Charge of Operations R. L. Harlow
 V-P in Chg. of Sales & Production Linus Travers
 V-P in Chg. of Engineering Paul A. DeMars
 Sales Manager W. W. Warner
 Sales & Station Relations Gerald Harrison
 Editor of Colonial Network
 News Service Robert Myers
 Director, Merchandising &
 Promotion James S. Powers
 Director of Publicity Al Stephenson
 Director of Merchandising F. C. McVarish
 Director of Special Events Fred McLaughlin
 Chief Engineer Irving Robinson
 Program Director Eleanor Geer
 Sports Editor Jim Britt
 Production Director George Steffy
 Chief Meteorologist, Weather Service,
 Salvatore Pagliuca

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: Dexter 1500

Supervisor Malcolm S. Parker
 1110 Chapel St., New Haven, Conn.

Phone: 7-2266

Supervisor Judson LaHaye
 Hotel Stratfield, New Haven, Conn.

Phone: 6-1121

Supervisor Joseph Lopez

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven; WEIM, Fitchburg; WFCL, Pawtucket.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

The Cowles Group

Des Moines Register and Tribune Building,
 Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President Gardner Cowles, Jr.
 Vice-President John Cowles
 Vice-President and Treasurer Luther L. Hill
 Vice-President Sumner Quarton
 Manager (WNAX) Robert R. Tincher
 National Sales Manager H. T. Enns
 Com. Manager (Des Moines) Craig Lawrence
 Com. Manager (Cedar Rapids) W. E. Quarton
 Com. Manager (Yankton) Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.

Phone: 6126

Manager Sumner Quarton
 Russell Lamson Hotel, Waterloo, Ia.

Phone: 236

Manager Don E. Inman
 Gurney Bldg., Yankton, S. D.

Phone: 443

Manager Robert R. Tincher
 Orpheum Theater Bldg., Sioux City, Ia.

Phone: 8-5666

Manager Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager Lewis Allen Weiss
 Assistant Manager Willet Brown
 General Sales Manager Wilbur Eickelberg
 Program Director Van Newkirk
 Production Manager James Burton
 Publicity Director Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Loview; KGA, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport;
KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada

Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....V. F. Nielsen
Manager (Lethbridge).....A. J. Balfour
Manager (Edmonton).....G. S. Henry
Manager (Grand Prairie).....Gordon Cummings

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA,
Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872

Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131

Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE

Weed & Co.; All-Canada Radio Facilities, Ltd.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC,
Albany.

NATIONAL REPRESENTATIVE

Spot Sles, Inc.

★

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun

General Manager (WMAZ).....E. K. Cargill

General Manager (WTOC).....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC,
Savannah.

REPRESENTATIVE

The Katz Agency

★

Inter-City Broadcasting System

1657 Broadway, New York City

Phone: Circle 6-2200

PERSONNEL

General Manager.....Don S. Shaw

Sales Manager.....Charles Stark

Sales Promotion Manager.....Maxwell Dane

Publicity-Special Events Dir.....Leon Goldstein

Program Director.....Walter Craig

Musical Director.....Joe Rines

Program Manager.....William Card

Chief Engineer.....Frank Marx

STATIONS

Key Station: WMCA, New York City; other
stations and cities available on request.

REPRESENTATIVE

Virgil Reltter & Co. (West)

★

Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

Business Manager.....George C. Hatch

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE

George P. Hollingbery Co.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis

Program Co-Ordinator.....John T. Schilling

EXECUTIVE COMMITTEE

Ray Linton (KFBI); R. J. Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

Lake Superior Network

124 East McLeod Ave., Ironwood, Mich.
Phone: 20

PERSONNEL

President.....N. C. Ruddell
Secretary-Treasurer.....J. W. Rice

STATIONS

WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WATW, Ashland, Wisc.; WDSM, Duluth-Superior, Wisc.

NATIONAL REPRESENTATIVE

Bogner & Martin

★

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234

Dallas Office: c/o WFAA & KGKO

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager,

Paul O. Rodenhauser

Technical Director.....J. E. Mathiot

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager. H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WHLS, Port Huron; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.

Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.

★

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

PERSONNEL

President-General Manager....John W. Boler
Vice-President.....Howard S. Johnson
Treasurer.....D. C. Shepard

STATIONS

KVFD, Fort Dodge, Ia.; KTRL, Sioux City, Ia.; WJMS, Ironwood, Mich.; WLOL, Minneapolis, Minn.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLP M, Minot, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WHBY, Appleton, Wisc.; WATW, Ashland, Wisc.; KFIZ, Fond du Lac, Wisc.; WCLO, Janesville, Wisc.; WEMP, Milwaukee, Wisc.; WIBU, Poynette, Wisc.; WRJN, Racine, Wisc.; WEBL, Sheboygan, Wisc.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.; WFHR, Wisconsin Rapids, Wisc.

Northern Broadcasting & Publishing, Ltd.

(Ontario Canadian Broadcasting Corporation)
Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....Murray Morrison
Manager (CJJKL).....Jack Davidson
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. O. Tardif
Manager (CKVD).....Dan Carr

STATIONS

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

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Phone: Elgin 2484

Manager.....G. E. Tonkin
310 Keefer Bldg., Montreal, Que., Canada
Phone: HA 3051
Manager.....R. A. Leslie

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY).....Lee L. Whiting
Commercial Manager (WDSM).....R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson,
Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Farm Director.....Val Bjornson

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3191

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.

Phone 2-3191

PERSONNEL

Manager (KOMA).....William C. Gillespie
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA).....Jack Howell
Commercial Manager (KTUL).....John Esau
NATIONAL REPRESENTATIVE
Free & Peters, Inc.

★

The Oklahoma Network

1800 West Main St., Oklahoma City, Okla.

Phone: 3-8352

PERSONNEL

President.....Joseph W. Lee
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Arthur H. Hagg & Associates

★

Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KGA, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional.

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp
STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54, Mexico City, Mexico
Phone: L-13-73

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martinez
Control.....Antonio Euffrasio O.
Accounting.....Alex Buelna

STATIONS

XEBI, Aguascalientes, Ags.; XEBJ, Ciudad Victoria, Tamps.; XECW, Cordoba, Ver.; KESA, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEBO, Irapuato, Gto.; XERZ, Leon, Gto.; XECF, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XEFC, Merida, Yuc.; XEME, Merida, Yuc.; XERJ, Mazatlan, Sin.; XECL, Mexicali, B. C.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEFE, Nuevo Laredo, Tamps.; XEPP, Orizaba, Ver.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Queretaro, Qro.; XECZ, San Luis Potosi, S. L. P.; XEBM, San Luis Potosi, S. L. P.; XES, Tampico, Tamps.; XERK, Tpic, Nay.; XEBG, Tijuana, B. C.; XEBP, Tereon, Coah.; XEBQ, Torreon, Coah.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XECA, Tampico, Tamps.; KEP, Ciudad Juarez, Chih.



South Central Quality Network

Address Individual Stations
PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

The Southern Network

Radio Bldg., Walnut & Short Sts.

Lexington, Ky.

Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
Manager (WKRC).....Hulbert Taft, Jr.
Manager (WGRC).....S. A. Cisler
Manager (WSIX).....Jack M. Draughon
Manager (WCM).....Warren G. Davis
Manager (WLAP).....Gilmore N. Nunn

STATIONS

WLAP, Lexington, Ky.; WCM, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE

Burn-Smith Co., Inc.



Southeentral Quality Network

c/o Individual Stations

PERSONNEL

Manager (KARK).....G. E. Zimmerman
Manager (WMC).....Henry Slavick
Manager (KWKH-KTBS).....John McCormack
Manager (WJDX).....Wiley Harris

STATIONS

KARK, Little Rock, Ark.; KWKH-KTBS, Shreveport, La.; WJDX, Jackson, Miss.; WMC, Memphis, Tenn.



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Hallif
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager.....Hardy Harvey
Merchandising Director.....L. R. Duffy
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Frances Griffith
Technical Supervisor.....Truett Kimzey
Chief Engineer.....Ed Starnes

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,
San Angelo; KBST, Big Spring; KRLH, Midland;
KRRV, Sherman-Denison; KPLT, Paris; KNOW,
Austin; KABC, San Antonio; KVWC, Vernon;
KTEM, Temple; WRR, Dallas; KFYO, Lubbock;
KFDA, Amarillo; KCMC, Texarkana; WACO,
Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.

Phone: 3032

PERSONNEL

Manager.....Carl B. Ogilvie

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM,
Danville.

★

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....William Adams
Chief Engineer.....O. Robinson
Publicity Director.....Harold Miller

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Program Director.....Richard E. Stockwell

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,
Poynette; WHBL, Sheboygan; WHBY, Apple-
ton; WFHR, Wisconsin Rapids; KFIZ, Fond du
Lac; WSAU, Wausau; Associate Stations:
WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICE

333 N. Michigan Ave., Chicago, Ill.
Phone, RANdolph 6225

★

The Yankee Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
V-P in Chg. of Engineering...Paul A. DeMars
Executive Secretary.....Robert Bartley
Sales and Station Relations...Gerald Harrison
Editor, Yankee Network News Service,
Robert Myers

Director of Merchandising and Promotion,
James S. Powers

Director of Merchandising.....F. C. McVarish
Director of Publicity.....Al Stephenson
Director of Special Events...Fred McLaughlin
Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
Sports Editor.....Jim Britt
Chief Meteorologist.....Salvatore Pagliuca
Production Director.....George Steffy
Merchandising Coordinator.....Ward Willett

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN,
Providence; WTAG, Worcester; WICC, Bridge-
port and New Haven; WCSH, Portland; WLBZ,
Bangor; WFEA, Manchester; WSAR, Fall River;
WNBH, New Bedford; WLLH, Lowell and Law-
rence; WLNH, Laconia; WRDO, Augusta;
WNLC, New London; WHAI, Greenfield;
WCOU, Lewiston and Auburn; WBRK, Pitts-
field; WSYB, Rutland, Vt.

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: DEXter 1500

Supervisor.....Malcolm S. Parker
1110 Chapel St., New Haven, Conn.
Phone: 7-2266

Supervisor.....Judson LaHave
Hotel Stratfield, Bridgeport, Conn.
Phone: 6-1121

Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z (Bar) Net

P. O. Box 1956, Butte, Montana

Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



KEYSTONE BROADCASTING SYSTEM, INC.

DECEMBER 15, 1940, marked the inauguration of the Keystone Broadcasting System, a new, nation-wide network. On that date, KBS released its first sustaining programs to 66 radio stations throughout the country, —



Michael M. Sillerman
President

marking the beginning of a new, unique venture in the field of commercial radio.

For the first time in broadcasting history, a "network" consisting of low-wattage stations serving secondary markets was put into active operation via electrical transcriptions.

Setting up KBS was the culmination of two years' activity. The entire plan was based on observations of the Keystone management: Small-town, low-powered radio stations were not receiving serious consideration from national advertisers sponsoring important popular programs. These big-time programs were doing a fine job of moving the sponsors' products in those markets where consumer-listeners were able to hear them, but the neglect of the secondary markets was costing both the advertisers and the stations a tremendous, unrealized and justified potential.

Station owners, sponsors and agencies all agreed that the plan itself was a good one,—but added "You'll be very lucky if you get your first commercial by the end of your first two years!" However, by the seventh month of actual operation, KBS was releasing to its affiliates the famous "Lum 'n' Abner" series, sponsored by Miles Laboratories for Alka-Seltzer!

Progress

Keystone's progress, by the end of 1941, its first year of operation, more than justified the aims and policies of its management. The following is from the KBS year-end report:

"Beginning 1941 with 66 stations, the Keystone Broadcasting System completed

its first year with 152 affiliates—an increase of 86 stations.

"During this period, aggregate power of the network was increased by 35,000 watts. New stations added to the KBS list raised the potential listening audience by 23,000,000 to a total coverage of approximately 53,000,000 persons.

"An increase of 8,000,000 radio homes in the listening areas of new KBS affiliates made a total of 11,000,000 families served by the 'network,' as of the end of 1941.

"The first large-scale 'invasion' into the KBS secondary markets by a major advertiser occurred in June, 1941, with the introduction of the 'Lum 'n' Abner' series by Miles Laboratories, over 129 KBS stations from coast to coast.

"Late in November another 'first' occurred in the form of a widespread night-time extension, into the secondary markets, of Lever Brothers' 'Burns and Allen' program, for Swan Soap.

"Keystone comes to the end of its first year with an increase, in sponsored time, exceeding 15,000 hours for the year.

"When war was declared in December, the network and its affiliates with the rest of the radio field, pledged their facilities to full cooperation with the authorities and the nation 'for the successful prosecution of the war!'"

Future

Now, with the beginning of 1942, the road ahead is well-defined by the almost phenomenal achievement of this network during its first year of service.

The policy introduced by KBS has revolutionized a large portion of the general concepts of the radio field regarding the smaller, secondary markets of the nation. For the first time, national advertisers can cover secondary markets intensively at less than mass coverage costs. For the first time, smaller stations can now broadcast national prestige programs. Thus, the ever-greater progress of Keystone is assured by the very forces which are responsible for its success: the advantages gained by lower-wattage stations and the increased coverage for sponsors of major programs. These all-important elements promise for KBS a vital and permanent place in the American broadcasting picture.



BROADCASTING SYSTEM



KEYSTONE

Broadcasting System

Administrative Office

580 Fifth Avenue
New York, N. Y.
LONGacre 3-2221

Directors

Michael M. Sillerman
Sidney J. Wolf
Arthur Wolf

Officers

President.....Michael M. Sillerman
Vice-President.....Arthur Wolf
Vice-President.....William Wolf
Secretary-Treasurer.....Sidney J. Wolf

Staff

Director of Station Relations.....Mort Adams
Sales and Promotion Consultant.....Alvin Austin
Program Director.....Pegot Waring
Continuity.....Dean Owen
Accounting and Statistics.....Leonard H. Davidson
Traffic Manager.....Jay LeRoy
Music Copyrights.....Sylvia Young
Sales Representative.....Naylor Rogers
Sales Representative.....Albert F. Dykes
Sales Representative.....Noel Rhys

Branch Offices

134 North LaSalle Street
Chicago, Illinois
Phone, State 4590

6331 Hollywood Boulevard
Hollywood, California
Phone, Hempstead 0460





STATIONS

*OF THE
UNITED STATES*



*STANDARD
STATIONS*

•

*NEWSPAPER
OWNED STATIONS*

•

*MAJOR NETWORK
AFFILIATIONS*

•

MUSICAL DIRECTORS

•

HOME ECONOMIC DIRECTORS

IMPORTANT NOTICE REGARDING THE LISTING OF THE 924 STATIONS THAT FOLLOW

Compilation

List of stations in the succeeding pages has been compiled to reveal as intelligently as possible the respective status of each as to power, frequency, personnel and other pertinent data deemed necessary to give the reader a quick and accurate picture. Both the format and information of the listing has been changed from that of preceding issues of Radio Annual in the interest of progress and improvement. Explanation of some of the changes follow below.

Power-Frequencies

With the mandatory changes in frequency and subsequent power grants that came as a result of the Havana Treaty and hundreds of stations making the switch as of March 29, 1941, Radio Annual for 1941 issued just prior to the change which affected North American, Mexican and Cuban radio, decided to anticipate the new frequencies and power. Thus the station listings carried the data regarding frequencies as of March 29, and the potential greater power to which certain outlets were entitled. In this edition the data listed is actually as operated under as of January 1, 1942.

Coverage-U. S. Census

Coverage data as submitted by the respective stations has been omitted this year, thus removing a highly controversial bone of contention among the broadcasters themselves. However, as additional services for both time-buyer and broadcaster, two classifications have been added to the comprehensive statistics based on the U. S. Census for 1940; these two, concern retail apparel and Retail Service. Total population figures have been broken down into rural and urban divisions, and still another special compilation reveals population changes in U. S. Markets due to shift from peacetime to war economy basis. Further completing the market data is a new listing of 140 Metropolitan Districts with the counties therein and full retail sales figures. As a ready reference apart from the general Index, the first page of each station listing by states, contains the actual page upon which will be found the U. S. Census, Population and Retail Trade Data pertaining to the state in question.

INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)
—Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	574
KABR	Aberdeen, S. Dak.	1420	5000	557
KADA	Ada, Okla.	1230	250	529
KALB	Alexandria, La.	1240	250	428
KALE	Portland, Ore.	1330	5000	535
KAND	Corsicana, Tex.	1340	250	566
KANS	Wichita, Kans.	1240	250	425
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	529
KAST	Astoria, Ore.	1230	250	533
KATE	Albert Lea, Minn.	1450	250	452
KAWE	Carlsbad, N. M.	1240	250	479
KBIX	Muskogee, Okla.	1490	250	530
KBIZ	Ottumwa, Ia.	1240	250	420
KBKR	Baker, Ore.	1490	250	533
KBND	Bend, Ore.	1340	250	533
KBON	Omaha, Nebr.	1490	250	470
KBPS	Portland, Ore.	1450	100	535
KBST	Big Spring, Tex.	1490	100	565
KBTM	Jonesboro, Ark.	1230	250 d., 100 n.	354
KBUR	Burlington, Ia.	1490	250	417
KBWD	Brownwood, Texas.	1380	500	566
KCKN	Kansas City, Kan.	1340	250	423
KCMC	Texarkana, Ark.-Tex.	1450	250	576
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	461
KCRC	Enid, Okla.	1390	250 (C.P. 1000)	529
KCRJ	Jerome, Ariz.	1340	250	351
KDAL	Duluth, Minn.	1490	250 (C.P. 610 Kc., 1000)	452
KDB	Santa Barbara, Calif.	1490	250	370
KDFN	Casper, Wyo.	1470	1000	600
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLR	Devils Lake, N. Dak.	1240	250	515

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	568
KDON . . .	Monterey, Calif.	1240	100 (C.P. 250)	363
KDRO . . .	Sedalia, Mo.	1490	250	465
KDTH . . .	Dubuque, Ia.	1370	1000	419
KDYL . . .	Salt Lake City, Utah.....	1320	5000	578
KECA . . .	Los Angeles, Calif.	790	5000	358
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	565
KELA . . .	Between Contralla and Chehalis, Wash.	1470	1000	585
KELD . . .	El Dorado, Ark.....	1400	250	353
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557
KENO . . .	Las Vegas, Nev.....	1400	250	471
KERN . . .	Bakersfield, Calif.	1410	1000	355
KEUB . . .	Price, Utah	1450	250	578
KEYE . . .	Everett, Wash.	1460	500	585
KEYR . . .	Seattle, Wash.....	1400	100 (C.P. 1090 Kc., 250)	586
KEX	Portland, Ore.	1190	5000	535
KEYS . . .	Corpus Christi, Texas.....	1490	250	566
KFAB . . .	Lincoln, Nebr.	780	10000	469
KFAC . . .	Los Angeles, Calif.....	1330	1000	358
KFAM . . .	St. Cloud, Minn.....	1450	250	455
KFAR . . .	Fairbanks, Alaska	610	1000	601
KFBB . . .	Great Falls, Mont.....	1310	5000	466
KFBC . . .	Cheyenne, Wyo.....	1240	250	600
KFBI . . .	Wichita, Kans.....	1070	5000 d., 1000 n.	425
KFBK . . .	Sacramento, Calif.	1530	10000	365
KFDA . . .	Amarillo, Tex.	1230	250	564
KFDM . . .	Beaumont, Tex.	560	1000	565
KFEL . . .	Denver, Colo.	950	5000	371
KFEQ . . .	St. Joseph, Mo.....	680	2500 d., 500 n. (C.P. 500)	463
KFFA . . .	Helena, Ark.	1490	250	354
KFGQ . . .	Boone, Ia.	1400	100 (C.P. 1260 Kc.; 250)	417
KFH	Wichita, Kansas	1330	5000	426
KFI	Los Angeles, Calif.....	640	50000	359
KFIO . . .	Spokane, Wash.	1150	100 (C.P. 1230 Kc.; 250)	587
KFIZ . . .	Fond Du Lac, Wis.....	1450	250	594
KFJB . . .	Marshalltown, Ia.	1230	250	420
KFJI . . .	Klamath Falls, Ore.....	1240	100	534
KFJM . . .	Grand Forks, N. Dak.....	1440	1000 d., 500 n.	515
KFJZ . . .	Fort Worth, Tex.	1270	5000	569
KFKA . . .	Greeley, Colo.	910	1000	375
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	423
KFMB . . .	San Diego, Calif.....	1450	250	366
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	420
KFOR . . .	Lincoln, Nebr.	1240	250 d., 100 n. (C.P. 250)	469
KFOX . . .	Long Beach, Calif.....	1280	1000	358
KFPL . . .	Dublin, Tex.	1340	250 d., 100 n.	568
KFPW . . .	Fort Smith, Ark.....	1400	250	353
KFPY . . .	Spokane, Wash.	920	5000	588
KFQD . . .	Anchorage, Alaska	790	250	601
KFRC . . .	San Francisco, Calif.....	610	5000	367
KFRE . . .	Fresno, Calif.	1340	250	357
KFRO . . .	Longview, Tex.	1370	1000	572

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	459
KFSD . . .	San Diego, Calif.	600	1000 (C.P. 5000)	366
KFSG . . .	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KFUN . . .	Las Vegas, N. M.	1230	250	479
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	463
KFVD . . .	Los Angeles, Calif.	1020	1000	361
KFVS . . .	Cape Girardeau, Mo.	1400	250	459
KFWB . . .	Los Angeles, Calif.	980	5000	361
KFXD . . .	Nampa, Idaho	1230	250	399
KFXJ . . .	Grand Junction, Colo.	1230	250 (C.P. 920 Kc.; 1000 d., 500 n.)	373
KFXM . . .	San Bernardino, Calif.	1240	250	366
KFYO . . .	Lubbock, Texas	1340	250	573
KFYR . . .	Bismarck, N. Dak.	550	5000	515
KGA . . .	Spokane, Wash.	1510	5000 (C.P. 10000)	588
KGB . . .	San Diego, Calif.	1360	1000	366
KGBS . . .	Harlingen, Texas	1240	250	571
KGBU . . .	Ketchikan, Alaska	930	500	601
KGBX . . .	Springfield, Mo.	1260	5000	465
KGCX . . .	Mandan, N. Dak.	1270	250	517
KGCC . . .	Wolf Point, Mont.	1480	1000	467
KGDE . . .	Fergus Falls, Minn.	1230	250 d., 100 n.	452
KGDM . . .	Stockton, Calif.	1130	1000	376
KGDK . . .	Sterling, Colo.	1230	100	375
KGER . . .	Long Beach, Calif.	1390	1000 (C.P. 5000)	358
KGEZ . . .	Kalispell, Mont.	1340	100 (C.P. 1460 Kc.; 1000)	466
KGFF . . .	Shawnee, Okla.	1450	250	531
KGFL . . .	Los Angeles, Calif.	1230	100	361
KGFL . . .	Roswell, New Mex.	1400	100	480
KGFW . . .	Kearney, Nebr.	1340	250	469
KGFX . . .	Pierre, S. Dak.	630	200	557
KGGF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	422
KGGM . . .	Albuquerque, N. Mex.	1260	1000	479
KGHF . . .	Pueblo, Colo.	1350	500	375
KGHI . . .	Little Rock, Ark.	1230	250	354
KGHL . . .	Billings, Mont.	790	5000	465
KGIR . . .	Butte, Mont.	1370	5000	466
KGIW . . .	Alamosa, Colo.	1450	100	371
KGKB . . .	Tyler, Tex.	1490	250	576
KGKL . . .	San Angelo, Tex.	1400	250	574
KGKO . . .	Fort Worth, Tex.	570	5000 d., 1000 n. (C.P. 5000)	571
KGKY . . .	Scottsbluff, Nebr.	1490	250	471
KGLO . . .	Mason City, Ia.	1300	1000	420
KGLU . . .	Safford, Ariz.	1450	250	352
KGMB . . .	Honolulu, Hawaii	590	5000	602
KGNC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	564
KGNF . . .	North Platte, Nebr.	1460	1000	470
KGNO . . .	Dodge City, Kans.	1370	1000 d., 250 n.	422
KGO . . .	San Francisco, Calif.	810	7500	367
KGU . . .	Honolulu, Hawaii	760	2500	602
KGVO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	467
KGW . . .	Portland, Ore.	620	5000 d., 1000 n. (C.P. 5000)	536

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	585
KHAS	Hastings, Nebr.	1230	250	469
KHBC	Hilo, Hawaii	1230	250	602
KHBG	Okmulgee, Okla.	1240	250	531
KHJ	Los Angeles, Calif.	930	5000 d., 1000 n. (C.P. 5000)	361
KHMO	Hannibal Mo.	1340	250	459
KHQ	Spokane, Wash.	500	5000	588
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1340	250	371
KICA	Clovis, New Mex.	1400	100 (C.P. 1240 Kc.; 250)	470
KICD	Spencer, Ia.	1240	100	421
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	398
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	398
KIDW	Lamar, Colo.	1450	100	375
KIEM	Eureka, Calif.	1480	1000 d., 500 n.	357
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	515
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	601
KIRO	Seattle, Wash.	710	50000	586
KIT	Yakima, Wash.	1280	1000	590
KITE	Kansas City, Mo.	1590	1000	461
KIUL	Garden City, Kans.	1240	100	522
KIUN	Pecos, Tex.	1400	100	574
KIUP	Durango, Colo.	1400	250	373
KJBS	San Francisco, Calif.	1100	500	367
KJR	Seattle, Wash.	1000	500 (C.P. 50000)	586
KLBM	La Grande, Ore.	1450	250	534
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	578
KLPM	Minot, N. Dak.	1390	1000	517
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Kc.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	571
KLX	Oakland, Calif.	910	1000	363
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n.	421
KMAC	San Antonio, Tex.	1240	250	574
KMBC	Kansas City, Mo.	980	5000	401
KMED	Medford, Ore.	1440	1000	535
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	429
KMMJ	Grand Island, Nebr.	750	1000	469
KMO	Tacoma, Wash.	1360	5000	588
KMOX	St. Louis, Mo.	1120	50000	463
KMPC	Beverly Hills, Calif.	710	5000 d., 1000 n. (C.P. 10000)	356
KMTR	Los Angeles, Calif.	570	1000	361
KMYC	Marysville, Calif.	1450	250	362
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	250 d., 100 n.	565
KNET	Palestine, Tex.	1450	100	573
KNX	Los Angeles, Calif.	1070	50000	361
KNOW	Austin, Tex.	1490	250	564

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	373
KOAC	Cervallis, Ore.	500	1000 (C.P. 5000 d.)	533
KOAM	Pittsburg, Kans.	810	1000	423
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000)	479
KOBH	Rapid City, S. Dak.	1400	250	557
KOCA	Kilgore, Tex.	1240	250	572
KOCY	Oklahoma City, Okla.	1340	250	530
KODL	The Dalles, Ore.	1230	250 d., 100 n.	534
KOH	Reno, Nev.	630	1000	471
KOIL	Omaha, Nebr.	1290	5000	470
KOIN	Portland, Ore.	970	5000	536
KOKO	La Junta, Colo.	1400	250	375
KOL	Seattle, Wash.	1300	5000 d., 1000 n. (C.P. 5000)	587
KOMA	Oklahoma City, Okla.	1520	5000	530
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	587
KONO	San Antonio, Tex.	1400	250	575
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	534
KOEN	Fremont, Nebr.	1400	250	467
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	517
KOVO	Provo, Utah	1240	250	578
KOWH	Omaha, Nebr.	660	500	470
KOY	Phoenix, Ariz.	550	1000 (C.P. 5000 d.)	351
KPAB	Laredo, Tex.	1490	250	572
KPAC	Port Arthur, Tex.	1250	500	574
KPAS	Pasadena, Calif.	1110	10000	364
KPDN	Pampa, Tex.	1340	100	573
KPFA	Helena, Mont.	1240	250	466
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	429
KPLT	Paris, Tex.	1490	250	574
KPMC	Bakersfield, Calif.	1600	1000	356
KPO	San Francisco, Calif.	680	50000	367
KPOF	Denver, Colo.	910	1000	373
KPOW	Powell, Wyo.	1230	250	600
KPPC	Pasadena, Calif.	1240	100	364
KPQ	Wenatchee, Wash.	1490	250 C.P. 560 Kc.; 1000 d., 500 n.)	390
KPRC	Houston, Tex.	950	5000 d., 1000 n. (C.P. 5000)	571
KPRO	Riverside, Calif.	1440	1000	365
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	740	5000	369
KRBA	Lufkin, Tex.	1310	250	573
KRBC	Ablene, Tex.	1450	250	564
KRBM	Bozeman, Mont.	1450	250	466
KRE	Berkeley, Calif.	1400	250	356
KEGV	Weslaco, Tex.	1290	1000	577
KRIC	Beaumont, Tex.	1450	250	565
KRIS	Corpus Christi, Tex.	1360	1000	566
KRJE	Millers City, Mont.	1340	250	467
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	585

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRLC . . .	Lewiston, Idaho	1400	250	398
KRLD . . .	Dallas, Tex.	1080	50000	566
KRLH . . .	Midland, Tex.	1230	250	573
KRMC . . .	Jamestown, N. Dak.	1400	250	515
KRMD . . .	Shreveport, La.	1340	250	431
KRNR . . .	Roseburg, Ore.	1490	250 d., 100 n. (C.P. 250)	536
KRNT . . .	Des Moines, Iowa	1350	5000 d., 1000 n. (C.P. 5000)	418
KROC . . .	Rochester, Minn.	1340	250	455
KROD . . .	El Paso, Tex.	600	1000 d., 500 n.	569
KROS . . .	Clinton, Ia.	1340	250	418
KROW . . .	Oakland, Calif.	960	1000 (C.P. 5000)	363
KROY . . .	Sacramento, Calif.	1240	100	365
KRRV . . .	Sherman, Tex.	910	1000	575
KRSC . . .	Seattle, Wash.	1150	1000	537
KSAC . . .	Manhattan, Kans.	580	1000 d., 500 n.	423
KSAL . . .	Salina, Kans.	1150	1000	425
KSAM . . .	Huntsville, Tex.	1490	250	572
KSAN . . .	San Francisco, Calif.	1450	250	367
KSCJ . . .	Sioux City, Ia.	1360	5000 d., 1000 n. (C.P. 5000)	421
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	463
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	399
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	369
KSKY	Dallas, Texas	660	1000	567
KSL	Salt Lake City, Utah	1160	50000	579
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000 d., 1000 n. (C.P. 5000)	419
KSOO	Sioux Falls, S. Dak.	1140	5000	558
KSRO	Santa Rosa, Calif.	1340	1000	370
KSTP	St. Paul, Minn.	1500	50000	455
KSUB	Cedar City, Utah	1340	100	577
KSUN	Lowell, Ariz.	1230	250	351
KSWO	Lawton, Okla.	1150	250	529
KTAR	Phoenix, Ariz.	620	5000	352
KTBC	Austin, Tex.	1150	1000	565
KTBI	Tacoma, Wash.	1490	250	580
KTBS	Shreveport, La.	1480	1000	431
KTEM	Temple, Tex.	1400	250	576
KTFI	Twin Falls, Idaho	1270	1000	399
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	354
KTKC	Visalia, Calif.	920	1000 (C.P. 940 Ke., 5000)	371
KTMS	Santa Barbara, Calif.	1250	1000	370
KTNM	Tucumcari, N. M.	1450	250	480
KTOH	Lihue, Hawaii	1490	250	602
KTOK	Oklahoma City, Okla.	1400	250	530
KTOM	Brainerd, Minn.	1400	250	452
KTPN	Tacoma, Wash.	1430	1000	589
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	362
KTRH	Houston, Tex.	1320	5000 d., 1000 n. (C.P. 740 Ke., 5000)	572
KTRI	Sioux City, Ia.	1450	250	421
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	575
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans.	1400	250	422
KTTS . . .	Springfield, Mo.	1400	250	465
KTUC . . .	Tucson, Ariz.	1400	250	352
KTUL . . .	Tulsa, Okla.	1430	5000	532
KTW . . .	Seattle, Wash.	1250	1000	587
KUIN . . .	Grants Pass, Ore.	1340	250	534
KUJ . . .	Walla Walla, Wash.	1420	1000	589
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vermillion, S. Dak.	920	500	558
KUTA . . .	Salt Lake City, Utah.	570	250 (C.P. 5000 d., 1000 n.)	579
KVAK . . .	Atchison, Kans.	1450	100	422
KVAN . . .	Vancouver, Wash.	910	500	589
KVCV . . .	Redding, Calif.	1230	250	364
KVEC . . .	San Luis Obispo, Calif.	1230	250	369
KVFD . . .	Fort Dodge, Ia.	1400	250	419
KVGB . . .	Great Bend, Kans.	1400	250	422
KVI . . .	Tacoma, Wash.	570	5000	589
KVIC . . .	Victoria, Texas	1340	250	576
KVNU . . .	Logan, Utah	1230	250	577
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	1000 (C.P. 5000)	373
KVOE . . .	Santa Ana, Calif.	1490	250	369
KVOL . . .	Lafayette, La.	1340	250	429
KVOO . . .	Tulsa, Okla.	1170	25000 (C.P. 50000)	532
KVOR . . .	Colorado Springs, Colo.	1300	1000	371
KVOS . . .	Bellingham, Wash.	1230	250 (C.P. 790 Kc.; 1000)	585
KVOX . . .	Moorhead, Minn.	1340	250	455
KVRS . . .	Rock Springs, Wyoming.	1400	250	600
KVSF . . .	Santa Fe, N. M.	1340	100	480
KVSO . . .	Ardmore, Okla.	1240	250 d., 100 n.	529
KVWC . . .	Vernon, Tex.	1490	250	576
KWAL . . .	Wallace, Ida.	1450	250	399
KWAT . . .	Watertown, S. D.	1240	250	558
KWAT . . .	Watertown, S. D.	1240	250	558
KWBW . . .	Hutchinson, Kans.	1450	250	423
KWEW . . .	Hobbs, New Mexico.	1490	100	479
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Tex.	620	5000 d., 1000 n.	577
KWG . . .	Stockton, Calif.	1230	100	370
KWIL . . .	Albany, Ore.	1240	250	533
KWJB . . .	Globe, Ariz.	1240	250	351
KWJJ . . .	Portland, Ore.	1080	1000	536
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n. (C.P. 5000)	464
KWKH . . .	Shreveport, La.	1130	50000	431
KWKW . . .	Pasadena, Calif.	1430	1000	364
KWLC . . .	Decorah, Iowa	1240	250	418
KWLK . . .	Longview, Wash.	1400	250	585
KWLM . . .	Willmar, Minn.	1340	250	456
KWNO . . .	Winona, Minn.	1230	250	456
KWOC . . .	Poplar Bluff, Mo.	1340	250	463
KWON . . .	Bartlesville, Okla.	1400	250	529
KWOS . . .	Jefferson City, Mo.	1240	250	459
KWRC . . .	Pendleton, Ore.	1240	250	535
KWSC . . .	Pullman, Wash.	1250	5000	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000	465
KWYO	Sheridan, Wyoming	1400	250	600
KXA	Seattle, Wash.	770	1000	587
KXL	Portland, Ore.	750	10000	536
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	464
KXOX	Sweetwater, Tex.	1240	250	575
KXBO	Aberdeen, Wash.	1340	250	584
KXYZ	Houston, Tex.	1470	1000 (C.P. 1320 Kc.; 5000)	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	369
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1080	250	362
KYSM	Mankato, Minn.	1230	250	453
KYUM	Yuma, Ariz.	1240	250	353
KYW	Philadelphia, Pa.	1060	50000	543
WAAB	Boston, Mass.	1440	1000	439
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	477
WABC	New York, N. Y.	880	50000	488
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000)	432
WABY	Albany, N. Y.	1400	250	491
WACO	Waco, Tex.	1450	250	576
WADC	Tallmadge, (Akron) Ohio	1350	5000	517
WAGA	Atlanta, Ga.	1480	1000 d., 500 n. (C.P. 590 Kc.; 5000)	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	433
WAIM	Anderson, S. C.	1230	250	554
WAIR	Winston-Salem, N. C.	1340	250	514
WAIT	Chicago, Ill.	820	10000	403
WAJR	Morgantown, W. Va.	1230	250	592
WAKR	Akron, Ohio	1590	1000 (C.P. 5000)	518
WALA	Mobile, Ala.	1410	1600 d., 500 n. (C.P. 5000)	348
WALB	Albany, Ga.	1590	1000	391
WALL	Middletown, N. Y.	1340	250	487
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	416
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	559
WARM	Seranton, Pa.	1400	250	550
WASH	Grand Rapids, Mich.	1300	500	449
WASK	Lafayette, Ind.	1450	250	415
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	505
WATR	Waterbury, Conn.	1320	1000	379
WATW	Ashland, Wisc.	1400	100	593
WAVE	Louisville, Ky.	970	5000	427
WAWZ	Zarephath, N. J.	1380	1000 (C.P. 5000 d.)	478
WAYS	Charlotte, N. C.	610	100	507
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	542
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	417
WBAB	Atlantic City, N. J.	1490	250	473
WBAL	Baltimore, Md.	1090	50000	435
WBAP	Fort Worth, Tex.	820	50000	571
WBAX	Wilkes-Barre, Pa.	1240	100	551
WBBB	Burlington, N. C.	920	1000	507
WBBL	Richmond, Va.	1240	100	582
WBBM	Chicago, Ill.	780	50000	403
WBBE	Brooklyn, N. Y.	1330	1000	483
WBBZ	Ponca City, Okla.	1230	250	531
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	446
WBEN	Buffalo, N. Y.	930	5000	485

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	509
WBLK	Clarksburg, W. Va.	1400	250	591
WBIR	Knoxville, Tenn.	1240	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	522
WBNX	New York, N. Y.	1380	5000	488
WBNY	Buffalo, N. Y.	1400	250	485
WBOC	Sallsbury, Md.	1490	250	437
WBOW	Terre Haute, Ind.	1230	250	416
WBBB	Red Bank, N. J.	1240	100	478
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	551
WBRK	Pittsfield, Mass.	1340	250	444
WBRV	Waterbury, Conn.	1590	1000 (C.P. 5000)	379
WBRW	Welch, W. Va.	1340	250	592
WBT	Charlotte, N. C.	1110	50000	507
WBTA	Batavia, N. Y.	1490	250	481
WBTH	Williamson, W. Va.	1400	250	593
WBTM	Danville, Va.	1400	250 d., 100 n. (C.P. 250)	580 439
WBYN	Brooklyn, N. Y.	1030	50000	439
WBZ	Boston, Mass.	1430	500 (C.P. 1000 d., 500 n.)	483
WBZA	Boston, Mass.	1030	50000	439
WCAE	Pittsburgh, Pa.	1030	1000	439
WCAL	Northfield, Minn.	1250	5000	540
WCAM	Camden, N. J.	770	5000	455
WCAO	Baltimore, Md.	1310 600	500 1000 d., 500 n. (C.P. 5000)	477 436
WCAP	Asbury Park, N. J.	1310	500	475
WCAR	Pontiac, Mich.	1130	1000 d.	450
WCAT	Rapid City, S. Dak.	1230	100	557
WCAU	Philadelphia, Pa.	1210	50000	543
WCAX	Burlington, Vt.	1230	250 (C.P. 620 Kc.; 1000)	579
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	500	539
WCBI	Columbus, Miss.	1400	250	457
WCBM	Baltimore, Md.	1400	250	435
WCBS	Springfield, Ill.	1450	250	411
WCBT	Roanoke Rapids, N. C.	1230	250	513
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	540
WCFL	Chicago, Ill.	1000	10000	403
WCHS	Charleston, W. Va.	580	5000	591
WCHV	Charlottesville, Va.	1450	250	580
WCKY	Cincinnati, Ohio	1530	50000	518
WCLE	Cleveland, Ohio	610	500	521
WCLO	Janesville, Wisc.	1230	250	594
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	426
WCNC	Elizabeth City, N. C.	1400	250	508
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	388
WCOB	Meridian, Miss.	910	1000	458
WCOL	Columbus, Ohio	1230	250	522
WCOP	Boston, Mass.	1150	500	439
WCOS	Columbia, S. C.	1400	250	555
WCOU	Lewiston, Me.	1240	250	432
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	519
WCRS	Greenwood, S. C.	1450	250	556
WCRW	Chicago, Ill.	1240	100	403
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	554
WCSH	Portland, Maine	970	5000	433
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	461
WDAN	Danville, Ill.	1490	250	408
WDAK	West Point, Ga.	1340	250	397
WDAS	Philadelphia, Pa.	1400	250	545
WDAY	Fargo, N. Dak.	970	5000	515
WDBC	Escanaba, Mich.	1490	250	448
WDBJ	Roanoke, Va.	960	5000	583
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV	Waterbury, Vt.	550	1000	580
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	453
WDLP	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ	Marquette, Mich.	1340	250	450
WDNC	Durham, N. C.	1490	250	508
WDOD	Chattanooga, Tenn.	1310	5000 d., 1000 n. (C.P. 500)	559
WDRC	Hartford, Conn.	1360	5000	377
WDSM	Superior, Wisc.	1230	100	599
WDSU	New Orleans, La.	1280	1000 (C.P. 5000)	429
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000 d., 1000 n. (C.P. 5000)	553
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n. (C.P. 790 Kc.)	594
WEBC	Duluth, Minn.	1320	5000 d., 1000 n. (C.P. 5000)	452
WEBQ	Harrisburg, Ill.	1240	250	409
WEBR	Buffalo, N. Y.	1340	250	485
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	513
WEEL	Boston, Mass.	590	5000	439
WEEU	Reading, Pa.	850	1000	549
WEIM	Fitchburg, Mass.	1340	250	442
WELI	New Haven, Conn.	960	1000 d., 500 n.	378
WELL	Battle Creek, Mich.	1400	250	446
WEMP	Milwaukee, Wisc.	1340	250	597
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	486
WEOA	Evansville, Ind.	1400	250	413
WERC	Erle, Pa.	1490	250 (C.P. 1390 Kc.; 1000)	541
WEST	Easton, Pa.	1400	250	541
WESX	Salem, Mass.	1230	250	444
WEVD	New York, N. Y.	1330	1000 (C.P. 5000)	489
WEW	St. Louis, Mo.	770	1000	464
WEXL	Royal Oak, Mich.	1340	250	451
WFAA	Dallas, Tex.	820	50000	567
WFAS	White Plains, N. Y.	1240	250	506
WFBC	Greenville, S. C.	1330	5000 d., 1000 n. (C.P. 5000)	555
WFBG	Altoona, Pa.	1340	250	539
WFBL	Syracuse, N. Y.	1390	5000	502
WFBM	Indianapolis, Ind.	1260	5000 d., 1000 n. (C.P. 5000)	414
WFBR	Baltimore, Md.	1300	5000	436
WFCL	Pawtucket, R. I.	1420	1000	553
WFDF	Flint, Mich.	910	1000	448
WFEA	Manchester, N. H.	1370	5000	473
WFHE	Wisconsin Rapids, Wisc.	1340	250	599
WFIG	Sumter, S. C.	1340	250	556
WFIL	Philadelphia, Pa.	560	1000	545
WFIN	Findlay, Ohio	1330	1000	523
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD	Frederick, Md.	930	500	436
WFMJ	Youngstown, Ohio	1450	250	527
WFNC	Fayetteville, N. C.	1450	250	508
WFOR	Hattiesburg, Miss.	1400	250	457

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	388
WFPG	Atlantic City, N. J.	1450	250	475
WFTC	Kinston, N. C.	1230	250	511
WFTL	Fort Lauderdale, Fla.	1400	250	383
WFTM	Fort Myers, Fla.	1240	250	383
WFVA	Fredericksburg, Va.	1290	250	581
WGAA	Cedartown, Ga.	1340	250	394
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	542
WGAN	Portland, Me.	560	5000	433
WGAB	Cleveland, Ohio	1480	500 d., 1000 n.	521
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	100	486
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBG	Greensboro, N. C.	980	1000	510
WGBI	Scranton, Pa.	910	1000 d., 500 n.	550
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	457
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n. (C.P. 5000)	405
WGGA	Gainesville, Ga.	1240	250	394
WGH	Newport News, Va.	1340	250	582
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	100	591
WGL	Fort Wayne, Ind.	1450	250	413
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	508
WGNV	Newburgh, N. Y.	1220	1000	487
WGOV	Valdosta, Ga.	1450	250	396
WGPC	Albany, Ga.	1450	250	391
WGB	Buffalo, N. Y.	550	5000 d., 1000 n.	485
WGRC	New Albany, Ind.	1400	250	416
WGRM	Greenwood, Miss.	1240	250	457
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	510
WGTM	Wilson, N. C.	1340	250	514
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	595
WHAI	Greenfield, Mass.	1240	250	442
WHAL	Saginaw, Mich.	980	500	451
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	428
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	518
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n. (C.P. 1000)	598
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	412
WHBY	Appleton, Wisc.	1230	250	593
WHCU	Ithaca, N. Y.	870	1000	486
WHDF	Calumet, Mich.	1400	250	446
WHDH	Boston, Mass.	850	1000 (C.P. 5000)	441
WHDL	Olean, N. Y.	1450	250	499
WHEB	Portsmouth, N. H.	750	1000	475
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	468
WHIO	Dayton, Ohio	1290	5000	523
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	590
WHIT	New Bern, N. C.	1450	250	511
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	541
WHK	Cleveland, Ohio	1420	5000	521
WHKC	Columbus, Ohio	610	500	522
WHKY	Hickory, N. C.	1400	250	510
WHLB	Virginia, Minn.	1400	250	450

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Hurlan, Ky.	1450	250	426
WHLS	Port Huron, Mich.	1450	250	451
WHMA	Anniston, Ala.	1450	250	346
WHN	New York, N. Y.	1050	50000	491
WHO	Des Moines, Ia.	1040	50000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	477
WHOP	Hopkinsville, Ky.	1230	250	427
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	541
WHUB	Cookeville, Tenn.	1400	250	560
WHYN	Holyoke, Mass.	1400	250	442
WIAC	San Juan, P. R.	580	500	603
WIBA	Madison, Wis.	1310	5000 d., 1000 n. (C.P. 5000)	595
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	415
WIBG	Philadelphia (Glenside), Pa.	990	1000 (C.P. 10000)	545
WIBM	Jackson, Mich.	1450	250	449
WIBU	Poynette, Wis.	1240	250	598
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	505
WICA	Ashtabula, Ohio	970	1000	518
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wis.	1490	250	595
WIL	St. Louis, Mo.	1230	250	464
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	380
WINC	Winchester, Va.	1400	250	584
WIND	Gary, Ind.	560	5000	413
WING	Dayton, Ohio	1410	5000	523
WINK	Louisville, Ky.	1080	5000 d., 1000 n.	427
WINN	Louisville, Ky.	1240	250 d., 100 n.	427
WINS	New York, N. Y.	1000	1000 (C.P. 50000)	493
WINX	Washington, D. C.	1340	250 & 50-amp.	380
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000 d., 1000 n. (C.P. 5000)	553
WISE	Asheville, N. C.	1230	250	507
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	415
WISN	Milwaukee, Wis.	1150	5000	597
WISR	Butler, Pa.	680	250	540
WITH	Baltimore, Md.	1230	250	436
WIZE	Springfield, Ohio	1340	250	524
WJAC	Johnstown, Pa.	1400	250	542
WJAG	Norfolk, Nebr.	1090	1000	470
WJAR	Providence, R. I.	920	5000	554
WJAS	Pittsburgh, Pa.	1320	5000 d., 1000 n. (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	384
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	446
WJBO	Baton Rouge, La.	1150	5000	429
WJBW	New Orleans, La.	1230	250	429
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	458
WJEJ	Hagerstown, Md.	1240	250	437
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	384
WJIM	Lansing, Mich.	1240	250	450
WJJD	Chicago, Ill.	1160	20000	407
WJLB	Detroit, Mich.	1400	250	446
WJLD	Bessemer, Ala.	1400	250	346
WJLS	Beckley, W. Va.	1240	250	500
WJMA	Covington, Va.	1340	250	580
WJMC	Rice Lake, Wis.	1240	250	598
WJMS	Ironwood, Mich.	1450	250	449
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	414
WJPA	Washington, Pa.	1450	250	551

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1340	250	409
WJPR	Greenville, Miss.	1340	250	457
WJR	Detroit, Mich.	760	50000	447
WJRD	Tuscaloosa, Ala.	1230	250	350
WJSV	Washington, D. C.	1500	50000	380
WJTN	Jamestown, N. Y.	1240	250	487
WJW	Akron, Ohio	1240	250	518
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	559
WKAQ	San Juan, Puerto Rico	620	5000	603
WKAR	East Lansing, Mich.	870	5000	448
WKAT	Miami Beach, Fla.	1360	1000	386
WKBB	Dubuque, Ia.	1490	250	419
WKBH	La Crosse, Wisc.	1410	1000 (C.P. 5000)	594
WKBN	Youngstown, Ohio	570	1000 d., 500 n. (C.P. 5000)	527
WKBO	Harrisburg, Pa.	1230	250	542
WKBV	Richmond, Ind.	1490	100	416
WKBW	Buffalo, N. Y.	1520	50000	486
WKBZ	Muskegon, Mich.	1490	250	450
WKEU	Griffin, Ga.	1450	100	395
WKIP	Poughkeepsie, N. Y.	1450	250	501
WKMO	Kokomo, Ind.	1400	250	415
WKNE	Keene, N. H.	1290	5000	473
WKNY	Kingston, N. Y.	1190	250	487
WKOK	Sunbury, Pa.	1240	250	557
WKPA	New Kensington, Pa.	1150	250	543
WKPT	Kingsport, Tenn.	1400	250	560
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	519
WKRO	Cairo, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	543
WKWK	Wheeling, W. Va.	1100	100	592
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	531
WKZO	Kalamazoo, Mich.	590	1000	449
WLAC	Nashville, Tenn.	1510	5000 (C.P. 50000)	563
WLAG	La Grange, Ga.	1240	250	395
WLAK	Lakeland, Fla.	1340	250	384
WLAN	Endicott, N. Y.	1450	250	486
WLAP	Lexington, Ky.	1460	250	427
WLAV	Grand Rapids, Mich.	1340	250	449
WLAW	Lawrence, Mass.	680	5000	443
WLB	Minneapolis, Minn.	770	5000	453
WLBC	Muncie, Ind.	1340	250	415
WLBJ	Bowling Green, Ky.	1340	250	426
WLBL	Stevens Point, Wisc.	930	5000	598
WLBZ	Bangor, Me.	620	1000 d., 500 n. (C.P. 5000)	432
WLDS	Jacksonville, Ill.	1180	250	409
WLEU	Erle, Pa.	1450	250	541
WLIB	Brooklyn, N. Y.	1190	1000	483
WLLH	Lowell, Mass.	1400	250	443
WLNH	Laconia, N. H.	1340	250	473
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	592
WLOK	Lima, Ohio	1240	250	523
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	584
WLS	Chicago, Ill.	890	50000	407
WLVA	Lynchburg, Va.	1230	250	581
WLW	Cincinnati, Ohio	700	50000	519
WMAL	Washington, D. C.	630	5000	380
WMAM	Marinette, Wisc.	570	250	595
WMAN	Mansfield, Ohio	1400	250	524
WMAQ	Chicago, Ill.	670	50000	408
WMAS	Springfield, Mass.	1450	250	445
WMAW	Worcester, Mass.	1230	250	445
WMAZ	Macon, Ga.	940	5000 d., 1000 and 250 d.	395
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBG	Richmond, Va.	1380	5000 d., 1000 n. (C.P. 5000)	582

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBH . . .	Joplin, Mo.	1450	250	461
WMBI . . .	Chicago, Ill.	1110	5000	408
WMBO . . .	Auburn, N. Y.	1340	250	481
WMBR . . .	Jacksonville, Fla.	1400	250	384
WMBS . . .	Uniontown, Pa.	590	1000	551
WMC	Memphis, Tenn.	790	5000 d., 1000 n. (C.P. 5000)	561
WMCA . . .	New York, N. Y.	570	5000	495
WMEX . . .	Boston, Mass.	1510	5000	441
WMFD . . .	Wilmington, N. C.	1400	250	514
WMFF . . .	Plattsburg, N. Y.	1340	250	501
WMFG . . .	Hibbing, Minn.	1240	250	452
WMFJ . . .	Daytona Beach, Fla.	1450	250	385
WMFR . . .	High Point, N. C.	1230	250	511
WMGA . . .	Moultrie, Ga.	1400	250	395
WMIN . . .	St. Paul, Minn.	1400	250	456
WMIS . . .	Natchez, Miss.	1490	250	458
WMJM . . .	Cordele, Ga.	1490	250 d., 100 n. 5000 d., 1000 n. (C.P. 5000)	394
WMMN . . .	Fairmont, W. Va.	920		591
WMOB . . .	Mobile, Ala.	1230	250	348
WMOG . . .	Brunswick, Ga.	1490	250 d., 100 n.	393
WMPC . . .	Lapeer, Mich.	1230	250	450
WMPS . . .	Memphis, Tenn.	1460	1000 d., 500 n	563
WMRC . . .	Greenville, S. C.	1490	250	556
WMRF . . .	Lewistown, Pa.	1490	250	542
WMRN . . .	Marion, Ohio.	1490	250	524
WMRO . . .	Aurora, Ill.	1280	250	401
WMSD . . .	Muscle Shoals City, Ala.	1450	250	349
WMSL . . .	Decatur, Ala.	1400	250	347
WMT	Cedar Rapids, Ia.	600	5000	417
WMUR . . .	Manchester, N. H.	610	5000 d., 1000 n. 250 d., 100 n. (C.P. 250)	473
WMVA . . .	Martinsville, Va.	1450		581
WNAB . . .	Bridgeport, Conn.	1450	250	377
WNAC . . .	Boston, Mass.	1260	5000 d., 1000 n.	441
WNAD . . .	Norman, Okla.	690	1000	529
WNAX . . .	Yankton, S. D.	570	5000 d., 1000 n. (C.P. 5000)	558
WNBC . . .	New Britain, Conn.	1410	5000 d., 1000 n. (C.P. 5000)	377
WNBF . . .	Binghamton, N. Y.	1490	250 (C.P. 1290 Kc.; 5000)	481
WNBH . . .	New Bedford, Mass.	1340	250	444
WNBZ . . .	Saranac Lake, N. Y.	1320	100	503
WNEL . . .	San Juan, Puerto Rico.	1320	5000	603
WNEW . . .	New York, N. Y.	1130	10000	497
WNLC . . .	New London, Conn.	1490	250	378
WNOE . . .	New Orleans, La.	1450	250	431
WNOX . . .	Knoxville, Tenn.	990	5000 d., 500 n. (C.P. 10000)	561
WNYC . . .	New York, N. Y.	830	1000	495
WOAI . . .	San Antonio, Tex.	1200	50000	575
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 1000)	418
WOCB . . .	Hyannis, Mass.	1240	250	442
WOI	Ames, Ia.	640	5000	417
WOKO . . .	Albany, N. Y.	1460	1000 d., 500 n.	481
WOL	Washington, D. C.	1260	1000	381
WOLF . . .	Syracuse, N. Y.	1490	250	504
WOLS . . .	Florence, S. C.	1230	250	555
WOMI . . .	Owensboro, Ky.	1400	250	428
WOMT . . .	Manitowoc, Wisc.	1240	100	595
WOOD . . .	Grand Rapids, Mich.	1300	500 (C.P. 5000)	449
WOPI . . .	Bristol, Tenn.	1490	250	559
WOR	New York, N. Y.	710	50000	497
WORC . . .	Worcester, Mass.	1310	1000	445
WORD . . .	Spartanburg, S. C.	1400	250	556
WORK . . .	York, Pa.	1350	1000	563
WORL . . .	Boston, Mass.	950	1000	441
WOSH . . .	Oshkosh, Wisc.	1490	250	597

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU . . .	Columbus, Ohio	820	5000	522
WOV . . .	New York, N. Y.	1280	5000	499
WOW . . .	Omaha, Nebr.	590	5000	470
WOWO . . .	Fort Wayne, Ind.	1180	10000	413
WPAB . . .	Ponce, Puerto Rico	1370	1000	602
WPAD . . .	Paducah, Ky.	1450	250	428
WPAR . . .	Parkersburg, W. Va.	1450	250	592
WPAT . . .	Paterson, N. J.	930	1000	478
WPAX . . .	Thomasville, Ga.	1240	250	396
WPAY . . .	Portsmouth, Ohio	1400	100 (C.P. 250)	524
WFEN . . .	Philadelphia, Pa.	950	5000	547
WPIC . . .	Sharon, Pa.	790	1000	550
WPID . . .	Petersburg, Va.	1240	250	582
WPRA . . .	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	602
WPRO . . .	Providence, R. I.	630	5000	554
WPRP . . .	Ponce, Puerto Rico	1420	250 (C.P. 1520 Kc.; 5000 d., 1000 n.)	603
WPTF . . .	Raleigh, N. C.	680	5000	515
WQAM . . .	Miami, Fla.	560	1000 (C.P. 5000)	386
WQAN . . .	Scranton, Pa.	910	1000 d., 500 n.	550
WQBC . . .	Vicksburg, Miss.	1390	1000	459
WQXB . . .	New York, N. Y.	1560	5000 (C.P. 10000)	499
WRAK . . .	Williamsport, Pa.	1400	250	553
WRAL . . .	Raleigh, N. C.	1240	250	513
WRAW . . .	Reading, Pa.	1340	250	549
WRBL . . .	Columbus, Ga.	1230	250	394
WRC . . .	Washington, D. C.	980	5000	381
WRDO . . .	Augusta, Me.	1400	100	432
WRDW . . .	Augusta, Ga.	1490	250 (C.P. 1480 Kc.; 5000)	393
WREC . . .	Memphis, Tenn.	600	5000	503
WREN . . .	Lawrence, Kans.	1250	5000 d., 1000 n.	423
WRGA . . .	Rome, Ga.	1490	250	395
WRJN . . .	Racine, Wisc.	1400	250	598
WRLC . . .	Toccoa, Ga.	1450	250	396
WRNL . . .	Richmond, Va.	910	1000 (C.P. 5000)	583
WROK . . .	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL . . .	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR . . .	Dallas, Tex.	1310	5000	568
WREF . . .	Washington, N. C.	930	1000	514
WRFN . . .	Warren, Ohio	1400	250	527
WRUF . . .	Gainesville, Fla.	850	5000	383
WRVA . . .	Richmond, Va.	1140	50000	583
WSAI . . .	Cincinnati, Ohio	1360	5000 d., 1000 n. (C.P. 5000)	521
WSAJ . . .	Grove City, Pa.	1340	100	541
WSAM . . .	Saginaw, Mich.	1230	250 d., 100 n.	451
WSAN . . .	Allentown, Pa.	1470	500 (C.P. 5000)	539
WSAR . . .	Fall River, Mass.	1480	1000	442
WSAU . . .	Wausau, Wisc.	1400	250	599
WSAY . . .	Savannah, Ga.	1340	250	396
WSAY . . .	Rochester, N. Y.	1240	250	503
WSAZ . . .	Huntington, W. Va.	930	1000 d., 250 n. (C.P. 1000)	591
WSB . . .	Atlanta, Ga.	750	50000	393
WSBC . . .	Chicago, Ill.	1240	250	408
WSBT . . .	South Bend, Ind.	960	500 (C.P. 1000)	416
WSFA . . .	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN . . .	Birmingham, Ala.	610	1000	347
WSIX . . .	Nashville, Tenn.	1240	250 (C.P. 980 Kc.; 5000)	563
WSJS . . .	Winston-Salem, N. C.	600	250 (C.P. 1000)	514
WSKB . . .	McComb, Miss.	1230	250	458
WSLB . . .	Ogdensburg, N. Y.	1400	250	499
WSLI . . .	Jackson, Miss.	1450	250	458
WSLS . . .	Roanoke, Va.	1490	250	584

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	431
WSNJ	Bridgeton, N. J.	1240	250	475
WSOC	Charlotte, N. C.	1240	250	508
WSON	Henderson, Ky.	860	250	427
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	451
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	556
WSPB	Sarasota, Fla.	1450	250	388
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	445
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	513
WSTV	Stenbenville, Ohio	1340	250	524
WSUI	Iowa City, Ia.	910	5000 d., 1000 n. (C.P. 5000)	420 388
WSUN	St. Petersburg, Fla.	620	5000	388
WSVA	Harrisonburg, Va.	550	1000	581
WSYB	Rutland, Vt.	1490	250 (C.P. 1980 Kc.; 1000)	579
WSYR	Syracuse, N. Y.	570	1000 (C.P. 5000)	504
WTAD	Quincy, Ill.	930	1000	411
WTAG	Worcester, Mass.	580	5000	445
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	389
WTAM	Cleveland, Ohio	1100	50000	522
WTAQ	Green Bay, Wis.	1360	5000	594
WTAR	Norfolk, Va.	790	5000	582
WTAW	College Station, Tex.	1150	1000	566
WTAX	Springfield, Ill.	1240	100	412
WTBO	Cumberland, Md.	820	250	436
WTCM	Traverse City, Mich.	1400	250	451
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	455
WTEL	Philadelphia, Pa.	1340	100	547
WTHT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	50000	377
WTJS	Jackson, Tenn.	1390	1000	560
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	554
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wis.	620	5000	597
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	478
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	396 525
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	412
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	388
WTTM	Trenton, N. J.	920	1000	478
WWDC	Washington, D. C.	1460	250	381
WWJ	Detroit, Mich.	950	5000	418
WWL	New Orleans, La.	870	50000	431
WWNC	Asheville, N. C.	507	1000	507
WWNY	Watertown, N. Y.	1300	500 (C.P. 790 Kc.; 1000)	505
WWPG	Lake Worth, Fla.	1340	250	385
WWRL	Woodside, N. Y.	1600	250 (C.P. 5000)	506
WWSR	St. Albans, Vt.	1420	1000	580
WWVA	Wheeling, W. Va.	1170	50000	593
WWSW	Pittsburgh, Pa.	1460	250	549
WXYZ	Detroit, Mich.	1270	5000	448
Unassigned	Concord, N. C.	1410	1000	508
Unassigned	Jacksonville, Fla.	1270	5000	383
Unassigned	Waterloo, Ia.	1540	50000	421
Unassigned	York, Pa.	900	1000	553

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Austin, Texas	KNOW	M
Aberdeen, Wash.	KXRO	M		KTBC	
Abilene, Texas	KRBC	M	Baker, Ore.	KBKR	
Ada, Okla.	KADA	B	Bakersfield, Calif.	KERN	B
Akron, Ohio (Tallmadge)	WADC	C		KPMC	M
	WAKR	B	Baltimore, Md.	WBAL	N
	WJW	M		WCAO	C
Alamosa, Colo.	KGIW			WCBM	B
Albany, Ga.	WALB	M		WFBR	M
	WGPC	C		WITH	
Albany, N. Y.	WABY	M	Bangor, Me.	WABI	C
	WOKO	C		WLBZ	B-M-N
Albany, Oregon	KWIL	M	Bartlesville, Okla.	KWON	
Albert Lea, Minn.	KATE	M	Batavia, N. Y.	WBTA	
Albuquerque, N. M.	KGGM	C	Baton Rouge, La.	WJBO	B
	KOB	B	Battle Creek, Mich.	WELL	B
Alexandria, La.	KALB		Bay City, Mich.	WBCM	B
Allentown, Pa.	WCBA		Beaumont, Tex.	KFDM	B
	WSAN	B-N		KRIC	
Altoona, Pa.	WFBG	B-N	Beckley, W. Va.	WJLS	
Amarillo, Texas	KFDA	M	Bellingham, Wash.	KVOS	
	KGNC	N	Bend, Ore.	KBND	
Ames, Iowa	WOI		Berkeley, Calif.	KRE	
Anchorage, Alaska	KFQD		Bessemer, Ala.	WJLD	
Anderson, Ind.	WHBU		Beverly Hills, Calif.	KMPC	
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA	B	Billings, Mont.	KGHL	B-N
Appleton, Wisc.	WHBY	M	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO	B	Birmingham, Ala.	WAPI	C
Asbury Park, N. J.	WCAP			WBRC	N
Asheville, N. C.	WISE	N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	B-N
Ashland, Ky.	WCMI	M	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	B-N
Ashtabula, Ohio	WICA		Blytheville, Ark.	KLCN	
Astoria, Ore.	KAST	M	Boise, Ida.	KIDO	N
Atchison, Kans.	KVAK		Boone, Iowa	KFGQ	
Athens, Ga.	WGAU		Boston, Mass.	WAAB	M
Atlanta, Ga.	WAGA	B		WBZ	B-N
	WATL	M		WBZA	B-N
	WGST	C		WCOP	
	WSB	N		WEEI	C
Atlantic City, N. J.	WBAB	C		WHDH	
	WFPG			WMEX	
Auburn, N. Y.	WMBO			WNAC	M-N
Augusta, Ga.	WGAC	B		WORL	
	WRDW	C	Bowling Green, Ky.	WLBJ	
Augusta, Me.	WRDO	B-M-N	Bozeman, Mont.	KRBM	B-N
Aurora, Ill.	WMRO		Brady, Texas	KNEL	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Brainerd, Minn.	KTOM			WLW	B-N
Bridgeport, Conn.	WICC	B-N		WSAI	B-N
	WNAB		Clarksburg, W. Va.	WBKL	B-N
Bridgeton, N. J.	WSNJ		Clarksville, Tenn.	WJZM	M
Bristol, Tenn.	WOPI	N	Clayton, Mo.	KFUO	
Brooklyn, N. Y.	WBBR		Cleveland, Ohio.	WCLE	M
	WBYN			WGAR	C
	WCNW			WHK	B-N
Brownsville, Texas	KEEW			WTAM	N
Brownwood, Texas	KBWD		Clinton, Ia.	KROS	
Brunswick, Ga.	WMOG		Clovis, N. M.	KICA	
Buffalo, N. Y.	WBEN	N	Coffeyville, Kans.	KGGF	M
	WBNY		College Station, Tex.	WTAW	
	WEBR	B	Colorado Springs, Colo.	KVOR	C
	WGR	M	Columbia, Mo.	KFRU	B
	WKBW	C	Columbia, S. C.	WCOS	B-M
Burlington, Ia.	KBUR			WIS	N
Burlington, N. C.	WBBB	M	Columbus, Ga.	WRBL	C
Burlington, Vt.	WCAX	C	Columbus, Miss.	WCBI	
Butler, Pa.	WISR		Columbus, Ohio	WBNS	C
Butte, Mont.	KGIR	B-N		WCOL	B-N
Cairo, Ill.	WKRO			WHKC	M
Calumet, Mich.	WHDF			WOSU	
Camden, N. J.	WCAM		Concord, N. C.	unassigned	
Canton, Ohio	WHBC	M	Cookeville, Tenn.	WHUB	
Cape Girardeau, Mo.	KFVS		Cordele, Ga.	WMJM	
Carlsbad, N. M.	KAVE		Corpus Christi, Tex.	KEYS	
Carthage, Ill.	WCAZ			KRIS	B-M-N
Casper, Wyoming	KDFN		Corsicana, Texas	KAND	
Cedar City, Utah	KSUB		Corvallis, Ore.	KOAC	
Cedar Rapids, Iowa	WMT	M-C	Covington, Va.	WJMA	
Cedartown, Ga.	WGAA		Cumberland, Md.	WTBO	
Centralia-Chehalis, Wash.	KELA	M	Dallas, Tex.	KRLD	C
Champaign, Ill.	WDWS			KSKY	
Charleston, S. C.	WCSC	C		WFAA	N
	WTMA	N		WRR	M
Charleston, W. Va.	WCHS	C	The Dalles, Ore.	KODL	
	WGKV	B-N	Dalton, Ga.	WBLJ	M
Charlotte, N. C.	WAYS	B-M	Danville, Ill.	WDAN	
	WBT	C	Danville, Va.	WBTM	M
	WSOC	N	Davenport, Iowa	WOC	B
Charlottesville, Va.	WCHV	B	Dayton, Ohio	WHIO	C
Chattanooga, Tenn.	WAPO	B-N		WING	B-N
	WDEF	M	Daytona Beach, Fla.	WMFJ	B
	WDOD	C	Decatur, Ala.	WMSL	M
Cheyenne, Wyo.	KFBC	B	Decatur, Ill.	WSOY	
Chicago, Ill.	WAAF		Decorah, Iowa	KWLC	
	WAIT		Denton, Tex.	KDNT	
	WBBM	C	Denver, Colo.	KFEL	M
	WCFL			KLZ	C
	WCRW			KMYR	
	WEDC			KOA	N
	WENR	B		KPOF	
	WGES			KVOD	B
	WGN	M	Des Moines, Iowa	KRNT	C
	WJJD			KSO	B-M
	WLS	B		WHO	N
	WMAQ	N	Detroit, Mich.	WJBK	
	WMBI			WJLB	
	WSBC			WJR	C
Chico, Calif.	KHSL	M		WWJ	N
Cicero, Ill.	WHFC			WXYZ	B
Cincinnati, Ohio	WCKY	C	Devils Lake, N. D.	KDLR	M
	WCPO		Dodge City, Kans.	KGNO	
	WKRC	M	Dothan, Ala.	WAGF	
			Dublin, Texas	KFPL	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Du Bois, Pa.	WCED		Gary, Ind.	WIND	C
Dubuque, Ia.	KDTH	M	Gastonia, N. C.	WGNC	B
	WKBB	B	Glendale, Calif.	KIEV	
Duluth, Minn.	KDAL	C	Glenside, Pa.	WIBG	
	WEBC	B-N	Globe, Ariz.	KWJB	
Durango, Colo.	KIUP		Goldsboro, N. C.	WGBR	
Durham, N. C.	WDNC	C	Grand Forks, N. D.	KFJM	
East Lansing, Mich.	WKAR			KILO	M
East St. Louis, Ill.	WTMV		Grand Island, Nebr.	KMMJ	
Easton, Pa.	WEST	M	Grand Junction, Colo.	KFXJ	M
Eau Claire, Wis.	WEAU	B-N	Grand Rapids, Mich.	WASH	
El Centro, Calif.	KXO	M		WLAV	M
El Dorado, Ark.	KELD			WOOD	B-N
Elizabeth City, N. C.	WCNC		Grants Pass, Ore.	KUIN	
Elk City, Okla.	KASA		Great Bend, Kans.	KVGB	M
Elkhart, Ind.	WTRC		Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	B-N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSM	M	Greensboro, N. C.	WBIG	C
Endicott, N. Y.	WLAN			WGBG	
Enid, Okla.	KCRC	B	Greensburg, Pa.	WHJB	
Erie, Pa.	WERC	C	Greenville, Miss.	WJPR	
	WLEU	B	Greenville, N. C.	WGTC	
Escanaba, Mich.	WDBC		Greenville, S. C.	WFBC	N
Eugene, Ore.	KORE	M	Greenwood, Miss.	WGRM	B
Eureka, Calif.	KIEM	M	Greenwood, S. C.	WCRS	N
Evansville, Ind.	WEOA	C		WMRC	B-M
	WGBF	B-M-N	Griffin, Ga.	WKEU	
Everett, Wash.	KEVE		Grove City, Pa.	WSAJ	
	KRKO	M	Gulfport, Miss.	WGCM	
Fairbanks, Alaska	KFAR		Hagerstown, Md.	WJEJ	M
Fairmont, W. Va.	WMMN	C	Hammond, Ind.	WHIP	
Fall River, Mass.	WSAR	M		WJOB	
Fargo, N. D.	WDAY	B-N	Hannibal, Mo.	KHMO	
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	B-M-N
Florence, S. C.	WOLS	N	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRC	C
Fort Dodge, Ia.	KVFD	M		WTHT	M
Fort Lauderdale, Fla.	WFTL	M		WTIC	N
Fort Myers, Fla.	WFTM		Hastings, Nebr.	KHAS	
Fort Smith, Ark.	KFPW		Hattiesburg, Miss.	WFOR	N
Fort Wayne, Ind.	WGL	B-N	Hazleton, Pa.	WAZL	M
	WOWO	B	Helena, Ark.	KFFA	
Fort Worth, Tex.	KFJZ	M	Helena, Mont.	KPPA	B-N
	KGKO	B	Henderson, Ky.	WSON	
	WBAP	N	Herrin, Ill.	WJPF	
Frederick, Md.	WFMD		Hibbing, Minn.	WMFG	N
Fredericksburg, Va.	WFVA		Hickory, N. C.	WHKY	B
Fremont, Mont.	KORN		High Point, N. C.	WMFR	B
Freeport, N. Y.	WGBB		Hilo, Hawaii	KHBC	C-M
Fresno, Calif.	KARM	C	Hobbs, N. M.	KWEW	
	KMJ	N	Holyoke, Mass.	WHYN	
	KFRE	M	Honolulu, Hawaii	KGMB	C-M
Gadsden, Ala.	WJBY	M		KGU	B-N
Gainesville, Fla.	WRUF	M	Hopkinsville, Ky.	WHOP	
Gainesville, Ga.	WGGG		Hot Springs, Ark.	KTHS	B
Galesburg, Ill.	WGIL			KWFC	M
Galveston, Texas	KLUF			KPRC	N
Garden City, Kans.	KIUL		Houston, Texas	KTRH	C
				KXYZ	B-N

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Huntington, W. Va.	WSAZ		Lakeland, Fla.	WLAK	N
Huntsville, Ala.	WBHP		Lake Worth, Fla.	WWPG	M
Huntsville, Tex.	KSAM		Lamar, Colo.	KIDW	
Hutchinson, Kans.	KWBW		Lancaster, Pa.	WGAL	B-M-N
Hyannis, Mass.	WOCP		Lansing, Mich.	WJIM	B
Idaho Falls, Ida.	KID		Lapeer, Mich.	WMPC	
Indianapolis, Ind.	WFBB	C	Laredo, Tex.	KPAB	
	WIBC	M	Las Vegas, N. M.	KFUN	
	WIRE	N	Las Vegas, Nev.	KENO	
	WISH	B	Laurel, Miss.	WAML	N
Iowa City, Iowa	WSUI		Lawrence, Kans.	KFKU	
Ironwood, Mich.	WJMS	M		WREN	B
Ithaca, N. Y.	WHCU	C	Lawrence, Mass.	WLAW	C
Jackson, Mich.	WIBM	B	Lawton, Okla.	KSWO	
Jackson, Miss.	WJDX	N	Lewiston, Ida.	KRLC	
	WSLI	B	Lewiston, Me.	WCOU	M
Jackson, Tenn.	WTJS	M	Lewistown, Pa.	WMPF	
Jacksonville, Fla.	WJAX	N	Lexington, Ky.	WLAP	M
	WJHP	B-M	Lihue, Hawaii	KTOH	
	WMBR	C	Lima, Ohio	WLOR	N
	unassigned		Lincoln, Nebr.	KFAB	C
Jacksonville, Ill.	WLDS			KFOR	M
Jamestown, N. Y.	WJTN	B	Little Rock, Ark.	KARK	N
Jamestown, N. D.	KRMC	M		KGHI	M
Janesville, Wisc.	WCLO			KLRA	C
Jefferson City, Mo.	KWOS	M	Logan, Utah	KVNU	
Jerome, Ariz.	KCRJ		Logan, W. Va.	WLOG	
Jersey City, N. J.	WAAT		Long Beach, Calif.	KFOX	
	WHOM			KGER	
Johnson City, Tenn.	WJHL	B	Longview, Texas	KFRD	
Johnstown, Pa.	WJAC	B-N	Longview, Wash.	KWLK	M
Joliet, Ill.	WCLS		Los Angeles, Calif.	KECA	B
Jonesboro, Ark.	KBTM	M		KFAC	
Joplin, Mo.	WMBH			KFI	N
Juneau, Alaska	KINY			KFSG	
Kalamazoo, Mich.	WKZO	C		KFVD	
Kalispell, Mont.	KGEZ			KFWB	
Kansas City, Kans.	KCKN			KGJF	
Kansas City, Mo.	KCMO	B		KHJ	M
	KITE	M		KMTR	
	KMBC	C		KNX	C
	WDAF	N		KRKD	
	WHB	M	Louisville, Ky.	WAVE	N
Kearney, Nebr.	KGFW			WHAS	C
Keene, N. H.	WKNE	C		WINK	
Ketchikan, Alaska	KGBU	M		WINN	B
Kilgore, Texas	KOCA		Lowell, Ariz.	KSUN	
Kingsport, Tenn.	WKPT	N	Lowell, Mass.	WLLH	M
Kingston, N. Y.	WKNY	M	Lubbock, Texas	KFYO	M
Kinston, N. C.	WFTC	B	Lufkin, Texas	KRBA	
Klamath Falls, Ore.	KFJI	M	Lynchburg, Va.	WLVA	M
Knoxville, Tenn.	WBIR	M	Macon, Ga.	WBML	M
	WNOX	C		WMAZ	C
	WROL	B-N	Madison, Wisc.	WHA	
				WIBA	B-N
Kokomo, Ind.	WKMO		Manchester, N. H.	WFEA	N
Laconia, N. H.	WLNH	M		WMUR	B
LaCrosse, Wisc.	WKBH	N	Mandan, N. D.	KGCU	M
Lafayette, Ind.	WASK		Manhattan, Kans.	KSAC	
Lafayette, La.	KVOL		Manitowoc, Wisc.	WOMT	
LaGrange, Ga.	WLAG		Mankato, Minn.	KYSM	B-N
La Grande, Ore.	KLBM		Mansfield, Ohio	WMAN	
La Junta, Colo.	KOKO		Marion, Ohio	WMRN	
Lake Charles, La.	KPLC		Marquette, Mich.	WDMJ	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM			WJBW	
Marshalltown, Ia.	KFJB			WNOE	M
Marshfield, Ore.	KOOS	M		WSMB	N
Martinsville, Va.	WMVA			WWL	C
Marysville, Calif.	KMYC	M	Newport News, Va.	WGH	M
Mason City, Iowa	KGLO	C	New York	WABC	C
Mayaguez, P. R.	WPRA			WBNX	
McComb, Miss.	WSKB			WEAF	N
Medford, Ore.	KMED	B-N		WEVD	
Medford, Wisc.	WIGM			WHN	
Memphis, Tenn.	WHBQ			WINS	
	WMC	N		WJZ	B
	WMP5	B-M		WMCA	
	WREC	C		WNEW	
Merced, Calif.	KYOS	M		WNYC	
Meridian, Miss.	WCOC	C		WOV	
Miami, Fla.	WIOD	N		WOR	M
	WQAM	C		WQXR	
Miami Beach, Fla.	WKAT	B	Niagara Falls, N. Y.	WHLD	
Middletown, N. Y.	WALL		Norfolk, Nebr.	WJAG	
Midland, Texas	KRLH	M	Norfolk, Va.	WTAR	N
Miles City, Mont.	KRJF		Norman, Okla.	WNAD	
Milwaukee, Wisc.	WEMP	B	Northfield, Minn.	WCAL	
	WISN	C	North Platte, Neb.	KGNF	
	WTMJ	N	Oakland, Calif.	KLS	
Minneapolis, Minn.	WCCO	C		KLX	
	WDGY			KROW	
	WLB		Ocala, Fla.	WTMC	B
	WLOL	M	Ogden, Utah.	KLO	B-M
	WTCN	B	Ogdensburg, N. Y.	WSLB	
Minot, N. D.	KLPM	M	Oklahoma City, Okla.	KOCY	M
Missoula, Mont.	KGVO	C		KOMA	C
Mobile, Ala.	WALA	N		KTOK	B
	WMOB	M		WKY	N
Modesto, Calif.	KTRB		Okmulgee, Okla.	KHBG	
Monroe, La.	KMLB		Olean, N. Y.	WHDL	B
Monterey, Calif.	KDON	M	Olympia, Wash.	KGY	M
Montgomery, Ala.	WCOV	C	Omaha, Nebr.	KBON	
	WSFA	N		KOIL	C-M
Moorhead, Minn.	KVOX	M		KOWH	B
Morgantown, W. Va.	WAJR			WOW	N
Moultrie, Ga.	WMGA		Opelika, Ala.	WJHO	
Muncie, Ind.	WLBC		Orlando, Fla.	WDBO	C
Muscle Shoals City, Ala.	WMSD			WLOF	B
Muskegon, Mich.	WKBZ		Oshkosh, Wisc.	WOSH	B
Muskogee, Okla.	KBIX	B	Ottumwa, Iowa	KBIZ	
Nampa, Ida.	KFXD		Owensboro, Ky.	WOMI	
Nashville, Tenn.	WLAC	C	Paducah, Ky.	WPAD	
	WSIX	M	Palestine, Tex.	KNET	
	WSM	B-N	Pampa, Texas	KPDN	
Natchez, Miss.	WMIS		Panama City, Fla.	WDLP	
New Albany, Ind.	WGRC	M	Paris, Texas	KPLT	M
Newark, N. J.	WHBI		Parkersburg, W. Va.	WPAR	C
New Bedford, Mass.	WNBH	M	Pasadena, Calif.	KPAS	
New Berne, N. C.	WHIT			KPPC	
New Britain, Conn.	WNBC	B		KWKW	
Newburgh, N. Y.	WGNV		Paterson, N. J.	WPAT	
New Castle, Pa.	WKST	C	Pawtucket, R. I.	WFCI	M
New Haven, Conn.	WELI	M	Pecos, Texas	KIUN	
New Kensington, Pa.	WKPA		Pendleton, Ore.	KWRC	
New London, Conn.	WNLC	M	Pensacola, Fla.	WCOA	N
New Orleans, La.	WDSU	B	Peoria, Ill.	WMBD	C
			Petersburg, Va.	WPID	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Philadelphia, Pa.	KYW	N	Rice Lake, Wisc.	WJMC	
	WCAU	C	Richmond, Ind.	WKBV	
	WDAS		Richmond, Va.	WBBL	
	WFIL	B		WMBG	N
	WHAT			WRNL	B-M
	WIBG			WRVA	C
	WIP	M	Riverside, Calif.	KPRO	
	WPEN		Roanoke, Va.	WDBJ	C
	WTEL			WSLS	M
Phoenix, Ariz.	KOY	C	Roanoke Rapids, N. C.	WCBT	B
	KPHO		Rochester, Minn.	KROC	B-N
	KTAR	B-N	Rochester, N. Y.	WHAM	B
Pierre, S. D.	KGFX			WHEC	C
Pine Bluff, Ark.	KOTN	M		WSAY	M
Pittsfield, Mass.	WBRK	M	Rockford, Ill.	WROK	M
Pittsburg, Kans.	KOAM	B-N	Rock Island, Ill.	WHBF	M
Pittsburgh, Pa.	KDKA	N	Rock Springs, Wyo.	KVRS	
	KQV	B	Rocky Mount, N. C.	WEED	B
	WCAE	M	Rome, Ga.	WRGA	
	WJAS	C	Roseburg, Ore.	KRNR	M
	WWSW		Roswell, N. M.	KGFL	
Plattsburg, N. Y.	WMFF		Royal Oak, Mich.	WEXL	
Pocatello, Ida.	KSEI	B-N	Rutland, Vt.	WSYB	M
Ponca City, Okla.	WBBZ		Safford, Ariz.	KGLU	N
Ponce, Puerto Rico	WPAB		St. Albans, Vt.	WWSR	
	WPRP		St. Augustine, Fla.	WFOY	C
Pontiac, Mich.	WCAR		St. Cloud, Minn.	KFAM	B-N
Poplar Bluff, Mo.	KWOC		St. Joseph, Mo.	KFEQ	B
Port Arthur, Tex.	KPAC	M	St. Louis, Mo.	KMOX	C
Port Huron, Mich.	WHLS			KSD	N
Portland, Me.	WCSH	N		KWK	N
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	B-N
Poughkeepsie, N. Y.	WKIP	B	Saginaw, Mich.	WHAL	
Powell, Wyo.	KPOW			WSAM	
Poynette, Wis.	WIBU		Salem, Mass.	WESX	
Prescott, Ariz.	KYCA		Salem, Ore.	KSLM	
Presque Isle, Me.	WAGM		Salina, Kans.	KSAL	M
Price, Utah	KEUB	M	Salisbury, Md.	WBOC	
Providence, R. I.	WEAN	B-M	Salisbury, N. C.	WSTP	M
	WJAR	N	Salt Lake City, Utah.	KDYL	N
	WPRO	C		KSL	C
Provo, Utah	KOVO	M		KUTA	B
Pueblo, Colo.	KGHF	B	San Angelo, Tex.	KGKL	M
Pullman, Wash.	KWSC		San Antonio, Tex.	KABC	M
Quincy, Ill.	WTAD	C		KMAC	
Racine, Wisc.	WRJN			KONO	
Raleigh, N. C.	WPTF	N		KTSA	C
	WRAL	M		WOAI	N
Rapid City, S. D.	KOBH		San Bernardino, Calif.	KFXM	M
	WCAT		San Diego, Calif.	KFMB	
Reading, Pa.	WEEU	N		KFSD	B
	WRAW	N		KGB	M
Red Bank, N. J.	WBRB		San Francisco, Calif.	KFRC	M
Redding, Calif.	KVCV	M		KGO	B
Reno, Nev.	KOH	B		KJBS	
				KPO	N
				KSAN	
				KSFO	
				KYA	
			San Jose, Calif.	KQW	C
			San Juan, P. R.	WIAC	
				WKAQ	
				WNEL	
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
				KVSP	C
			Santa Fe, N. M.	KVSP	
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	B
			Sarasota, Fla.	WSPB	
			Sault Ste. Marie, Mich.	WSOO	
			Savannah, Ga.	WSAV	N
				WTOC	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Schenectady, N. Y.	WGYY	N	Tucumcari, N. M.	KTNM	
Scottsbluff, Nebr.	KGKY		Tulsa, Okla.	KOME	B-M
Scranton, Pa.	WARM	M		KTUL	C
	WGBI	C		KVOO	N
	WQAN		Tuscaloosa, Ala.	WJRD	
Seattle, Wash.	KEVR		Tuscola, Ill.	WDZ	
	KIRO	C	Twin Falls, Ida.	KTFI	B-N
	KJR	B	Tyler, Texas	KGKB	C
	KOL	M	Uniontown, Pa.	WMBS	
	KOMO	N	Urbana, Ill.	WILL	
	KRSC		Utica, N. Y.	WIBX	C
	KTW		Valdosta, Ga.	WGOV	
	KXA		Valley City, N. D.	KOVC	
Sedalia, Mo.	KDRO		Vancouver, Wash.	KVAN	
Selma, Ala.	WHBB	M	Vermilion, S. D.	KUSD	
Sharon, Pa.	WPIC		Vernon, Texas	KVWC	M
Shawnee, Okla.	KGFF	B	Vicksburg, Miss.	WQBC	
Sheboygan, Wisc.	WHBL	M	Victoria, Texas	KVIC	
Shenandoah, Ia.	KFNF		Vincennes, Ind.	WAOV	
	KMA	B-M	Virginia, Minn.	WHLB	N
Sheridan, Wyo.	KWYO		Visalia, Calif.	KTKC	B
Sherman, Texas	KRRV	M	Waco, Texas	WACO	M
Shreveport, La.	KRMD		Wallace, Ida.	KWAL	
	KTBS	N	Walla Walla, Wash.	KUJ	
	KWKH	C	Warren, Ohio	WRRN	
Siloam Springs, Ark.	KUOA		Washington, D. C.	WINX	
Sioux City, Ia.	KSCJ	B		WJSV	C
	KTRI	M		WMAL	B
Sioux Falls, S. D.	KELO	B-N		WOL	M
	KSOO	B-N		WRC	N
South Bend, Ind.	WSBT	C		WWDC	
Spartanburg, S. C.	WORD	B	Washington, N. C.	WRRF	
	WSPA	C	Washington, Pa.	WJPA	
Spencer, Ia.	KICD		Waterbury, Conn.	WATR	M
Spokane, Wash.	KFIO			WBRY	C
	KFPY	C	Waterbury, Vt.	WDEV	
	KGA	B-M	Waterloo, Ia.	unassigned	
	KHQ	N	Watertown, N. Y.	WATN	
	KHJ	B		WVNY	
Springfield, Ill.	WCBS		Watertown, S. D.	KWAT	
	WTAX		Watsonville, Calif.	KHUB	
Springfield, Mass.	WMAS	C	Wausau, Wisc.	WSAU	M
	WSPR	M	Waycross, Ga.	WAYX	
Springfield, Mo.	KBX	B-N	Welch, W. Va.	WBRW	
	KTTTS		Wenatchee, Wash.	KPQ	B
	KWTO		Weslaco, Texas	KRGV	B-M-N
Springfield, Ohio	WIZE	B-N	West Palm Beach, Fla.	WJNO	C
Stamford, Conn.	WSRR		West Point, Ga.	WDAK	M
Sterling, Colo.	KGEK		West Lafayette, Ind.	WBAA	
Steubenville, Ohio	WSTV	M	Wheeling, W. Va.	WKWK	C
Stevens Pt., Wisc.	WLBL			WWVA	B
Stockton, Calif.	KGDM		White Plains, N. Y.	WFAS	
	KWG	B	Wichita, Kans.	KANS	B-N
Suffolk, Va.	WLPM			KFBI	M
Sumter, S. C.	WFIG			KFH	C
Sunbury, Pa.	WKOK		Wichita Falls, Tex.	KWFT	C
Superior, Wisc.	WDSM	M	Wilkes-Barre, Pa.	WBAX	M
Sweetwater, Tex.	KXOK			WBRE	B-N
Syracuse, N. Y.	WAGE	B-M	Williamson, W. Va.	WBTH	
	WFBL	C	Williamsport, Pa.	WRAK	
	WOLF		Willmar, Minn.	KWLM	M
	WSYR	N	Wilmington, Del.	WDEL	N
Tacoma, Wash.	KMO	M		WILM	M
	KTBI			WILM	B
	KTPN		Wilmington, N. C.	WMPD	
	KVI		Wilson, N. C.	WGTM	
Tallahassee, Fla.	WTAL		Winchester, Va.	WINC	B
Tampa, Fla.	WDAE	C	Winona, Minn.	KWNO	M
	WFLA	N	Winston Salem, N. C.	WAIR	M
	WKGA			WSJS	N
Temple, Texas	KTEM	M	Wisconsin Rapids, Wisc.	WFHR	M
Terre Haute, Ind.	WBOW	B-N	Wolf Point, Mont.	KGCX	
Texarkana, Tex.	KCMC	M	Woodside, N. Y.	WWRL	
Thomasville, Ga.	WPAX		Worcester, Mass.	WMAW	
Toccoa, Ga.	WRLC			WORC	C
Toledo, Ohio	WSPD	N		WTAG	N
	WTOL	B	Yakima, Wash.	KIT	M
	WTVN	C	Yankton, S. Dak.	WNAX	C
Topeka, Kans.	WIBW		York, Pa.	WORK	B-M-N
Traverse City, Mich.	WTCM			unassigned	
Trenton, N. J.	WTNJ		Youngstown, Ohio	WFMJ	B
	WTTM			WKBN	C
Troy, N. Y.	WHAZ		Yuma, Arizona	KYUM	B-N
	WTRY	B	Zanesville, Ohio	WHIZ	B-N
Tucson, Ariz.	KTUC	C	Zarephath, N. J.	WAWZ	
	KVOA	B-N			

ALABAMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 212

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harry M. Ayers
AddressRadio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location.....Radio Building,
1330 Noble St.

Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....World Broadcasting
System

Personnel

OwnerHarry M. Ayers
Station Director.....Vernon Storey
Commercial Manager.....A. Lynne Brannen
Program Director-Artists' Bureau.....Harold
Russey

Production-Publicity Director.....Malcolm
Street

Chief Engineer.....Jerry Hunt

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
AddressHotel Gary
Phone Number497
Transmitter Location.....Bessemer, Ala.
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service.....World Broadcasting
System

Personnel

OwnerJ. Leslie Doss
Manager.....J. "Ed" Reynolds

WSGN

has the largest GUARANTEED EFFECTIVE
COVERAGE AREA* in Alabama. For map and
figures consult the Headley-Reed Company,
Representatives, or write direct to WSGN,
Dixie-Carlton Hotel, Birmingham, Alabama.

*Approved NBC All-County Survey Method.

W A P I

BIRMINGHAM—EST. 1922
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1170 Kc. Power: 5000 Watts
 Owned By: Alabama Polytechnic Institute, University of Alabama
 Operated By: Voice of Alabama, Inc.
 Address: Protective Life Bldg.
 Phone Number: 3-8116
 Transmitter Location: Sandusky, Ala.
 Time on the Air: 5 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Representative: Radio Sales

Personnel

Chairman of Board: Ed Norton
 President-General Manager: Thad Holt
 National Sales & Promotion Manager: H. H. Holthouser
 Program Director-Chief Announcer: Lionel Baxter
 Production Manager: Stuart Mims
 Publicity Director: Mary Bennett
 Agricultural Editor: Harwood Hull, Jr.
 Production Consultant: John Carlile
 Musical Director: Clo McAlpin
 Chief Engineer: N. S. Hurley

W B R C

BIRMINGHAM—EST. 1925
NATIONAL BROADCASTING CO.
 Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Birmingham Broadcasting Co., Inc.
 Address: Second Avenue at Eighteenth Street N.
 Phone Number: 3-9293
 Transmitter Location: 2400 Arkedelphia Rd.
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News Service: INS
 Transcription Service: Standard Radio; Langworth Supplement
 Representative: Paul H. Raymer Co.

Personnel

President: K. G. Marshall
 General Manager: J. C. Bell
 Ass't Manager: John M. Connolly
 Sales Promotion Manager: J. B. Roberts, Jr.
 Musical Director: Herbert C. Grieb
 Chief Engineer: J. C. Bell

W S G N

BIRMINGHAM—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
 Frequency: 610 Kc. Power: 1000 Watts
 Owned By: R. B. Broyles Co.
 Operated By: Birmingham News Co.

Address: Dixie Carlton Hotel
 Phone Number: 4-3434
 Transmitter Location: Alabama State Fair Grounds
 Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 6:30 a.m. to 12 midnight
 Newspaper Affiliation: Birmingham News; Birmingham Age-Herald
 News Service: AP
 Transcription Service: NBC Thesaurus, Langworth; Davis & Schwegler
 Representative: Headley-Reed Co.

Personnel

V.P. and Gen. Mgr.: Henry P. Johnston
 Sales Promotion Manager: Bob Venn
 Program Director: Bill Terry
 Musical Director: Bill Kilmer
 Traffic Manager: Josephine Marlow
 Chief Engineer: P. B. Cram

W M S L

DECATUR—EST. 1935
MUTUAL BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Tennessee Valley Broadcasting Co.
 Address: Mutual Savings Life Bldg.
 Phone Number: 802-3-4
 Transmitter Location: Mutual Savings Life Bldg.

**I WONDER
 WHAT
 RADIO DAILY
 WILL SAY
 ABOUT IT?**

Time on the Air.....17½ hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representatives.....Headley-Reed Co. and
 Associated Radio Sales

Personnel

President-General Manager.....M. K. Mickrey
 Sales Promotion Manager-Program
 Director.....Joe Gannon
 Production Manager.....Curtis Gover
 Musical Director.....Lewis Blizzard
 Chief Engineer.....Hudie Brown

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Dothan Broadcasting
 Company
 Address.....204½ E. Main Street
 Phone Number.....1430
 Transmitter Location.....Headland Highway,
 Dothan
 Time on the Air.....7 a.m. to Local Sunset
 Newspaper Affiliation.....Dothan Eagle
 News Service.....Press Association
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

Station Manager.....Julian C. Smith
 Commercial Manager.....Fred Moseley
 Program Director-Chief
 Announcer.....Carl Snellgrove
 Publicity Director.....Lamar Trammell
 Chief Engineer.....John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcast-
 ing Co.
 Address.....108 Broad Street
 Phone Number.....88
 Transmitter Location.....108 Broad Street
 Time on the Air: 7:30 a.m. to 9:30 p.m.; Sun-
 days, 9 a.m. to 9 p.m.
 News Service.....Transradio
 Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson

W B H P

HUNTSVILLE—EST. 1937

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....W. H. Pollard
 Address.....318 W. Clinton St.
 Phone Number.....313
 Transmitter Location...1½ West of Huntsville

Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP

Personnel

President-Station Mgr.....W. H. Pollard
 Commercial Manager.....R. W. Albright
 Program Director-Chief
 Engineer.....John Garrison
 Chief Announcer.....James Reese

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 d.;
 500 n. (C.P. 5000 Watts)
 Owned By (corporate name)...W. O. Pape
 Operated By.....Pape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 5893-4
 Transmitter Location..Cochrane Bridge Cause-
 way, Baldwin County
 Time on the Air.....6 a. m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

Owner.....W. O. Pape
 Station Manager.....H. K. Martin
 Program Director-Chief
 Announcer.....Jack Lewis
 Musical Director.....Agnes Piertle
 Chief Engineer.....George W. Williams

W M O B

MOBILE—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....S. B. Quigley
 Business Address.....600 St. Louis St.,
 (Quigley Building)
 Phone Number.....Belmont 2581
 Studios Addresses.....600 St. Louis St.;
 Battle House Hotel
 Transmitter Location.....600 St. Louis St.
 Time on the Air...7 a.m. to 11:05 p.m., CST
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Forjoe & Company

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Publicity Director..Ross Smitherman
 Chief Announcer.....Wallace Dunlap
 Artists Bureau-Traffic-
 Continuity.....Eleanor Boyd
 Musical Director.....Aline Willis
 Chief Engineer.....T. L. Greenwood

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Broadcasting Company, Inc.
 Business Address..... 2 Montgomery St.
 Phone Number.....5781
 Studio Address.....Exchange Hotel
 Transmitter Location.....Narrow Lane Road, Montgomery
 Time on the Air.....17 hours daily
 News Service.....INS
 Transcription Service.....C. P. Mac Gregor
 Representative.....Spot Sales, Inc.

Personnel

Manager.....G. W. Covington, Jr.
 Executive Secretary.....Evelyn B. Robinson
 Sales Manager.....R. B. Raney
 Sales Promotion Manager...John C. Hughes
 Program-Musical Director.....Bob Garrett
 Chief Announcer.....Larry Holme
 Chief Engineer.....H. R. Johnson

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n. (C.P. 50000 Watts)
 Owned-Operated By.....Montgomery Broadcasting Co.
 Address.....Davis Hotel
 Phone Number.....8361
 Transmitter Location.....Narrow Lane Road, (C.P. Hunter Loop Road)
 Time on the Air.....5:40 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Director.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Program-Musical Director...Caldwell Stewart
 Chief Announcer.....Robert Hope
 Chief Engineer.....Cliff Shelkotsky

WMSD

MUSCLE SHOALS CITY—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Muscle Shoals Broadcasting Corporation
 Address.....Box 688, Sheffield, Ala.
 Phone Number.....181 Sheffield
 Transmitter Location.....Muscle Shoals, Ala.

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

Station Manager.....James Connolly
 Artists' Bureau.....Bill Cudabac
 Musical Director.....Lois Harris
 Chief Announcer and Engineer..George Martin

WJHO

OPELIKA—EST. 1940

ALABAMA NETWORK

Frequency: 1400 Kc. Power 250 d.; 100 n.
 Owned-Operated By.....Opelika-Auburn Broadcasting Co.
 Address.....1400 Auburn Road
 Phone Number.....750-751
 Transmitter Location.....1400 Auburn Road
 Time on the Air.....117 hours weekly (Unlimited time)
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Associated Radio Sales

Personnel

General Manager.....J. H. Orr
 Assistant Manager.....Leon W. Crager
 Chief Engineer.....F. M. Hyatt

WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

ALABAMA NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By...Selma Broadcasting Company, Inc.
 Business Address.....Box 26
 Phone Number.....1233
 Studio Address.....209 Washington St., Selma, Ala.
 Transmitter Location.....Highway 80 (two miles from Selma)
 Time on the Air.....7:30 a.m. to 11 p.m. (unlimited)

Personnel

President.....B. H. Hopson
 Vice-President-Station Mgr....Julien Smith, Jr.
 Sales Promotion Manager.....Erin Reynolds
 Program Director-Chief
 Announcer.....Marshall Parsons, Jr.
 Chief Engineer.....William Klgoer

W J R D

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByJames R. Doss, Jr.
 Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location.....Jug Factory &
 Greensboro Roads
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service...World Broadcasting
 System
 Representative..... Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds
 Program-Musical Director Wilhelmina Quarles
 Production Manager-Chief
 Announcer..... Alfred Owen
 Chief Engineer.....Fred James

FOR VICTORY



BUY
 UNITED
 STATES
 SAVINGS
 BONDS
 AND STAMPS

WJRD
TUSCALOOSA

*A Sweet
 Combination
 in*
ALABAMA

WJLD
BESSEMER

245,095 Primary Area **ALABAMA** 459,930 Primary Area

A COMBINED PRIMARY OF 705,025 IN ALABAMA

YOUR "MUST" BUYS FOR ALABAMA SALES

JAMES R. DOSS, Jr.
 Owner, WJRD

J. ED. REYNOLDS
 Manager



James R. Doss, Jr.

J. LESLIE DOSS, Owner
 WJLD

DOSS BROADCASTING SERVICE

ARIZONA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 213

K W J B

GLOBE—EST. 1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Bartley T. Sims,
d/b Sims Broadcasting Co.
Business Address: Globe
Phone Number: Globe 41
Studio Address: Hotel Globe
Transmitter Location: 1 Mile South on
County Road
Time on the Air: 8 a.m. to 10 p.m.
News Service: UP

Personnel

Owner-Manager: Bartley T. Sims
Commercial Manager: Frank Redfield
Sales Production Manager: Emma Henderson
Program Director-Chief
Announcer: Al Stein
Publicity Director: Emma Henderson
Musical Director: Elgin McCarty
Chief Engineer: Jordan Priester

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Central Arizona
Broadcasting Co.
Address: 811 Main St.
Phone Number: Jerome 88
Transmitter Location: 811 Main St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Prescott Evening
Courier
Transcription Service: Keystone;
C. P. MacGregor

Personnel

President: Della Tovrea Stuart
Manager: Howard Kuhn
Program Director-Chief
Announcer: Walter Wagoner
Women's-Publicity Director: Marian Kuhn
Chief Engineer: Wayne Fernyhough

K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Copper Electric Co.
Address: Lowell Station, Bisbee
Phone Number: Bisbee 9
Transmitter Location: Between Bisbee and
Douglas
Time on the Air: 7 a.m. to 11 p.m.
News Service: PA
Representative: John Blair & Co.

Personnel

President: James S. Maffeo
Station & Commercial Mgr. Carleton W. Morris
Sales Manager: Gerald O'Brien
Program Director: Esther Morris
Production Manager: Melvin Cody
Publicity Director: William Cody
Chief Engineer: David C. Karbach

K O Y

PHOENIX—EST. 1919

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Salt River Broadcasting
Company
Address: 936 North Central Avenue
Phone Number: 4-4144
Transmitter Location: 12th St. & Camel-
back Rd.
Time on the Air: 6 a.m. to 12 midnight
News Service: Press Association; Transradio
Transcription Service: World Broadcasting
System
Representative: John Blair & Co.

Personnel

President: Burrige D. Butler
Station-Commercial Manager: John A. Reilly
Chief Announcer: Joe Dana
Program Director: Jack Williams
Production Manager: Dan Cubberly
Women's Program Director: Grace Mehren
Farm Editor: Ernest Douglas
Publicity Director: Les Mawhinney
Musical Director: Alfred Becker
Chief Engineer: Robert Thompson

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: M. C. Reese
Business Address: First National
Bank Bldg.
Phone Number: 3-3197
Studio Address: 24th Ave. & Buckeye Rd.
Transmitter Location: 24th Ave. &
Buckeye Rd.
Time on the Air: Unlimited License
News Service: INS
Transcription Service: Associated
Music Publishers

Personnel

Executive Manager: M. C. Reese
Commercial Manager: Dell Crosby
Publicity Director: Sharon Stanford
Musical Director: M. C. Reese, Jr.
Chief Engineer: Howard Seitz

K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KTAR Broadcasting Company
 Business Address 711 Heard Building
 Phone Number 4-4161
 Studio Address Atp the Heard Building
 Transmitter Location 36th St. & East Thomas Road
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation Arizona Republic and Phoenix Gazette
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus, Standard Radio Library and Langworth
 Representative Paul H. Raymer Co.

Personnel

President Sam Kahan
 General Manager Dick Lewis
 Commercial Manager J. R. Heath
 Sales Promotion Manager T. M. Pennington
 Program Director J. Howard Pyle
 Production Manager James Creasman
 Publicity Director Francis Connolly
 Chief Announcer A. C. Anderson
 Office Manager B. R. Fulbright
 Plant Superintendent Harold Haughawout
 Traffic Manager Frank Little
 Artists' Bureau Head Lucile Bomar
 Musical Director Paul Giroux
 Chief Engineer A. C. Anderson

K Y C A

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southwest Broadcasting Company
 Address East Gurley
 Phone Number 244
 Transmitter Location East Gurley
 Time on the Air Unlimited License
 Newspaper Affiliation Arizona Republic and Gazette (Phoenix)
 News Service AP; INS; UP; PA
 Transcription Service NBC Thesaurus
 Representative Paul Raymer Co.

Personnel

President Albert Stetson
 Commercial Manager Carey Allen
 Publicity Director Roberta Pfister
 Chief Announcer W. C. "Bill" Broadgate
 Artists' Bureau Marie Leger
 Musical Director Earl Friis
 Chief Engineer-Production Mgr. John R. Quinn

K G L U

SAFFORD—EST. 1938

BLUE NETWORK

ARIZONA BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Gila Broadcasting Company
 Address 6th Ave. & Relation St.
 Phone Number 15
 Transmitter Location 6th Ave. & Relation St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
 News Service INS: UP
 Transcription Service Standard Radio
 Representatives Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President Louis F. Long
 General Manager Paul Merrill
 Sales Promotion Manager Paul Plumlee
 Program Director August Brieske
 Publicity Director-Chief
 Announcer Lester McBride
 Musical Director Willard Shoecraft
 Chief Engineer Herbert Hartman

K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Tucson Broadcasting Co., Inc.
 Business Address P. O. Box 390
 Phone Number 5800-5801
 Studio Address Broadway at Tyndall
 Transmitter Location Broadway at Tyndall
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Transcription Service World Broadcasting System
 Representative John Blair & Co.

Personnel

President Ralph W. Bilby
 Station Manager John C. Merino
 Sales Manager Victor Gillard
 Program Director Ralph W. Langley
 Production Manager Tom Hotchkiss
 Musical Director Keith Loftfield

K V O A

TUCSON—EST. 1928

BLUE NETWORK—NBC

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting Company, Inc.
 Business Address P. O. Box 2911

Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air.....5:55 a.m.-11 p.m.
 Newspaper Affiliation.....Arizona Republic
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus, BMI
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
 Commercial Manager.....S. H. Schaffer
 Program Director.....Andrew White
 Chief Engineer.....R. H. Holsclaw

K Y U M

YUMA—EST.1940

BLUE NETWORK-NBC

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location..19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.

News Service.....AP, INS, PA, UP
 Transcription Service.....NBC Thesaurus,
 Standard Library
 Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
 General Manager.....Harper M. Phillips
 Program Director.....Irene Belzer

ARKANSAS

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 213

K L C N

BLYTHERVILLE—EST. 1923

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fred O. Grimwood
 Address.....218 W. Walnut St.
 Phone Number.....1000
 Transmitter Location.....Highway No. 18,
 Armorel, Ark.
 Time on the Air.....6 a.m. to local sunset
 News Service.....Transradio
 Transcription Service: Keystone Broadcasting
 System

Personnel

President.....Fred O. Grimwood
 Station Manager.....Cleo Garner
 Sales Promotion Manager.....Harold Sudbury
 Program-Musical Director.....L. T. Moore, Jr.
 Production Manager.....Braswell Van Tress
 Publicity Director.....Denton M. Neal
 Chief Announcer.....Tom Reeder
 Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Enterprises, Inc.
 Business Address: 312 Exchange Building
 (Post Office Box 610)
 Phone Number.....1314

Studio Address.....Country Club Colony
 Transmitter Location....Country Club Colony
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service..Standard Library Service
 Representative.....Joseph Hershey McGillvra

Personnel

President.....R. E. Meinert
 Station Manager.....F. E. Bolls
 Program Director.....H. T. MacDonough
 Chief Announcer.....Ewing Canaday

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwestern
 Hotel Co.
 Address.....Goldman Hotel
 Phone Number.....4106
 Transmitter Location.....Albert Pike &
 Kelley Highway
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio; Associated Music Pub-
 lishers

Personnel

President.....John A. England
 Station Manager.....Dorothy A. Gibson
 Commercial Manager.....Jimmie Barry

K F F A

HELENA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Helena Broadcasting Co.
 Address 215 York St.
 Phone Number Main 59
 Transmitter Location 215 York St.
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:45 a.m. to 10 p.m.
 News Services UP
 Transcription Service NBC Thesaurus

Personnel

President-General Manager . . . Sam Anderson
 Program Director-Chief Announcer . . . Bob Lee
 Musical Director Rosalind Mundt
 Chief Engineer J. C. Warren

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency 1090 Kc.
 Power 10,000 d.; 5000 n.
 Owned-Operated By: Hot Springs Chamber
 of Commerce
 Address 135 Benton Street
 Phone Number 1160-1161
 Transmitter Location: Country Club, Malvern
 Road
 Time on the Air 18 hours per day
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Co.

Personnel

Chairman, C. of C. Radio Board . . . C. L. Brenner
 Station Manager Hub Jackson
 Chief Engineer J. Clinton Norman

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Clyde E. Wilson & How-
 ard A. Shuman
 Address 819½ Central
 Phone Number 412
 Transmitter Location 819½ Central
 Time on the Air 6 a.m. to 12 midnight
 Transcription Service NBC Thesaurus

Personnel

Co-Owners C. E. Wilson, H. A. Shuman
 Chief Announcer Ward Hatcher
 Commercial Manager Frank Rough

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
 ARKANSAS NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned By Regional Broadcasting Co.
 Operated By Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number 597
 Transmitter Location . . 2 miles east of Jonesboro
 Time on the Air 6 a.m. to 10 p.m.
 News Service AP, INS, Transradio, UP

Personnel

President-General Manager J. P. Beard
 Program Director Thomas Cox
 Production Manager Veda Beard

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
 ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.
 Address Radio Center, 114 E. Capitol
 Phone Number 2-1841, LD 224
 Transmitter Location: Northeast of North Little
 Rock
 Time on the Air 6 a.m. to 11 p.m.
 News Service INS
 Transcription Service Standard
 Representative Edward Petry & Co.

Personnel

President T. H. Barton
 V.P. and Gen. Mgr. G. E. Zimmerman
 Commercial Manager C. K. Beaver
 Program-Musical Director Paul Godt
 Publicity Director Julian Haas
 Chief Announcer Joe Hogan
 Chief Engineer Dan Winn

K G H I

LITTLE ROCK—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company
 Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number 9166
 Transmitter Location Gazette Building
 Time on the Air: 6 a.m. to 11 p.m., Mondays
 through Fridays; 6 a.m. to 1 a.m., Satur-
 days; 7 a.m. to 10 p.m., Sundays
 Newspaper Affiliation Arkansas Gazette
 Transcription Service Standard Radio

Personnel

President A. L. Chilton
 Station-Commercial Manager S. C. Vinsonhaler

Sales Promotion-Program Mgr... Dorothy Weise
 Chief Announcer..... Sam Woodall
 Chief Engineer..... K. F. Tracy

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 (C.P. 1010 Kc.; 10000 d.)

Owned-Operated By...Arkansas Broadcasting
 Company

Business Address.....P. O. Box 550
 Phone Number.....LD 132

Studio Address(es)...Gazette Building, 3rd &
 Louisiana Streets

Transmitter Location.....Adjacent to North
 Little Rock, Arkansas

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 11:30 p.m.

Newspaper Affiliation.....Arkansas Gazette
 News Service.....UP

Transcription Service..NBC Thesaurus; World
 Transcription System

Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
 General Manager.....S. C. Vinsonhaler
 Sales Promotion Manager.....P. E. Denton
 Program-Publicity Director.....Fred Schmutz
 Production Manager.....R. E. Rivers
 Musical Director.....Tommy Scott
 Chief Engineer.....K. F. Tracy

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By... Universal Broadcasting
 Corporation

Address505½ Main St.
 Phone Number721

Transmitter Location.....505½ Main St.
 Time on the Air.....7 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....C. P. MacGregor

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Elter
 Program DirectorEmma McLeod
 Chief Announcer.....John Thompson

K U O A

SILOAM SPRINGS—EST. 1923

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....KAOA Incorporated

Business Address.....Siloam Springs
 Phone Number77

Studio Addresses...Siloam Springs; Guisinger
 Building, Fayetteville

Transmitter Location.....Siloam Springs
 Time on the Air.....6 a.m. to Local Sunset

News ServiceUP
 Transcription Service... World Broadcasting
 System

RepresentativeThe Walker Company

Personnel

Chairman of Board.....John E. Brown
 President.....Richard Hodges
 Station Manager.....Storm Whaley
 Sales ManagerCalen Gilbert
 Program Director.....Elnora Gilbert
 Production Manager-Chief
 AnnouncerRalph Kennedy
 Fayetteville Studio Director.....Ross Gibson
 Chief Announcer.....Cecil E. Smith

CALIFORNIA

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 215

K E R N

BAKERSFIELD—EST. 1932

BLUE NETWORK—NBC

CALIFORNIA RADIO SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...McClatchy Broadcasting
 Co.

AddressElks Bldg.
 Phone Number8-8431

Transmitter Location.....Ming & Oak Sts.
 Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation McClatchy Newspapers
 News ServiceINS

Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President.....Guy C. Hamilton
 Station Manager.....Robert L. Stoddard
 Commercial Manager.....Walt Lynn
 Program-Publicity Director.....Jim Grebe
 Office Manager.....Vyvian Rinker
 Traffic Manager.....Lucille Farnsworth
 Chief EngineerVerne Shatto

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By: Pioneer Mercantile Co.
 Business Address: 20th & Eve Streets
 Phone Number: 8-8581
 Studio Address: 307½ East 21st St.
 Transmitter Location: 307½ East 21st St.
 Time on the Air: 18 hours daily
 News Service: UP
 Transcription Service: World Broadcasting System; NBC Thesaurus

Personnel

President: F. G. R. Schamblin
 Station Manager: L. A. Schamblin
 Program Director: C. C. Sturm
 Production Manager-Publicity Director: Harold Carlock
 Musical Director: Roy Bailey
 Women's Program Director: Marian De Ceu
 Chief Engineer: L. P. Jarvis

K R E

BERKELEY—EST. 1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Central California Broadcasters, Inc.
 Address: 601 Ashby Avenue
 Phone Number: Ashberry 7715
 Transmitter Location: 601 Ashby Avenue
 Time on the Air: Unlimited
 News Service: INS
 Transcription Service: Standard Radio

Personnel

President-Station Manager: Arthur Westlund
 Sales Promotion-Program Manager: Don Hambly
 Chief Announcer: Robert Hambly
 Musical Director: Harrold S. Hawley

K M P C

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Operated By: KMPC, The Station of the Stars, Inc.
 Address: 9631 Wilshire Boulevard
 Phone Numbers: BRadshaw 2-4411; CRestview 6-6211
 Transmitter Location: 1418 E. 81st St., Los Angeles, Calif.
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated; Langworth
 Representative: Paul H. Raymer Co.

Personnel

President: G. A. Richards
 Vice-President: Leo Fitzpatrick
 Vice-President: John Patt
 V.-P., General Manager: Robert O. Reynolds
 Sales Promotion Manager: Bill Anderson
 Program Director: Alan Cameron
 Production Manager: Lou Huston
 Traffic Manager: Joseph Towner
 Chief Announcer: Owen Babbe
 Musical Director: Rex Carey
 Chief Engineer: Lloyd Sigmon

K H S L

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Golden Empire Broadcasting Co., Inc.
 Address: 4th & Broadway Sts.
 Phone Number: Chico 237-8
 Transmitter Location: Hooker & Madrone Aves.
 Time on the Air: 7 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
 News Service: Don Lee Press Bureau

KMPC

★ *The Station of the Stars* ★
 Beverly Hills—Los Angeles

One of the Nation's
 Most Powerful
INDEPENDENT
 Stations

10,000

Watts Power

National Representative

Paul H. Raymer Co.

Transcription Service.....Standard Radio
National Sales Office.....580 Market St.,
San Francisco
Representative.....W. S. Grant

Personnel

PresidentHugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....Karl Jezler
Sales Promotion Manager.....Donald Victor
Program Director.....Oscar B. Sundberg
Publicity Director.....Raymond Goodloe
Chief Announcer.....Donald Nelson
Musical Director.....Jo Ann Evans
Chief Engineer.....Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Valradio, Inc.
Address793 Main St.
Phone Number1103
Transmitter LocationEl Centro
Time on the Air.....7 a.m. to 11 p.m.
Transcription ServiceStandard Radio

Personnel

Station ManagerKen Thornton

K I E M

EUREKA—EST. 1935

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated ByRedwood Broadcast-
ing Co., Inc.
Business AddressBox 43
Phone Number93
Studio Address.....Vance Hotel Eureka Inn
Transmitter Location.....McFarland Tract
Time on the Air.....7 a.m. to 11 p.m.
News ServiceINS; UP
Transcription Service.....World Broadcasting
System; C. P. MacGregor; Langworth
Representative.....John Blair & Co.

Personnel

Station Manager.....William B. Smullin
Sales Promotion Manager...Charles Pendleton
Program Manager.....Paul Corbin
Musical Director.....James Fasullo
Religious Director...Rev. Charles H. Hudson
Office Manager.....George E. Thompson
Traffic ManagerBetty Matthias
Education Director.....Earl Roberts
Engineers..Alvar Olson & William R. Rambo

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...KARM, The George
Harm Station
Address1333 Van Ness Ave.
Phone Number4-2966
Transmitter Location...Van Ness & Allu-
vial Avenues
Time on the Air.....6 a. m. to 12 midnight
News ServiceINS
Transcription ServiceStandard Radio
RepresentativeFree & Peters, Inc.

Personnel

Vice-President-General
ManagerClyde F. Coombs
Commercial-Sales Promotion
ManagerDon C. Robbins
Program Director.....Jaime del Valle
Publicity Director-Chief
AnnouncerDean Metcalf
Musical Director.....E. Ducklow
Chief Engineer.....John Scales

K F R E

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number.....4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air.....6 a.m. to 2 a.m.
News ServiceUP
Transcription Service.....Associated Music
Publishers
Representative.....John Blair & Co.

Personnel

OwnerJ. E. Rodman
Station Manager.....Paul R. Bartlett
Business Manager.....Robert L. Stoddard
Publicity Director.....Martha Tyler Cram
Chief Engineer.....Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting
Co.
AddressVan Ness & Calaveras
Phone Number.....3-6277
Transmitter Location.....Ventura & Fowler
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 8 a. m. to 12 midnight

Newspaper Affiliation.....The Fresno Bee
(McClatchy Newspapers)
News Service.....UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Humboldt Greig
Representative.....Paul H. Raymer Co.

Personnel

President.....Guy Hamilton
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Commercial Manager.....Howard Lane
Office Manager.....Margaret Vogelsang
Special Events Director.....Hal Brown
Musical Director.....Coyle Chambers
Chief Engineer.....Irving Dickinson

K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting
System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air: Local sunrise to local sunset
News Service.....UP

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters
Program Director-Chief Announcer.....Lee
MacArthur
Chief Engineer.....John Tutt

K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Nichols & Warinner, Inc.
Operated By.....Hal G. Nichols
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location.....220 E. Arnhem Street
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio,
Langworth Transcription Service; C. P. Mac-
Gregor

Personnel

President.....Hal G. Nichols
Commercial Manager.....Lawrence W. McDowell
Publicity Director.....John T. Hughes
Chief Engineer.....Lawrence W. McDowell

K G E R

LONG BEACH—EST. 1925

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcast-
ing Corp.

Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So.
Olive, Los Angeles
Transmitter Location.....San Francisco St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....Transradio
Transcription Service: World Broadcasting Sys-
tem, Standard Radio, Lang-Worth

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager.....John A. Dobyns
Business Manager.....Tom Hunter
Sales Manager.....Don Alderman
Program Director.....Helene Smith
Manager, Los Angeles Studios.....Lee Wynne
Production Manager.....Iola Josephson
Chief Engineer.....Jay Tapp

K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Operated By.....Same
Address.....141 North Vermont Avenue
Phone Number.....FAirtax 2121
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
General Manager.....Harrison Holliday
Commercial and Sales Manager...Clyde Scott
Sales Promotion Manager.....E. D. Pederson
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards
Farm & Public Relations Director.....Bernard
N. Smith
Editor.....Jose Rodriguez
Auditor.....Ernest Felix
Special Events Supervisor...Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Chief Engineers.....Curtis Mason,
H. L. Blatterman

K F A C

LOS ANGELES—EST. 1932

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcast-
ing Company, Incorporated
Address.....645 South Mariposa
Phone Number.....Fitzroy 1231
Transmitter Location.....8581 West 18th
Time on the Air.....168 hours a week
News Service.....City News Service, UP

Personnel

President..... E. L. Cord
 General Manager..... Calvin J. Smith
 Program Director..... Van des Autels
 Publicity Director..... Edith Reback
 Musical Director..... Don Otis
 Chief Engineer..... H. W. Anderson

K F I

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location..... Buena Park, Calif.
 Time on the Air.....5:58 a.m. to 12 midnight
 News Service.....UP
 Transcription Service: Standard Radio, C. P.
 MacGregor, Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....Harrison Holliday
 Sales Manager.....Clyde Scott
 Sales Promotion Manager..... E. D. Pederson
 Program Manager.....Glan Heisch
 Production Manager.....John I. Edwards
 News Editor.....Jose Rodriguez
 Farm & Public Relations
 Director.....Bernard N. Smith
 Auditor.....Ernest Felix
 Special Events Supervisor...Jimmy Vandiveer
 Continuity Editor.....Volney Cunningham
 Musical Director.....Claude Sweeten
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
 Owned-Operated By: Echo Park Evangelistic
 Ass'n
 Address.....1100 Glendale Blvd.
 Phone Number.....Exposition 1141
 Transmitter Location.....1100 Glendale Blvd.
 Time on the air: 7:45 p.m. to 12 midnight (ex-
 cept Fridays); Sundays, 10:30 a.m. to 12:30
 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12
 midnight

Personnel

President.....Aimee Semple McPherson
 Station Manager.....Phil Kerr
 Chief Engineer.....Myron Kluge

something **NEW** has been

CULTIVATED

in the **3rd** major market

It's the biggest county in the United States as far as agricultural wealth goes, yet no station in Southern California ever put forth any particular effort to serve these 15,000 Los Angeles County farmers.

But that's all been changed since **KFI** rolled up its Clear Channel sleeves and went to work really putting out the kind of farm programs the growers wanted. From what we hear, we've done real well, and not only do our nearby neighbors dial daily for these informative broadcasts, but more than a few of the 100,000 other growers in the eleven western states make **KFI** a daily dialing habit.

Yes, we've cultivated an important field in the Nation's 3rd Major Market and we're **K**-eeping **F**-armers **I**-nformed every day with *Western Agriculture*, *National Farm and Home Hour*, *Noon Farm Reporter*, *Nightly Frost Warnings*, plus all the other weekly farm features.

So now, in addition to being the station "most people listen to most" in Los Angeles city, **KFI**, all 50,000 watts of it, is also the voice of the farm in these parts as well.

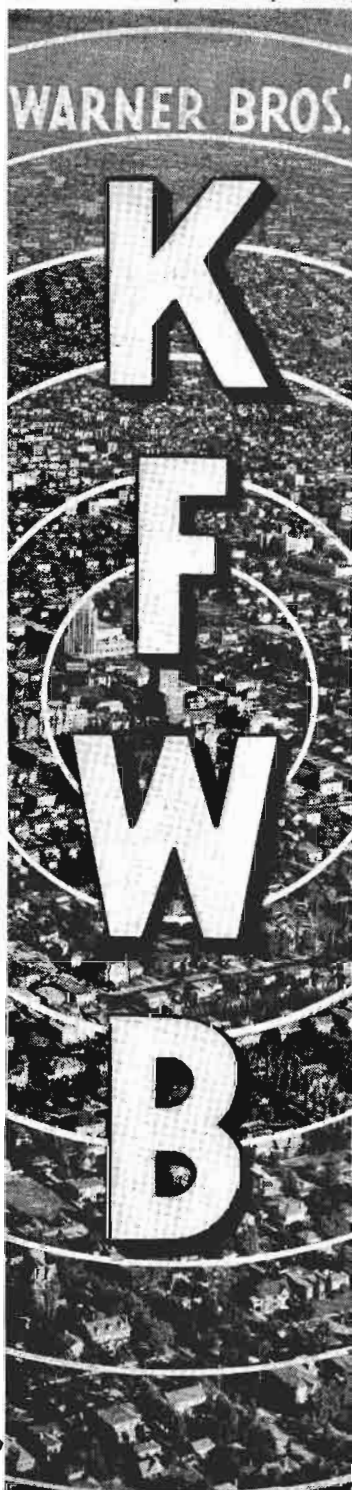
*the west coast's only
 clear channel station*

K F I

owned and operated by
 EARLE C. ANTHONY, INC.
 LOS ANGELES

Memo to Radio Daily:

"Facts can stand repetition so please duplicate our ad of last year in this year's Annual." H. M.



K F W B, Hollywood's own station, carries *more local business than any other station* in the greater Los Angeles area—this is as it should be:—

★ **BECAUSE** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ **BECAUSE** KFWB's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** KFWB has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show*;

★ **BECAUSE** KFWB's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ **BECAUSE** KFWB's position on the dial places it right in the center of the greatest activity.

. . .

WARNER BROS.

KFWB

LOS ANGELES, CALIF.

Harry Maizlish, Gen. Mgr.

**5833 Fernwood Avenue
HOLLYWOOD, CALIF.**

National Sales Representative:

WILLIAM G. RAMBEAU COMPANY

K F V D

LOS ANGELES

Frequency: 1020 Kc. Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address: 338 South Western Avenue
 Phone Number: Drexel 2391
 Transmitter Location: 9300 Cattaraugus St.
 Time on the air: 6 a.m. to local sundown;
 10 p.m. to 6 a.m.
 News Service: UP
 Transcription Service: Lang-Worth

Personnel

President-Station Manager: Franke Burke
 Commercial Manager: F. J. Smalley, Jr.
 Program Dir.-Chief Announcer: Howard Gray
 Publicity Director: Toni Reeder
 Chief Engineer: John A. Smithson

K F W B

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address: 5833 Fernwood Ave.
 Phone Number: Hempstead 5151
 Transmitter Location: Baldwin Hills, Culver City
 Time on the Air: 130 hours weekly
 News Service: INS
 Transcription Service: Associated Music Pub-
 lishers
 Representative: William G. Rambeau Co.

Personnel

President: L. J. Halper
 General Manager: Harry Maizlish
 Commercial Manager: Jack O. Gross
 Chief Announcer: Harry Hall
 Production Manager: Manning Ostroff
 Musical Director: Leon Leonardi
 Chief Engineer: Harry Myers

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Ben S. McGlashan
 Address: 1417 S. Figueroa St.
 Phone Number: Prospect 2434
 Transmitter Location: 1828 Oak St.
 Time on the Air: Unlimited license
 News Service: INS
 Transcription Service: Associated Music
 Publishers; Standard Radio
 Representative: Cox & Tanz

Personnel

Manager: Ben S. McGlashan
 Assistant Manager: H. Duke Hancock

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address: 5515 Melrose Ave.
 Phone Number: HOLLYWOOD 8111
 Transmitter Location: Venice Blvd. & La
 Cienega
 Time on the air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 12 midnight
 News Service: AP, INS
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: Thomas Lee
 Vice-President and
 General Manager: Lewis Allen Weiss
 Assistant Manager: Willet H. Brown
 General Sales Manager: Wilbur Eickelberg
 Television Director: Harry Lubcke
 Program Director: Van C. Newkirk
 Commercial Manager: Sydney Gaynor
 Publicity Director: Mark Finley
 Musical Director: Dave Rose
 Chief Engineer: Frank Kennedy

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: KMTR Radio Corp.
 Address: 1000 Cahuenga Blvd.
 Phone Number: Hillside 1161
 Transmitter Location: 1000 Cahuenga Blvd.
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: Radio News Reel
 Transcription Service: Lang-Worth; Standard
 Radio; BMI
 Representative: Burn-Smith Co.

Personnel

General Manager: Kenneth O. Tinkham
 Musical Director: Salvatore Santaella

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By: Columbia Broadcasting
 System, Inc.
 Address: 6121 Sunset Blvd.
 Phone Number: HOLLYWOOD 1212
 Transmitter Location: Columbia Park, Tor-
 rance, Calif.
 Time on the Air: 4:45 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.
 News Service: AP; INS; UP

Transcription Service.....Associated Library Service
 Representative.....Radio Sales

Personnel

General Manager...Donald W. Thornburgh
 Pacific Coast Sales Manager...Arthur J. Kemp
 Sales Manager (KNX)...Harry W. Witt
 Director of Network Sales...William E. Forbes
 Assistant Manager, North California
 Office.....Charles S. Morin
 Sales Promotion Manager...George L. Moskovics
 Merchandising & Sales Service
 Manager.....E. W. Buckalew
 Radio Sales Representative...Roger K. Huston
 CBS Western Program Director Charles Vanda
 Pacific Coast Program Director Russ Johnston
 Commercial Program Manager...Hal M. Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Publicity Director.....Hollister Noble
 Traffic Manager.....Allan N. Cormack
 Auditor.....Charles D. Ryder, Jr.
 Assistant Program Director...Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX)...Wilbur Hatch
 Continuity Chief.....Paul Pierce
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Traffic Manager.....Allan N. Cormack
 Managing News Editor.....Clinton Jones
 Director of Education...Frances Farmer Wilder

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc....Power: 2500 d.; 500 n.
 Owned-Operated By.....Radio Broadcasters, Incorporated
 Operated By.....Frank P. Doherty
 Business Address.....519 Title Insurance Bldg.,
 433 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses.....312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location...1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

President.....Frank P. Doherty
 General Manager.....John A. Driscoll
 Studio Manager & Program Director
 Howard R. Bell
 Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Broadcasters, Inc.
 Address.....State Theatre Building
 Phone Numbers.....2080; 2081

Transmitter Location...Riverside Ave. 2 miles
 south of Marysville
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation...Marysville Appeal-
 Democrat

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

President.....Horace Thomas
 Station Manager.....Harry E. Browne
 Commercial Manager.....Paul McConnell
 Sales Promotion Manager.....Earl Wright
 Program Director.....William Carberry
 Chief Engineer.....John G. Gould

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1080 Kc. (C.P. 1490 Kc. full-time)
 Power: 250 Watts
 Owned-Operated By...Merced Broadcasting
 Company
 Business Address.....P. O. Box 662
 Phone Numbers.....1430; 1431
 Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air...Local Sunrise to Local Sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

Personnel

General Director.....Hugh McClung
 Station Manager.....David S. Ballou
 Commercial Manager.....Gordon Heater
 Sales Promotion Manager...John Wittenmeier
 Program Director.....Mel Marshall
 Chief Announcer.....Erwin Dold
 Publicity Director.....Viola Gary
 Chief Engineer.....William Musladin

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc....Power 250 (C.P. 1000)
 Owned-Operated by...KTRB Broadcasting Co.
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio Addresses...McHenry & Sylvan Aves.;
 Norwegian Ave. 1/2 mile east of McHenry
 Transmitter Location...Norwegian Ave.
 News Service.....UP
 Transcription Service.....BMI; Lang-Worth;
 Sons of the Pioneers

Personnel

President-Station Manager...Wm. H. Bates, Jr.
 Commercial Manager.....Doug McCreary
 Program Director.....Cecil Lynch
 Publicity Director-Chief
 Announcer.....Warren Cato
 Chief Engineer.....Wayne Berthold

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Monterey Peninsula
 Broadcasting Co.
 Business Address 275 Pearl St.
 Phone Number: Monterey 8501
 Studio Addresses ... 275 Pearl St.; 137 Mon-
 terey St., Salinas; Casa del Rey Hotel;
 Santa Cruz
 Transmitter Location Municipal Wharf
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation ... Monterey Peninsula
 Herald; Salinas Newspapers, Inc.
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Paul H. Caswell
 Station Manager Howard V. Walters
 Sales Promotion Manager ... Billee Wheelock
 Program Director Jack Eliassen
 Chief Engineer Omer Wright

K L S

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location 327-21st Street
 Time on the Air 24 hours daily
 News Service INS

Personnel

Station Manager S. W. Warner
 Commercial Manager F. W. Morse
 Program Director C. de Costa
 Publicity Director Mary Dorr
 Chief Engineer R. C. Butler

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By ... Tribune Building Co.
 Address ... Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number Templebar 6000
 Transmitter Location Oakland
 Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
 days, 12 noon to 11 p.m.
 Newspaper Affiliation Oakland Tribune
 Transcription Service World Broadcasting
 System

Personnel

Manager Preston D. Allen
 Musical Director M. Jay Goodman

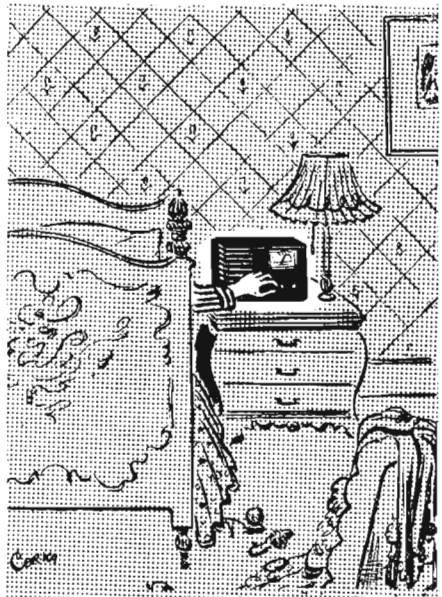
K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 (C.P. 5000 Watts)
 Owned-Operated By ... Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 12½ hours weekly
 News Service INS
 Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager Carl Nissen
 Sales Promotion Manager Ad Fried
 Program Director Keith Kerby



"Now, let's get the 11 o'clock news on KROW"

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
 National Representatives: FREE & PETERS, INC.

Production Manager.....Scott Weakley
 Publicity Director.....Mercedes Prosser
 Musical Director.....Edward House
 Chief Engineer.....C. E. Downey

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address...1401 South Oak Knoll Rd.
 Phone Number...RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood
 Transmitter Location: Lexington Gallatin Rd.,
 El Monte, Calif.
 Time on the Air.....18 hours daily
 News Service.....INS
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President.....J. Frank Burke
 Station Manager.....Loyal K. King
 Commercial-Sales Promotion
 Manager.....John L. Akerman
 Program Director.....C. H. Leinhaas
 Publicity Director.....Fern Cardon
 Chief Announcer.....Gordon Burke
 Musical Director.....J. Newton Yates
 Chief Engineer.....John A. Smithson

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian
 Church

**RADIO
 EXECUTIVES
 READ
 RADIO
 DAILY
 REGULARLY**

Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-2193
 Transmitter Location...585 East Colorado St.
 Time on the air: Sundays, 9 a.m. to 1 p.m. and
 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to
 9:30 p.m.

Transcription Service.....Standard Radio

Personnel

Chairman, Bd. of Trustees.....S. B. Marston
 Station Manager.....C. Franklin Ward
 Chief Announcer.....Vincent Parsons
 Program-Musical Director.....Leon Hall
 Chief Engineer.....N. V. Parsons
 (Non-Commercial Station)

K W K W *

PASADENA—EST. 1941

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern California
 Broadcasting Co.
 Address.....1010 East Green St.
 Time on the Air.....Daytime license

Personnel

President-Treasurer.....Marshal S. Neal
 Vice-President.....Lee A. Ragan
 Secretary.....H. H. Cooper
 *Station had construction permit at time
 of going to press and no other information was
 available.

K V C V

REDDING—EST. 1936

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Will Grant
 National Sales Office: 580 Market St., San
 Francisco

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan
 Commercial Manager.....Karl Krueger
 Sales Promotion Manager.....A. J. Krisik
 Program Director.....Bud Martin
 Production Manager.....
 Musical Director.....Frank Johnstone
 Auditor.....Thelma Bryan
 Chief Announcer-Chief Engineer...Pat O'Brien

K P R O

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., American National Bank Bldg., San Bernardino
Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., American National Bank Bldg., San Bernardino

Transmitter Location: 3401 Russell St.
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS, Transradio
Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

Personnel

President-General Manager: W. L. Gleeson
Commercial Manager: H. A. Polite
Program Director: Barton Bachmann
Production Manager: Bill Holmes
Publicity Director: Grant Holcomb
Office Manager: Jayne Stout
Chief Engineer: Norman Dewes

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK—CALIFORNIA
RADIO SYSTEM

Frequency: 1530 Kc. Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.

Business Address: 708 Eye St.
Phone Number: 2-5011

Transmitter Location: Yola County
Time on the Air: 5:30 a.m. to 12 midnight

Newspaper Affiliation: Sacramento Bee
News Service: UP

Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel

Vice-President: G. C. Hamilton
Station & Business Manager: Howard Lane
Sales Promotion Manager: R. L. McDowell
Program Director: George Breece
Production Manager: Lawrence Robertson
Sales Manager: Leo Ricketts
Musical Director: George Breece
Chief Engineer: Norman D. Webster

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Royal Miller

THE RICHEST PEOPLE
IN THE WORLD
Live in the Valley
of Paradise .

K P R O

1000 watts

Unlimited time

RIVERSIDE, CAL.



The richest people in the world is right—over one-half million of them. The per capita wealth is \$1928.00, which is a record in itself. Here in the Valley of Paradise are real people living in an "EDEN PARADISE" with real money and the zestful desire to get the most out of living in a climate that is beyond comparison. In addition, manufacturing, military population, and an average tourist population of 177,000 daily within the primary service area of KPRO, the only regional station serving the "Valley of Paradise", in Southern California. Transmitter and offices, Riverside, California.

HOWARD H. WILSON COMPANY—
REPRESENTATIVES

Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location....65th St. at 14th Ave.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward S. Townsend Co.

Personnel

President-Owner.....Royal Miller
 Station Manager.....Will Thompson, Jr.
 Sales Manager.....D. E. Lundy
 Sales Promotion Manager.....Rex Bowen
 Program Director.....Garland Schuler
 Production Manager.....Roger Hunt
 Auditor.....Bert T. Nevielle
 Woman's Program Director...Martha Morton
 Musical Director.....Evangeline Baker
 Chief Engineer.....Milton Cooper

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the air: 5 a.m. to 12 midnight except
 Wednesday and Sunday; Wednesdays, 5
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnight;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 12 midnight

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

Partners.....J. C. & E. W. Lee
 Station Manager.....George A. Burns
 Commercial Manager.....Maury A. Vroman
 Program Director.....Lowell Smith
 Production-Publicity Director.. Bill Thompson
 Chief Announcer.....Paul Lynde

K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Worcester Broad-
 casting Corp.

Address.....Pacific Square
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles Bldg.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Transradio
 Representative.....Homer Owen Griffith

Personnel

President-Station Manager,
 Warren B. Worcester

Commercial-Sales Promotion

Manager.....Ed Cunniff
 Program Director.....Joe S. Walters
 Traffic Manager.....Claire Louise Miller
 Auditor.....Walter Kretchmer
 Continuity Director.....Iris Baldrige
 Copy Editor.....Lorraine Packard
 Chief Engineer-Publicity Director,

Leslie G. Hewitt

K F S D

SAN DIEGO—EST. 1926

BLUE NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airfan Radio
 Corporation, Ltd.

Address.....U. S. Grant Hotel,
 326 Broadway

Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager..Thomas E. Sharp
 Commercial-Sales Promotion
 Manager.....John Babcock
 Program Director.....Leah McMahon

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 (C.P. 5000)

Owned-Operated By: Don Lee Broadcasting
 System

Address.....1012 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....1012 First Ave.
 Time on the air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....AP, INS
 Transcription Service: World Broadcasting
 System

Representative.....John Blair & Co.

Personnel

Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....S. W. Fuller
 Commercial-Sales Promotion

Manager.....William A. Evans
 Production Mgr. Publicity Dir.....David Titus
 Program Director.....James Dillon
 Chief Announcer.....Jack Bailey
 Office Manager.....Louise Kaufman
 Musical Director.....George Bacon
 Chief Engineer.....Verne Milton

K F R C

SAN FRANCISCO—EST. 1924
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0100
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Station Manager.....William D. Pabst
 Commercial Manager.....Ward D. Ingram
 Program Director.....Ben Harkins
 Production Manager.....Mel Venter
 Sales Promotion Manager.....Boyd Rippey
 Chief Announcer.....Bob Bence
 Sales-Traffic Manager.....Enes Canata
 Publicity Director.....Pat Kelly
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle

K G O

SAN FRANCISCO—EST. 1924
BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Oakland
 Time on the Air: 6 a.m. to midnight; Sunday,
 7:30 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler

Personnel

Station Manager.....William B. Ryan
 Sales Manager.....Walter Davidson
 Sales Promotion Manager.....J. G. Paltridge
 Program Director.....Robert Dwan
 Auditor.....Joan Peterson
 Continuity Director.....Harry Mayhorn
 Production Manager.....Forrest Barnes
 Chief Announcer.....Berton Bennett
 Sales Traffic Manager.....Lola Camaches
 Program Traffic Manager.....Eleanor Higby
 Station Engineer.....T. B. Palmer

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....Julius Brunton & Sons Co.

Operated By.....Ralph B. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....4170 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP
 Transcription Service.....Standard; Lang-Worth-
 C. P. McGregor
 Representative...William G. Rambeau Co.

Personnel

General Manager.....Ralph B. Brunton
 Manager.....E. P. Franklin
 Program Director.....H. H. Wickersham
 Musical Director.....Ross Snyder

K P O

SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air: 6 a.m. to midnight; Sunday,
 7 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler
 Representative...William E. Shea (National
 Broadcasting Co.)

Personnel

Station Manager.....A. E. Nelson
 Sales Manager.....Alfred Crapsey
 Program Director.....Robert Seal
 Director of News and Special events
 Don F. Martin
 Director of Public Service.....Leonard Gross
 Auditor.....A. G. Diederichs
 Publicity Director.....Kay Barr
 Continuity Director.....Byron Mills
 Traffic Manager.....Robert Sandstrom
 Chief Announcer.....Floyd Farr
 Sales Traffic Manager.....Fay Pattee Smith
 Program Traffic Manager.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925
CALIFORNIA RADIO SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1355 Market St.

POPULARITY—RESULTS—SERVICE

KYA

SAN
FRANCISCO

*Ask
Anyone*

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • SAN FRANCISCO
SPOT SALES, INCORPORATED

SAN FRANCISCO

KYA Manager, *Harold H. Meyer* • Hearst Building

Time on the Air.....21 hours daily
 News Service.....INS; UP
 Representative.....Radio Advertising Corp.

Personnel

President.....S. H. Patterson
 Station Manager.....Lou Keplinger
 Program Director.....Vic Paulsen
 Publicity Director.....Les Mallory
 Chief Engineer.....Mel Williams

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By...The Associated Broad-
 casters, Inc.

Address.....140 Jessie Street,
 Palace Hotel Bldg.

Phone Number.....Garfield 4700
 Transmitter Location.....Islais Creek
 Time on the Air.....Unlimited License
 News Service.....AP; INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Company

Personnel

President.....W. I. Dunn
 General Manager.....Lincoln Dellar
 Commercial Manager.....Haan J. Tyler
 Program Director.....R. W. Dumm
 Sales Promotion Manager..Isabel Goldthwaite
 Publicity Director.....Austin Fenger
 Musical Director.....Dick Aurandt
 Chief Engineer.....R. V. Howard

K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 1260 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Hearst Radio, Inc.

Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park

Time on the Air: 6:30 a.m. to 12 midnight;
 Sunday, 7:30 a.m. to 12 midnight

Newspaper Affiliation.....San Francisco
 Examiner

News Service.....INS
 Transcription Service..Associated Music Pub-
 lishers; Standard Radio

Representative.....Spot Sales, Inc.

Personnel

President.....C. B. McCabe
 General Manager.....Harold Meyer
 Sales Promotion Manager..J. Clarence Myers
 Program Director.....Dean Stewart
 Chief Announcer.....Hal McIntyre
 Musical Director.....George Nylicek
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1912

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pacific Agricultural
 Foundation, Limited

Business Address.....San Jose; Palace Hotel
 San Francisco

Phone Numbers.....Ballard 2616 (San Jose),
 YU 1700 (San Francisco)

Studio Addresses...87 E. San Antonio St.,
 San Jose; Palace Hotel, San Francisco

Transmitter Location...Alviso, California

Time on the Air....6:15 a.m. to 12 midnight

News Service.....INS; UP

Transcription Service.....Standard Radio

Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Promotion Manager.....Charles Reed
 Production Manager.....Lee Wood

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Christina M. Jacobson

Operated By...The Valley Electric Company
 Business Address.....851 Higuera Street

Phone Number...San Luis Obispo 1100-1101

Studio Address.....Mt. View & Hill Streets

Transmitter Location...Roosevelt Highway—
 1½ miles north of San Luis Obispo

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....INS

Transcription Service.....Standard Radio

Representative.....John Blair & Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Sales Promotion Manager...Joe Shuttleworth
 Program Director.....Aram Rejebian
 Chief Announcer.....William Griffin
 Chief Engineer.....Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc.....Power: 250 Watts
 Owned-Operated By.....The Voice of the
 Orange Empire, Inc., Ltd.

Business Address.....307 North Broadway
 Phone Number.....4901-R

Studio Address.....2825 West 5th St.

Transmitter Location...2825 West 5th St.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Transcription Service..... C. P. MacGregor
 Representative..... John Blair & Co.

Personnel

President and General Manager,
 Ernest L. Spencer
 Vice-President..... C. P. MacGregor
 Sales Manager..... Puck Wendling
 Sales Promotion Manager-Chief
 Announcer..... Jim Lyons
 Program Director-Chief
 Engineer..... Wallace S. Wiggins
 Production Manager..... Bruce Buell

K D B

SANTA BARBARA—EST. 1929
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By

Don Lee Broadcasting System

Address..... 17 East Haley
 Phone Number..... Santa Barbara 4131
 Transmitter Location..... 17 East Haley
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

News Service..... AP; INS; UP
 Transcription Service... World Broadcasting
 System

Representative John Blair & Co.

Personnel

President..... Thomas S. Lee
 Station Manager..... Dan J. Donnelly
 Commercial Manager-Chief

Announcer Jack Temple
 Sales Promotion-Program

Manager Dick Douglas
 Musical Director..... Stella Holloway
 Chief Engineer..... William A. Crabbe

K T M S

SANTA BARBARA—EST. 1937
BLUE NETWORK
CALIFORNIA RADIO SYSTEM

Frequency: 1250 Kc..... Power: 1000 Watts
 Owned-Operated By... News-Press Publish-
 ing Co.

Address De LaGuerra Plaza
 Phone Number..... 6111
 Transmitter Location..... Goleta, Calif.
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation..... Santa Barbara
 News-Press

News Service..... AP; INS
 Transcription Service..... NBC Thesaurus
 Representative..... Paul H. Raymer Co.

Personnel

Manager Charles A. Storke
 Commercial-Asst. Manager... Louis F. Krdeck
 Ventura Studio Manager..... James Fox

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc..... Power: 1000 Watts
 Owned By..... E. L. Finley

Operated By Wilt Gunzendorfer
 Business Address..... 457 Mendocino Ave.
 Phone Number 110

Studio Addresses..... 457 Mendocino Ave.,
 Casa de Vallejo Hotel, Vallejo

Transmitter Location Fresno and Vallejo Aves.
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 9 a.m. to 10 p.m.

Newspaper Affiliation: Press Democrat; Santa
 Rosa Republican; Times Herald and Evening
 Chronicle (Vallejo, Calif.)

News Service..... AP; INS; UP
 Transcription Service..... NBC Thesaurus;
 World Broadcasting System

National Sales Office..... Mills Building,
 San Francisco

Personnel

President E. L. Finley
 Manager..... Wilt Gunzendorfer

Program Director..... Gordon Brown
 Vallejo Studio Manager..... Larry Hayes
 Traffic Manager..... Elizabeth Roberts

Publicity Director..... Mike Pardee
 Chief Engineer..... Howard McCauley

K G D M

STOCKTON—EST. 1926

Frequency: 1140 Kc..... Power: 5000 Watts
 Owned-Operated By..... E. F. Peffer

Address 517 E. Market
 Phone Number..... 4-4551

Transmitter Location... S.E. 3 miles on 99 hiway
 Time on the Air.... 4:45 a.m. to local sunset

News Service..... INS
 Transcription Service... World Broadcasting
 System

Representative..... John Blair & Co.

Personnel

Owner E. F. Peffer
 Manager..... E. Smith

Program Director..... Donald J. Ralph
 Musical Director..... Lillian Best
 Chief Engineer..... Fred Eilers

K W G

STOCKTON—EST. 1921

BLUE NETWORK—CALIFORNIA RADIO
SYSTEM

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Operated By..... McClatchy Broad-
 casting Co.

Address Hotel Wolf
 Phone Number 2-2727

Transmitter Location Weber & E Sts.
 Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliation McClatchy News-
papers, Inc.
News Service UP
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President Guy C. Hamilton
Station & Sales Manager George Ross

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. Power: 5,000 Watts
Owned-Operated By Tulare-Kings Counties
Radio Associates
Business Address Post Office Box 511
Phone Number 575
Studio Addresses 1¼ miles southwest of
Visalia; Hotel Fresno, Fresno
Transmitter Location 1¼ miles southwest
of Visalia, California
Time on the Air 5:30 a.m. to 12 midnight
News Service AP
Transcription Service World Broadcasting
System; C. P. MacGregor
Representative Spot Sales, Inc.

Personnel

General Manager Chas. A. Whitmore
Station Manager Chas. P. Scott
Sales Manager Stanley P. Simpson

Program Director Charles Foll
Musical Director Gerry Erwin
Chief Engineer Bert Williamson

K H U B

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
Owned By John P. Scripps
Operated By E. H. Calder
Business Address P. O. Box 349
Phone Number 1700-1
Studio Addresses: 2 miles North of Watson-
ville; Franciscan Hotel, Salinas
Transmitter Location: 2 miles North of Wat-
sonville
Time on the Air 7 a.m. to 10 p.m.
Newspaper Affiliation: Watsonville Register-
Pajaronian; Watsonville Morning Sun
News Service UP
Transcription Service World Broadcasting
System; BMI
Representatives: Forjoe & Co., Walter Biddick
Co. (West Coast)

Personnel

President John P. Scripps
Station Manager E. H. Calder
Commercial Manager George Barringer
Program-Musical Director Hal O'Donnell
Publicity Director Berni Campbell
Chief Engineer Fred Clapp

COLORADO

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 216*

K G I W

ALAMOSA—EST. 1929

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Transmitter Location East Alamosa
Time on the Air Shares time with K1DW

Personnel

Owner E. L. Allen

K V O R

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Out West Broad-
casting Company
Address Antlers Hotel
Phone Number Main 278
Transmitter Location Platte Avenue
(east of city limits)

Time on the Air: 6:45 a.m. to 11:30 p.m.; Sat-
urdays, 6:45 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative The Katz Agency

Personnel

President E. K. Gaylord
Station Manager Dudley Tichenor
Program Director Zelle Wade
Musical Director Ruth Rummelhart
Chief Engineer H. C. Strang

K F E L

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Eugene P. O'Fallon,
Inc.
Address Albany Hotel
Phone Number KEystone 0178
Transmitter Location 5350 West 20th Ave.

Time on the Air....24 hours daily (silent for maintenance 1:30 to 5:30 a.m. on Mondays only)

News Service.....AP; Transradio
Transcription Service World Broadcasting System; Standard Radio; Lang-Worth; C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President-Station Manager...Gene O'Fallon
DirectorFrank Bishop
Local Commercial Manager.....Holly Moyer
Program Promotion Manager.....Pierce Addis
Traffic ManagerCecil Seavey
Production Manager.....Jean Ruth
Chief AnnouncerHerb Trackman
Publicity Director.....Rowena Blair
News Manager.....Bill Welsh
AuditorC. M. Switzer
Chief EngineerCharles Hastings

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company

AddressShirley Savoy Hotel
Phone NumberMain 4271

Transmitter Location....Englewood, Colorado
Time on the Air: 5 a.m. to 1 a.m.; (20 hours daily)

News ServiceINS
Transcription Service.....Associated Music Publishers

RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh B. Terry
Commercial Manager.....Fred C. Mueller
Sales Promotion Manager.....Elmer Fondren
Program Director.....Derby Sproul
News Editor.....Fred D. Fleming
Musical Director.....Les Weelens
Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated ByF. W. Meyer
Address.....1626 Stout Street
Phone Number.....Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....19 hours per day
News ServiceUP
Transcription Service.....Standard Radio
RepresentativeRadio Advertising Corporation

IN 1942...
KFEL NEWS SERVICE
ADDS ASSOCIATED PRESS

in 1931 ... Consolidated Press Leased Wire
Since 1934 ... TRANSRADIO PRESS SERVICE
AND NOW ... AP RADIO WIRE!



Managed by Gene O'Fallon
Represented by John Blair & Co.

Personnel

President-Station Manager.....F. W. Meyer
 Sales Promotion Manager.....A. G. Meyer
 Program Director.....Patricia Burns Kidder
 Chief Announcer.....Vernon Hiner
 News Editor.....Ben Bezoff
 Musical Director.....Jack Donovan
 Chief Engineer.....Robert Lewis

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned by.... The General Electric Company
 Operated By..National Broadcasting Company
 Address1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:15 a.m. to 1 a.m.; Sun-
 day, 7 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Representative ..National Broadcasting Co.

Personnel

President, General Electric.... Charles Wilson
 President, National Broadcasting,

Niles Trammell

General Manager.....Lloyd E. Yoder
 Commercial Manager...James R. MacPherson
 Auditor-Office Manager....Dale L. Newbold
 Traffic Manager.....H. M. Loucks
 Program Director.....Clarence C. Moore
 Artists Bureau Head.....Duncan McColl
 Production Manager.....Don F. Martin
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Operated By..... Pillar of Fire
 Address1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location..Bellevue Junior College,
 Westminster, Colo.
 Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:30 to 8:30 p.m., Tuesdays,
 Thursdays and Saturdays; 7:15 to 9 a.m.,
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6 to 8:45 p.m.

Personnel

PresidentBishop Alma White
 Station Managers.....Dr. A. K. White and
 Dr. Ray B. White
 Program Director.....Kathleen M. White
 Musical Director.....Ruth Staats
 Chief Engineer.....Paul H. Schissler
 (Non-Commercial Station)

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.Power: 1000 Watts;
 (C. P. 5000 Watts)
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter LocationNorth of Denver
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President and General Manager..W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Program Director.....J. E. Finch
 Publicity Director.....B. H. Stanton
 Chief AnnouncerJoe E. Finch
 AuditorJ. N. Hile
 Assistant Program Director...Vince W. Corbett

K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By..San Juan Broadcasting
 Co.
 Address2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service...BMI; Keystone Broad-
 casting System; Metro.

Personnel

Station Manager.....Raymond M. Beckner

K F X J

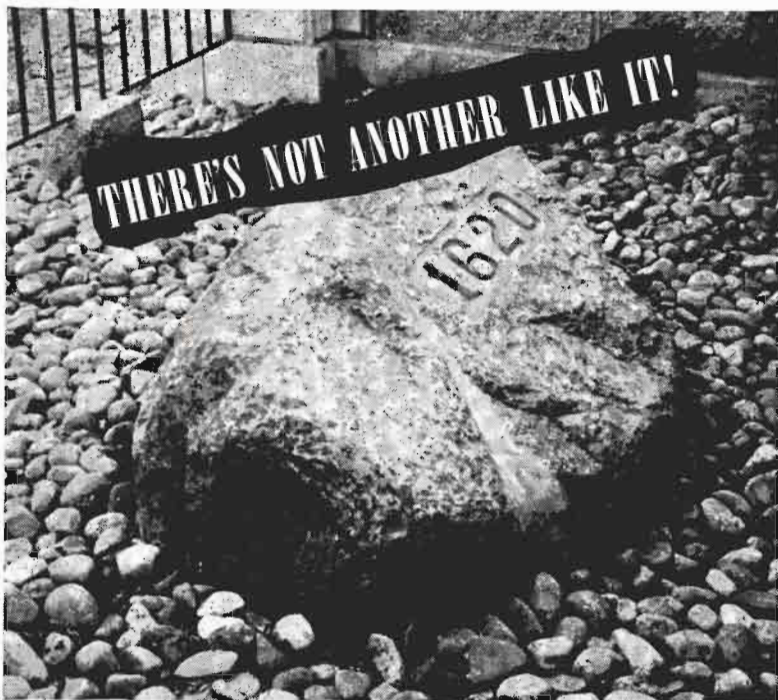
GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc.Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.
 AddressLa Court Hotel
 Phone Number..Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air: 6:45 a.m. to midnight; Sun-
 days, 8:15 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...World Broadcasting
 System
 RepresentativeWalker Company

Personnel

President-General Manager.....Rex Howell
 Sales and Sales Promotion
 ManagerBruce Izaacson
 Program-Traffic Director.....Mildred Fuller
 Production Manager.....Ken Gorsuch
 Chief Engineer.....Noel Vaughn

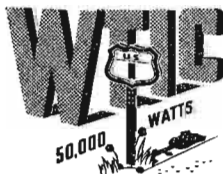


THIS unpretentious stone with its simple but significant inscription has no counterpart in all the world. Plymouth Rock is a symbol of opportunity today just as it was in 1620 when our forefathers leaped ashore on the rocky New England Coast to build a new life for themselves.

New England is still the land of opportunity. Its buying income, especially in Southern New England, is now (as always) far above the national average*. These people have money to spend, and wise national advertisers are finding that out.

Acquaint them with your product through WTIC. Back up your sales message with the prestige and dependable service which has made WTIC this section's "listening habit." For richness of opportunity combined with power of coverage

THERE'S NOT ANOTHER LIKE IT!



* Sales Management, December 1, 1941

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Mid-Western Radio Corporation
 Address: 620 - 8th Ave.
 Phone Number: Greeley 450-451
 Transmitter Location: Hoover Park,
 Highway 85 North of Greeley
 Time on the Air: Approximately 90 hours
 weekly
 News Service: UP
 Representative: The Walker Company

Personnel

President-Station Manager: Francis Price
 Program Director: Dorothy Baldwin MacClary
 Production Manager: Charles W. Lang
 Chief Announcer: W. B. MacClary
 Chief Engineer: George Pogue

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Southwest Broad-
 casting Company
 Business Address: La Junta
 Studio Address: U. S. Highway No. 50
 Transmitter Location: U. S. Highway No. 50
 Time on the Air: 6:30 a.m. to 10 p.m.
 News Service: Radio News Assn.
 Transcription Service: Standard Radio;
 Keystone Broadcasting System

Personnel

Station Manager: Leonard E. Wilson
 Commercial Manager: Francis Malouff
 Program Director: Helen Roberts
 Chief Announcer: James R. Bennett
 Chief Engineer: Leonard E. Wilson

K I D W

LAMAR—EST. 1922

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By: The Lamarr Broad-
 casting Co.
 Business Address: 129 West Elm St.
 Phone Number: 18
 Transmitter Location: Lamar
 Time on the Air: Shares time with KGIW

Personnel

General Manager: C. R. Anderson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By: Curtis P. Ritchie
 Address: Pueblo Savings & Trust Co.
 Building
 Phone Number: 3877
 Transmitter Location: U. S. Highway No. 87
 Time on the Air: Unlimited license
 Transcription Service: World Broadcasting
 System
 Representative: Howard H. Wilson Co.

Personnel

Owner: Curtis P. Ritchie
 Station Manager: J. H. McGill
 Commercial Manager: Maxson L. Bevens
 Program Director: Fred Amos

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Elmer G. Beehler
 Address: Fleming Road
 Phone Number: 679
 Transmitter Location: Sterling
 Time on the Air: Shares time

Personnel

Owner: Elmer G. Beehler

CONNECTICUT

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217

W I C C

BRIDGEPORT (New Haven)—
 EST. 1926

BLUE NETWORK—MBS

YANKEE—COLONIAL NETWORKS

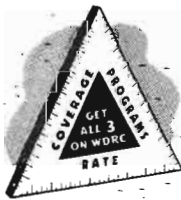
Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated by: The Yankee Net-
 work, Inc.

Business Address: 1241 Main St.
 Phone Number: 6-1121
 Studio Address: Stratfield Hotel; 1110
 Chapel Street, New Haven
 Transmitter Location: Pleasure Beach,
 Bridgeport
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service: Yankee-Colonial Network
 Representative: Edward Peiry & Co., Inc.



This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: **When you advertise in Connecticut's Major Market, use WDRG in Hartford. You get all three on WDRG—coverage, programs, rate!**

BASIC CBS HARTFORD



WDRG

CONNECTICUT'S PIONEER BROADCASTER

President..... John Shepard, 3rd
 VP-Station Operation..... R. L. Harlow
 VP-Sales & Production..... Linus Travers
 VP-Engineering..... Paul A. DeMars
 Station Manager..... Joseph Lopez
 Sales Manager..... Norman Whittaker
 Sales Promotion Manager..... James S. Powers
 Merchandising Manager..... F. C. McVarish
 Publicity Director and

Program Director..... Florence Ballou
 Musical Director..... Gus Meyers, Jr.
 Chief Engineer..... George Keich

W N A B

BRIDGEPORT—EST. 1941

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Harold Thomas
 Business Address..... 991 Broad Street
 Phone Number..... 3-3112
 Transmitter Location..... Locomobile Point—
 (Inner Harbor)

Time on the Air: 6:30 a.m. to midnight; Sun-
 days, 9 a.m. to midnight

News Service..... AP
 Transcription Service..... Langworth

Personnel

Owner..... Harold Thomas
 Station Manager..... Levon Thomas
 Commercial-Sales Promotion
 Manager..... Ken Thomas
 Program Director..... Winslow Porter
 Production Manager..... Jack Dolby
 Chief Announcer..... Harry Osborne
 Musical Director..... Johnny Montgomery
 Chief Engineer..... Gard Ray

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc..... Power: 5000 Watts
 Owned-Operated By..... WDRC, Inc.
 Address..... 750 Main St.
 Phone Number..... 7-1188-9
 Transmitter Location..... Blue Hills Ave.,
 Bloomfield, Conn.

Time on the Air: 6 a.m. (unlimited license)
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Paul H. Raymer Co.

Personnel

President and Station
 Manager..... Franklin M. Doolittle
 Commercial and Advertising
 Manager..... Wm. F. Malo
 Program Director..... Walter B. Haase
 Publicity Director..... Jack Zaiman
 Chief Announcer..... Ray Barrett
 Musical-Educational Director,

Sterling V. Couch
 Public Service Counselor Rev. Charles Graves
 Chief Engineer..... Italo Martino

W T H T

HARTFORD—EST. 1936

MUTUAL — COLONIAL

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Hartford Times, Inc.
 Address..... 983 Main St.
 Phone Number..... 2-0237
 Transmitter Location..... 983 Main St.
 Time on the Air..... 7 a.m. to 12 midnight
 Newspaper Affiliation..... Hartford Times
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... J. P. McKinney & Son

Personnel

President..... Francis S. Murphy
 Station Manager..... C. Grover DeLaney
 Program Director..... Frederick E. Bieber
 Production Manager..... Stuart Wayne
 Publicity Director..... Sereno B. Gammell
 Chief Announcer..... John S. Lloyd
 Musical Director..... Charlotte Gregory
 Chief Engineer..... Richard K. Blackburn

W T I C

HARTFORD—EST. 1925

NBC—YANKEE NETWORK

Frequency: 1080 Kc..... Power: 50,000 Watts
 Owned-Operated By..... The Travelers Broad-
 casting Service Corporation
 Address..... 26 Grove Street
 Phone Number..... 2-3181
 Transmitter Location..... Avon, Connecticut
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service..... AP; INS; Transradio
 Transcription Service..... World Broadcasting
 System; Lang-Worth Feature Programs;
 BMI Bonus Transcriptions

Representative..... Weed & Company

Personnel

Station Manager..... P. W. Morency
 Sales Manager..... Walter Johnson
 Sales Promotion Manager..... F. Clancy
 Program Director..... Thomas C. McCray
 Production Manager..... Paul Lucas
 Chief Announcer..... Philip Becker
 News Editor..... Tom Eaton
 Transcription Librarian..... Larry Kenfield
 Music Librarian..... John DeLisa
 Musical Director..... Moshe Paranov
 Plant Manager..... H. D. Taylor

W N B C

NEW BRITAIN-HARTFORD

EST. 1935

BLUE NETWORK

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By..... State Broadcasting
 Corporation

• • • **CONNECTICUT** • • •

Business Address 54 Pratt St. (Hartford)
 Phone Number Hartford 7-9131
 Studio Address 54 Pratt St., Hartford;
 272 Main St., New Britain
 Transmitter Location Newington, Conn.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed Company

Personnel

President Patrick J. Goode
 General Manager Richard W. Davis
 Program Director Ralph Kanna
 Commercial Manager Laurence C. Edwardson
 Chief Announcer Jack Lacy
 Traffic Manager Crean Patterson
 Musical Director Maurice Sechtman
 Chief Engineer Rogers B. Holt

W E L I

NEW HAVEN—EST. 1935

MBS-YANKEE & COLONIAL NETWORKS
 Frequency: 960 Kc. Power: 1,000 d.; 500 n.
 Owned-Operated By City Broadcasting
 Corporation
 Address 221 Orange Street
 Phone Number 8-1133



NEW HAVEN COUNTY'S OWN STATION!

147,000 Homes—
 Potential audience of 350,000 listeners
 who earn \$150,000,000.

WELI—the most talked of and listened to
 station in New Haven area.

IT WOULD BE WORTH YOUR WHILE
 to get the facts about
 WELI's rich audience.
 WELI's responsive audience.

1000 W. DAY • 960 KC. • 500 W. NITE

NEW HAVEN **WELI** CONNECTICUT

Mutual — Yankee and Colonial networks
 National Representatives—Wm. G. Rambeau Co.

Transmitter Location Hamden, Conn.
 Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System Library
 Representative William G. Rambeau Co.

Personnel

President Patrick J. Goode
 Manager James T. Milne
 Artists' Bureau Head Marion Reynolds
 Program Director Charles H. Wright
 Publicity Director Vincent E. Palmeri
 Musical Director Marion Reynolds
 Chief Engineer J. Gordon Keyworth

W N L C

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thames Broadcasting
 Corporation
 Address Mohican Hotel
 Phone Number New London 4900
 Transmitter Location Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 Representatives Burn-Smith, Inc. and
 R. C. Foster

Personnel

President R. L. Morey
 Station Manager G. J. Morey
 Commercial and Advertising
 Manager Ivon B. Newman
 Program Director Len W. Stevens
 Publicity Director-Chief
 Announcer Ted Hodge
 Musical Director Richard Benvenuti
 Chief Engineer Walter J. Tucker, Jr.

W S S R

STAMFORD—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Stephen R. Rintoul
 Address 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location Lindstrom Rd., Ship-
 pan Point, Conn.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

Owner Stephen R. Rintoul
 Station Manager Slocum Chapin
 Program Director Bill Voss
 Chief Engineer John Reilly

WATR

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.Power: 1000 Watts
 Owned-Operated By.....WATR Co., Inc.
 Address.....71 Grand St.
 Phone Number.....3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....Transradio

Personnel

President-Station Manager....Harold Thomas
 Commercial & Advertising.....Sam Elman
 Program Director.....James Parker
 Chief Announcer.....John Loias
 Publicity Director.....Foy Clark
 Musical Director.....Edith Lacci
 Chief Engineer.....Harold Thomas

WBR Y

WATERBURY - NEW HAVEN

CBS

Frequency: 1590 Kc.Power: 1000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Addresses136 Grand St., Waterbury;
 152 Temple St., New Haven
 Transmitter Location.....N. W. of Waterbury
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News Service AP
 Transcription Service NBC Thesaurus
 Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
 Station Manager.....E. J. Frey
 Program Director.....Jack Henry
 Commercial Manager....Murray L. Grossman

DELAWARE

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217*

WDEL

WILMINGTON—EST. 1932

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc.Power: 5000 Watts
 Owned-Operated By.....WDEL, Inc.
 Address.....10th & King Sts.
 Phone Number.....7268
 Transmitter Location....Governor Printz Blvd.

Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 Program Manager.....Harvey Smith
 Publicity Director.....Charles Collins

WDEL

A strongly-founded, well justified and energetically maintained reputation for better programs—programs that listeners LIKE—makes WDEL a sure-fire buy to cover thriving Delaware and populous, productive sections of Pennsylvania, Maryland and New Jersey.

5000 WATTS

1150 KC.

NBC BASIC RED NETWORK

WILM

WILMINGTON—EST. 1922
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Broadcasting
Co.
Address 920 King St.
Phone Number 7268

Transmitter Location... Governor Printz Blvd.
Time on the Air..... 7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager..... J. Gorman Walsh
Program Manager..... Carl Anthony
Publicity Director..... Henry Sholly

DISTRICT OF COLUMBIA

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218*

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number..... Republic 8000
Time on the Air..... 131 hours per week
News Service INS
Transcription Service..... Standard Radio

Personnel

President-Station Manager.. Lawrence J. Heller
Commercial Manager..... Paul L. Heller
Program Director..... George J. Gow
Production Manager-Chief

Announcer Sam Lawder
Publicity Director..... Kay Ford
Continuity Director..... Jack Creamer
Musical Director..... Bob Callahan
Chief Engineer..... Ralph E. Cannon, Jr.

Program Director..... Richard Linkrout
Publicity Director..... James Hurlbut
Auditor Harry R. Crow
Chief Announcer..... Hugh Conover
Musical Director Paul Kain
Chief Engineer..... Clyde Hunt

WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
Owned By.. The Evening Star Broadcasting Co.
Operated By..... The Blue Network Co.
Address 724-14th St., N.W.
Phone Number..... Republic 4000
Transmitter Location... Cedar Lane, Bethesda,
Md.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

Newspaper Affiliation.. Washington Evening
Star

News Service AP; INS; UP
Transcription Service..... NBC Thesaurus;
Associated; Standard Radio; Langworth
Representative... National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
General Manager..... K. H. Berkeley
Assistant Manager Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales & Advertising Manager.. John H. Dodge
Sales Promotion Manager..... Hugh Higgins
Publicity Director..... William Neel
Chief Announcer..... Bryson Rash
Auditor R. G. Coldenstroth
Chief News Editor..... Thomas Knode
Radio-Recording Manager E. William Young
Night Supervisor..... Ross Filion
Musical Director..... Morgan Baer
Chief Engineer..... A. E. Johnson

WJSV

WASHINGTON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By.. Columbia Broadcasting
System

Address 817 Earle Bldg.
Phone Number..... Metropolitan 3200
Transmitter Location..... Wheaton, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service..... AP; UP
Transcription Service... World Broadcasting
System; BMI; Langworth
Representative Radio Sales

Personnel

General Manager..... A. D. Willard Jr.
Commercial Manager... William D. Murdock
Sales Promotion Director..... John Heiney

W O L

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By.. American Broadcasting
Company

Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air: 24 hours daily except 1
a.m. to 6:30 a.m. Mondays

News Service Transradio; UP
Transcription Service Lang-Worth; Standard
Radio; Associated Transcription Service
Representative Spot Sales, Inc.

Personnel

President Mrs. LeRoy Mark
Vice-President-General
Manager W. B. Dolph
Sales Manager James Fishback
Sales Promotion Manager Charles Zurhorst
Program Director Madeline Ensign
Production Manager-Chief
Announcer Frank Blair
Publicity Director Walter Compton
Traffic Manager Lillian Ruppert
Continuity Director Loretta Kealy
Bookkeeper William Wallace
Musical Director Larry Geraghty
Chief Engineer H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Broadcasting
Company

Address 724 - 14th St., N. W.
Phone Number Republic 4000
Transmitter Location RFD No. 1, Hyattsville,
Maryland

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service AP; INS; UP
Transcription Service NBC Thesaurus,
Associated, Standard Radio, Langworth
Representative National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
General Manager K. H. Berkeley
Assistant Manager Carleton D. Smith
Assistant Manager Fred Shawn
Sales & Advertising Manager John H. Dodge
Sales Promotion Manager Hugh Higgins
Publicity Director William Neel
Chief Announcer Bryson Rash
Auditor R. G. Goldenstroth
Chief News Editor Thomas Knode

Radio-Recording Manager. E. William Young
Night Supervisor Ross Filion
Musical Director Morgan Baer
Chief Engineer A. E. Johnson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.

Address 1000 Connecticut Ave.
Phone Number National 7203
Transmitter Location 61 Pierce St., N.E.
Time on the Air 6:00 a.m. to 12:00 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Burn-Smith Co.

Personnel

President Stanley H. Horner
General Manager Edwin M. Spence
Program Director Norman Reed
Chief Announcer Ray Morgan
Musical Director Larry Hendricks
Chief Engineer U. L. Lynch

**In the Spotlight
24 Hours a Day!**



Washington's Only 24 Hour Station
1000 WATTS ☆ **1260 KC.**
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

The Nation's Playground

MIAMI BEACH

~ FLORIDA ~

AND

WKAT

GIVE YOU
THE MARKET WHERE
PEOPLE WITH MONEY
SPEND THEIR VACATIONS

•

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK

FLORIDA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Wright Esch
Address: 126½ Magnolia Ave.
Phone Number: 91
Transmitter Location: 126½ Magnolia Ave.
News Service: Transradio
Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8 to 10 p.m.
Transcription Service: Associated Music
Publishers: Lang-Worth
Representative: John H. Perry Associates

Personnel

Owner: W. Wright Esch

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts
Owned by: Ralph A. Horton
Operated by: Radio Station WFTL
Address: 2700 S. Andrews Ave.
Phone Number: 1300-01; 1799
Transmitter Location: 2700 S. Andrews Ave.
Time on the Air: 7:00 a.m. to 2:00 a.m.
News Service: UP
Transcription Service: Standard Radio;
Associated Music Publishers

Personnel

Owner: Ralph A. Horton
General Manager: R. M. Tigert
Commercial-Sales Promotion Manager:
Irvin F. Duddleson
Production Manager: Fred Temple
Chief Announcer: Joe Ford
Artists' Bureau Head: Ruth Tanksley
Musical Director: Justine Bruce
Chief Engineer: Joe L. Stewart

W F T M

FORT MEYERS—EST. 1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Fort Meyers Broad-
casting Co.
Address: 51 East First St.
Phone Number: 818
Transmitter Location: 51 East First St.

Time on the Air: 7 a.m. to 11 p.m.
Transcription Service: Associated Music
Publishers

Personnel

President-Station Manager,
William E. Bennis, Jr.

W R U F

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 850 Kc. Power: 5,000 Watts
Owned by: State of Florida
Operated by: University of Florida
Address: University of Florida
Phone Number: 1000, Branch 55
Transmitter Location: Campus, University of
Florida
Time on the Air: Limited to Sunset in Denver,
Colo.
News Service: UP
Transcription Service: World Broadcasting
System; Langworth
Representative: Burn-Smith Co., Inc.

Personnel

Director: Garland Powell
Commercial Manager: John H. Sheely
Program Director: Alvin Flanagan
Publicity Director: Sam Founts
Office Manager: John L. Berry
Chief Announcer: Otis Boggs
Musical Director: Elizabeth Tew
Chief Engineer: Albert Moreno

Unassigned*

JACKSONVILLE—EST. 1942

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp.
Address: Jacksonville
Transmitter Location: Jacksonville
Time on the Air: Unlimited license

Personnel

President: James R. Stockton
Vice-Presidents: Ernest D. Black, E. G. McKenzie
Secretary-Treasurer: Robert R. Feagin

*Station had a construction permit at pres-
time and no further information was available.

W J A X

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
Owned, Operated By...City of Jacksonville, Fla.
Address1 Broadcast Place
Phone Number5-5821
Transmitter Location...Hyde Park Country Club
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.,
Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief
Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Musical Director.....Frank Morris

W J H P

JACKSONVILLE—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By.....The Metropolis Co.

W J A X

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast

Address500 Laura St.
Phone Number.....5-7610
Transmitter Location....Read and Alamo Sts.
Time on the Air.....18 Hours Daily
Newspaper Affiliation...Jacksonville Journal
News Service.....AP
Transcription Service.....World Broadcasting
System

RepresentativeJohn H. Perry Associates

Personnel

PresidentJohn H. Perry
Station Manager.....H. G. Wells, Jr.
Sales Manager.....I. M. Koger
Program Director.....Jack Rathbun
Publicity Director.....Speed Veal
Chief Announcer.....Bob Caffey
Musical Director.....Fred Maurie
Chief Engineer.....B. Hayford

W M B R

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By...Florida Broadcasting
Company

Address118 West Adams St.
Phone Number5-4387
Transmitter Location....Vines and Mass. Ave.
Time on the Air....6:30 a.m. to 12:00 midnight
News Service.....UP
RepresentativePaul H. Raymer Co.

Personnel

President-Station ManagerFrank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director-Chief Announcer
Charles M. Stone
Production Manager.....Jim Murray
Chief Engineer.....H. B. Greene

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By...Lake Region Broad-
casting Co.

Address1412 East Lime St.
Phone Number.....2127
Transmitter Location....1412 East Lime St.
Time on the Air....7:00 a.m. to 12:00 midnight
News Service.....UP
RepresentativeThe Foreman Co.
President-Personnel Manager...Brad Eidmann
President-Station Manager.....Brad Eidmann
Sales Promotion Manager.....Priscilla Adair
Program Director.....Tom Mathews
Chief Announcer-Musical Director...Bert Berry
Chief Engineer.....Roger Jenkins

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 1000 Watts
(C.P. 5000 d.)

Owned-Operated.....Miami Broadcasting Co.
Address.....Postal Bldg.
Phone Number.....26121
Transmitter Location..Biscayne Bay at 14th St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....Transradio; UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....John Blair & Co.

Personnel

President and General Manager
Fred W. Borton
Advertising Manager.....Norman MacKay
Program Manager.....Hazel McGuire
Sales Manager.....Fred Mizer
Chief Engineer.....Ralph Nulsen

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number.....5-7471
Transmitter Location...1759 N. Bay Rd.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....Reuters; UP
Transcription Service...Associated
Music Publishers

Personnel

Owner.....A. Frank Katzentine
General Manager.....John C. McCloy
Sales Manager.....Alex Campbell, Jr.
Business Manager.....C. A. Wampler
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

W T M C

OCALA—EST. 1939

BLUE NETWORK

Frequency: 1490 Kc. Power 100 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address.....P.O. Box 831
Phone Number.....128; 129
Studio Address.....Henry and Anthony Sts.
Transmitter Location...1 Broadcast Place
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service...Standard Radio
Representative.....John H. Perry Associates

Personnel

President.....John T. Alsop, Jr.
General Manager.....Hal Davis

Commercial Manager.....Helen Davis
Program Director.....Lester Weil
Production Manager.....Eithel London
Musical Director.....King Cole
Chief Engineer.....W. P. Callahan

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By...Orlando Broadcasting
Co., Inc.

Business Address.....563 N. Orange Ave.
Phone Number.....6181
Studio Address.....Ft. Gatlin Hotel
Transmitter Location..Dubsread Country Club
Time on the Air...6:30 a.m. to 12:05 a.m.;
Sundays, 7:00 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....Violet D. Osborne
Production Manager.....Charles Batchelder
Publicity Director.....Rosalind Briggs
Local Advertising Manager.....J. M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hazelwood, Inc.
Business Address.....P. O. Box 1991
Phone Number.....8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location...Near Orlando
Time on the Air...6:30 a.m. to 12:00 midnight
News Service.....INS
Transcription Service...NBC Thesaurus
Representative.....John Blair & Co.;
Harry E. Cummings

Personnel

President-General Manager
George A. Hazelwood
Commercial-Sales Promotion Manager
Robert C. Wilbur
Chief Engineer.....Russell H. Bennett

W D L P

PANAMA CITY—EST. 1940

Frequency: 1230 Kc. Power: 250 d., 100 n.



A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee

each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.

***Make Every Pay Day* • BOND DAY**

U. S. Defense BONDS ★ STAMPS



Owned-Operated By.....Panama City Broad-
casting Co., Inc.

Address.....First and Mercer Sts.

Phone Number.....777

Transmitter Location...First and Mercer Sts.

Time on the Air.....102 hours weekly

News Service.....AP

Transcription Service.....World Broadcasting
System

Representative.....John H. Perry Associates

Personnel

President.....P. A. Roll

Station Manager.....Braden Ball

Commercial Manager.....DeWitt Lamb

Chief Engineer.....Floyd E. Steele

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.

Owned-Operated By...Pensacola Broadcasting
Company

Address.....San Carlos Hotel

Phone Number.....4111

Transmitter Location...Pensacola Bay Bridge

Time on the Air...6:00 a.m. to 12:00 midnight;

Sundays, 8:00 a.m. to 12:00 midnight

Newspaper Affiliation.....Pensacola News-
Journal

News Service.....AP

Transcription Service.....Standard Radio

Representative.....John H. Perry Associates

Personnel

President.....John H. Perry

General Manager.....Irving F. Welch

Commercial-Production Manager...Lyall Barnett

Publicity Director.....Charles Sullivan

Musical-Continuity Director.....Ray Rogers

Chief Engineer.....G. E. Mead

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Fountain of Youth
Properties, Inc.

Address.....Fountain of Youth Park

Phone Number.....1400

Transmitter Location.....Fountain of Youth
Gardens

Time on the Air.....7:00 a.m. to 11:00 p.m.

News Service.....UP

Representative.....Paul H. Rayner Co.

Personnel

President-Station Manager..Glenn Marshall, Jr.

Sales Manager.....Frank King

Commercial Manager.....John H. Cummins

Program Director.....Frankie Collyer

Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Watts

Owned-Operated By..City of St. Petersburg,

Address.....Recreation Pier

Phone Number.....4747-4748

Transmitter Location..Bayview near Tampa,

Time on the Air.....6:30 a.m. to 1 a.m.

News Service.....AP; UP

Transcription Service.....Associated Music

Representative.....Weed & Company

Personnel

Station Manager.....Louis J. Link

Sales Manager.....Jerry Wigley

Sales Promotion Manager...Jerry Whittington

Program Director-Chief Announcer, Fred Daiger

Production Manager.....Maurice Hayes

Public Relations Director.....Joe Frohock

Musical Director.....Edith Ginn

Chief Engineer.....Tom Herrin

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power 1000 d.; 500 n.

Owned-Operated By..Pinellas Broadcasting Co.

Address.....35th Ave. and 4th St., N.

Phone Number.....8108

Transmitter Location...35th Ave. and 4th St.,
North

Time on the Air.....6:30 a.m. to 12:05 a.m.

Newspaper Affiliation...St. Petersburg Times

News Service.....INS; UP

Transcription Service.....World Broadcasting

Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Opoyntr

Vice-President-General Manager,

Russell S. Stratton

Station Manager.....Bob Wilbur

Program Director.....George W. Bartlett

Chief Engineer.....Marion Gulick

W S P B

SARASOTA—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....WSPB, Inc.

Business Address.....Sarasota

Phone Number.....2541

Studio Addresses...Sarasota; Bradenton, Fla.

Transmitter Location...Ringling Isle, Sarasota

Time on the Air.....7 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....World Broadcasting

Personnel

President-Station Manager...Frank S. Lane

Commercial Manager.....John Browning

Chief Engineer.....John Buning

WTAL

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

Frequency: 1340 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Florida Capitol Broad-
casters, Inc.

Business Address: P. O. Box 989
Phone Number: 2160; 2161-W
Studio Address: Thomasville Highway
Transmitter Location: Thomasville Highway
Time on the Air: 7 a.m. to 11 p.m.
Newspaper Affiliation: Highlands County
Pilot: Scenic Highlands Sun (Avon Park,
Fla.)

News Service: UP
Transcription Service: BMI

Personnel

President: Gilbert Freeman
Station Manager: William C. Wyatt
Program Director: Mary Charles Findley
Chief Engineer: William A. Snowden, Jr.

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address: 114 North Franklin Street
Phone Number: M 1818
Studio Address: 12th Floor, Tampa Terrace
Hotel

Transmitter Location: Forest Hills Country
Club Area

Time on the Air: 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

President: David E. Smiley
Vice-President: Ralph Nicholson
Sales Promotion Manager: Joseph F. Smiley
Station Manager: L. S. Mitchell
Program Director: Kenneth W. Skelton
Musical Director: M. E. Plattner
Chief Engineer: William Pharr Moore

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

ORANGE NETWORK

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Tampa Tribune
Address: WFLA Bldg., 500 Jackson St.
Phone Number: Tampa H 1828-1829
Transmitter Location: East Entrance, Davis
Causeway, Columbus Drive

Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Tampa Tribune
News Service: UP

Transcription Service: NBC Thesaurus
Representative: John Blair & Co.;
Harry Cummings

Personnel

President: S. E. Thomason
Station Manager: W. Walter Tison
Local Sales Manager: Bert Arnold
Musical Director: Frank Grasso
Chief Engineer: Joe Mitchell

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business Address: P. O. Box 189
Phone Number: 3638
Studio Address: 1415 Okeechobee Rd.
Transmitter Location: 1415 Okeechobee Rd.
Time on the Air: 6:30 a.m. to 12 midnight
Transcription Service: Standard Radio;
C. P. MacGregor

Representative: Weed & Co.

Personnel

President: Marshall Heminway
General Manager: Stephen Willis
Program Director: Vernon Crawford
Chief Engineer: John Moore

A cosmopolitan audience
with metropolitan tastes

served by the only
station programmed
to fit this unique
self-contained market.

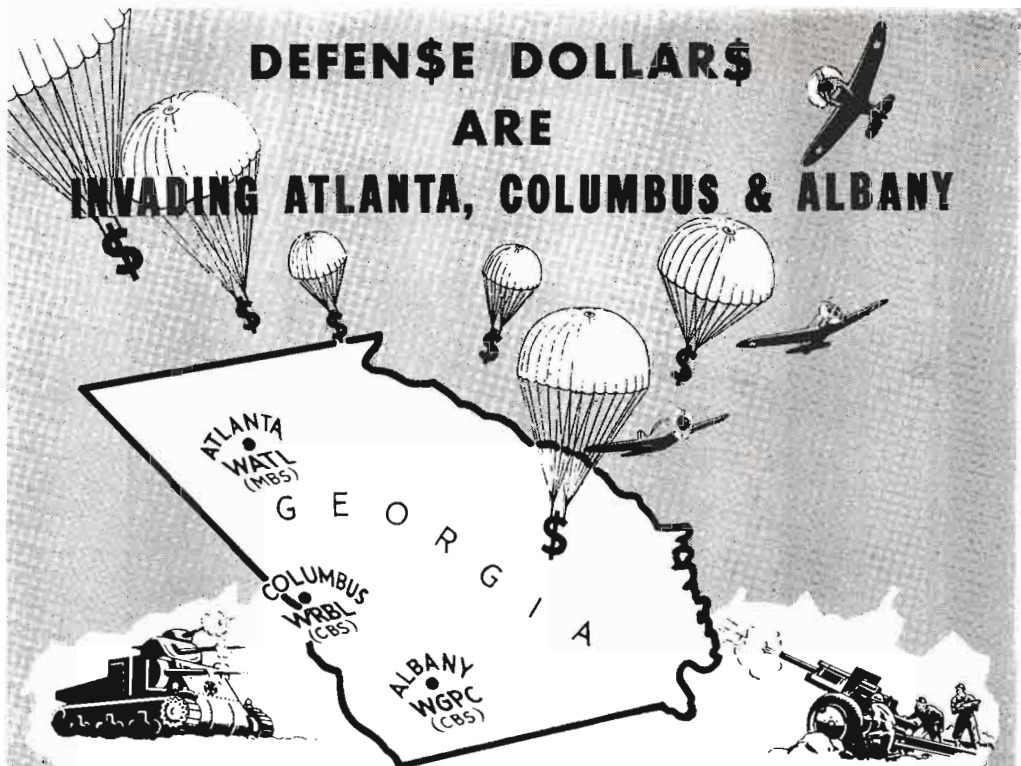
WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

AFFILIATED WITH THE
COLUMBIA BROADCASTING SYSTEM

DEFENSE DOLLARS ARE INVADING ATLANTA, COLUMBUS & ALBANY



Today, these already rich markets are experiencing increases in every classification of business, payrolls, retail sales, building . . . increases from 30% and more over last year. Atlanta, Columbus and Albany all are invaded by defense dollars. You cover these markets thoroughly with WATL, WRBL and WGPC.

ATLANTA

Served by WATL (MBS)

Metropolitan area population up from 442,294 to 471,000. Cobb County airport a \$400,000 project. \$700,000 enlargement of Candler Field, Atlanta's main airport. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 134,972 families, 516,564 people. WATL is the news station of Atlanta.

COLUMBUS

Served by WRBL (CBS)

With a total coverage area of 522,175. WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has . . . monthly payroll of \$4,000,000 . . . its officers and men trade almost exclusively in Columbus. Over \$16,000,000 has been spent in construction work for Fort Benning, a bonus factor in addition to the WRBL area \$80,000,000 retail sales.

ALBANY

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. \$4,500,000 project—200 defense housing units just completed or planned . . . 6000 new jobs! Retail sales in Albany area now approximate \$20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families, southwest Georgia's oldest radio station.

Represented by SPOT SALES, INC.

WATL
ATLANTA

WRBL
COLUMBUS

WGPC
ALBANY

GEORGIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 219

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address ...2½ miles north of Albany on Dixie
Highway

Phone Number..... 1590
Transmitter Location.....Dixie Highway
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Standard Radio
Representative...Burn-Smith Co.; Frank Cook

Personnel

PresidentH. T. McIntosh
General ManagerEdward J. Lord
Commercial Manager.....Mac Tallman
Program Director.....Larry Rothman
Publicity Director.....Kenneth Pryce
Chief Announcer.....Larry Rothman
Bookkeeper(Miss) Billie Barry
Chief EngineerNoel Martin

W G P C

ALBANY—EST. 1923

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Albany Broadcasting Co.
Operated By.....J. W. Woodruff, Sr.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
General ManagerJ. W. Woodruff, Jr.
Station-Commercial Manager.....A. T. Spies
Program Director - Chief
Announcer.....Jesse F. Teasley
Production Manager-Musical
DirectorMarvin C. Loring
Women's News Editor.....Helen Holley
Chief Engineer.....George Farris

W G A U

ATHENS—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address Bobbin Mill Road

Phone Number 1741
Transmitter Location Bobbin Mill Road
Time on the Air.....7 a.m. to 12 midnight
Transcription ServiceStandard Radio

Personnel

Manager-Chief EngineerM. C. Gorman
Program Director..... Bill Evans

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 1480 Kc. Power: 1000 d.; 500 n.;
(C. P. 590 Kc.; 5000 Watts)

Owned-Operated By ..Liberty Broadcasting
Corp.

Address.....Western Union Bldg.
Phone Number.....MAIn 5101
Transmitter Location.....Clifton Road
Time on the Air.....6 a.m. to 12 midnight
News ServiceUP
Transcription Service.....Associated Music
Publishers
RepresentativeJohn Blair & Co.

Personnel

PresidentGeorge B. Storer
General Manager.....Don Ioset
Sales Manager.....Maurice C. Coleman
Program Director.....Lee Bennett
Publicity Director.....Norma Flynn
Chief Announcer.....Joe Hill
Chief Engineer.....Cliff Hanson

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....J. W. Woodruff tr/
as Atlanta Broadcasting Co.

Business AddressP. O. Box 1744
Phone NumberWalnut 4377
Studio Address26 Cain St.
Transmitter Location26 Cain St.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight

News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth

Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff
Station Manager-Chief
EngineerJ. M. Comer, Jr.
Commercial-Sales Promotion
ManagerRichard T. Allen
Program DirectorJacquelyn Jones
Production ManagerEvelyn Pollack



"THE VOICE OF THE SOUTH"

today . . . more than ever before
. . . is pledged to operation

★ IN THE ★ PUBLIC INTEREST

A Greater Audience!

A Greater Opportunity!

A Greater Service!



WSB

ATLANTA, GEORGIA

Licensed March 15, 1922

750 KC. - 50,000 WATTS

National Representatives , **EDWARD PETRY & CO., INC.**

Publicity Director Jerome Elliott
 Accountant M. M. Rokenbrodt
 Musical Director Cliff Cameron

WGST

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
 Owned By Georgia Institute of
 Technology

Operated By Southern Broadcasting
 Stations, Inc.

Address Forsyth Bldg.

Phone Number Walnut 8441

Transmitter Location Cheshire Bridge Rd.

Time on the Air 6 a.m. to 12 midnight

News Service AP
 System ;BMI

Transcription Service World Broadcasting

Representative The Katz Agency

Personnel

President-Station Manager C. H. Calhoun

Treasurer P. J. Wilhite

National Sales-Promotion

Manager Frank Gaither

Program Director John Fulton

Production Director Don Naylor

Musical Director Lola Wallace

Chief Engineer Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By The Atlanta Journal
 Company

Address Biltmore Hotel

Phone Numbers Hemlock 1045-1046-1047;

Hemlock 5200; Walnut 5050

Transmitter Location Tucker, Ga.

Time on the Air 5 a.m. to 2 a.m.

Newspaper Affiliation The Atlanta Journal

News Service AP; PA; UP

Transcription Service Standard Radio

Representative Edward Petry & Co.

Personnel

President James M. Cox

Manager J. Leonard Reinsch

Sales Manager John M. Outler, Jr.

Program Director Roy A. McMillan

Production Manager Marcus Bartlett

Sales Promotion Manager Lorin Myers

Artists' Bureau Head Harrison Kimball

Publicity Director Ralph Williams

Farm Director Bill Prance

Continuity Editor Al Flanagan

Transcription Editor Hubert Batey

Studio Production Manager Elmo Ellis

Musical Directors Perry Pechtel,

Earl Landis

Chief Engineer C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By The Twin States Broad-
 casting Company

Address Augusta

Phone Number 2-2692-3-4

Transmitter Location Sand Bar Ferry Road

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Newspaper Affiliation The Augusta Herald

News Service PA

Transcription Service C. P. MacGregor; As-
 sociated; Keystone Broadcasting System

Representative Headley-Reed Company

Personnel

President F. Frederick Kennedy

General Manager J. B. Fuqua

Commercial Manager W. R. Link

Sales Production Manager Florence Thompson

Program Director-Chief

Announcer John Lindsay

Chief Engineer Jack Joplin

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1940 Kc. Power: 250 Watts

(C. P. 1480 Kc.; 5000 Watts)

Owned-Operated By Augusta Broadcasting
 Company

Address 10th & Broad Streets

Phone Numbers 2-8805, 8806, 8807

Transmitter Location Buena Vista Ave.,

North Augusta, S. C.

Time on the Air 18 hours daily

News Service UP

Transcription Service NBC Thesaurus

Representative Burn-Smith Company, Inc.

Personnel

President Arthur Lucas

Station Manager W. R. Ringson

Sec. & Treas. F. J. Miller

Commercial Manager Thurston Bennett

Program Director Louis T. Rigdon

Publicity Director Charles Pointel, Jr.

Musical Director Paul Reed

Chief Engineer Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

Frequency: 1490 Kc. Power: 250 d.; 100 n.

Owned-Operated By Coastal Broadcasting
 Company

Address Brunswick

Phone Number 1500

Transmitter Location St. Simons Island

Causeway

Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System

Personnel

President Alma W. King
 General Manager..... Kenneth E. White
 Program Director-Chief
 Announcer Thomas S. Gilchrist
 Chief Engineer.....Robert M. Henley

W G A A

CEDARTOWN—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByNorthwest Georgia Broad-
 casting Co.
 Operated By..... R. W. Rounsaville
 AddressWest Theater Bldg.
 Phone Number777-778
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....16 hours daily
 News ServiceAP
 Transcription Service.....Keystone Broad-
 casting System
 Representative..... Cox & Tanz

Personnel

President O. C. Lam
 Vice-President-General
 Manager R. W. Rounsville
 Program-Musical Director.....Bill Shannon
 Publicity Director.....Dorothy Holt
 Chief AnnouncerBob Corley
 Chief Engineer.....Denzil Pulley

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By..... Columbus Broadcasting
 Company
 Operated ByJ. W. Woodruff, Jr.
 Address1420 Second Avenue
 Phone Number..... 4300
 Transmitter Location.....15th Ave. & 30th St.
 Time on the Air: 6 a.m. to 1:30 a.m.; Sundays,
 8 a.m. to 1:30 a.m.
 News ServiceUP
 Transcription Service..... Lang-Worth
 Representative..... Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
 Executive Manager.....J. W. Woodruff, Jr.
 Station Manager-Program
 DirectorJames A. Davenport
 Commercial Manager..... W. S. Massie
 Publicity-Musical Director.....Gertrude Handley
 Chief AnnouncerJ. B. Gibney
 Continuity Director.....Anice Wismer
 Traffic Manager.....Sue Amon
 Chief Engineer.....Wilfred T. Siddle

W M J M

CORDELE—EST. 1940

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By..Cordell Dispatch Pub-
 lishing Company
 Address Cordell
 Phone Number666
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....6:45 a.m. to 10 p.m.
 Newspaper Affiliation..... Cordell Dispatch
 Transcription Service C. P. MacGregor;
 Keystone Broadcasting System
 RepresentativeAssociated Radio Sales

Personnel

President-General Manager..James S. Rivers
 Commercial Manager.....Gaines Brewster
 Program Director.....Willard Belote
 Chief Announcer-Musical
 DirectorRobert C. Lay
 Chief Engineer..... Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Broadcasting
 Corp.
 Address111 Pentz St., Kenemer Bldg.
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

Personnel

PresidentH. C. Kenemer
 Secretary-Treasurer and General
 ManagerDon Spencer
 Program Director-Chief
 AnnouncerG. A. McPherson
 Production Manager.....Dave Achor
 Chief EngineerW. C. Roberts

W G G A

GAINESVILLE—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByGainesville Broad-
 casters
 AddressAthens Road
 Phone Number.....1600; 1601
 Transmitter LocationAthens Road
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 Newspaper AffiliationGainsville Eagle
 News ServiceAP

Personnel

General Manager.....Charles Smithgall
 Sales Promotion Manager.....John Pearce
 Program Director.....Ed. Godfrey

Publicity Director.....Nancy Thompson
 Chief Announcer.....Haywood Pearce, 3rd
 Chief Engineer.....L. H. Christian

WKEU

GRIFFIN—EST. 1934

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Radio Station WKEU
 AddressGriffin Hotel
 Transmitter LocationGriffin Hotel
 Time on the Air.....C. P. Unlimited license
 Transcription ServiceC. P. MacGregor
 RepresentativeSears & Ayer, Inc.

Personnel

ManagerA. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...LaGrange Broadcasting
 Company

Address303 Broome St.
 Phone Number.....1700
 Transmitter Location.....La Grange
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 Newspaper Affiliation.....LaGrange Daily
 News

News ServiceUP

Personnel

PresidentRoy C. Swank
 Vice-President-Secretary.....Willis J. Davis
 Treasurer.....Arthur E. Edge, Jr.
 General Manager.....Edwin Mullinax
 Program Director.....John Boggess
 Chief Engineer.....James Hudson

WBML

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Georgia
 Broadcasting Company

Address.....First National Bank Building
 Phone Number.....2728
 Transmitter Location...8th & Mulberry Streets
 Time on the Air.....Unlimited License
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentErnest D. Black
 General ManagerRobert R. Feggin
 Business Manager.....Charles W. Pittman
 Commercial Manager.....Alfred Loew
 Merchandising Manager.....William Doster
 Program Director.....Mary Hester Richardson
 Chief Announcer.....Gene Marshall
 Women's Editor.....Betty Gray
 Musical Director.....Jim Williams

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By...Southeastern Broad-
 casting Company, Inc.

Address606 Cherry St.
 Phone Number.....3131, 3132, 3133
 Transmitter Location.....Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight

News Service.....INS
 Transcription Service....World Broadcasting
 System; Lang-Worth

RepresentativeThe Katz Agency

Personnel

President, General Manager...E. K. Cargill
 Commercial-Sales Promotion

ManagerFrank Crowther
 Sec'y-Treas.-Publicity Director..Wilton E. Cobb
 Program Director.....Allie V. Williams
 Production ManagerWalter Graham
 Chief Announcer.....Marion P. Bragg
 VP-Chief Engineer.....George P. Rankin, Jr.

WMGA

MOULTRIE—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Frank R. Pidcock, Sr.
 AddressMoultrie

Phone Number.....999
 Transmitter Location.....Moultrie
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 8 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

OwnerFrank R. Pidcock
 ManagerJohn F. Pidcock
 Commercial Manager.....Jack Murray
 Program Director.....Jackie Stringfellow
 Chief Announcer.....Jack Cox
 Chief Engineer.....James Wilder

WRGA

ROME—EST. 1929

GEORGIA SPORT NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Rome Broadcasting
 Corp.

AddressNational City Bank Building
 Phone Number.....6589
 Transmitter Location...National City Bank
 Bldg.

Time on the Air: 6 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.

News ServiceUP

Personnel

President John W. Quarles
 Station Manager-Treasurer... Happy Quarles
 Sales Manager..... Price Selby
 Commercial Manager..... Mather Payne
 Program Director..... Jimmy Kirby
 Chief Engineer..... R. L. Starr

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building
 Phone Number.....5600; 3-4554
 Transmitter Location..President St., 1 mile East
 of Savannah
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 RepresentativeGeorge P. Hollingbery
 Company

Personnel

President.....Arthur Lucas
 Vice-President-General
 Manager.....Harben Daniel
 Commercial-Sales Promotion
 Manager.....N. W. Brandon
 Program Director.....Ganus Scarborough
 Production Manager-Musical
 Director.....Electa Robertson
 Chief Engineer.....Meredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By ..Savannah Broadcasting
 Company
 Address.....516 Abercorn Street
 Phone Number.....20127
 Transmitter Location.....Louisville Road
 Time on the Air: 6:30 to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 Standard Radio
 RepresentativeThe Katz Agency

Personnel

President.....W. T. Knight, Jr.
 Treasurer.....Esther Sherouse
 Vice-President.....S. P. Driscoll
 National Sales Manager.....G. S. Brown
 Local Sales Manager.....Ben Williams
 Sales Promotion Manager.....Bill Smart
 Program Director.....Weldon Herrin
 Chief Announcer.....Al Evans

Traffic Manager-Artists' Bureau
 HeadDolores Bussey
 Musical Director.....Dwight J. Bruce
 Chief Engineer.....James Reynolds Donovan

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Address.....117 Remington Avenue
 Phone Number.....909
 Transmitter Location..117 Remington Avenue
 Time on the Air: 7 a.m. to 10:30 p.m., Sun-
 days, 9 a.m. to 3 p.m.
 News Service.....UP

Personnel

Station Manager.....H. Wimpy
 Commercial Manager.....Charles Lawton
 Chief Engineer.....James W. Poole

W R L C

TOCCOA—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Address.....1200 Prather Bridge Road
 Phone Number.....1751
 Transmitter Location..1200 Prather Bridge Rd.
 Time on the Air.....17 hours daily
 News Service.....AP
 Transcription Service.....Lang-Worth; BMI
 RepresentativeJoseph Hershey McGillvra

Personnel

Owner.....R. G. LeTourneau
 General Manager.....Bert Georges
 Commercial Manager.....Harold H. Marler
 Assistant & Program Manager..Virgle E. Craig
 Bookkeeper.....Grace Shirley
 Chief Engineer.....H. C. Lindahl

W G O V

VALDOSTA—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....E. Park Ave.
 Phone Numbers.....1420; 1421
 Transmitter Location.....E. Park Ave.
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System

Representative.....Associated Radio Sales

Personnel

Owner.....E. D. Rivers
 Business and General
 Manager.....J. J. Mangham, Jr.
 Sales Promotion Manager-Program
 Director.....Marion Harmon
 Chief Announcer.....Art Creamer
 Chief Engineer.....L. C. McCall

WAYX

WAYCROSS—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Address620 Plant Avenue
 Phone Number 965
 Transmitter Location Waycross
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper AffiliationWaycross Journal-
 American
 News Service UP
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeAssociated Radio Sales

Personnel

PresidentJack Williams
 Station Manager- Chief Engineer,
 John I. Tobola
 Commercial ManagerJack Harder
 Program-Director-Chief
 AnnouncerJack Helmken
 Artists' Bureau HeadHazel Rogers
 Musical Director.....Kenneth Zeliff

WDAK

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Valley Broadcasting
 Company
 Address..... General Tyler Hotel
 Phone Numbers.....173; 193
 Transmitter Location.....General Tyler Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 12 midnight
 News ServiceINS
 Transcription Service.....Associated Music
 Publishers

Personnel

PresidentL. J. Duncan
 General Manager.....Ted R. Woodard
 Program Director-Chief
 AnnouncerPerry Elliott
 Chief Engineer.....James G. Cobble

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

IDAHO

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 222

K I D O

BOISE—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By...C. G. Phillips & Frank Hill, d/b
Boise Broadcasting Station

Operated By.....C. G. Phillips
AddressHotel Boise
Phone Numbers.....660; 661
Transmitter Location...4½ miles northwest of
City

Time on the Air: 6 a.m. to 11 p.m.; Sundays,
9 a.m. to 10:30 p.m.

News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....John Blair & Company

Personnel

Station Manager.....C. G. Phillips
Sales Promotion Manager..Boyd Braithwaite
Program Director-Chief

AnnouncerBilly Phillips
General Office Manager.....Bonnie Scotland

Traffic Manager.....Catherine Scotland
Sales Promotion Manager.....Clete Lee
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

K I D

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.

Owned-Operated By.....KID Broadcasting
Co.

AddressKID Building
Phone Number4
Transmitter LocationAmmon Road
Time on the Air.....Unlimited license

Personnel

President and General Manager,
J. W. Duckworth

K R L C

LEWISTON—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building

K I D O

Boise



NBC - Red Network
Blue Network

IDAHO'S
Metropolitan Station

Serves

46%

of Idaho's Total
Retail Sales

JOHN BLAIR & CO., Nat. Reps.

Phone Number..... 1950
 Transmitter Location.....Lewiston Orchards
 Time on the Air:6:30 a.m. to 10 p.m.; Sun-
 days, 12 noon to 7:15 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Langworth Feature Programs; C. P.
 MacGregor
 RepresentativeJohn Blair & Company

Personnel

OwnerH. E. Studebaker
 Station Manager.....Donald A. Wike
 Commercial Manager.....R. A. Klise
 Chief Announcer.....David Peterson
 Chief Engineer.....Milton MacLafferty

KFXD

NAMPA—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Frank E. Hurt
 Business Address....1024 Twelfth Ave., South
 Phone Number1200
 Studio Addresses: 1024 Twelfth Ave., South;
 8th & Granite Sts., Caldwell, Ida.; 809 Main
 St., Boise, Ida.
 Transmitter Location..1024 Twelfth St., South
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 8:30 a.m. to 6 p.m.
 News ServiceUP
 Transcription Service: NBC Thesaurus; C. P.
 MacGregor; Lang-Worth

Personnel

Owner and Station Manager...Frank E. Hurt
 Commercial Manager.....Doyle Cain
 Program Director.....Elaine Fisher
 Chief Engineer.....Edward Hurt

KSEI

POCATELLO—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 930 Kc..Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Service
 Corporation
 Address Pocatello
 Phone Number960
 Transmitter Location..... Pocatello
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..Lang-Worth; Davis &
 Schwegler
 Representatives.....The Walker Co.;
 Homer Owen Griffith

Personnel

PresidentO. P. Soule
 Vice-Pres.-General Manager..Henry H. Fletcher
 Program Director.....Ruthe A. Fletcher
 Publicity Director.....Olive M. Leeney
 Chief Announcer.....Harold A. Sparks
 Chief Engineer.....Henry H. Fletcher

KTFI

TWIN FALLS—EST. 1928

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting
 Corp.
 AddressRadio Bldg.
 Phone Number..... 2400
 Transmitter Location.....Highway No. 30,
 west of Twin Falls
 Time on the Air:6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 News Service.....Transradio; UP
 Transcription Service: NBC Thesaurus; Lang-
 Worth; Davis & Schwegler
 Representative.....The Walker Co.

Personnel

PresidentO. P. Soule
 Vice-Pres.-Gen. Manager...John E. Gardner
 Commercial Manager.....Jay Spracher
 Program Director.....F. M. Gardner
 Production Manager-Chief
 AnnouncerCharles Crabtree
 Publicity Director.....Tom Ivory
 Musical Director.....Will E. Wright
 Chief Engineer.....Franklin V. Cox

KWAL

WALLACE—EST. 1939

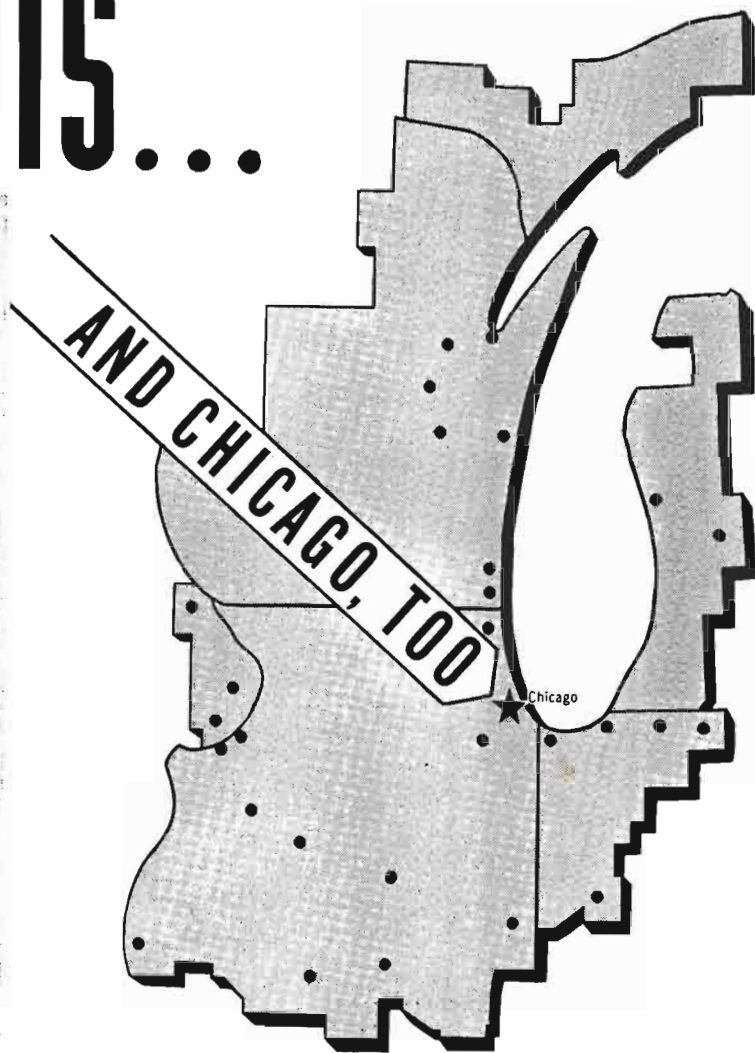
Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Silver Broadcasting Co.
 Address.....319 Civic Center Bldg.
 Phone Number..... 330
 Transmitter Location..... Wallace
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service NBC Thesaurus; Stan-
 dard Radio

Personnel

General Manager.....R. G. Binyon
 Station Manager.....William M. Bruner
 Program Director.....Howard Olson
 News Editor.....E. Camy
 Continuity Editor.....R. Smith
 Chief Engineer..... William M. Bruner

ALL THIS...

Green Bay, Wisconsin
Appleton, Wisconsin
Oshkosh, Wisconsin
Fond du Lac, Wisconsin
Sheboygan, Wisconsin
Muskegon, Michigan
Grand Rapids, Michigan
Madison, Wisconsin
Racine, Wisconsin
Kenosha, Wisconsin
Dubuque, Iowa
Waukegan, Illinois
Rockford, Illinois
Elgin, Illinois
Aurora, Illinois
Clinton, Iowa
Davenport, Iowa
Moline, Illinois
Rock Island, Illinois
Elkhart, Indiana
South Bend, Indiana
Michigan City, Indiana
Gary, Indiana
Joliet, Illinois
Galesburg, Illinois
Peoria, Illinois
Bloomington, Illinois
Lafayette, Indiana
Danville, Illinois
Quincy, Illinois
Decatur, Illinois
Springfield, Illinois



When you use

WMAQ

Yes, sir, more people in these 32 important centers—in addition to Chicago—listen to WMAQ than to any other Chicago station, according to a recent survey. Information about these important trading centers will be sent you upon request.

WMAQ—CHICAGO—SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

**New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood**

THE STATION MOST PEOPLE LISTEN TO MOST

ILLINOIS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 223

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air.....6:30 a.m. to local sunset
News Service.....AP
Transcription Service: NBC Thesaurus; Key-
stone Broadcasting System; BMI

Personnel

Owner-General Manager... Martin R. O'Brien
Sales Promotion Manager... Vincent G. Coffey
Program-Musical Director... Mary Louise Brown
Publicity Director.....Janet Goss
Artists' Bureau Head..... Frances Cook
Bookkeeper Veronica Hammond
Continuity Director..... Julie Van der Meer
Chief Engineer..... Leo Burch

W J B C

BLOOMINGTON—EST. 1934

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... A. M. McGregor, Hugh
L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number.....535
Studio Addresses: 209 E. Washington; Mc-
Lean County Farm Bureau Bldg.; Illinois
Wesleyan Campus; Illinois State Normal
University
Transmitter Location.....West Gregory St.,
Normal, Ill.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....Transradio
Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President and Station
Manager A. M. McGregor
Commercial Manager..... Hugh L. Gately
Chief Announcer..... Stanley Lantz
Traffic Manager..... Marjorie Stanbus
Artists' Bureau Head..... Al Staas
Musical Director..... Don Glasgow
Chief Engineer..... Ted Bailey

W K R O

CAIRO—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....Cairo

Transmitter Location North of Cairo
Time on the Air Unlimited license

Personnel

Owner Oscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By.... Superior Broadcasting
Service, Inc.

Business Address Carthage
Phone Number..... 520
Studio Address..... Carthage; Macomb, Ill.
Transmitter Location..... R.F.D., Carthage
Time on the Air.... Daytime to local sunset
News Service UP
Transcription Service..... NBC Thesaurus

Personnel

President Bob Compton
Station Manager..... John Palmer
Program Director..... Antoinette Palmer
Chief Announcer..... Boyce Butterfield

W D W S

CHAMPAIGN—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Champaign News-
Gazette, Inc.
Address 48 Main St.
Phone Number 6-1855
Transmitter Location Champaign
Time on the Air Unlimited license
Newspaper Affiliation Champaign News-
Gazette
Transcription Service Associated Music
Publishers

Personnel

Station Manager Marajen Stevick

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By Chicago Daily Drivers
Journal

Address Palmer House
Phone Number Randolph 1932
Transmitter Location..... 1001 Exchange Ave.
Time on the Air..... 6 a.m. to local sunset
Newspaper Affiliation.. Chicago Daily Drivers
Journal

News Service..... UP
Transcription Service..... Standard Radio;
Lang-Worth
Representative... George P. Hollingbery Co.

Need New Bounce Back of Your Advertising

—to turn today's purchasing power into profits?



Use **WBBM**.

Sixteen years straight advertisers have picked **WBBM** to carry more of their advertising than any other big Chicago station. Regularly 8 out of 10 renew, too.

And only *results* result in renewals.

If you feel your advertising is “under wraps” in the nation's second market, we have some *recent results* you'd like to see.

WBBM

53,000 WATTS  CHICAGO

Owned and operated by Columbia Broadcasting System. Represented by **RADIO SALES**: New York • St. Louis • Charlotte • San Francisco • Los Angeles

Personnel

PresidentWard A. Neff
 General Manager.....William E. Hutchinson
 Commercial Manager.....Arthur F. Harre
 Sales Promotion Manager...Walter Beadell
 Program Director-Chief
 AnnouncerLeland Gillette
 Musical Director.....James Kozak
 Chief Engineer.....Carl Uhrlich

W A I T

CHICAGO—EST. 1941

Frequency: 820 Kc.....Power: 5000 Watts
 (C. P. 10000 Watts)
 Owned-Operated By.....WAIT, Inc.
 Address.....360 N. Michigan Avenue
 Phone NumberState 3077
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air..Variable Sign-off Schedule
 News Service:.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Walker Co.

Personnel

PresidentGene T. Dyer
 Station-Commercial Manager,
 Herbert P. Sherman
 Program Director.....Joseph Rudolph
 Chief Engineer.....Edward J. Jacker

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter Location.....Glenview, Illinois
 Time on the Air.....5:30 a.m. to 1:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers
 RepresentativeRadio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlass
 Assistant Manager.....J. L. Van Volkenburg
 Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Program Director.....Walter J. Preston
 Assistant Program Director...Stuart Dawson
 Western Division Publicity
 DirectorJames J. Kane
 Chief AnnouncerGeorge Guyon
 Office Manager.....John V. McLoughlin
 Musical Director.....Caesar Petrillo
 Chief Engineer.....Frank B. Falknor

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By..Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the air: 6 a.m. to 12:30 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director....George T. Case
 Chief Announcer.....Robert M. Purcell
 Control Room Supervisor.....G. O. Porter
 Transmitter Supervisor.....John J. Kurilla
 Musical Director.....John Kelly
 Chief Engineer.....Maynard Marquardt

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location...2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to
 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the air: 77 hours weekly
 News ServiceUP

Personnel

President.....Emil Denemark
 Manager.....Frank J. Koinour
 Sales Promotion Manager.....Don F. Lavery
 Program Director.....Ted E. Burklund
 Chief Announcer.....Al LaValle
 Musical Director-Artists' Bureau Head,
 William P. Brady
 Supervising Engineer...Edward M. Ziolkowski
 Chief Engineer.....C. K. Frisk



During 1940 and 1941, surveys repeatedly showed that when messages of national importance were broadcast over all major Chicago stations—W-G-N had the largest audience!

When you can have this large, alert, W-G-N audience, why take less?

A clear channel station **WGN** *—720 kilocycles*

The FIRST STATION in Chicago

The FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By Blue Network Co.
 Address Merchandise Mart
 Phone Number Superior 8300
 Transmitter Location Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-night to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Blue Network

Personnel

President Mark Woods
 V.P.—Central Div. Mgr. E. R. Borroff
 Program Manager James Stirton
 Advertising and Sales Promotion Manager, E. J. Huber
 Chief Announcer Gene Rouse
 Publicity Director Anthony J. Koelker
 Production Manager Maurice Wetzel
 Sales Manager Merritt Schoenfeld
 Continuity Editor L. J. Edgely
 Director of Public Service Programs, William E. Drips
 Sales Traffic Manager Ray M. Neihenge
 Research Manager G. A. Vernon

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Oak Leave Broadcasting Station, Inc.
 Address 14 N. Western Ave.
 Phone Number Seeley 8066
 Transmitter Location Ashburn (Chicago)
 Time on the Air Unlimited license
 News Service AP
 Transcription Service Associated Music Publishers
 Representative Forjoe & Co.

Personnel

Station Manager Gene T. Dyer
 Commercial Manager Arnold B. Hartley
 Sales Promotion Manager M. E. Clemens
 Musical Director John Van
 Chief Engineer George Bush

W G N

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc. Power: 50000 Watts
 Owned-Operated By WGN, Inc.
 Address 441 N. Michigan Ave.
 Phone Number Superior 0100
 Transmitter Location Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2 a.m.; Sundays, 8 a.m. to 1:35 p.m.
 Newspaper Affiliation The Chicago Tribune
 News Service AP, UP, Chicago Tribune
 Transcription Service World Broadcasting System
 Representative WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President Col. Robert R. McCormick
 Manager Director W. E. Macfarlane
 Broadcasting Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Program Director Joseph Ainley
 Sales Promotion Manager Ben H. Berentson
 Special Events-Publicity Director Bruce Dennis
 News Editor Tom Foy
 Talent Division Head Marvin Welt
 Farm Director William R. Denslow
 Concert Division Head Austin Wilder
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers



How To Get Results In Mid-West America

LIT is an accepted fact among hundreds of advertisers that advertising on WLS gets results.

A mail order advertiser, for example, offered a permanent wave kit for 50¢ on a WLS morning program three days weekly. He got results—but quick! From 23 programs he received 18,136 orders, each with 50¢ enclosed!

For information on how you can use WLS to get results in Chicago and the Middle West, write Glenn Snyder at WLS . . . or ask any John Blair man.

Use!



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

And To Get Results In Arizona

KOY
CBS AFFILIATE
PHOENIX
ARIZONA

KEY STATION OF THE ARIZONA
NETWORK—KOY, PHOENIX—KTUC,
TUCSON—KSUN, BISBEE—DOUGLAS

1000 WATTS ON
550 KC

"That Explains the Coverage"

Represented by **JOHN BLAIR & CO.**

Use!



WIND

CHICAGO

(For station listing see Gary, Ind.)

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned By WJJD Incorporated
 Operated By Ralph L. Atlass
 Address 230 North Michigan Ave.
 Phone Number STAt 5466
 Transmitter Location Desplaines, Illinois
 Time on the Air 4:30 a.m. to sundown
 News Service Transradio
 Transcription Service Standard Radio;
 Langworth
 Representative Paul H. Raymer Company

Personnel

President Ralph L. Atlass
 Vice-President H. Leslie Atlass
 Asst. to President-Program Director
 Al Hollender
 Commercial Manager Frederick Harm
 Chief Engineer Walter Myers

WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By Agricultural Broadcast-
 ing Co.
 Address 1230 W. Washington Blvd.
 Phone Number Monroe 9700
 Transmitter Location U. S. 45 and 183rd St.,
 Tinley Park, Ill.
 Time on the Air: 5 a.m. to 3 p.m. and 6:30 to
 8 p.m.; Saturdays, 5 a.m. to 3 p.m. and 6:30
 p.m. to 12 midnight; Sundays, 8 a.m. to 12
 noon and 7 to 8 p.m.
 News Service AP, UP
 Representative John Blair & Co.

Personnel

President Burrige D. Butler
 Treasurer George Cook
 Station Manager Glenn Snyder
 Commercial Manager Charles F. Freeman
 Artists' Bureau Head George Ferguson
 Publicity and Sales Promotion
 Director Don Kelley
 Program Director Harold Safford
 Farm Program Director Arthur C. Page
 Sales Service Manager Wells H. Barnett, Jr.
 Continuity Director Frank Baker

FOR
 MAXIMUM
 RESULTS in CHICAGO
 at MINIMUM
 COST . . .

CHECK UP ON

WIND

5000 WATTS • 560 KC • FULL TIME
 Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices
 230 North Michigan Avenue, Chicago, Ill.

WJJD

20,000 WATTS • CHICAGO

*"The Nation's Largest
 Independent Station"*



*Specializing in creating
 audience response to the
 sponsor's product.*



News Editor..... Julian Bentley
 Educational Director..... Harriet Hester
 Traffic Manager..... Grace Cassidy
 Production Manager..... Al Boyd
 Musical Director..... Phil Kalar
 Chief Engineer..... Thomas L. Rowe

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc..... Power: 50000 Watts
 Owned-Operated By

National Broadcasting Co., Inc.
 Address..... Merchandise Mart
 Phone Number..... Superior 8300
 Transmitter Location..... Elmhurst, Ill.
 Time on the Air..... 6:15 a.m. to 1 a.m.
 News Service..... AP, INS, UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... National Broadcasting Co.

Personnel

President..... Niles Trammell
 V-P, Central Division Mgr..... Harry C. Kopf
 Division Engineer..... Howard C. Luttgens
 Supervisor of Music Library..... D. A. Marcotte
 Night Manager..... E. C. Cunningham
 Special Events Director..... Kenneth D. Fry
 Asst. to Manager..... A. W. Kaney
 Chief Announcer..... William Kephart
 Publicity Director..... William Ray
 Continuity Editor..... William Murphy
 Production Manager..... Wynn Wright
 Sales Manager..... M. M. Boyd
 Business Manager..... John F. Whalley
 Program Manager..... Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director..... Roy Shield
 Director of Public Service Programs,
 Judith Waller

(See Page 400)

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Moody Bible
 Institute of Chicago

Address..... 153 Institute Place
 Phone Number..... Michigan 1570
 Transmitter Location..... Addison, Ill.
 Time on the Air: Limited time with WBT; 75½
 to 102½ hours weekly
 News Service..... UP
 Transcription Service..... Standard Radio,
 World Broadcasting System

Personnel

Vice-President..... H. Coleman Crowell
 Program Director..... Rev. Wendell P. Loveless
 Publicity Director..... Russell Hitt
 Chief Engineer..... A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Gene T. Dyer and partners
 Operated By..... Radio Station WSBC
 Address..... 2400 W. Madison St.
 Phone Number..... Seeley 8066
 Transmitter Location..... 2400 W. Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 8 to 10 p.m. and 11 to 12 midnight.

News Service..... AP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Forjoe & Co.

Personnel

President-General Manager..... Gene T. Dyer
 Program Sales Executive..... Arnold B. Hartley
 Program Director..... Ruth Shelly
 Musical Director..... Dean Remick
 Chief Engineer..... Ed Jacker

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermak Road
 Phone Number..... Lawndale 8228, Cicero 4305
 Transmitter Location..... 6138 W. Cermak Road
 Time on the Air: Unlimited license (18-hours
 daily)

News Service..... UP

Personnel

President..... R. F. Hoffman
 Manager..... M. E. Clifford
 Chief Announcer..... John Ravenel
 Chief Engineer..... George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned By..... Northwestern Publish-
 ing Co.

Operated By..... Danville Commercial News
 Address..... 202 W. Hazel St. (Hotel
 Wolford)

Phone Number..... 1700
 Transmitter Location..... 1500 N. Washington
 Avenue

Time on the Air..... 7 a.m. to 10:15 p.m.
 Newspaper Affiliation..... Danville Commer-
 cial News

News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... J. P. McKinney & Son

Personnel

General Manager..... E. C. Hewes
 Station Manager..... Francis A. Higgins
 Commercial Manager..... Guy F. Kitchen
 Sales Promotion Manager..... Ward White

Program Director Cody Noble
 Publicity Director-Chief
 Announcer Del Greenwood
 Musical Director Marie Karlstrom
 Chief Engineer Ted Magin

W S O Y

DECATUR—EST. 1924

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Commodore Broad-
 casting, Inc.
 Address 351-357 No. Main St.
 Phone Number 5371-2
 Transmitter Location 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 Newspaper Affiliation Decatur Herald,
 Decatur Review
 News Service AP (Radio)
 Transcription Service ... Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 Representative Sears & Ayer, Inc.

Personnel

President F. W. Schaub
 General Manager Merrill Lindsay
 Program Director Easter Straker
 Chief Announcer Hugh Muncy
 Musical Director Joe Mitchell
 Chief Engineer M. H. Stuckwisch

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mississippi Valley
 Broadcasting Co., Inc.
 Address ... Broadview Hotel, 5th and Broadway
 Phone Number East 4390
 Transmitter Location Broadview Hotel, 5th
 and Broadway
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Representative Sears & Ayer

Personnel

General Manager Carlin S. French
 Sales Promotion-Production Manager,
 Ralph Randall
 Program Director Harry Coleman
 Musical Director William Hart
 Chief Engineer Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Galesburg Broad-
 casting Co.

Address Hill Arcade
 Phone Number 4626 Main
 Transmitter Location Hill Arcade
 Time on the Air Unlimited license
 News Service INS, UP
 Transcription Service Standard Radio
 Representative Sears & Ayer

Personnel

President and General Manager,
 Howard A. Miller
 Commercial Manager Rollin B. Laughner
 Program Director-Traffic Manager,
 Zala Lanphere
 Chief Announcer Bill Traylor
 Chief Engineer Gerald Foster

W E B Q

HARRISBURG—EST. 1923

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrisburg Broad-
 casting Company
 Address 100 East Poplar St.
 Phone Number 28
 Transmitter Location 100 East Poplar St.
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager I. M. Taylor
 Sales Promotion Manager-Chief Announcer,
 Lindle Moore
 Program-Musical Director Virginia Crane
 Publicity Director Harold Cook
 Production Manager Bob Franz
 Chief Engineer Joseph R. Tate

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyerla
 Address Herrin
 Phone Number 382 and 383
 Transmitter Location Herrin
 Time on the Air 6 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer, Inc.

Personnel

President Orville W. Lyerla
 Station Manager Charles R. Cook
 Program Director Fred Reinhardt
 Production Manager Edgar C. Deffenbaugh
 Chief Engineer Lynton Lemond

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By Stephenson, Edge &
 Kormsmeier
 Address Illinois Theater Bldg.

Phone Number.....1180
 Transmitter Location.....1½ miles east of
 Jacksonville
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Edgar Parsons
 Sales Promotion Manager....Pat O'Halloran
 Production Manager.....John O'Connor
 Chief Announcer.....Ken Lambert
 Musical Director.....Peg Parsons
 Chief Engineer.....Gerald Cassens

W C L S

JOLIET—EST. 1923

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WCLS, Inc.
 Address.....7 East Clinton St.
 Phone Number.....Joliet 4761
 Transmitter Location.....Maple Rd.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Personnel

President.....Walter Ashe
 Station Manager.....Robert M. Holt

Commercial-Sales Promotion Manager,
 Frank R. Davis
 Program Director-Chief Announcer,
 James Mitchell
 Publicity Director.....Roger Patrick
 Chief Engineer.....Lester De Costa

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Peoria Broadcasting
 Company
 Address.....200 Alliance Life Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin
 Time on the Air: 5:45 a.m. to 12 midnight.
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth, BMI
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Assistant Manager.....Charles C. Caley
 National Sales Manager....Hugh K. Boice, Jr.
 Promotion Manager.....C. Russell Ehresman

Everything **Points To**
ROCKFORD

- ☆ A GREAT DEFENSE MARKET
- ☆ LOCATION OF CAMP GRANT
- ☆ 2ND MACHINE TOOL CITY IN U. S.
- ☆ PAYROLLS HITTING NEW HIGHS
- ☆ RETAIL SALES 40% OVER 1940

WROK ROCKFORD'S 1000 WATT MUTUAL OUTLET

*Owned and Operated by Rockford Consolidated Newspapers, Inc.
 The Rockford Morning Star and Register-Republic*

National Representatives:
HEADLEY-REED CO.

ROCKFORD IS 100 MILES WEST OF CHICAGO

Program Director.....R. Brooks Watson
 Director of Womens Activities,

Josephine Wetzler
 Continuity Director.....Vernon Nolte
 Farm Editor.....Emill Bill
 Artists' Bureau Head.....Milton Budd
 Musical Director.....Robert Black
 Chief Engineer.....Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Illinois Broadcasting Corp.

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System, C. P. MacGregor

Representative.....The Katz Agency

Personnel

President.....W. Emery Lancaster
 Secretary-Treasurer.....H. G. Kreitemeyer
 Vice-President.....R. E. Whitfield
 General Manager.....C. Arthur Fifer
 Commercial Manager.....W. J. Rothschild
 Program Director.....Jack Sexton
 Traffic Director.....Zoula Gatewood
 Musical Director.....Connie Williams
 Chief Engineer.....Francis Wentura

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
 Owned-Operated By.....Rockford Broadcasters, Inc.

Address.....News Tower
 Phone Number.....Main 5632
 Transmitter Location.....Kilburn Ave. Rd.
 Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Promotion Manager.....William R. Traum
 Program Director.....John Dixon
 Public Relations Director,

Florence Lovejoy Shugars

Chief Announcer-Artists' Bureau,

Maurice P. Owens

Continuity Director.....Marjorie Hillard
 Musical Director.....Lorna Lane
 Chief Engineer.....Thomas C. Cameron

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Broadcasting Co.

Business Address.....1800 Third Ave.
 Phone Number.....918 and 919
 Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport, Iowa

Transmitter Location....23rd Ave. and 52 St., Moline, Ill.

Time on the Air: 5:30 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight.

Newspaper Affiliation..The Rock Island Argus
 News Service.....AP, UP
 Transcription Service.....Standard Radio, Lang-Worth

Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
 Vice-President-General Manager..L. C. Johnson
 Commercial Manager.....Maurice Corken
 National Sales Manager.....Marvin Rosene
 Program Manager....J. Woodrow Magnuson
 Publicity Director.....Don Wright
 Sales Promotion Manager.....Ted Arnold
 Sports Director.....Van Patrick
 Director of Women's Programs..Millicent Polly
 Traffic Manager.....Forest Cooke
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

W C B S

SPRINGFIELD—EST. 1928

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capital
 Phone Number.....9855
 Transmitter Location.....2200 S. 6th
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation....Illinois State Journal
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President.....Harold L. Dewing
 Vice-President.....A. W. Shipton
 Secretary.....L. G. Pefferle
 Station Manager.....Jack Heintz
 Publicity Director.....Lyle Munson
 Chief Announcer.....C. A. Miller
 Sales Promotion Manager.....Carroll Neeld
 Musical Director.....John Geil
 Chief Engineer.....Richard L. Ashenfelter

WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned By: WTAX, Inc.
 Operated By: Jay A. Johnson
 Business Address: 204 Reisch Bldg.
 Phone Number: 2-4441
 Studio Address: 117-119 S. 5th St.
 Transmitter Location: 117-119 S. 5th St.
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,
 7 a.m. to 11:30 p.m.

News Service: UP
 Transcription Service: Associated Music
 Publishers

Representative: The Foreman Company

Personnel

President and Manager: Jay A. Johnson

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: WDZ Broadcasting
 Company

Address: Star Building
 Phone Number: 98 and 153
 Transmitter Location: Intersection of U. S.
 Highways 36 and 45

Time on the Air: Sunrise to sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Howard H. Wilson Co.

Personnel

President: E. L. Bill
 Station and Sales Manager: Clair B. Hull
 Promotion Manager: Walter Schafer
 Program Director-Chief Announcer: Fran Booton
 Production Manager: Curt Poulton
 Musical-Publicity Director: Herbert L. Johnson
 Artists' Bureau Head: Frank Jennings
 Chief Engineer: Mark C. Spies

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 d.
 Owned-Operated By: University of Illinois
 Business Address: Urbana
 Phone Number: 7-2400 and 7-2616
 Studio Address: 400 S. Wright St.
 Transmitter Location: 1 mile south on First
 St. Road, Champaign, Ill.
 Time on the Air: 6:30 a.m. to local sunset
 Newspaper Affiliation: Daily Illini (student
 newspaper)

News Service: AP
 Transcription Service: Lang-Worth

Personnel

Director: Jos. F. Wright
 Program Director: Frank E. Schooley
 Publicity Director: Art Wildhagen
 Chief Announcer: Paul Bolman
 Continuity Editor: Virginia Cook
 Musical Director: Lanson F. Demming
 Production Director: Nat H. Erwin
 Chief Engineer: A. James Ebel
 (Non-Commercial Station)

INDIANA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 225*

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Anderson Broad-
 casting Corp.

Business Address: Citizens Bank Bldg.
 Phone Number: 234
 Studio Address: 1110 Meridian St.
 Transmitter Location: 1110 Meridian St.
 Time on the Air: 7 a.m. to 10 p.m.

News Service: UP
 Transcription Services: NBC Thesaurus,
 Standard Radio

Representative: Associated Radio Sales

Personnel

President-General Manager: L. M. Kennett
 Commercial Manager: John R. Atkinson

WTRC

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Truth Publishing Co., Inc.
 Address: Hotel Elkhart
 Phone Number: 948
 Transmitter Location: Oakland Avenue Road
 one mile south Elkhart city limits

Time on the Air: 7 a.m. to 10 p.m.;
 Sundays, 11 a.m. to 9 p.m.

Newspaper Affiliation: Elkhart Daily Truth
 News Service: UP
 Transcription Service: World; Standard
 Radio; Keystone

Representative: Burn-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
 General Manager: R. R. Baker

Program Director.....Paul Upson
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.

Address519 Vine St.
Phone Number2-1171
Transmitter LocationEvansville
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting System
RepresentativeWeed & Co.

Personnel

Secretary-Treasurer
and General Manager.....Clarence Leich

W G B F

EVANSVILLE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated ByEvansville On The Air, Inc.

Address519 Vine St.
Phone Number2-1171
Transmitter LocationEvansville
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting System
RepresentativeWeed & Co.

Personnel

General ManagerClarence Leich

W G L

FORT WAYNE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Westinghouse Electric Mfg. Co.
Operated By. Westinghouse Radio Stations, Inc.
Business Address.....925 So. Harrison St.
Phone Number.....A-2136
Studio Address.....Westinghouse Building
Transmitter Location.....Westinghouse Building
Time on the Air.....6:30 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....NBC Thesaurus.
Standard Radio

Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Frank V. Webb

Auditor.....Kenneth Foellinger
Sales Promotion Mgr.....Jack O'Mara
Program Director.....Eldon Campbell
Production Director.....Carl Vandagriff
Chief Announcer.....J. Howard Ackley
Chief Engineer.....Robert G. Duffield, Jr.

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned By...Westinghouse Electric & Mfg. Co.
Operated By. Westinghouse Radio Stations, Inc.
Address925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 30 and 33
(Junction)

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP
Transcription Services.....NBC Thesaurus;
Standard Radio

Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Frank V. Webb
Auditor.....Kenneth Foellinger
Program Director.....Eldon Campbell
Production Manager.....Carl Vandagriff
Sales Promotion Mgr.....Jack O'Mara
Chief Announcer.....J. Howard Ackley
Continuity Supervisor.....H. C. Woehrmeyer
Musical Director.....Jeanne Brown
Chief Engineer.....Robert G. Duffield, Jr.

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
Owned-Operated By.....Johnson-Kennedy
Radio Corp.

Business Address.....504 Broadway
Phone Numbers.....Gary 9191;
State 4176 (Chicago)

Studio Addresses.....504 Broadway;
230 N. Michigan Blvd., Chicago

Transmitter Location.....Black Oak, Indiana
Time on the Air.....6 a.m. to 4 a.m.
News Service.....AP; Transradio
National Sales Office Address.. 230 N. Michigan Blvd., Chicago, Ill.

Representative.....Foreman Company

Personnel

President.....Ralph L. Atlass
Manager.....Dee O. Coe
Sales Manager.....John T. Carey
Program Director.....J. Riley Jackson
Production Manager.....Robert Diller
Director of Public Relations.....Al Hollender
Chief Engineer.....George Maki

(See Page 407)

WHIP

HAMMOND—EST. 1937

Frequency: 1520 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone Number.....Randolph 3727
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill.
 Transmitter Location.....137 & Pochman Aves.
 Time on the Air.....6 a.m. to 4 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth

Personnel

President-General Manager.....George F. Sourrier
 Managing Director.....Doris Keane
 Commercial-Sales Promotion
 Manager.....Robert E. Potter
 Program Director.....Mark Love
 Production Manager.....Elmer Herkner
 Publicity Director.....Lyn Farnham
 Artists Bureau Head.....Frank Bennett
 Sports Director.....Robert Bryar
 Foreign Director.....Paul Saliner
 Special Features Director.....John Curley
 Musical Director.....Don Maya
 Chief Engineer.....H. V. Fitzcharles

WJOB

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated by.....O. E. Richardson &
 Fred L. Adair
 Address.....449 State St.
 Phone Number.....Hammond 9800
 Transmitter Location.....449 State St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Representative.....Associated Radio Sales

Personnel

Station Manager.....O. E. Richardson
 Technical Supervisor.....John Felthouse

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address.....48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....18 hours (regularly)
 News Service.....AP; INS

Why argue with **FACTS?...** *in* **INDIANAPOLIS**

WIRE ☆

**CARRIES MORE
 LOCAL COMMERCIAL
 PROGRAMS THAN
 ALL THREE OTHER
 STATIONS**

Combined!



BASIC NBC RED
 GEO. P. HOLLINGBERRY
 REPRESENTATIVES



Transcription Service.....Associated Music Publishers
 Representative.....The Katz Agency

Personnel

President.....H. M. Bitner, Sr.
 Station Manager.....Lester W. Lindow
 Sales Promotion Manager.....James M. Matheny
 Office Manager.....Harry M. Bitner, Jr.
 Chief Announcer.....Joseph Pierson
 Program Director.....F. O. Sharp
 Continuity Editor.....Don Menke
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Indiana Broadcasting Corp.

Address.....350 N. Meridian St.
 Phone Number.....Lincoln 2305
 Transmitter Location.....Northwest of Indianapolis

Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....H. G. Wall
 Commercial Manager.....J. J. Flanigan
 Program Director.....Jack Morrow
 Director of Rural Programs.....William Haley
 Musical Director-Artists' Bureau

Head.....Lester Huff
 Chief Announcer.....William Schingle
 Traffic Manager.....Rosemary Horn
 Chief Engineer.....Harry Adams

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...Indianapolis Broadcasting, Inc.

Address.....Claypool Hotel
 Phone Number.....Riley 1541-2-3-4
 Transmitter Location.....44th & Ralston Road
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; UP
 Representative.....Geo. P. Hollingbery, Inc.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Harry Skornla
 Publicity Director.....Eugene S. Pulliam
 Musical Director.....Josephine Mason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting Corporation

Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls Ave.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Treasurer.....Edward H. Harris
 Vice-President.....Alvin R. Jones
 Business Manager.....Robert E. Bausman
 Program Director.....Miles Reed
 Chief Announcer.....William Frost
 Musical Director.....James Boyer
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Kokomo Broadcasting Co.

Address.....400 North Main St.
 Transmitter Location.....Kokomo
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

President-Commercial
 Manager.....Dr. Charles K. Boyajian
 Station Manager.....B. A. Manning

W A S K

LAFAYETTE—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....Lafayette
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Program Director.....Randolph Bean

W L B C

MUNCIE—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....Muncie
 Phone Number.....4403

Studio Address: Junction of Highways Nos. 69, 3 and 35, south of Muncie
 Transmitter Location.....South of Muncie
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Associated Music Publishers; Standard Radio
 Representative.....Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Sales Manager.....Wm. F. Craig
 Publicity Director.....Ed De Miller
 Program-Musical Director.....Carl Noble
 Chief Engineer.....Maurice Crain

W G R C

NEW ALBANY (LOUISVILLE, KY.)
 EST. 1936

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Northside Broadcasting Corp.
 Business Address: Kentucky Home Life Bldg., Louisville, Ky.
 Phone Wabash 3343
 Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky.; Elsby Bldg., New Albany
 Transmitter Location: McCulloch Pike, near New Albany
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; Transradio
 Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
 Representatives.....Burn-Smith Co.; Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
 Commercial Manager.....Howard Perry
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....W. S. Luckenbill
 Musical Director.....Harry Arnold
 Chief Engineer.....William Tharp
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Tom Smith

W K B V

RICHMOND—EST. 1926

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Knox Radio Corp.
 Address.....225 N. 8th St.
 Phone Number.....1434
 Transmitter Location.....North Richmond
 Time on the Air.....Unlimited License
 News Service.....INS
 Transcription Service: Lang-Worth; Keystone Broadcasting System

Personnel

PresidentWilliam O. Knox

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 500 Watts; (C. P. 1000)
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
 Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

PresidentF. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief
 AnnouncerRobert L. Barker
 Publicity Director.....Mary Stockdale
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Banks of the Wabash, Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 3394
 Transmitter Location...First St. and Peyton Ave.
 Time on the Air...6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System; Langworth
 Representative.....Weed & Company

Personnel

Vice-President-Gen. Manager..Martin L. Leich
 Commercial Manager.....George M. Jackson
 Program Director.....Leo Baxter
 Chief Engineer.....Robert B. Almon

W A O V

VINCENNES—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Vincennes Newspapers, Inc.
 AddressGrand Hotel
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes (1/2 mile)

Time on the Air: 6 a.m. to 10 p.m.; Sundays,
8 a.m. to 10 p.m.
Newspaper Affiliation Vincennes
Sun-Commercial
News Service UP
Transcription Service Lang-Worth, World
Broadcasting System
Representative George P. Hollingbery Co.

Personnel

Vice-President-General
Manager Howard N. Greenlee
Station Manager Victor H. Lund
Commercial-Sales Promotion
Manager Lawrence O. Hammer
Program Director-Chief
Announcer J. Frank Burger
Publicity Director Anne Gilbert
Musical Director Byron Davidson
Chief Engineer Claude M. Harris, Jr.

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Purdue University
Address Hall of Music, Lafayette
Phone Number 6076
Transmitter Location 6 miles south of La-
fayette
Time on the Air 10 a.m. to 10 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

Business Manager John W. Ditamore
Program Director Gilbert D. Williams
Production Manager Fred L. Conger
Publicity Director Don Brewer

IOWA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 226

W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc. Power: 5000 Watts
Owned-Operated By Iowa State College
Address Service Building
Phone Number 2500; Extension 281
Transmitter Location Service Building
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service Standard Radio

Personnel

President Charles E. Friley
Director W. I. Griffith
Production Manager Dick Hull
Publicity Director R. W. Beckman
Chief Announcer Don Jackson
Musical Director Howard Chase
Chief Engineer L. L. Lewis
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burlington Broadcasting
Co.
Address National Bank Bldg.
Phone Numbers 680; 681
Transmitter Location National Bank Bldg.
Time on the Air 5:30 a.m. to 11 p.m.
Newspaper Affiliation Burlington Hawkeye
Gazette
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-General Manager Joe DuMond
Program-Musical Director Les Barry
Publicity Director Herbert Resnick
Chief Announcer Cliff Hendrix
Chief Engineer Willis Wilson

K F G O

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By Boone Biblical College
Business Address 924 West Second Street
Phone Number 616-W
Transmitter Location 924 West Second St.
Time on the Air Daytime License

Personnel

Manager Lois Crawford
Program Director-Chief Announcer Mina Green
Musical Director Opal Hartung
Chief Engineer Paul R. Huntsinger
(Non-Commercial Station)

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

CBS-MUTUAL
THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Iowa Broadcasting
Company
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 236
(Waterloo)
Transmitter Location Marion, Iowa

Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation...Des Moines Register
and Tribune
News Services.....AP; UP
Transcription Service: Davis & Schwegler;
Lang-Worth; World Broadcasting System;
BMI
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
V.-P. and General Manager...S. D. Quarton
Commercial Manager,
W. B. Quarton (Cedar Rapids)
Sales Promotion Manager...Don E. Inman
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief
Announcer.....Benne Alter
Farm Editor.....Robert Leefer
Studio Manager (Waterloo)...Howard Roberts
Publicity Director.....L. Von Linder
Musical Director.....Isabelle Alt
Chief Engineer.....Charles F. Quentin

K R O S

CLINTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clinton Broadcasting
Corp.
Business Address.....Jacobsen Bldg.
Phone Number.....448
Studio Address.....246½ Fifth Ave., South
Transmitter Location . 246½ Fifth Ave., South
Time on the Air.....Unlimited License
Newspaper Affiliation:
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Peter Matzen
General Manager.....Morgan Sexton
Sales Promotion Manager.....B. M. Jacobsen
Program Director.....Jack Hubbard
Production Manager.....Robert Irwin
Publicity Director.....Darlene Gordon
Auditor.....Lucille DeLeers
Musical Director.....Margery Meinert
Chief Engineer.....Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
(C.P. 1420 Kc.; 5000 Watts)
Owned-Operated By....Tri-City Broadcasting
Company
Address.....1000 Brady Street
Phone Number.....2-3521
Transmitter Location.....1000 Brady Street
Time on the Air: 18 hours daily; 16 hours
(Sunday)

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....Col. B. J. Palmer
Vice-President.....Dave Palmer
General Manager.....J. Buryl Lottridge
Sales Promotion Manager..L. O. Fitzgibbons
Program Director.....Neil Conklin
Publicity Director.....Jack Paulsen
Senior Announcer.....Robert Frank
Chief Engineer.....Ray Stauffer

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number.....690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air.....7:30 a.m. to local sunset

Personnel

President.....Dr. O. J. H. Preus
Treasurer.....Karl Hanson
Program Director.....Robert E. Lee
Publicity Director.....M. Lore
Chief Engineer.....O. M. Eittrich
(Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting
Company
Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location...S. E. 22nd & Park
Ave.
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register
and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther L. Hill
Assistant General Manager and
Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Publicity Director.....Mary Little
Farm Service Director.....Andy Woolfries
Women's Director.....Betty Wells
Musical Director.....Edward Truman
Chief Engineer.....Paul Huntsinger

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
THE COWLES STATIONS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By. Iowa Broadcasting
Company
Address. 715 Locust Street
Phone Number. 3-2111
Transmitter Location. S.E. 22nd & Park
Avenue
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.
Newspaper Affiliation. Des Moines Register
and Tribune
News Service. AP; UP
Transcription Service. Standard Radio;
Lang-Worth
Representative. The Katz Agency

Personnel

President. Gardner Cowles, Jr.
General Manager. Luther Hill
Assistant General Manager and
Commercial Manager. Craig Lawrence
National Sales Manager. Ted Enns
Program Director. Ed Linehan
Sales Promotion Manager. Wayne Welch
Publicity Director. Mary Little
Farm Service Director. Andy Woolfries
Women's Director. Betty Wells
Musical Director. Edward Truman
Chief Engineer. Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc. Power: 50000 Watts
Owned-Operated By. Central Broadcasting Co.
Business Address. 914 Walnut St.
Phone Number. 3-7147
Studio Addresses. 914 Walnut St.; Shrine
Auditorium; Iowa State Fair Grounds
Transmitter Location. Mitchellville, Iowa
Time on the Air. 5:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Services. INS; UP
Transcription Services. NBC Thesaurus; BMI
Representative. Free & Peters, Inc.

Personnel

President. Col. B. J. Palmer
V.P. & Treasurer. D. D. Palmer
V.P. & Station Manager. J. O. Maland
Secretary. William Brandon
Sales Manager. Hale Bondurant
Merchandising Director. Harold Fulton
Publicity Director. Woody Woods
Program Director. Harold Fair
Production Manager. Jack Kerrigan
Continuity Director. Kenneth Gteller

Public Relations Director. Ralph Evans
Musical Director. Don Hovey
Technical Director. Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 Watts
Owned By. Telegraph-Herald
Operated By. Fred Woodward
Address. 8th and Bluff
Phone Number. 1603
Transmitter Location. East Dubuque, Ill.
Time on the Air. Unlimited license
Newspaper Affiliation. Telegraph-Herald
News Service. AP
Transcription Services. Langworth;
Standard Radio
Representative. John Pearson

Personnel

President. Fred Woodward
Station Manager. K. S. Gordon
Commercial Manager. W. J. Binkley
Program Director. Paul Skinner
Chief Engineer. Stan Beck

W K B B

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Sanders Bros. Radio
Station
Address. Hotel Julien
Phone Number. 572
Transmitter Location. R. R. No.2, Dubuque,
Iowa
Time on the Air. 6:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Service. INS
Transcription Service. Associated Music
Publishers
Representative. Spot Sales, Inc.

Personnel

President. Walter E. Klauer
Station Manager. James D. Carpenter
Program Director. Gleason E. Kistler
Publicity Director-Chief Announcer,
L. Vaughn Gayman
Musical Director. Ethel Carpenter
Chief Engineer. Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned By. Northwest Broadcasting Co.
Operated By. Edward Breen

Address.....912 First Ave. South; Warden Bldg.
 Phone Number.....Walnut 3761
 Transmitter Location...Junction of highways 169 and 20
 Time on the Air.....6 a.m. to Midnight; Sundays, 8 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Burn-Smith Co.

Personnel

President-General Manager....Edward Breen
 Program Director.....Robert Carson
 Publicity Director.....Cole McMartin
 Traffic Manager.....Elizabeth Hohn
 Bookkeeper.....Mae Challberg
 Chief Engineer.....Jack Duncan

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....500 d.; 1000 n. (C.P. 5000)
 Owned-Operated By..The State University of Iowa
 Address.....Iowa City
 Phone Number.....2111-237
 Transmitter Location...Iowa City
 Time on the Air...8 a.m. to 10 p.m. (except Sunday)
 News Service.....AP

Personnel

Station Director.....Carl H. Menzer
 Program Director.....Pearl B. Broxam
 Production.....Prof. H. Clay Harshberger
 Chief Announcer.....Bob Pfeiffer
 Chief Engineer.....S. J. Ebert (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location: 2 miles northwest of Marshalltown
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor; Lang-Worth
 Representative.....The Walker Company

Personnel

President and Station Manager...Earl Peak
 Commercial Manager.....E. W. Thompson
 Program Director.....O. L. Russell
 Production Manager-Musical Director.....Cleo Hiner
 Chief Announcer.....Bill White
 Chief Engineer.....Eugene Peak

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power 1000 Watts (C.P. 5000 Watts)
 Owned-Operated By....Mason City Globe Gazette Co.
 Address.....200 North Federal Avenue
 Phone Number.....2800
 Transmitter Location....Highway 18, west of Mason City
 Time on the Air.....5 a.m. to 4 a.m.
 Newspaper Affiliation...Mason City Globe Gazette
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....George Arnold, Jr.
 Sales Promotion Manager.....Ken Kew
 Program Director.....John Price
 Production Manager.....Jim Woods
 Publicity Director.....Henry Hook
 Chief Engineer.....Leo Born

K B I Z

OTTUMWA—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. D. Falvey
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location....Community Gardens
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation...None
 News Service.....UP
 Transcription Services....Standard Radio; Keystone Broadcasting System

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager, Em Owen
 Program Director-Chief Announcer Harry Grove
 Publicity Director.....Bill Mackintosh
 Woman's Editor.....Natalie Harris
 Musical Director.....Celeste Coop
 Chief Engineer.....Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number.....1 PBX
 Transmitter Location....407 Sycamore St.
 Time on the Air...6 a.m. to 2:30 p.m. and 5 to 10 p.m.; Sundays, 8 a.m. to 2:30 p.m. and 5 p.m. to 6:45 p.m.
 News Service.....Transradio

Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

Personnel

President.....Henry Field
 Manager.....John Nicholson
 Commercial Manager-Program Director,
 Paul O. Brawner
 Musical Director.....Paul McKinsty
 Chief Engineer.....George Crocker

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

CORN BELT WIRELESS REBROADCASTING
 SERVICE

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Sales Production Manager.....Owen Saddler
 Program Director-Chief Announcer Mott Johnson
 Continuity Director.....Bill O'Hollaren
 Traffic Manager.....Margaret Freeman
 Artists' Bureau Head.....Clifford Cross
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location...5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation....Sioux City Journal-
 Tribune
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Larry Coke
 Chief Announcer.....Charles Sebastian
 Director of Education...Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By..Sioux City Broadcasting
 Company

Business Address.....Commerce Building

Phone Number.....8-0165

Transmitter Location.....Commerce Building

Time on the Air.....Unlimited License

Newspaper Affiliation....Sioux City Tribune

News Service.....UP

Transcription Service...Associated Music Pub-
 lishers

Representative.....The Walker Company

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer.Bill Warner
 Production Manager.....Del Allen
 Publicity Director.....Bill Tredway
 Office Manager.....Cliff Blakely
 Artists' Bureau Head.....Bernie Marr
 Chief Engineer.....Carl McGee

K I C D*

SPENCER—EST. 1941

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.

Address.....Spencer

Transmitter Location.....Spencer

Time on the Air.....Unlimited license

Personnel

President.....Robert G. Lexvold
 Vice-President.....Lawrence W. Andrews
 Secretary-Treasurer.....Lyle W. Nolan
 *Station had construction permit at pres-
 time and no further information was available.

Unassigned*

WATERLOO—EST. 1942

Frequency: 1540 Kc.....Power: 50000 Watts

Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Waterloo

Transmitter Location.....Waterloo

Time on the Air.....Unlimited license

* Station has construction permit. No further
 information available at press time.

KANSAS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 228

K V A K

ATCHISON—EST. 1939

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Carl Latenser
Address: 622 Commercial Street
Phone Number: 1420
Transmitter Location: East Atchison
Time on the Air: 6 a.m. to 10 p.m.
News Service: Transradio
Transcription Service: Lang-Worth

Personnel

Owner & Director: Carl Latenser
Station Manager: Harold McKinney
Commercial-Sales Promotion
Manager: Lloyd McClure
Program Director: Robert Griffith
Chief Engineer: Charles Weisman

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Hugh J. Powell
Address: 8th and Elm
Phone Number: 147
Transmitter Location: South Coffeyville
Newspaper Affiliation: Coffeyville Journal
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

Owner: Hugh J. Powell
General Manager: Melvin Drake
Program Director-Chief Announcer:
Dick Campbell
Production Manager-Musical Director:
Ossie Osborn
Publicity Director: Lillian Houston
Chief Engineer: J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By: Dodge City Broad-
casting Co.
Address: 705 Second Ave.
Phone Number: 1100
Transmitter Location: West Park St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Dodge City Daily Globe
News Service: AP
Transcription Service: Standard Radio
Representative: Arthur H. Hagg and
Associates

Personnel

President: J. C. Denious
Business Manager: N. C. Petersen
Commercial Manager: Vaughn Kimball
Chief Engineer: Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Emporia Broadcast-
ing Co.
Address: 613 Merchant St.
Phone Number: 153, 154
Transmitter Location: South Emporia
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Sears & Ayer

Personnel

President: S. B. Warren
General Manager: Nelson Rupard
Station Manager: E. I. Heaton

K I U L

GARDEN CITY—EST. 1935

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: F. D. Conard
Business Address: 404 N. Main
Phone Number: 666
Studio Address: 404 N. Main, Warner Terrace
Transmitter Location: Warner Terrace
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: C. P. McGregor,
Keystone Broadcasting System

Personnel

President: F. D. Conard
Station Manager: Al Pyatt
Chief Announcer: Ed Watts, Jr.
Chief Engineer: W. N. Moore

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: H. T. Townsley
Address: 2103 Forest Ave.
Phone Number: 1080, 1081
Transmitter Location: Highway 281
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
1:30 a.m. to 10 p.m.

News Service.....AP, Transradio
 Transcription Service.....Lang-Worth
 Representative.....Don Davis, Kansas State
 Network

Personnel

Owner.....H. T. Townsley
 General Manager.....Clem Morgan
 Program Director.....Ray Beals
 Chief Announcer.....Lynn Cook
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nation's Cen-
 ter Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Earl Chamberlain

K C K N

**KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Kansas City Kansan
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....Capper Publications

Personnel

President.....W. A. Bailey
 Vice-President-General Manager,
 Ellis Atteberry
 Sales Promotion Manager.....Ruth Kendall
 Program Director.....John Drake
 Publicity Director.....Wilda Whitescarver
 Chief Announcer.....Al Christy
 Director of Continuity.....Phil Hannum
 Director of Defense Programs.....Manly Banister
 Musical Director.....Ruth Royal
 Chief Engineer.....C. E. Salzer, Jr.

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas

Address.....Lawrence
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN

Personnel

Director.....Harold G. Ingham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.

Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kansas
 Time on the Air.....Shares Time
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
 Promotion Director.....John Bondeson
 Chief Announcer.....Millard Ireland
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 of Agriculture and Applied Science
 Address.....College Campus
 Phone Number.....Office, 2236; Station, 3395
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
 Station Manager.....H. Umberger
 Program Director.....L. L. Longsdorf
 Production Manager-Publicity Director,
 J. P. Chapman
 Musical Director.....William Lindquist
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.

Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location... 2 miles SE of Pittsburg,
 Kansas

Time on the Air.....Daytime License
 News Service.....INS
 Representative.....The Walker Company

ALONE in the Kansas Field



DAY in and day out, our Wizard of Oz friend, the scarecrow is on the job in the interests of greater productivity. Standing alone and unique in the field of productive advertising throughout Kansas and adjoining states is WIBW.

Since 1924, farm and small town listeners have known our announcers and personalities by their first names. Selling, therefore, becomes a sincere, personalized recommendation of one friend and neighbor to another. Results from such long-established confidence are inevitable.

WIBW led the entire country in volume of low-cost inquiries for Kerr Mason Jars. Client X (name on request) made direct \$1.00 sales at a unit cost of only 15c. Our daily commercial mail averages over 1,100 pieces!

Our Family of 4,811,511 listeners tunes in one of America's easiest-heard signals . . . a dominating signal made possible by America's peak soil conductivity and our enviable 580 kc frequency that makes our 5,000 watts equal to a million watts at the other end of the dial.

Take advantage of this station that stands alone in power, personality and prestige in a territory where buying power is at a 20-year peak.

WIBW—THE VOICE OF KANSAS

Ben Ludy—General Manager
Represented by *Capper Pubs., Inc.*

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales & Promotion Manager.....J. A. Schell
 Publicity Director.....Don Taylor
 Chief Announcer.....Lou Martin
 Musical Director.....Leota Taylor
 Chief Engineer.....W. L. Brown

KSAL

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned By.....KSAL, Inc.
 Operated By.....R. J. Laubengayer
 Address.....201 West Iron
 Phone Number.....100, 101, and 423
 Transmitter Location.....West State St.
 Time on the Air: 6 a.m. to 12 midnight (125
 hours weekly)
 Newspaper Affiliation.....Salina Journal
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Artists Bureau Head.....Chester Gowen
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address.....Box 119
 Phone.....3-2377
 Studio Address.....1035 Topeka Blvd.
 Transmitter Location.....near Topeka
 Time on the Air: 4:30 a.m. to 1 a.m.; Saturdays
 and Sundays, 4:30 a.m. to 12 midnight
 Newspaper Affiliation.....Capper Publications,
 Inc.
 News Service.....UP
 Transcription Service.....Standard Radio, BMI
 Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
 Publicity Director.....Charles Hill
 Artists' Bureau Head.....Maudie Shreffler
 Dramatics Director.....Art Holbrook
 Chief Engineer.....Karl Troeglen

KANS

WICHITA—EST. 1936

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The KANS Broad-
 casting Co.
 Address.....Hotel Lassen
 Phone Number.....4-2387
 Transmitter Location.....Wichita
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Herb Hollister
 General Manager.....Jack Todd

KFBI

WICHITA—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Farmers and Bankers
 Broadcasting Corporation
 Address.....First and Market Sts.
 Phone Number.....2-1447, 4-8452
 Transmitter Location.....42nd and Broadway
 Time on the Air.....5:30 a.m. to 12 midnight

KFBI



THAT'S BILLIONS RICHER

Serve the people well, through
 thick and thin, and they'll re-
 spond when you ask them. Now
 that BILLIONS in defense dollars
 are saturating this already farm-
 and-oil-rich region, ask the loyal
 listeners of KFBI to buy your pro-
 duct, They'll do it!

KFBI at Wichita

5000 Watts day, 1000 Nite, 1070 K-C
 Howard Wilson & Co., Representatives

• • • **KANSAS-KENTUCKY** • • •

News Service.....INS
 Transcription Service.....World Broadcasting
 Service, Standard Radio
 Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
 General Manager.....Ray Linton
 Station Director.....Ted Johnson
 Sales Promotion Manager.....Leo Howard
 Merchandising Manager-Publicity Director, ...
 Ralph Varnum
 Local Sales Manager.....Robert M. Kent
 Auditor.....John W. Eberhardt
 Continuity Director.....Josephine Rice
 Office-Traffic Manager.....Bess V. Jordan
 Musical Director.....Verne Mydegger
 Technical Director.....K. W. Pyle

K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station
 KFH Company, Inc.

Address.....York Rite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas

Time on the Air.....5 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP-PA
 Transcription Service.....Lang-Worth,
 C. P. MacGregor

Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr....M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther

Program Director.....Vernon E. Reed
 Chief Announcer.....Eddy McKean
 Traffic Manager.....Leila Hull
 Accountant.....Winnifred Walker
 Musical Director.....Guy Snyder
 Chief Engineer.....Amos C. Dadisman

KENTUCKY

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 230

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Ashland Broadcasting
 Company

Addresses.....WCMI Bldg., Ashland, Ky.:
 Radio Center, Huntington, W. Va.; First
 Nat'l Bank Building, Ironton, Ohio

Phone Number.....3010 (Ashland), 28358
 (Huntington), 678 (Ironton)

Transmitter Location.....48th St. and Ohio
 River, Ashland, Ky.

Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Ashland Daily
 Independent

News Service.....UP
 Transcription Service.....Standard Radio

Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
 Treasurer-Business Manager...Warren G. Davis
 Commercial Manager (Ashland)...T. J. Carroll
 Commercial Manager (Huntington)

Herbert Wright
 Commercial Manager (Ironton)...Hubert Harling
 Program-Publicity Director.....Dallas Wyant
 Chief Announcer.....John Wymer
 Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Bowling Green Broad-
 casting Co.

Address.....801 Fairview Ave.
 Phone Number.....1340-1

Transmitter Location.....801 Fairview Ave.
 Time on the Air.....7 a.m. to 10 p.m.

News Service.....Transradio
 Transcription Service.....Standard Radio;

NBC Thesaurus

Personnel

President-General Manager...Rayburn R. Rose
 Sales Promotion Manager...Howard Byrum

Program Director.....Bill Oates
 Chief Engineer.....Earl Jaego

W H L N

HARLEN—EST. 1941

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By...Blanfox Radio
 Company, Incorporated

Address.....South Main St.
 Phone Number.....625

Time on the Air.....5 a.m. to 10 p.m.
 News Service.....UP

Transcription Service.....Lang-Worth

Personnel

President-General Manager.....R. B. Helms
 Secretary-Treasurer-Commercial Manager,
 J. Francke Fox
 Program Director-Chief Announcer,
 Mark Williams
 Publicity Director.....Claude Warren
 Musical Director.....Jack Hickman

WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co.
 Address.....Zion Road
 Transmitter Location.....Southeast of
 Henderson
 Time on the Air.....Daytime license
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager..Pierce E. Lackey
 Station Manager.....F. Ernest Lackey

WHOP

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Pducah Broadcasting
 Co.
 Business Address.....Hopkinsville
 Phone Number.....1025, 1026
 Studio Address.....Route 68 (1½ miles north-
 west of Hopkinsville
 Transmitter Location.....Route 68
 Transcription Service.....World Broadcasting
 System, Associated Music Publishers
 Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General Manager.....F. Ernest Lackey
 Program-Musical Director.....Bonnie Bessire
 Chief Engineer.....Benson Arwood Smith

WLAP

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp. of Kentucky
 Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn

Treasurer.....Warren G. Davis
 Station Director.....Ted Grizzard
 Program Director.....Lowry Kohler
 Chief Engineer.....Sanford Helt

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WAVE, Incorporated
 Address.....Preston and Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Near Jeffersonville,
 Indiana
 Time on the Aid: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George Patterson
 Chief Announcer.....H. Burt Blackwell
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur E. Hudson

WINK*

LOUISVILLE—EST. 1942

Frequency: 1080 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mid-America Broad-
 casting Corp.
 Address.....Louisville
 Time on the Air.....Unlimited license

* Station had a construction permit at time of going to press and is scheduled to be in operation by mid-summer of 1942.

WINN

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Kentucky Broadcasting
 Corp.
 Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 4126, 4127
 Transmitter Location.....On top Tyler Hotel
 Time on Air.....6 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....Standard Radio,
 C. P. MacGregor
 Representative.....Sidney C. Warden

Personnel

President.....D. E. Kendrick
 Station Manager.....M. K. McCarten
 Commercial Manager.....G. F. Bauer

Sales Promotion Manager... Harry L. Van Sant
 Program Director..... E. E. Kendrick
 Publicity Director..... Charles Pettinger
 Chief Engineer..... John Alfred Rutherford

W G R C

LOUISVILLE
 (See New Albany, Ind.)

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc..... Power: 50000 Watts
 Owned-Operated By..... Courier-Journal and
 Louisville Times Company
 Address..... 300 West Liberty St.
 Phone Number..... Wabash 2211
 Transmitter Location... R. R. No. 2, Anchorage,
 Kentucky

Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 7 a.m. to 12 midnight

Newspaper Affiliation... Courier-Journal and
 Louisville Times

News Service..... AP, UP
 Transcription Service..... Associated Music
 Publishers

Representative.... Edward Pety & Company

Personnel

Owner..... Barry Bingham
 Radio Director..... Credo Fitch Harris
 Executive Manager..... W. Lee Coulson
 Commercial Manager..... Joe Eaton
 Program Manager..... Robert L. Kennett
 Sales Promotion Manager..... Neil D. Cline
 Production Manager..... T. Dudley Musson
 Office Manager..... J. H. Callaway
 Agricultural Coordinator..... John Merrifield
 Musical Director..... Robert Hutsell
 Technical Advisor..... Orrin W. Towner

W O M I

OWENSBORO—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broad-
 casting Co.

Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial-Sales Promotion Director,
 Malcolm Greep
 Musical Director..... Cliffordean Potter
 Chief Engineer..... W. W. Binford

W P A D

PADUCAH—EST. 1930

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paducah Broadcast-
 ing Co.

Business Address..... P. O. Box 1020
 Phone Number..... 4100
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers, World Broadcasting System
 Representative..... Sears & Ayer

Personnel

President & General Mgr.... Pierce E. Lackey
 Sales Manager..... Prewitt Lackey
 Program Director-Chief Announcer.. Gene Peak
 Chief Engineer..... C. G. Sims

LOUISIANA

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 232

K A L B

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Alexandria Broad-
 casting Co., Inc.

Address..... Fifth and Johnston Sts.
 Phone Number..... 3335

Transmitter Location..... Upper Fourth St.

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 8 p.m.

News Service..... INS
 Transcription Service..... Standard Radio,
 Lang-Worth

Personnel

President..... Walter H. Allen
 Station Manager..... W. J. Dickerson
 Sales Manager..... Edgar Cappellini
 Program Director-Chief Announcer,

Gordon Loudon
 Chief Engineer..... Jesse R. Sexton

W J B O

BATON ROUGE—EST. 1934

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Baton Rouge Broad-
casting Co., Inc.

Address: 444 Florida St.
Phone Number: 5271-2

Transmitter Location: Roosevelt Road
Time on the Air: 6:30 to 12 midnight

Newspaper Affiliation: Baton Rouge State-
Times, Baton Rouge Morning Advocate

News Service: UP
Transcription Service: World Broadcasting
System, Standard Radio

Representative: Geo. P. Hollingbery Company

Personnel

President: Chas. P. Manship, Jr.
Vice-Pres. & Gen. Mgr.: H. Vernon Anderson
Secretary-Treasurer: Charles P. Manship, Sr.
Sales Manager: J. Roy Dabadie
Program Director: Ralph Sims
Production Manager: Bob Scarce
Publicity Director: Mildred R. Bland
Musical Director: Margurite Munselle
Chief Engineer: Wilbur T. Golson

K V O L

LAFAYETTE—EST. 1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Evangeline Broad-
casting Company, Inc.

Business Address: 300 Jeerson St.
Phone Number: 336, 1280, 2062

Studio Address: Jefferson St., Evangeline
Hotel

Transmitter Location: Scott Road
Time on the Air: 7 a.m. till 10 p.m. (87 hours
weekly)

Newspaper Affiliation: Lafayette Advertiser
Gazette

News Service: UP
Transcription Service: Standard Radio

Personnel

President: Morgan Murphy
Station Manager: Geo. H. Thomas
Commercial Manager: R. A. Escudier
Program Director-Chief Announcer: A. B. Craft
Publicity Director: Lela A. Turner
Chief Engineer: Hillman Bailey

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Calcasieu Broad-
casting Co.

Address: Majestic Hotel
Phone Number: 2713, 2714

Transmitter Location: La Grange St.

Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Standard Radio

Personnel

President: T. B. Lanford
Station Manager: C. R. Porter
Commercial Manager: F. C. Carroll
Program Director: Walter Melson
Chief Engineer: E. C. Moses

K M L B

MONROE—EST. 1930

LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Liner's Broadcasting
Station, Inc.

Address: Frances Hotel
Phone Number: 4321

Transmitter Location: Millhaven Rd.
Time on the Air: 6 a.m. to 10 p.m.

News Service: UP
Transcription Service: Standard Radio,
Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.
Program-Musical Director: Melba Henry Liner
Chief Engineer: O. L. Morgan

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU, Inc.

Address: Hotel Monteleone
Phone Number: Raymond 7135

Transmitter Location: Gretna, Ill. (C. P.
New Orleans)

Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor

Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt
General Manager: P. K. Ewing

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson

Address: 540 Audubon Building
Phone Number: Raymond 5060

Transmitter Location: 3317 Bruxelle St.
Time on the Air: 6 a.m. to 12 midnight

Personnel

President-General Mgr.: Charles C. Carlson
Sales Promotion Manager: Patrick J. Shannon
Program Director: Elsie Carlson
Production Manager: Bynon O. Brunson
Chief Announcer: Anthony Harry Nigocia
Chief Engineer: Robert R. Brown

A HURRICANE OF POWER ALONG THE GULF COAST!



WWL New Orleans Gives Solid Coverage from Pensacola to Port Arthur

There are no "light spots" in WWL's dominance of the rich, thriving mid-Gulf region. For over 150 miles east, west, north of New Orleans its clear-channel 50,000-watt signal commands unquestioned leadership. For Deep South results, you need the powerful consumer and dealer influence of WWL, New Orleans.

LATEST CBS LISTENING AREA STUDY SHOWS WWL REACHES:

DAYTIME — 608,090
*Radio Homes**—\$853,779,-
000 *Retail Sales*

(*182 counties in which 33% or more of the radio homes regularly listen to WWL. *Plus* coverage in 510 counties in which 10% to 33% of the 1,513,600 radio homes are regular WWL listeners)

NIGHT TIME—1,027,610
*Radio Homes** -- \$1,354,-
406.000 *Retail Sales*

(*340 counties with 33% or more regular WWL listening homes. *Plus* coverage in 901 counties where 10% to 33% of the 3,209,090 radio homes regularly listen to WWL.)



870 KC • CBS • 50,000 Watts • Clear Channel
Represented Nationally by the Katz Agency, Inc.

*The greatest selling power
in the South's greatest city*

WNOE

NEW ORLEANS—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By: WNOE, Inc.
Address: St. Charles Hotel, 211 St. Charles St.
Phone Number: Raymond 0423
Transmitter Location: 3915 Euphrosine St.
Time on the Air: 24 hours daily
News Service: AP, UP
Transcription Service: Standard Radio

Personnel

President: James A. Noe
Vice-President-General Mgr.: James Gordon
Program Director: John D. Duffy
Production Manager: Beverly Brown
Chief Engineer: C. E. Davidson

WSMB

NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: MA 5920
Transmitter Location: Algiers, La.
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
General Manager: H. Wheelahan
Sales Manager-Publicity Director: T. J. Fontelieu
Musical Director: M. Sandi
Chief Engineer: H. G. Nebe

WWL

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

General Manager: W. H. Summerville
Sales Promotion Manager: Edward O'Dwyer
Program Director-Chief Announcer: Henry Dupre
Auditor: A. J. Cummings
Production Manager: Ed Hoerner
Publicity Director: Martin Burke
Musical Director: J. D. Bloom, Jr.

KRMD

SHREVEPORT—EST. 1928
LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: INS
Transcription Service: Standard Radio

Personnel

President: R. M. Dean
Station Manager: G. V. Wilson
Station Director: W. L. Switzer
Commercial Manager: David Wilson
Chief Engineer: R. M. Dean

KTBS

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Tri-State Broadcasting System, Inc.
Studio Address: Commercial Bldg.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: C. H. Maddox

KWKH

SHREVEPORT—EST. 1925
COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
Owned-Operated By: International Broadcasting Corp.
Studio Address: Commercial Building
Transmitter Location: Near Dixie, La.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: World Broadcasting
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 234

WRDO

AUGUSTA—EST. 1932

BLUE NETWORK

NBC—MUTUAL—YANKEE—COLONIAL

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: WRDO, Inc.
Address: 175 Water St.
Phone Number: 2285
Transmitter Location: 341 Water St.
Time on the Air: 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel

President: Adeline B. Rines
Station Manager: Jack S. Atwood
Sales Promotion Manager: William Hucke
Program-Musical Director: Harold Newcomb
Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Address: 57 State St.
Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me.
Time on the Air: 7 a.m. to 12.05 p.m.
News Service: INS
Transcription Service: Associated Library
Representative: R. C. Foster

Personnel

President: F. B. Simpson
Station Manager: Alec Robertson
Commercial Manager: Rudolph O. Marcoux
Program Director: Maurice Dolbier
Musical Director: Harold W. Dorr
Chief Engineer: Nelson Lawson

WL B Z

BANGOR—EST. 1926

BLUE NETWORK—MBS—NBC

Frequency: 620 Kc. Power: 1000 d., 500 n.
Owned-Operated By: Maine Broadcasting Co.
Address: 100 Main St.
Phone Number: 6023
Transmitter Location: Outer Broadway
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting
Representative: Weed & Co.

Personnel

General Manager: Thompson L. Guernsey

WCOU

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Co., Inc.
Address: 223 Lisbon St.
Phone Number: 3140-3141
Transmitter Location: East Ave.
Time on the Air: 18 hours per day
News Service: UP
Transcription Service: Standard Transcription Library
Representative: Forjoe & Co.

Personnel

President: Jean B. Couture
Station Manager-Treasurer: Faust Couture
Commercial-Sales Promotion Manager: J. C. Libby

WCOU

IN MAINE'S TWIN MARKET
LEWISTON-AUBURN

PAYROLL AND
WAGE EARNERS
IN THIS MARKET
LEAD THE STATE

—FOR ALL PARTICULARS—

FORJOE & COMPANY

19 WEST 44th ST., NEW YORK CITY
201 N. WELLS STREET, CHICAGO, ILL.

Program Director..... Elden Shute, Jr.
 Chief Announcer..... Verner Paulsen
 Musical Director..... Bertrand Cole
 Chief Engineer..... Leslie R. Hall

W C S H

PORTLAND—EST. 1925

NBC—YANKEE NETWORK

Frequency: 970 Kc..... Power: 5000 Watts
 Owned-Operated By..... Congress Square
 Hotel Co.
 Business Address..... 157 High St.
 Phone Number..... Portland 3-9667
 Studio Address..... Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location..... Scarboro, Me.
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative.. Weed & Co. & Bertha Bannan

Personnel

President..... Adeline B. Rines
 Station Manager..... William H. Rines
 Commercial Manager..... Albert W. Smith
 Sales Promotion Manager... Frederick W. Cole
 Women's Program Director..... Nancy King
 Program Director..... Caleb Paine
 Musical Director..... Waldo Harwood
 Chief Engineer..... G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Operated By..... Portland Broadcasting
 System, Inc.
 Address..... Columbia Hotel
 Phone Number..... 2-7489
 Transmitter Location..... Near Portland
 Time on the Air..... Unlimited license
 Newspaper Affiliation... Gannett Publishing
 Co.

Transcription Service..... Transradio
 Representative..... Paul H. Raymer Co.

Personnel

President-Treasurer..... Guy P. Gannett
 General Manager..... Creighton E. Gatchell
 Program Manager..... Richard E. Bates
 Chief Engineer..... Rodger D. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Aroostook Broadcast-
 ing Corporation
 Address..... Northern National Bank Bldg.
 Phone Number..... 8821
 Transmitter Location... Northern National Bank
 Bldg.
 Time on the Air: 11a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager..... R. W. MacIntosh
 Commercial Manager-Chief Engineer,
 L. E. Hughes

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

"Boom town" Baltimore - PLUS

**WBAL'S powerful voice -
50,000 watts - not only
blankets the booming
Baltimore and Maryland
market, but is the basic
advertising medium of
the Central Atlantic States**

EDWARD PETRY & CO., Inc.



National Representative

ONE OF AMERICA'S GREAT RADIO STATIONS

MARYLAND

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 234

W B A L

BALTIMORE—EST. 1925

NBC—MUTUAL

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By WBAL Broadcasting Co.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reisterstown, Md.
Time on the Air: 6 a.m. to 12:15 a.m.; Sundays,
8 a.m. to 12:15 a.m.
Newspaper Affiliation Baltimore News-Post,
Baltimore Sunday American
News Service INS
Transcription Service Standard Radio
Representative Edward Pety & Co.

Personnel

Station Manager Harold C. Burke
Commercial Manager Leslie H. Peard, Jr.
Production Manager Fred Dodge
Promotion Manager John G. Mayer
Sales Service Manager John Dickman
Musical Director George Yeatman
Chief Engineer Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Baltimore Broadcast-
ing Corporation
Address North at Hartford
Phone Number University 8400
Transmitter Location 1100 East Cold Spring
Lane
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:45 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Foreman Co.

Personnel

President and Commercial Mgr. John Elmer
Vice-President J. Purdon Wright
Treasurer J. Lawrence Schanberger
General Manager Geo. H. Roeder
Sales Promotion Manager E. Frank Thomas
Musical Director Jack Rohr
Chief Engineer G. Porter Houston

Penny For Penny—

BALTIMORE COVERAGE

Better Than Any!

Penny for penny, your advertising dollar realizes more Baltimore listeners—more permanent purchasers—over WCBM! This is no idle boast . . . no “freak” . . . no one-time proposition. It is WCBM’s reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!

*P. S. Baltimore business is booming today
as never before! Population up 20%!*

★ **W C B M** ★

THE BLUE NETWORK

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



Nat’l Rep.—THE FOREMAN CO.
New York and Chicago

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d., 500 n.
(C.P. 5000 Watts)

Owned-Operated By.....The Monumental
Radio Company

Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location.....811 West Lanvale St.
(New transmitter being constructed on Park
Heights Avenue, extended)

Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,
8 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to
1 a.m.

News Service.....INS
Transcription Service.....Lang-Worth,
C. P. MacGregor

Representative.....Paul H. Raymer Company

Personnel

President.....Louis M. Milbourne
Vice-President-General
Manager.....L. Waters Milbourne
Program Director.....Gordon A. Scheihing
Musical Director.....John Varney
Chief Engineer.....Martin L. Jones

W F B R

BALTIMORE—EST. 1922

**MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK**

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.

News Service.....AP, INS
Transcription Service.....Associated Music
Publishers, C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President.....Hope H. Barroll, Jr.
Commercial Manager.....Purnell H. Gould
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Mgr.....Edwin R. Mowbray, Jr.
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglia
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Maryland Broadcast-
ing Company

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Reuters News Service
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
Commercial Manager.....George S. Shaffer
Sales Promotion Manager.....Harry H. Wright
Program Director.....Robert B. Bingham
Chief Announcer.....Raymond Baker
Traffic Manager.....(Miss) Bert Johnson
Personnel Manager.....Grace W. McQuade
Bookkeeper.....James H. Dorsey
News Editor.....J. F. Lewis, Jr.
Musical Director.....Thomas O'Connor
Chief Engineer.....James Duff

W T B O

CUMBERLAND—EST. 1929

Frequency: 820 Kc. Power: 250 Watts
Owned-Operated By.....Associated Broadcast-
ing Corporation

Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air: 7:30 a.m. to sunset, Dallas,
Texas

News Service.....AP, UP
Transcription Service.....NBC Thesaurus,
World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager...Frank V. Becker
Commercial-Sales Promotion Manager,
G. P. Richards
Program Director.....Stewart W. Phillips
Publicity Director.....David H. Murrie
Accountant.....Ina Lee Eichner
Chief Announcer-Musical Director,
Willis Conover
Chief Engineer.....Charles Ray Sine

W F M D

FREDERICK—EST. 1936

Frequency: 930 Kc. Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company

Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall,
Gobrecht Bldg., Hanover, Pa.: 32 W. Main St.,
Westminster, Md.

Transmitter Location.....Frederick, Md.
Time on the Air: 6:30 a.m. to 10:15 p.m.;
Sundays, 7:30 a.m. to 10:15 p.m.

News Service.....Transradio
Transcription Service.....World Broadcasting
System
Representative.....Burn-Smith Company, Inc.

ALL

the Statistics
in the World
Could not Produce
a Better
Selling Argument
than

POSITIVE RESULTS

as evidenced by

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

Renewals!

W T B O

Cumberland, Md.

Nat'l Reps.:

SPOT SALES, INC.

MARYLAND

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager,
A. V. Tidmore
Assistant General Manager...J. Roy McLennan
Commercial Manager.....G. G. White
Musical Director.....Margaret Spessard
Womens' Program Director.....Jane Hoover
Chief Engineer.....A. V. Tidmore

W J E J

HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7 a.m. to 2 a.m.
News Service.....Transradio
Representative.....Spot Sales, Inc.

Personnel

President.....Dr. Arthur L. Blessing
Secretary-General Manager..Grover C. Crilley
Commercial Manager.....Clarence Myers
Program Director-Chief Announcer,
W. H. Paulsgrove
Musical Director.....Earl Mentzer
Chief Engineer.....G. Harold Brewer

W B O C

SALISBURY—EST. 1940

MBS—MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
(Application on file for C.P. 1 kw on 960 kc)
Owned-Operated By.....The Peninsula
Broadcasting Co.
Business Address.....Radio Park
Phone Number.....Salisbury 2480
Transmitter Location.....Radio Park
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....John W. Downing
Vice-President.....William F. Allen
Secretary.....W. Lee Allen
Treasurer.....John T. Holt
General Manager.....Charles J. Trullit
Chief Announcer.....Samuel Carey
Musical Director.....Russell Yoke
Chief Engineer.....Peter A. Alfonsi

18 SOLID HOURS OF MUSIC & NEWS

WCOP HAS CHANGED BOSTON'S LISTENING HABITS AND BOSTON'S ADVERTISERS' BUYING HABITS

Evening TIME!
Popular TIME!
Economical TIME!

BUT SOON
TIME WILL BE
AT A PREMIUM!

NOW'S
THE TIME
TO LOOK INTO

BOSTON'S *Best Buy*

NATIONAL HEADLEY-REED COMPANY
REPRESENTATIVES New York - Chicago - Detroit - Atlanta

WCOP

COPLEY PLAZA HOTEL, BOSTON

MASSACHUSETTS

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 235

W A A B

BOSTON—EST. 1930

MUTUAL—COLONIAL

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By...The Yankee Network, Inc.

Address...21 Brookline Ave
Phone Number...COMmonwealth 0800
Transmitter Location...Squantum, Quincy, Massachusetts

Time on the Air: 7 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 2 a.m.

News Service...INS
Transcription Service...Associated Music Publishers, Standard Radio
Representative...Edward Petry & Co., Inc.

Personnel

President...John Shepard, 3rd
Executive Secretary to President, Robert Bartley
Vice-President in Charge of Station

Operations...R. L. Harlow
Vice-President in Charge of Sales and Production...Linus Travers
Vice-President in Charge of Engineering,

Sales Manager...Paul A. DeMars
Merchandising and Promotion Director, Wm. Warner

James S. Powers
Merchandising...F. Carleton McVarish
Special Events...Fred McLaughlin
Program Director...Eleanor Geer
Production Director...George Steffy
Production Supervisor...Charles Curtin
Editor of News Service...Robert Myers
Chief Meteorologist, Weather Service,

Salvatore Pagliuca
Publicity Director...A. J. Stephenson
Musical Director...Francis J. Cronin
Chief Engineer...Irving B. Robinson

W B Z & W B Z A

BOSTON & SPRINGFIELD

EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1030 Kc. Power: 50000 (WBZ), 1000 (WBZA)

Owned By...Westinghouse Electric & Mfg. Co.
Operated By...Westinghouse Radio Stations, Inc.

Addresses...Hotel Bradford, Boston; Hotel Kimball, Springfield

Phone Number...Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)

Transmitter Locations...Hull, Mass. (WBZ), Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 p.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP, UP
Transcription Service...NBC Thesaurus, Standard Radio
Representative...National Broadcasting Co.

Personnel

President...Geo. H. Bucher
Station Manager (Acting)...C. S. Young
Program Manager...John F. McNamara
Production Manager...John H. Wright
Sales Manager...Frank R. Bowes
Sales Promotion Manager...Harry D. Goodwin
Publicity Director...E. F. Stafford
Musical Director...Avner Rakov
Plant Manager...F. M. Sloan (WBZ)
Plant Manager...H. E. Randol (WBZA)

W C O P

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By...American Broadcasting Corp.
Operated By...Massachusetts Broadcasting Co.
Address...Copley-Plaza Hotel

Phone Number...COMmonwealth 1717
Transmitter Location...Off Speedway, Brighton, Mass.

Time on the Air...18 hours daily
News Service...INS
Transcription Service...Standard Radio
Representative...Headley-Reed Co.

Personnel

President...Harold A. Lafount
General Manager...A. N. Armstrong, Jr.
Assistant Manager...Ashley L. Robinson
Program-Musical Director...Sherman Keene
Production Manager...Frances Lescoe
Publicity Director...Chester Hill
Studio Manager-Chief Announcer,

Russell Offhaus
Artists' Bureau Head...Eleanor Kane
Chief Engineer...Roland C. Hale

W E I

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM



Frequency: 590 Kc. Power: 5000 Watts
Owned By...Boston Edison Company
Operated By...Columbia Broadcasting System
Business Address...182 Tremont St.

Phone Number...HUBbard 2323
Studio Addresses...182 Tremont St.; Boston Herald-Traveler, 80 Mason St.

Transmitter Location...Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP

One of 
America's
greatest
local 
programs

The 920 CLUB
WORLD

BOSTON, MASS.



Transcription Service . . . World Broadcasting System, Lang-Worth Feature Programs
 Representative Radio Sales

Personnel

Station Manager H. E. Fellows
 Sales Manager Kingsley Horton
 Sales Promotion Manager . . . David S. Garland
 Production Manager L. G. Del Castillo
 Publicity Director Walter Murphy
 Chief Announcer C. H. Dickerman
 Accountant J. J. Murray
 Musical Director Francis E. Bellizia
 Chief Engineer P. K. Baldwin

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By . . . Matheson Radio Co., Inc.

Address Hotel Touraine, 62 Boylston St.
 Phone Number Hancock 0900
 Transmitter Location Saugus, Mass.
 Time on the Air: 6:30 a.m. until sunset in Denver, Colo.; Sundays 8:15 a.m. until sunset in Denver, Colo.

News Service Transradio
 Transcription Service C. P. MacGregor;
 World Broadcasting System, Associated
 Recorded Program Service
 Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
 General Manager Ralph G. Matheson
 Commercial Manager J. J. Matheson
 Program Director G. M. Watson, Jr.
 Production Manager Ray Rich, Jr.
 Musical Director Kenneth Wilson
 Chief Engineer R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts
 Owned-Operated By Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number Commonwealth 3900
 Transmitter Location Quincy, Mass.
 Time on the Air 111 hours weekly
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President-Program Director . . . John E. Reilly
 Managing Director-Chief
 Engineer Alfred I. Pote
 Sales Manager S. A. Wasser
 Commercial Manager W. S. Pote
 Production Manager John Kiley
 Publicity Director Philip Hobson

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 NBC—YANKEE NETWORK**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.

Phone Number COMMonwealth 0800
 Transmitter Location Squantum, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service INS
 Transcription Service Associated;
 Standard Radio
 Representative Edward Petry & Co., Inc.

Personnel

President John Shepard, 3rd
 Executive Secretary to President Robert Bartley
 Vice-President in Charge of
 Station Operations R. L. Harlow
 Vice-President in Charge of
 Sales and Production Linus Travers
 Vice-President in Charge of
 Engineering Paul A. DeMars
 Merchandising and Promotion
 Director James S. Powers
 Merchandising F. C. McVarish
 Special Events Fred McLaughlin
 Sales and Station Relations . . . Gerald Harrison
 Assistant Sales & Production . . William Eynon
 Assistant Sales & Station
 Relations Roger Coakley
 Program Director Eleanor Geer
 Production Director George Steffy
 Production Supervisor Charles Curtin
 Editor of News Service Robert Myers
 Chief Meteorologist, Weather
 Service Salvatore Pagliuca
 Publicity Director A. J. Stephenson
 Musical Director Francis J. Cronin
 Chief Engineer Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service Organization, Inc.

Address: Myles Standish Hotel, 610 Beacon Street
 Phone Number Commonwealth 5100
 Transmitter Location Needham, Mass.
 Time on the Air 6:30 a.m. to local sunset
 News Service UP

Personnel

President Harold A. Lafount
 General Manager George Lasker
 Assistant Manager Ashley L. Robinson
 Publicity Director Stephen Manookian
 Program-Musical Director Robert N. Perry
 Chief Engineer John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Dought & Welch Electric Co.

Address..... 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)

Transmitter Location: 20 Walker St., Somerset St., Somerset, Mass.

Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service.....INS; Yankee Network
Transcription Service.....Standard Radio; Langworth

RepresentativeThe Walker Co.

Personnel

President and Station Manager. . .Wm. T. Welch
Secretary and Assistant Treasurer,

Philly J. Maurette

Program Director.....Josephine Y. Welch
Commercial Manager.....Leonard C. Cox

Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ruben E. Aronheim

Address 717 Main Street
Phone Number.....Fitchburg 1600

Transmitter Location...Luenburg-Fitchburg line

Time on the Air.....7 a.m. to 12 midnight

Transcription Service.....Lang-Worth

Personnel

PresidentRuben E. Aronheim

General Manager.....Milton H. Meyers

Chief EngineerTheodore Kalin

W H A I

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis

Address 354 Main St.
Phone Number..... 4301

Transmitter Location..... Woodard Rd.

Time on the Air.....Unlimited License

Transcription Service....World Broadcasting System; BMI

Representative...Joseph Hershey McGillvra

Personnel

OwnerJohn W. Haigis

ManagerJames L. Spates
Commercial-Sales Promotion

ManagerHorace W. Nichols

Program-Musical Director . .Warren Greenwood

Chief Announcer.....Louis Doolittle

Chief Engineer.....James L. Spates

W H Y N

HOLYOKE—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By . . .Hampden-Hampshire Corporation

Business Address.....180 High Street
Phone Numbers.....8238, 8239

Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls

Transmitter Location...Canal St., South Hadley Falls, Mass.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation....Holyoke-Transcript Telegram

News Service.....UP

Transcription Service: Associated; C. P. MacGregor; Standard Radio

Representatives.....George T. Hopewell; Bertha Bannon

Personnel

PresidentMrs. William R. Dwight

Station ManagerCharles N. DeRose

Commercial Manager....Patrick J. Montague

Program Director.....Walcott A. Wyllie

Chief Announcer.....Robert Dixon

Copy Chief.....Ward Gardner

Musical Director.....Gibert Canfield

Chief Engineer.....Thomas Humphrey

W O C B

HYANNIS-WEST YARMOUTH

EST. 1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.

Business Address.....South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Phone NumberHyannis 1697

Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Time on the Air.....8 a.m. to 11 p.m.

News Service.....Transradio

Transcription Service.....Standard Radio

Representative.....Associated Radio Sales; Eleanor G. Kane

Personnel

Station Manager.....H. M. Alleman

Program Director.....H. H. Flint

Publicity Director.....John Gowen, 3rd

Musical Director.....Ralph Lawton

Chief Engineer.....Rodney A. Merrill

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc. Power: 5000 Watts

Owned-Operated By Hildreth & Rogers Company

Address 278 Essex Street

Phone Numbers Lawrence 4107, 4108 & 4109

Transmitter Location River Road, Andover, Mass.

Time on the Air: 6 a.m. to 1 a.m. (19 hours)

News Service UP

Transcription Service Standard Radio; World Broadcasting System

Representative The Katz Agency, Inc.

Personnel

President A. H. Rogers
 General Manager Irving E. Rogers
 Sales Manager David M. Kimel
 Business Manager David G. Jones
 Program Director John D. Maloy
 Chief Announcer Charles J. Higgins, Jr.
 Continuity Director Irene F. Morgan
 Chief Engineer George A. Hinckley

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

Frequency: 1400 Kc. Power: Lowell, 250 Watts; Lawrence, 100 Watts

Owned-Operated By Merrimac Broadcasting Co., Inc.

Business Address 39 Kearney Square, Lowell

Phone Number Lowell 8715

Studio Addresses: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Time on the Air: 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service INS
 Transcription Service: Associated Music Publishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
 Station Manager Robert F. Donahue
 Commercial Manager Haskell Bloomberg
 Program Director Thomas Clayton
 Chief Announcer Philip Goulding
 News Editor Fred Simmonds
 Chief Engineer Anthony Michaels

If you want . . .

1. The Merrimack Valley from mountains to sea
2. Strongest signal in the Heart of New England, reaching 4,000,000 people
3. War Boom spending founded in long established markets
4. Direct sales returns . . . use . . .

LAWRENCE
 MASS.

WLAW

5000 WATTS
 680 K.C.

Columbia's Voice In Northern New England

WNBH

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Incorporated

Business Address12 Market Street
Phone Number..... 8-5228

Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island,
New Bedford Harbor

Time on the Air: 7:30 a.m. to 11:30 p.m.;
Sundays, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation.....Standard-Times
Mercury

Transcription Service.....NBC Thesaurus
Representatives: Burn-Smith Company; R. C.
Foster

Personnel

Station Manager.....Hugh R. Norman
Commercial Manager.....Raymond D. Markey
Program Director.....Paul W. Stiles
Publicity Director-News Editor. Earle D. Wilson
Chief Engineer.....Clyde Pierce

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Munroe B. England

Address8 Bank Row
Phone Number.....2-1553

Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight

News ServiceTransradio
Transcription Service.....C. P. MacGregor

RepresentativeBurn-Smith Co.

Personnel

President-Station Manager..Munroe B. England
Commercial Manager.....John Parsons
Sales Promotion Manager....Robert Burbank
Chief EngineerNorman Blake

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting
Company

Salt Water Watts

77,000 Radio Homes in the .5 MVM Zone

Retail Sales up \$9,000,000 in 1941

R. C. Foster—Boston

Burn-Smith—N. Y., Chicago

WNBH

NEW BEDFORD, MASS.

Offensive Industries Booming!!

Write for Coverage Maps!

Member—Yankee-Colonial Networks



Business Address.....126 Washington St.
 Phone Numbers.... Salem 5670; Lynn 2-0550
 Studio Addresses: 126 Washington St.; 341
 Union Street, Lynn
 Transmitter LocationMarblehead
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceINS
 Transcription Service....World Broadcasting
 System; Associated Music Publishers
 Representatives: Wm. G. Rambeau Co.; Robert
 C. Foster

Personnel

PresidentCharles W. Phelan
 General Manager.....Van D. Sheldon
 Commercial Manager.....Robert C. Taylor
 Program Director.....Marjorie Leadbetter
 Publicity Director.....Walter Mackie
 Musical Director.....Frank Fitzpatrick
 Chief Engineer.....Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 AddressHotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceINS
 Transcription Service.....Associated Music
 Representative.....Edward Petry & Co.

Personnel

PresidentA. S. Moffat
 General Manager.....A. W. Marlin
 Program Director.....Herbert A. Edman
 Chief Engineer.....Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1270 Kc.....Power: 500 Watts
 Owned-Operated By.....WSPR, Inc.
 Address63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS; Transradio
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingbery & Co.;
 Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
 TreasurerLewis B. Breed
 Commercial Manager...Milton W. Sloughton
 Program-Publicity Director,
 Wayne Henry Latham
 Chief Engineer.....Lawrence A. Reilly

W M A W *

WORCESTER—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts;
 (3 amplifiers (100-watt) at Auburn, Whitins-
 ville and Marlborough)
 Owned-Operated By.....C. T. Sherer Co.
 AddressWorcester
 Time on the AirUnlimited license

Personnel

PresidentFrank F. Butler
 Vice-President.....W. Robert Ballard
 * Station had C.P. at press-time.

W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

OwnerA. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1924

NBC—YANKEE NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned By: Worcester Telegram Publishers
 Company, Inc.
 Operated By: Worcester Telegram and Eve-
 ning Gazette
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News ServiceAP
 Transcription Service....World Broadcasting
 System; Langworth
 Representatives: Edward Petry & Co.; Ber-
 tha Bannon

Personnel

Vice-President-General
 ManagerGeorge F. Booth
 DirectorEdward E. Hill
 Commercial Manager.....George H. Jaspert
 Local Sales Manager.....Dorothy Robinson
 Sales Promotion Manager.....Philip R. Jasen
 Program Director.....William T. Cavanagh
 Musical Director.....Jean Wilkins
 Chief Engineer.....Hobart H. Newell

MICHIGAN

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 235

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated ByFederated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers.....5655; 7166

Transmitter Location.....Michigan National Bank Bldg.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 10 p.m.

Newspaper Affiliation.....Battle Creek Enquirer-News

Transcription Service.....Associated Music

Representative.....Burn-Smith Company, Inc.

Personnel

PresidentA. L. Miller

General Manager.....D. E. Jayne

Commercial Manager.....F. F. Owen

Program Director.....Frank Jayne

Chief Engineer.....R. B. Roof

W B C M

BAY CITY—EST. 1928

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.

Owned-Operated ByBay Broadcasting Company, Inc.

AddressWenonah Hotel

Phone Numbers: Bay City 7551; Saginaw 2-2171

Transmitter LocationTuscola Road, Hampton Township

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News ServiceUP

Transcription ServiceNBC Thesaurus; Associated Music Publishers

RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet

General Manager.....H. A. Giesel

Sales Promotion ManagerA. F. Huebner

Program DirectorFrank Catto

Chief Engineer.....Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address.....Community Bldg., Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869

Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan

Time on the Air.....7:30 a.m. to 10 p.m.

Newspaper Affiliation.....Daily Mining Gazette (Houghton; Evening News Journal, (Calumet)

News Service.....AP

Transcription Service.....World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System

Representative.....Bogner and Martin

Personnel

PresidentA. L. Burgan

Vice-President-General

Manager.....John W. Rice

Commercial Manager.....Albert W. Payne

Program Director.....Earl Nordeen

Technical Supervisor.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....James F. Hopkins, Incorporated

Address.....6559 Hamilton Avenue

Phone Number.....Trinity 2-2000

Transmitter Location.....15555 Woodrow Wilson Avenue

Time on the Air.....24 hours daily

News ServiceINS

Transcription Service.....Associated Music Publishers; World Broadcasting System

Representatives: Forjoe & Company; Associated Radio Sales

Personnel

President-Station Manager...James F. Hopkins

Commercial Manager.....Art Croghan

Sales Promotion Manager.....John Olenik

Program-Musical Director.....Sybil Krieghoff

Production Manager (Foreign).....Stanley Altschuler

Publicity Director.....Leila Bingham

Chief Announcer.....Charles R. Sterritt

Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: John L. Booth Broadcasting, Inc.

Address....31st and 34th Floor, Eaton Tower

Phone Number.....Cadillac 7600

Transmitter Location...7310 Woodward Ave.
 Time on the Air.....20½ hours daily
 News ServiceINS
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....United Broadcasting
 Company

Personnel

President-General Manager...John L. Booth
 Vice-PresidentW. W. Booth
 Treasurer-Auditor.....Hugh M. Gray
 Secretary-Personnel
 ManagerMeril A. Lindbloom
 Sales Manager.....Mike Kent
 Merchandising Manager...Michael Jachimski
 Program Director.....Charles Farrall
 Publicity Director.....Marge Soenksen
 Traffic Manager.....Virginia Connor
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
 Owned-Operated ByWJR, The Goodwill
 Station
 Business Address.....2103 Fisher Building

Phone Number..... Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location.....Trenton, Michigan
 Time on the Air: 5:30 a.m. to 1 a.m.; Sun-
 days, 8 a.m. to 1 a.m.
 News Service INS
 Transcription Service....World Broadcasting
 System; Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

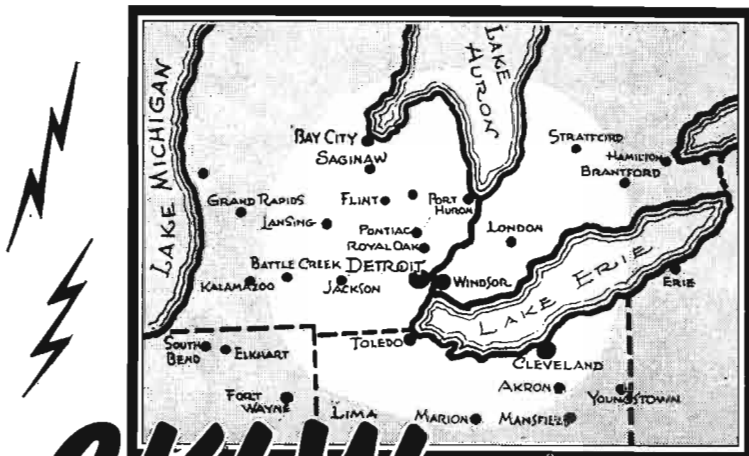
PresidentG. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-PresidentJohn Patt
 Assistant General Manager-Sales
 ManagerOwen F. Uridge
 Secretary-Treasurer.....P. M. Thomas
 Publicity Director.....Neal Tomy
 Program Director.....Norman White
 Production Managers.....Arthur McPhillips,
 David Oldson
 Chief AnnouncerFranklin C. Mitchell
 Musical Director.....Samuel Benavie
 Chief EngineerM. R. Mitchell

CKLW

DETROIT

(See Windsor, Ont., Canada, Page 659)

This Area Covers The Homes of 8,000,000 People!



CKLW

**BLANKETS THIS
 RICH MARKET**

**22 HOURS OUT OF EVERY DAY!
 In The Detroit Area Buy CKLW—More Listeners For Less!**

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association
 Business Address 615 W. Lafayette
 Phone Number RAndolph 2000
 Studio Address 624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Michigan
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation The Detroit News
 News Service UP
 Transcription Services Lang-Worth:
 Standard Radio
 Representative George P. Hollingbery Co.

Personnel

General Manager W. J. Scripps
 Station Manager Harry Bannister
 Business Manager Forrest Wallace
 Sales Manager Harry Betteridge
 Sales Promotion Manager Jake Albert
 Program Supervisor James Eberle
 Program Director Melvin C. Wissman
 Production Manager Jack Hill
 Public Relations Director Robert Kelly
 Musical Director Mischa Kottler
 Chief Engineer Walter Hoffman

W X Y Z

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation
 Business Address 1700 Stroh Building
 Phone Number Cherry 8321
 Studio Address 14th floor Maccabees Bldg.
 Transmitter Location 15505 Joy Road
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-Treasurer George W. Trendle
 Vice-President John H. King
 Secretary-General
 Manager H. Allen Campbell
 Assistant Commercial Manager,
 James G. Riddell
 Sales Promotion, Advertising and
 Publicity Lambert B. Beeuwkes
 Studio Manager H. Earl Moore
 Director of Production Charles Livingstone
 Merchandising Manager Harold S. Christian
 News Editor Felix Holt
 Chief Announcer Jack McCarthy
 Traffic Manager David H. Harris
 Musical Director Benny Kite
 Chief Engineer Vern C. Alston

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By Michigan State College
 Business Address East Lansing
 Phone Number 5-9113, ext. 600
 Studio Address Auditorium Building
 Transmitter Location Campus
 Time on the Air 6 a.m. to 5 p.m.
 News Service AP
 Transcription Service Lang-Worth

Personnel

Station Manager Robert J. Coleman
 Program Supervisor Ray J. Stanley
 Production Manager L. D. Barnhart
 Chief Engineer Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Delta Broadcasting
 Company
 Address First and Ludington Streets
 Phone Number 787
 Transmitter Location First and Ludington
 Time on the Air 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

Secretary-Treasurer-General
 Manager Gordon H. Brozek
 Chief Engineer Jack Foster

W F D F

FLINT—EST. 1922

BLUE NETWORK MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Flint Broadcasting Co.
 Address Union Industrial Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service INS
 Transcription Service NBC Thesaurus
 Representative Burn-Smith, Inc.

Personnel

President-General Manager Howard M. Loeb
 Commercial Manager F. S. Loeb
 Program Director Adrian R. Cooper
 Chief Announcer James Cleaver
 Auditor Audrey Jones
 News Editor Jack Lewin
 Musical Director William Geyer
 Chief Engineer Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Leonard A. Versluis
 Address: Keeler Building, 6 Fountain St., N.E.
 Phone Number: 6-5461
 Transmitter Location: 6 Fountain St., N.E.
 Time on the Air: 6:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS
 Transcription Service: Standard Radio

Personnel

Owner: Leonard A. Versluis
 Station Manager: Hy M. Steed
 Sales Promotion Manager: King C. Bard
 Program Director-Traffic Manager: Kathryn Mordo
 Chief Announcer: John Marshall
 Musical Director: Fran Weigle
 Chief Engineer: Raymond A. Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930
BLUE NETWORK

NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 500 Watts (C.P. 5000 Watts)
 Owned-Operated By: King-Trendle Broadcasting Corporation
 Address: 16th Floor Grand Rapids National Bank Building
 Phone Number: 9-4211
 Transmitter Location: Bridge St. Road, 1 mile west of city limits
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Music Publishers; Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 Station and Sales Manager: Stanley W. Barnett
 Merchandising Manager: Paul Eichhorn
 Program Director: Sandy Meek
 Production Manager: Carl S. Hester
 Publicity Director: T. Wilcox Putnam
 Chief Engineer: Fred W. Russell

W J M S

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.

Address: 124 E. McLeod Ave.
 Phone Number: 20
 Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
 Time on the Air: 6 a.m. to 12 midnight
 News Service: AP; UP
 Transcription Service: Associated Music Publishers; Standard Radio; C. P. MacGregor
 Representative: Bogner & Martin

Personnel

Vice-President and General Manager: Noel C. Ruddell
 Assistant Manager: J. W. Huss
 Program Director: Harry Willis
 Musical Director: Laura Johnson
 Chief Engineer: August Jarvi

W I B M

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WIBM, Inc.
 Address: 228 West Michigan Avenue
 Phone Number: 6121
 Transmitter Location: 228 West Michigan Avenue
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Forjoe & Company

Personnel

President: Herman Radner
 Vice-President and Station Manager: Roy Radner
 Sales Promotion Manager: William Cizek
 Program-Musical Director: Willbur Dunn
 Chief Engineer: C. W. Wirtanen

W K Z O

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
 Owned By: WKZO, Incorporated
 Operated By: John E. Fetzer
 Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)
 Phone Number: 3-1223
 Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
 Transmitter Location: Parchment, Michigan
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Free & Peters, Incorporated

Personnel

President-General Manager: John E. Fetzer

Station Manager.....Ray V. Hamilton
 Commercial Manager.....John W. O'Harrow
 Program-Publicity Director (Kalamazoo),
 Paul H. Aurandt
 Program Director (Grand Rapids) Harry Caray
 Chief Announcer.....Roy Rowan
 Chief Engineer.....Arthur E. Covell

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By..... WJIM, Inc.
 Address.....City National Building
 Phone Number.....2-1333-4-5
 Transmitter Location...City National Building
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service...Associated Recorded
 Program Service

Personnel

President-General Manager..Harold F. Gross
 Program Director.....Bob Innes
 Production Manager.....H. K. Finch
 Director of Women's Programs..Judy Holiday

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By: The Liberty Street Gospel
 Church of Lapeer
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Shares Time

Personnel

President-Station
 Manager.....Frank S. Hemingway
 Program Director.....Nora Eastman
 Musical Director.....A. O. Voorheis
 Chief Engineer.....H. F. Hayes
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address146 W. Washington
 Phone Number616
 Transmitter Location...146 W. Washington
 Time on the Air: Unlimited; 8 a.m. to 10 p.m.;
 Sundays, 9 a.m. to 4 p.m.
 Newspaper Affiliation...Daily Mining Journal
 News Service.....Transradio
 Transcription Service...World and Keystone
 Broadcasting Systems

Personnel

PresidentFrank J. Russell, Jr.
 General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.....Ashbacker Radio
 Corp.
 Business Address.....Muskegon
 Phone Number26-051
 Studio Address.....424 Apple Ave.
 Transmitter Location...Muskegon Township
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Associated Music Publishers; Lang-
 Worth
 Representative.....Burn-Smith Co.

Personnel

President-Station
 Manager.....Grant F. Ashbacker
 Commercial Manager.....William C. Wester
 Sales Promotion Manager....Loran A. Haney
 Program-Musical Director.....Frank Lynn
 Production Manager.....Ernest Murray
 Publicity Director.....Louis Dwyer
 Chief Announcer.....Albin Beck
 Office Manager.....Henry Klooster
 Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.Power: 1000 Watts
 Owned-Operated By ..Pontiac Broadcasting
 Company
 Address6th Floor Riker Building
 Phone NumberPontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Bloomfield Township,
 Oakland County, Michigan
 Time on the Air: 4 a.m. to local sunset; Sun-
 days, 8 a.m. to local sunset
 News ServiceINS
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....The Foreman Company

Personnel

PresidentGeorge M. Stutz
 General Manager.....H. Y. Levinson
 Commercial Manager.....Monte Meyer
 Program-Musical Director,
 William E. Macdonald
 Accountant.....Earl E. Cloyd
 Administrative Secretary....Cloman Pipe
 Chief Engineer.....Wiley Wenger

W H L S

PORT HURON—EST. 1938

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harmon LeRoy Stevens
and Herman LeRoy Stevens

Address: 932 Military St.
Phone Number: 6191
Transmitter Location: 32nd St. and Lapeer Ave.

Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Keystone Broadcasting System

Personnel

President-Station Manager: Harmon L. Stevens
Commercial Manager: Robert Mackin
Sales Promotion Manager: V. O. Cram
Publicity Director: Helen Nelson
Chief Announcer: Allen Keys
Musical Director: Lyle Patterson
Chief Engineer: Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Broadcasting Company

Address: 212 West Sixth Street
Phone Numbers: Elmhurst 6524; Royal Oak 0815

Transmitter Location: 2201 Woodward Heights Blvd., Ferndale, Michigan

Time on the Air: 7 a.m. to 4 a.m.
News Service: INS

Personnel

President: G. B. Hartick
Business Manager: E. C. Thompson
Program Director-Chief Announcer: Kirk Knight
Chief Engineer: Joseph L. McFarland

W H A L *

SAGINAW—EST. 1939

Frequency: 980 Kc. Power: 500 Watts
Owned-Operated By: Harold F. Gross & Edmund C. Shields

Address: Saginaw
Transmitter Location: Saginaw
Time on the Air: Daytime license

*Station was licensed to operate under a construction permit at time of going to press.

W S A M

SAGINAW—EST. 1940

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Saginaw Broadcasting Co.

Business Address: Bancroft Hotel
Phone Number: 2-6148
Studio Address: Bay at Weiss St.
Transmitter Location: Bay at Weiss St.
Time on the Air: 74½ hours per week
News Service: INS
Transcription Service: Standard Radio

Personnel

President-Commercial Manager: Milton L. Greenbaum
Station Manager-Program Director: Jack Parker
Sales Promotion Manager: Robert Phillips
Chief Engineer: Simon Maruszcan

W S O O

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Hiawathaland Broadcasting Co.

Address: West Portage Avenue
Phone Number: 2642
Transmitter Location: U. S. Highway No. 2
Time on the Air: Unlimited license
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra

Personnel

General Manager: Stanley R. Pratt

W T C M

TRAVERSE CITY—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Broadcasting Company

Address: Anderson Building
Phone Number: Traverse City 1150
Transmitter Location: Elmwood Township-Lee-lanau County, Michigan

Time on the Air: Unlimited License
News Service: AP
Transcription Service: Standard Radio
Representative: Associated Radio Sales

Personnel

President-Station Manager: Les Biederman
Sales Manager: Graham Keevil
Sales Promotion Manager: Bud Hicks
Musical Director: Don Mullen
Chief Engineer: Drew McClay

MINNESOTA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 237

K A T E

ALBERT LEA—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albert Lea Austin
Broadcasting Company
Address: 332 So. Broadway
Phone Number: 2338
Transmitter Location: 332 So. Broadway
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System
Representative: Foreman & Company

Personnel

President and Station Manager: E. L. Hayek
Commercial Manager: Tom H. Lathrop
Program Director-Chief
Announcer: Roy Pickett
Chief Engineer: George Church

K T O M*

BRAINERD—EST. 1942
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Edward Tom O'Brien, David Shepard, Howard S. Johnson, John W. Boler
Operated By: Brainerd-Bemidji Broadcasting Co.
Address: Brainerd
Time on the Air: Unlimited license
* Station had C.P. at press time.

K D A L

DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Red River Broadcasting Co., Inc.
Address: 218 Bradley Building
Phone Number: Melrose 2230
Transmitter Location: Foot of 63rd Ave. W., Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:45 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Lang-Worth; Standard Radio
Representative: Free & Peters, Inc.

Personnel

President-Station Manager: Dalton LeMasurier
Commercial Manager: Odin S. Ramsland
Sales Promotion Manager: Ellis Harris
Program Director: Gilbert Fawcett
Chief Engineer: Robert A. Dettman

W E B C

DULUTH—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of Lakes Broadcasting Co.
Business Address: WEBC Bldg. (Duluth and Superior, Wisc.)
Phone Number: Melrose 1537
Transmitter Location: Unlimited license
Newspaper Affiliation: Duluth News Tribune
Transcription Service: NC Thesaurus
Representative: George P. Hollingbery Co.

Personnel

General Manager: Walter C. Bridges
Business Manager: Thomas W. Gavin

K G D E

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Charles L. Jaren
Address: Fergus Falls
Phone Number: 898
Transmitter Location: Fergus Falls
Time on the Air: Unlimited license

Personnel

General Manager: C. L. Jaren

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Head of Lakes Broadcasting Co.
Address: Androy Hotel
Phone Number: 1150
Transmitter Location: Androy Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: C. P. MacGregor
Representative: George P. Hollingbery Co.

Personnel

President: Morgan Murphy
Station Manager: H. S. Hyett
Sales Promotion Manager: Leo Freemont
Chief Engineer: C. B. Persons

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC
MINNESOTA RADIO NETWORK
NORTHWEST RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: F. B. Clements & Company

Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.

Time on the Air: 19 hours daily
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Company

Personnel

President: F. B. Clements
General Manager: John F. Meagher
Merchandising Manager: Bob DeHaven
Program-Publicity Director: Jack Hanssen
Continuity Director: Jeanne Kimball
News Editor: Orrin Melton
Musical Director: Maurice Piche

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.

Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Studio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul

Transmitter Location: Anoka, Minn.
Time on the Air: 4:55 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: AP; UP
Representative: Radio Sales

Personnel

General Manager: E. H. Gammons
Assistant to General Manager: Al Sheehan
Commercial Manager: Thomas H. Dawson
Sales Promotion Manager: Sam H. Kaufman
Program Director: Hayle Cavanor
Educational Director: Max Karl
Office Manager: Emmett Heerd
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owned-Operated By: George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Route 7
Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio; Lang-Worth
Representative: Howard H. Wilson Co.

Personnel

Owner and General Mgr.: Geo. W. Young
Commercial Manager: Lee L. Whiting
Sales Promotion Manager: Jean Hadley
Chief Engineer: George K. Jacobson

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: University of Minnesota
Address: Eddy Hall, University of Minnesota
Phone Number: Main 8177, Ext. 419, 821, 822
Transmitter Location: North Cleveland Avenue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

Personnel

Manager: Burton Paulu
Program Director: Betty T. Girling
Chief Engineer: Martin Shuler
(Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Independent Merchants Broadcasting Co.

Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave., St. Paul

Time on the Air: 6 a.m. to 12:30 a.m.; Saturday, 6 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.

News Service: INS
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

Personnel

President: C. J. Winton, Jr.
General Manager: K. W. Husted
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Douglas Durkin
Program Director: Robert Sutton
Sports Director: Harry McTigue
News Editor: B. E. Hardman
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautigam
Technical Advisor: Ogden Prestholdt

TIME...



. 591 YEARS OF IT ON KSTP

117 national and local spot advertisers have used an average of nearly 5 consecutive years each—an aggregate total of 591! We've prepared a booklet full of proof. Write for it. You'll see how products and services *just like yours* have used KSTP and why! The 8th retail market listens—and buys—when it's on KSTP, the Northwest's leading radio station.

KSTP

**50,000 WATTS—CLEAR CHANNEL
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES**

MINNEAPOLIS—ST. PAUL. MINN.

W T C N

MINNEAPOLIS-ST. PAUL—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned By: Minneapolis Daily Times & St. Paul
Dispatch-Pioneer Press

Operated By: Minneapolis Broadcasting Corporation

Address: Wesley Temple Building
Phone Numbers: Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose
Township

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-
Pioneer Press; Minneapolis Daily Times

News Service: AP
Transcription Service: Associated Music
Publishers

Representative: Free & Peters

Personnel

President: G. B. Bickelhaupt
Station Manager: C. T. Hagman
Commercial Manager: F. Van Konyneburg
Program Director: Robert DeHaven
Publicity Director-Traffic Manager: Judy Bryson
Musical Director: Frank Zdarsky
Technical Director: John M. Sherman

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned By: KVOX Broadcasting Co., Inc.
Operated By: North Central Broadcasting
System

Address: Comstock Hotel
Phone Number: 3-1523
Transmitter Location: 14th St. and 12th Ave.,
South

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight

News Service: UP
Transcription Service: World Broadcasting
System

Representatives: North Central Broadcasting
System; Joseph Hershey McGillvra

Personnel

President: John Boler
Station Manager: M. M. Marget
Commercial Manager: Reinhart Steinley, Jr.
Program Director: Ray Stough
Chief Engineer: Fred Monkkonen

W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: St. Olaf College
Business Address: St. Olaf College
Phone Number: Northfield 770

Studio Addresses: St. Olaf College,
408 So. Fourth St., Minneapolis

Time on the Air: 6 to sunset

Personnel

President: L. W. Boe
Station Manager: M. C. Jensen
Program Director: Martin Hegland
Musical Director: O. R. Overby
Chief Engineer: Amos Dicke
(Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

NBC—NORTHWEST NETWORK

MINNESOTA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Minnesota
Broadcasting Co.

Address: 100 First Ave., S. W.
Phone Number: 3924, 2727
Transmitter Location: Cascade Township

Time on the Air: 6 a.m. to 1 a.m.
News Service: UP

Transcription Service: Standard Radio
Lang-Worth

Representative: Howard H. Wilson Co.

Personnel

President and General Mgr.: Gregory Gentling
Secretary: Maxine Jacobs
Station Director: Wallace S. Stone
Commercial Manager: W. R. Knutson
Program Director: La Vell Waltman
VP-Studio Director: Gerald Wing
Chief Engineer: Fred C. Clark

K F A M

ST. CLOUD—EST. 1938

BLUE NETWORK

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: The Times Publishing
Co.

Business Address: 16-18 Sixth Ave., North
Studio Address: Weber Bldg.

Transmitter Location: Highway No. 152
Time on the Air: 6 a.m. to 12 midnight

Newspaper Affiliation: St. Cloud Times
News Service: AP, UP

Personnel

President-General Manager: Fred Schilplin

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
Owned-Operated By: KSTP, Inc.
Address: Hotel Saint Paul (St. Paul),
Hotel Radisson (Minneapolis)

Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS, UP,
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative....Edward Petry & Company

Personnel

President-General Mgr...Stanley E. Hubbard
 Vice-President-Assistant Mgr....K. M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corinne Jordan
 Sales Promotion Manager.....Sam Levitan
 Publicity Director.....Joseph O. Meyers
 Educational Director-Farm Editor...Val Bjornson
 Artists' Bureau Head.....David Stone
 Musical Director.....Leonard Leigh
 Technical Supervisor.....Hector Skifter

W M I N

ST. PAUL & MINNEAPOLIS
 EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....WMIN Broadcasting
 Company
 Address.....1287 St. Anthony Ave.
 (St. Paul), 200 Hodgson Bldg. (Minneapolis)
 Phone Number.....Nestor 6501 (St. Paul),
 Atlantic 6293 (Minneapolis)
 Transmitter Location...1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 2 a.m.; Saturdays,
 6 a.m. to 5 a.m.
 News Service.....AP, INS
 Transcription Service.....Standard Radio,
 Associated Music Publishers
 Representative....William G. Rambeau Co.

Personnel

President and General Mgr..Edward Hoffman
 Sales Promotion Manager...Samuel N. Nemer
 Program-Publicity Director...Marlyn Powell
 Production Manager-Chief Announcer,
 Frank Devaney
 Musical Director.....Lillian Jones
 Chief Engineer.....Warren Fritze

W H L B

VIRGINIA—EST. 1936
 NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....WHLB Bldg.
 Phone Number.....2000

Transmitter Location.....16th and Sixth Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Norman Page
 Chief Engineer.....Wayne Kestila

K W L M

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Lakeland Broadcasting
 Company

Business Address.....Willmar, Minn.
 Phone Numbers.....1340, 1310, 910
 Studio Address.....Willmar War Memorial
 Auditorium
 Transmitter Location.....Foot Lake
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service....World Broadcasting
 System
 Representative....North Central Broadcasting
 System

Personnel

President-General Manager....H. W. Linder
 Program Director.....Willard Linder
 Production Manager.....Earl Henton
 Montevideo Studio Manager....Gil Frayseth
 Chief Announcer.....Jack Lynch
 Chief Engineer.....Verne Baumgartner

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Winona Radio Service
 Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation...Winona Republican-
 Herald

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....M. H. White
 General Manager.....L. L. McCurmin
 Program Director.....Margaret Johnson
 Production Manager-Publicity Director,
 Joe Foss
 Chief Announcer.....Don Hendricks
 Traffic Manager.....Phylis Lund
 Accountant.....Isabelle Hartung
 Musical Director.....Margaret Johnson
 Chief Engineer.....Maurice Reutter

MISSISSIPPI

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 238

W C B I

COLUMBUS—EST. 1940

MISSISSIPPI NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Birney Imes, Jr.
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses.....Gilmer Hotel, Henry Clay
Hotel, Westpoint, Miss.
Transmitter Location.....Tombigbee Bridge
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System, BMI
Representative.....Associated Radio Sales

Personnel

Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Chief Announcer-Musical Director..Phil Gulley
Children's Program Director..Mrs. John Q. Hays
West Point Studio Director.....Madge Moore
MSCW Studio Director.....Dr. Crandall
Chief Engineer.....P. C. Melone

W J P R

GREENVILLE—EST. 1939

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....John R. Pepper
(Radio Services Co.)
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers

Personnel

Owner.....John R. Pepper
Station Representative.....Frank W. Baldwin
Program Director.....Bert Ferguson
Production Manager.....Barbee Ashley
Chief Announcer.....Bob Thompson
Musical Director.....Charlotte Haque
Chief Engineers..Ray A. Dickson, Horace Alvis

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts

Owned By.....P. K. Ewing
Operated By.....W. E. Williams
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....One mile north
of city
Time on the Air.....15½ hours per day
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
General Manager.....W. E. Williams
Program Director.....John Norton

W G C M

GULFPORT—EST. 1929

MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WGCM, Inc.
Business Address.....Hewes-Martin Bldg.
Phone Numbers.....1111 (Gulfport), 265 (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.
News Service.....INS
Transcription Service.....C. P. MacGregor

Personnel

President.....P. K. Ewing
General Manager.....F. C. Ewing
Program Director-Chief Announcer,
Jack Daughtery
Production Manager.....H. C. Hill
Publicity Director.....Al Wolfe
Artists' Bureau Head.....M. E. McCorkle
Chief Engineer.....Gordon Clark

W F O R

HATTIESBURG—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.
Phone Number.....1866
Transmitter Location.....W. Seventh St. and
25th Ave.
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Representative.....Sears & Ayer

Personnel

President and General Manager...C. J. Wright
Program Director.....John T. Orr
Chief Engineer.....C. H. Dyess

W J D X

JACKSON—EST. 1929

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Lamar Life Insurance
 Company
 Business Address Lamar Life Building
 Phone Numbers 2-1183 (Adv. Dept.),
 2-2641 (Studios)
 Studio Address Heidelberg Hotel
 Transmitter Location U. S. Highway No. 51
 Time on the Air: 6:15 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Company

Personnel

Station Manager Wiley P. Harris
 Commercial and Advertising Manager,
 Allen Lacy, Jr.
 Program-Musical Director . . . Maurice Thompson
 Publicity Director Pat Halverson
 Chief Engineer P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Standard Life Broad-
 casting Co.
 Address Robert E. Lee Hotel
 Phone Number 3-2788
 Transmitter Location Jackson
 Time on the Air Unlimited license
 Transcription Service Standard Radio

Personnel

Manager L. M. Sepaugh

W A M L

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.
 MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By New Laurel Radio
 Station, Inc.
 Address 535½ Central Ave.
 Phone Number 288
 Transmitter Location Washington Road
 Time on the Air 6:30 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Associated Radio Sales

Personnel

President D. A. Matison
 Station and Commercial Mgr. H. M. Smith
 Sales Promotion Manager Granville Walters
 Program Director Frank Holifield
 Bookkeeper Verna Tyler
 Chief Engineer Bruce Dennis

W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McComb Broadcasting
 Corp.
 Business Address Box 111
 Phone Number 37
 Studio Address McColgan Hotel
 Transmitter Location Pike County
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

President Robert L. Sanders
 General Manager George Blumenstock
 Station Manager Charles White
 Program Director Julia D. Blumenstock
 Chief Announcer Bill Lowery
 Musical Director Mrs. B. L. Mathis
 Chief Engineer Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Mississippi Broadcast-
 ing Co., Inc.
 Address Threefoot Building
 Phone Number 1042
 Transmitter Location Highway No. 45 North
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service UP

Personnel

General Manager D. W. Gavin

W M I S

NATCHEZ—EST. 1941

MISSISSIPPI & LOUISIANA NETWORKS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Natchez Broadcasting Co.
 Address 407 Franklin St.
 Phone Number 1515
 Transmitter Location Highway No. 61, North
 Time on the Air 7 a.m. to 10 p.m.
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President P. K. Ewing
 Station Manager P. K. Ewing, Jr.
 Commercial Manager B. O. Pennington
 Program Director Val Jensen
 Chief Announcer Lloyd Harris
 Bookkeeper A. R. Young
 Musical Director Harry King Barth
 Chief Engineer George Wilson

W Q B C
VICKSBURG

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting
Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of
Vicksburg
Time on the Air.....9½ to 10½ hours daily

Newspaper Affiliation....Vicksburg Evening
Post
News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Sales Promotion Manager.....J. A. Tillman
Program Director-Chief Announcer..J. C. Lentz
Chief Engineer.....C. E. Drake

MISSOURI

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 240*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By....Oscar C. Hirsch Battery &
Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service.....Transradio
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By....Star Times Publishing
Company
Address.....Ninth and Elms Sts.
Phone Number.....4141-42
Transmitter Location....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.
Newspaper Affiliation....Star Times Publish-
ing Company
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Company,
New York, N. Y.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.
General Manager.....C. L. Thomas
Program Director.....Guy Lowe

Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Publicity Director.....Foster H. Brown
Chief Engineer.....Myrl Roe Solomon
Artists' Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450
Transmitter Location.....Lindell Ave.
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

General Manager.....E. L. Sparks
Commercial Manager.....Earl Dougherty
Chief Announcer.....Bob McCoy
Continuity-Traffic Manager....George Moon
Chief Engineer.....Ben Parrish

K W O S

JEFFERSON CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Tribune Printing Co.
Business Address.....210 Munroe
Phone Number.....4000
Studio Address.....St. Mary's Blvd.
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....123 hours weekly
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune



PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

\$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

\$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

\$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

\$47,000,000 are paid each year to employees of industrial manufacturing concerns.

\$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio “buys” in this market.

Write us about the time that's available and the merchandising service that goes with it.

John E. Pearson, Representative

Basic Blue Network



News Service AP, UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer

Personnel

President R. C. Goshorn
 Station Manager R. L. Rose
 Program Director Elda Oswald
 Chief Engineer J. C. Haynes, Jr.

W M B H

JOPLIN—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joplin Broadcasting Co.
 Address Frisco Bldg., Sixth and Main Sts.
 Phone Number 330-1-2
 Transmitter Location 13th and Roosevelt
 Time on the Air: 6 a.m. to 11 p.m.; Saturdays,
 6 a.m. to 12 midnight

Newspaper Affiliation Joplin Globe & News-
 Herald

News Service UP
 Transcription Service World Broadcasting
 System

Representative Sears & Ayer

Personnel

President-Station Manager D. J. Poynor
 Commercial Manager Bob Burke
 Sales Promotion Manager J. Charles McIntire
 Program Director Roy Wilson
 Production Manager Stella Lukens
 Continuity Director-News Editor,
 Paul Stubblefield

Chief Engineer Baxter Burriss

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By KCMO Broadcasting
 Company

Address 1515 Commerce Trust Building
 Phone Number Victor 0900
 Transmitter Location 10th and Hardesty
 Time on the Air 6 a.m. to 12 midnight

News Service UP
 Transcription Service Associated Music
 Publishers, C. P. MacGregor

Representative John Pearson

Personnel

President T. L. Evans
 General & Sales Manager Jack Stewart
 Business Manager C. E. Breazeal
 Sales Promotion Manager Richard W. Evans
 Program Director Dorothy Stewart
 Production Manager Kenneth Heady
 Publicity Director Dave Brown
 News Editor James Munroe
 Musical Director Virginia Crumbaugh

K I T E

KANSAS CITY—EST. 1934

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By First National Tele-
 vision, Inc.

Address Irving-Pitt Building
 Phone Number Harrison 5818
 Transmitter Location Kansas City
 Time on the Air Unlimited license

Personnel

General Manager D. E. "Plug" Kendrick

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location 50th & Bellinger Rd.
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight

Transcription Service: Lang-Worth; World
 Broadcasting System

Representative Free & Peters, Inc.

Personnel

President Arthur B. Church
 Vice-President and Managing Director,

Karl Koerper
 Director of Sales Sam H. Bennett
 Director Natl. Program Sales Geo. E. Halley

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By The Kansas City Star
 Company

Address 1729 Grand Ave
 Phone Number Harrison 1200
 Transmitter Location 82nd and Mission
 Road, Johnson County, Kans.

Time on the Air: Daily ex. Sunday, 6 a.m. to
 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation The Kansas City Star
 News Service AP
 Transcription Service Lang-Worth
 Representative Edward Petrv and Company

Personnel

President George B. Langan
 Station Manager H. Dean Fitzer
 Assistant Manager V. S. Batton
 Commercial Manager R. Gardner Reames
 Program Manager Harry J. Kaufmann
 Chief Announcer Randall Jessee
 Chief Engineer Joseph A. Flaherty

IN GREATER ST. LOUIS

KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

**There Is ONE and Only One Basic
NBC Red Network in the World**

**In the prosperous area where St. Louis is the
center, KSD is the only basic NBC Red Net-
work station—it is 225 miles to the nearest.**

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
Owned By... Cook Paint & Varnish Company
Operated By... WHB Broadcasting Company
Address... Scarritt Building
Phone Number... Harrison 1161
Transmitter Location... North Kansas City
Time on the Air... 5:30 a.m. until local sunset
News Service... INS
Representative... Donald Dwight Davis

Personnel

President... Donald Dwight Davis
Station Manager... John T. Schilling
Vice-President and Treasurer... John F. Cash
Merchandising Manager... Bert Bidwell
Program Director-Chief Announcer... Dick Smith
Publicity Director... Les Combs
Artists' Bureau Head... Les Jarvies
Musical Director... Frank Wilson
Chief Engineer... Henry Goldenberg

K W O C

POPLAR BLUFF—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... A. L. McCarthy,
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C
Address... 1801 Main St.
Phone Number... 1310
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
8 a.m. to 5 p.m.
Newspaper Affiliation... Poplar Bluff Daily
American Republic

News Service... AP
Transcription Service... World Broadcasting
Representative... John E. Pearson

Personnel

General Manager... P. H. Cunningham
Production Manager... William R. Tedrick
Chief Engineer... Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc. Power: 2500 d., 500 n.,
(C.P. 5000 d. & n.)
Owned-Operated By... KFEQ, Inc.
Address... Schneider Building
Phone Number... 4-0813
Transmitter Location... East and south of St.
Joseph on the Pickett Road
Time on the Air... 6 a.m. to Pacific Coast sunset
Newspaper Affiliation... St. Joseph News-Press,
St. Joseph Gazette
News Service... UP
Transcription Service... NBC Thesaurus,
Standard Radio
Representative... Headley-Reed Company

Personnel

President-Treasurer... Barton Pitts
Nat'l Advertising Manager... Glen G. Griswold
Local Advertising Manager... J. Ted Branson
Program Director... Harry Packard
Chief Engineer... J. Wesley Koch

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
Owned-Operated By... Columbia Broadcasting
System, Inc.
Address... 401 South Twelfth Blvd.
Phone Number... Central 8240
Transmitter Location... Lemay Ferry and
Baumgartner Roads
Time on the Air: 5 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:15 a.m.
News Service... AP, Transradio, UP
Transcription Service... Associated Music
Publishers
Representative... Radio Sales

Personnel

General Manager... Merle S. Jones
Local Sales Manager... J. Souldard Johnson
Sales Promotion Manager... Tom Rooney
Program Director... Chester Renier
Production Manager... James Douglass
Publicity Director... C. Cabanne Link
Chief Announcer... France Laux
Musical Director... Ben Feld
Chief Engineer... Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
Owned-Operated By... Pulitzer Publishing
Company
Address... Twelfth and Olive Sts.
Phone Number... Main 1111
Transmitter Location... Twelfth and Olive Sts.
Time on the Air... 5:30 a.m. to 12:30 a.m.
Newspaper Affiliation... St. Louis Post-
Dispatch
News Service... AP
Transcription Service... NBC Thesaurus,
Lang-Worth
Representative... Free & Peters, Inc.

Personnel

President... Joseph Pulitzer
General Manager... George M. Burbach
Commercial and Sales
Manager... Edward W. Hamlin

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc. Power: 5000 Watts
Owned By... Evangelical Lutheran Synod of
Missouri, Ohio and other states

Operated By... Board of Control of Concordia
Seminary
Address..... 801 DeMun Ave.
Phone Number..... DELmar 3030
Transmitter Location..... 801 DeMunn Ave.
Time on the Air..... Daytime license
News Service..... UP
Transcription Service..... Lang-Worth

Personnel

Station Manager..... Herman H. Hohenstein
Production Manager-Chief Announcer,
Elmer Knoernschild
Accountant-Office Manager..... William C. Krato
Director of Continuity..... Karl Boehmke
Musical Director..... Theodore Hoelty-Nickel
Chief Engineer..... Carl S. Meyer

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc..... Power: 5000 d., 1000 n.
(CP 5000)

Owned-Operated By..... Thomas Patrick, Inc.
Address..... Hotel Chase, Lindell & Kingshighway
Phone Number..... Rosedale 3210
Transmitter Location..... 500 E. Logan, Baden
Station, Baden, Mo.

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:30 a.m.

News Service..... UP
Transcription Service..... World Broadcasting
System

Representative..... Paul H. Raymer Company

Personnel

President..... R. T. Convey
Station Director..... Ray E. Dady
Sales Manager..... V. E. Carmichael
National Sales Manager..... R. M. Sampson
Chief Announcer..... Martin Bowin
Program Director..... John Tinnea
Production Manager..... Dan Seyforth
Sales Service Manager..... Robert J. Richardson
Assistant Sales Service Manger..... Lloyd Smith
Publicity Director..... Sue McCaslin
Musical Director..... Rolla Coughlin
Chief Engineer..... James Burke

K X O K

ST. LOUIS—EST. 1939

BLUE NETWORK

Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By..... Star-Times Publishing
Company

Address..... 12th and Delmar Bldvs.
Phone Number..... CHestnut 3700
Transmitter Location..... Horse Shoe Lake,
Madison County, Ill.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
7 a.m. to 12 midnight

Newspaper Affiliation..... St. Louis Star-Times

News Service..... INS; UP
Transcription Service..... Associated Music
Publishers, Standard Radio, Lang-Worth
Representative..... Weed & Company

Personnel

General Manager..... John C. Roberts, Jr.
Sales Manager..... Clarence G. Cosby
Program Director..... C. L. Thomas
News Editor..... Harry Renfro
Publicity Director..... Robert Seat
Chief Announcer..... William Durbin
Continuity Editor..... Charles Barnhart
Musical Director..... Stanley W. Daugherty
Chief Engineer..... Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc..... Power: 1000 Watts
Owned-Operated By... The St. Louis University
Address..... 3642 Lindell Blvd.
Phone Number..... FRanklin 5665
Transmitter Location..... 3642 Lindell Blvd.
Time on the Air..... 6 a.m. to local sunset
News Service..... INS
Transcription Service..... Standard Radio,
Lang-Worth
Representative..... John E. Pearson

Personnel

President..... Rev. H. B. Crimmins
General Manager..... Nicholas Pagliara
Program-Publicity Director..... Don C. Lochner
Production Manager..... Mark Thompson
Office Manager..... Myrtle L. Brigham
Musical Director..... Ralph Stein
Chief Engineer..... George Rueppel

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By... Missouri Broadcasting
Corp.

Address..... Melbourne Hotel
Phone Number..... Jefferson 8403
Transmitter Location..... 3601 Lindell Blvd.
Time on the Air: 7 a.m. to 2 o.m.; Saturdays,
7 a.m. to 3 a.m.; Sundays, 8:30 a.m. to 12
midnight

News Service..... INS
Transcription Service..... Standard Radio,
C. P. MacGregor, Lang-Worth
Representative..... William G. Rambeau Co.

Personnel

President and General Manager,
Lester A. Benson
Vice-President..... Clarence W. Benson
Commercial Manager..... David Pasternak
Program Director..... Neil Norman
Continuity Editor..... Frances Mary Rice
Merchandising Manager..... William Durney
Publicity Director..... Bart Slattery
Musical Director..... Allister Wylie
Chief Engineer..... Chal H. Stoup

K D R O

SEDALIA—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Albert S. and Robert A. Drohlich d/b Drohlich Bros.

Address: 2100 W. Broadway
Phone Number: 4004, 4005
Transmitter Location: 2100 W. Broadway
Time on the Air: 6 a.m. to 11 p.m.; Saturdays, 6 a.m. to 12 midnight

News Service: UP
Transcription Service: Standard Radio
Representative: John Pearson

Personnel

Station Manager: Robert A. Drohlich
Promotion Manager: Albert S. Drohlich
Commercial Manager: John Pearson
Program Director: William Davis
Musical Directors: William Davis, Robert J. Williamson
Chief Engineer: Glen Gray

K G B X

SPRINGFIELD—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Springfield Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: NBC Thesaurus, Standard Radio
Representative: John E. Pearson

Personnel

President: Tams Bixby, 2nd

General Manager: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

K T T S*

SPRINGFIELD—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Independent Broadcasting Co.

Address: Springfield
Transmitter Location: Springfield
Time on the Air: Unlimited license

Personnel

President-Treasurer: J. H. G. Cooper
Vice-President: Frank L. Sedgwick
Secretary: Irving W. Schwab
*Station had a construction permit at press-time and no further information was available.

K W T O

SPRINGFIELD—EST. 1933

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Ozarks Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 5 a.m. to local sunset
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: Standard Radio
Representative: John E. Pearson

Personnel

President and Station Mgr.: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

MONTANA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 242

K G H L

BILLINGS—EST. 1928

BLUE NETWORK—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.

Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Casney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Jeff Kiichli

K R B M
BOZEMAN—EST. 1939
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.. KRBM Broadcasters, Inc.
 Address..... Baxter Hotel
 Phone Number..... 1420
 Transmitter Location..... East of Bozeman
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, Davis &
 Schwegler
 Representative..... The Walker Co.

Personnel

President..... R. B. MacNab, Jr.
 Station Manager..... Ernest A. Neath
 Commercial Manager..... Melvin F. F. Jass
 Program Director..... L. L. Sterling
 Chief Engineer..... Fred Heister

K G I R
BUTTE—EST. 1929
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By..... KGIR, Inc.
 Address..... Butte

K G I R BUTTE

MONTANA'S ONLY NON-DIRECTIONAL
 5000 WATT FULL TIME STATION



Also (As Bonus Stations)

K P F A - K R B M

Helena Bozeman & Livingston



Connected by permanent lines—

Available on Z Net or

on NBC Red or The Blue Network

BOX 1956 BUTTE, MONTANA

Phone Number..... 22-3-44
 Transmitter Location..... Butte
 Time on the Air..... 7 a.m. to 1 a.m.
 News Service..... UP
 Transcription Service..... Standard Radio,
 Titan, Lang-Worth
 Representative..... The Walker Co.

Personnel

Manager..... Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Program Director..... Pat Goodover
 Musical Director..... B. R. Sprague
 Chief Engineer..... Fred Heister

K F B B
GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By.. Buttrey Broadcast, Inc.
 Address..... 605 First National Bank Building
 Phone Number..... 4377, 4378
 Transmitter Location.. 4½ miles west of Great
 Falls
 Time on the Air: 7 a.m. to 11 p.m., Sundays,
 9 a.m. to 11 p.m.
 Newspaper Affiliation..... The Tribune
 News Service..... UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... Weed & Company,
 Walter Biddick Company

Personnel

President..... F. A. Buttrey
 General Manager..... Joseph P. Wilkins
 Program Director..... John Alexander
 Chief Engineer..... Wilbur Myhre

K P F A
HELENA—EST. 1937
 BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.. Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 Phone Number..... 1240
 Transmitter Location..... Helena
 Time on the Air..... 8 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, NAB
 Representative..... The Walker Co.

Personnel

President..... Barclay Craighead
 Station Manager..... K. O. MacPherson
 Chief Engineer..... R. D. Martin

K G E Z
KALISPELL—EST. 1927

Frequency: 1340 Kc. 1000 Watts (C.P. 1460
 Kc.; 1000 Watts)
 Owned-Operated By..... Donald C. Treloar

Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Homer Owen Griffith

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....W. B. LaBonte
 Program-Musical Director.....Oliver Hockley
 Production Manager-Chief Announcer.
 H. R. Chittick
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location...U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.
 Newspaper Affiliation.....Miles City Star
 News Service.....AP
 Transcription Service....World Broadcasting

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....Mary Tannehill
 Chief Engineer.....R. E. Nelson

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.

Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director.
 James Alden Barber
 News-Publicity Director.....Bob Walker
 Educational Director.....King Harmon
 Accountant.....Ray Hanson
 Traffic Manager.....Hermina Girson

K G C X

WOLF POINT—EST. 1926

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Wolf Point
 Phone Number.....102
 Studio Address.....Westland Super Service
 Station
 Transmitter Location.....2 miles east of Wolf
 Point
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service.....Lang-Worth, World
 Broadcasting System, Davis & Schwegler,
 Keystone Broadcasting System

Personnel

President.....E. E. Kresbach
 Station and Commercial Manager.
 Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Wendel Manvel
 Chief Engineer.....Eugene Bunker

NEBRASKA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 243*

K O R N

FREMONT—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation
 Address.....Pathfinder Hotel
 Phone Number.....1060, 1061
 Transmitter Location...1 mile east of Fremont
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 Legal Counsel.....A. C. Sidner
 General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....Jack Luther
 Program Director.....Clarice Allport
 Chief Announcer.....William Talbot
 Chief Engineer.....Lee Gustavson



To put it across
**...SPEAK your
 LISTENER'S
 LANGUAGE**



“Pailin’ a cow” sounds as foreign to the city-ite, as “Having brunch” does to the farmer. To *sell* your product, talk your listeners’ language. Use KOIL and KFAB.



KOIL sells your product to metropolitan listeners in the greater Omaha area, because it speaks the language of the city. KFAB sells in the agricultural areas throughout Nebraska and her neighboring states, because it knows how to talk to farm men and farm women. Including famous 7-Point Plus Merchandising, there are dozens of other reasons, too, why KOIL and KFAB will give your product a substantial sales boost.



Call or write for details. You need these stations, to do a *complete selling job* in these city and farm markets.



KOIL
 OMAHA

KFAB
 LINCOLN

DON SEARLE, GENERAL MANAGER . . .
 ED PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc. Power: 1000 Watts
 Owned-Operated By..... KMMJ, Inc.
 Address..... 315½ North Locust St.
 Phone Number..... 703
 Transmitter Location..... Phillips, Nebr.
 Time on the Air..... 5 a.m. until local sunset
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Headley-Reed Co.

Personnel

President-General Manager..... Don Searle
 Business Manager..... Wick Heath
 Commercial Manager..... William Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager..... Dick Yarnall
 Chief Engineer..... Ray Taylor

K H A S

HASTINGS—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... The Nebraska
 Broadcasting Co.
 Address..... West Second St.
 Transmitter Location..... Hastings
 Time on the Air..... Unlimited license
 Transcription Service..... World Broadcasting
 System

Personnel

Station Manager..... George H. Engelter
 Chief Engineer..... Walter Ely

K G F W

KEARNEY—EST. 1928

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Central Nebraska
 Broadcasting Corporation
 Address..... Federal Annex Bldg.
 Phone Number..... Executive office, 23542,
 Program Dept., 31551
 Transmitter Location..... South Central Ave.
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio
 Representative..... Sears & Ayer, Inc.

Personnel

General Manager..... Lloyd C. Thomas
 Station-Commercial Manager. E. Anson Thomas
 Sales Promotion Manager... David G. Roberts
 Program Director-Chief Announcer. Paul Roscoe
 Production Manager..... Leslie Cox
 Publicity Director..... Harold Clark
 Office Manager..... Betty Bishop
 Farm Editor..... Leonard Brown
 Chief Engineer..... Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 10000 Watts
 Owned-Operated By..... KFAB Broadcasting
 Company
 Address..... Hotel Lincoln
 Phone Number..... 2-3214
 Transmitter Location... 17th and Holdrege Sts.
 Time on the Air: 4:45 a.m. to 12 midnight.
 (Synchronized with WBBM sunset to mid-
 night)

Newspaper Affiliation..... Nebraska State
 Journal, Lincoln Star
 News Service..... INS
 Transcription Service..... Standard Radio
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Frank D. Throop
 General Manager..... Don Searle
 Station Manager..... W. Judson Woods
 Commercial Manager..... Arthur J. Weaver
 Sales Promotion Manager... R. Bruce Wallace
 Auditor-Office Manager..... Paul L. Dodd
 Publicity Director..... Angus Nicoll
 Continuity Head..... L. A. Miller
 Traffic Manager..... George Haskell
 Music Librarian..... Alene McKinney
 Chief Engineer..... Mark Bullock

K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Cornbelt Broadcasting
 Corporation
 Address..... Hotel Lincoln
 Phone Number..... 2-3214
 Transmitter Location..... 4745 Vine St.
 Time on the Air..... 6:30 a.m. to 12 midnight
 Newspaper Affiliation..... Nebraska State
 Journal, Lincoln Star
 News Service..... INS
 Transcription Service..... Standard Radio
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Frank D. Throop
 General Manager..... Don Searle
 Station Manager..... W. Judson Woods
 Commercial Manager..... Arthur J. Weaver
 Sales Promotion Manager... R. Bruce Wallace
 Auditor-Office Manager..... Paul L. Dodd
 Publicity Director..... Angus Nicoll
 Continuity Head..... L. A. Miller
 Traffic Manager..... George Haskell
 Music Librarian..... Alene McKinney
 Chief Engineer..... Mark Bullock

W J A G
NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts
 Owned-Operated By.....Norfolk Daily News
 Business Address.....116 N. 4th St.
 Phone Number.....432
 Studio Address.....Hotel Norfolk
 Transmitter Location..West Koenigstern Ave.
 Newspaper Affiliation...Norfolk Daily News
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.

Personnel

President.....Gene Huse
 Station Manager.....Art Thomas
 Chief Engineer.....Frank Weidenbach

K G N F
NORTH PLATTE—EST. 1930

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Great Plains Broad-
 casting Co.
 Address.....1521 West 12th St.
 Phone Number.....295
 Time on the Air.....7 a.m. until local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor,
 Lang-Worth, Keystone Broadcasting System
 Representative.....The Walker Co.

Personnel

President and Station Mgr....W. I. LeBarron.
 Commercial Manager.....Jo di Natale
 Program Director.....Ernie Jaeggi
 Chief Engineer.....Stephen Inns

K B O N
OMAHA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Broadcasting
 Company
 Address.....2027 Dodge Street
 Phone Number.....Jackson 8282
 Time on the Air.....Full time license
 News Service.....AP
 Representative.....William G. Rambeau Co.

Personnel

Station Manager.....Ernest F. Bader
 Commercial Manager.....James Farris
 Sales Promotion Manager.....Paul Frye
 Chief Engineer.....Leland Gustafson

K O I L
OMAHA—EST. 1925

CBS-MBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central States Broad-
 casting Co.
 Address.....Omaha National Bank Bldg.

Phone Number.....Jackson 7626
 Transmitter Location....Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation.....Lincoln Star,
 Nebraska State Journal
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co.

Personnel

President.....Frank Throop
 General Manager.....Don Searle
 Sales Manager.....Arthur J. Weaver
 Sales Promotion Manager-Program Director,
 R. Bruce Wallace
 Production Manager.....Harold Hughes
 Chief Engineer.....Mark Bullock

(See Page 468)

K O W H
OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World Herald
 Address.....World Herald Bldg.
 Transmitter Location..Northwest of Omaha
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative...George P. Hollingbery Co.

Personnel

Manager.....Vernon H. "Bing" Smith
 Assistant Manager.....Frank E. Shoppen
 Commercial Manager.....Clem Young

W O W
OMAHA—EST. 1923

NBC—NEBRASKA WIRELESS NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By..Woodmen of the World
 Life Insurance Society
 Address..Insurance Building, 17th & Farnam
 Streets
 Phone.....Webster 3400
 Transmitter Location...56th & Kansas Avenue
 Time on the Air.....5:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; BMI
 Representative.....John Blair & Company

Personnel

President.....De Emmet Bradshaw
 Personnel Director.....William Ruess
 Station Manager.....John J. Gillin, Jr.
 Local Sales Manager...Howard O. Peterson
 Promotion Manager.....Bill Wiseman
 Program Manager and Chief
 Announcer.....Harry Burke
 Production Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman

Director of News and Special Events Foster May
 Sports Editor..... Tom Dailey
 Musical Director..... Fred Ebener
 Chief Engineer..... Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
 Operated ByHilliard Co.

Business Address1517 Broadway
 Phone Number 856
 Studio Address1517 Broadway; Alliance Hotel, Alliance Nebr.
 Transmitter LocationSouth Broadway
 Time on the AirUnlimited license
 Transcription ServiceNBC Thesaurus; Standard Radio

Personnel

President and Station Manager... L. L. Hilliard
 Vice-President-Commercial
 ManagerR. M. Stewart
 Program DirectorBill Walter
 Chief EngineerHarlan Morrison

NEVADA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 245*

K E N O

LAS VEGAS—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcasting Company
 Business Address.....P. O. Box 1310
 Phone Number1400
 Studio AddressEl Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....8 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager...Maxwell Kelch
 Commercial Manager...Goodloe McDowell
 Program Director.....R. W. Dow
 Chief Announcer.....R. H. Smith
 Women's Director.....Peggy Maxwell
 Chief Engineer.....V. L. Harvey

K O H

RENO—EST. 1930

BLUE NETWORK

NBC—CALIFORNIA RADIO SYSTEM

Frequency: 630 Kc.....Power: 1000 Watts
 Owned By.....The Bee Incorporated
 Operated ByMcClatchy Broadcasting Company
 Address.....143 Stevenson Street
 Phone Number5106-07
 Transmitter Location.....County Road, Sparks, Nevada
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
 News ServiceUP
 Transcription ServiceAssociated Music Publishers
 RepresentativePaul H. Raymer Co.

Personnel

Vice-PresidentG. C. Hamilton
 Station Manager.....Howard Lane
 Commercial Manager.....Jack Winston
 Sales Manager.....Merle Snider
 Program Director.....Gene Seadler
 Production Manager.....Herb Smith
 Chief Engineer.....Hewitt Kees

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MEDIUM**

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The Radio Voice of New Hampshire

WMUR gives you complete coverage of New Hampshire . . . a market of 500,000 people with \$250,000,000 a year to spend. With one of the most, if not THE most, desirable frequencies in New England, WMUR on 610 kcs. with 5000 watts day and 1000 night throws out such a strong signal that 67% of its regular mail comes from the 17 major markets of New Hampshire which account for 76% of the retail business of the state. A member of the Blue network, WMUR also features local programming which attracts mail from the entire state and neighboring major markets in Maine and Vermont. To get your sales message across to the farmers, business men, laborers, housewives and every other sales potentiality in New Hampshire, your best medium is WMUR . . . "The Radio Voice of New Hampshire"

Represented Nationally by **LOREN L. WATSON**

345 Madison Ave., New York City

NEW HAMPSHIRE

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 245

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By WKNE Corporation
Address Dunbar St.
Phone Number Keene 2080
Transmitter Location Stanhope Ave.
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service Associated Music Publishers
Representative Paul H. Raymer Co.

Personnel

President Harry C. Wilder
Station and Commercial Manager Herman Steinbruch
Production Manager Carleton Ide
Publicity Director Evelyn Howe
Chief Announcer Ozzie Wade
Chief Engineer M. Leonard Savage

WLNH

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Northern Broadcasting Company
Address 653 Main Street
Phone Number Laconia 501
Transmitter Location Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service AP
Transcription Service NBC Thesaurus
Representative Joseph Hershey McGillvra

Personnel

President Vernon Mason
General Manager Earle Clement
Sales Manager Alfred Tyler
Program Director-Chief Announcer Sherwin Greenlaw
Director of Women's Activities Marie Forsberg
Chief Engineer Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE AND COLONIAL NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By N. H. Broadcasting Co.

Address Carpenter Hotel
Phone Number 7970; 7520

Transmitter Location Merrimack, N. H.
Time on the Air 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service NBC Thesaurus
Representative Weed & Co.; Bertha Bannan

Personnel

President Mrs. Henry P. Rines
Station Manager David F. Shurtleff
Commercial Manager Larned E. Runnels
Sales Promotion Manager Frederick Cole
Program Director Donald L. Sellers
Production Manager-Chief Announcer Paul B. Flynn
Musical Director Alfred Engel
Chief Engineer Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Radio Voice of New Hampshire, Inc.

Address 1819 Elm Street

Phone Number 2090-2091

Transmitter Location Manchester

Time on the Air 6:30 a.m. to 12 midnight

News Service AP

Transcription Service Associated Music Publishers

Representative Spot Sales, Inc.
New England Radio Advertising

Personnel

President Francis P. Murphy
Station Manager Leslie F. Smith
Program Director Charles W. Burton
Musical Director Bert Colter
Chief Engineer Vincent H. Chandler

Scale in Miles

0 25 50

★ 750 KILOCYCLES
★ CLEAR CHANNEL
★ 1000 SALT WATER WATTS
★ ASCAP—BMI—SESAC MUSIC
★ ASSOCIATED PRESS NEWS
Every Daylight Hour

	Primary	Secondary	Total
Population	1,356,300	3,841,390	5,197,690
Families	368,895	982,656	1,351,551
Radio Homes	330,570	901,420	1,231,990

(Certified Mail Count)

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For success stories and details on merchandising SERVICE—
Write — Wire — Call —

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W H E B

“The Listening Habit of Central New England”

BERT GEORGES, General Manager—DAVID CARPENTER, Sales Manager

JOSEPH HERSHEY
 M c GILL V R A
 National Representative

BERTHA BANNAN
 Special
 Boston Representative

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road
 Phone Number: 2670-2671-2672
 Transmitter Location: Lafayette Road
 Time on the Air: 6 a.m. to hour after local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Sales Office: Bert Georges, Suite 607, 1270 Sixth Ave., New York, N. Y.
 Representative: Joseph Hershey McGillvra; Bertha Bannan

Personnel

President: R. G. LeTourneau
 General Manager: Bert Georges
 Sales Manager: David Carpenter
 Business Manager: Martin Gunther
 Program Director: Gordon Kinney
 Production Manager-Publicity Director: William V. Bradley
 Chief Announcer-News Editor: Winslow Bettinson
 Talent Director: Bill Waters
 Bookkeeper: Katherine Hussey
 Continuity Director: James Wicks
 Musical Director: Katherine Gunther
 Chief Engineer: William B. Robinson

NEW JERSEY

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 246

W C A P

ASBURY PARK—EST. 1927

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: Radio Industries Broadcast Company, Inc.
 Business Address: 4 Convention Hall
 Phone Number: Asbury Park 1911
 Studio Address: 8-10-12 North Promenade Convention Hall
 Transmitter Location: Whitesville, (Neptune Township) N. J.
 Time on the Air: Shares with WTNJ and WCAM
 News Service: Local News; Christian Science Monitor News
 Representative: Forjoe & Company

Personnel

President: George S. Ferguson
 Station Manager: V. N. Scholes
 Technical Advisor: Thomas F. Burley
 Program Director: Marie Gaffney
 Chief Announcer: Ralf Brent
 Musical Director: G. H. Scott
 Chief Engineer: John Basso

W B A B

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Press-Union Publishing Co.
 Business Address: 1900 Atlantic Ave.
 Phone Number: 5-1111
 Studio Address: Convention Hall, Georgia Ave. & Boardwalk
 Transmitter Location: Absecon Blvd. & Beach Thorofare
 Time on the Air: 7 a.m. to 12 midnight

Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Headley-Reed Co.

Personnel

President: Albert J. Feyl
 Acting Station Manager: Earle Godfrey
 Business Manager: Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broadcasting Co.
 Business Address: Steel Pier
 Phone Number: 52188
 Transmitter Location: Atlantic City
 Time on the Air: Unlimited license
 Transcription Service: Associated Music Publishers

Personnel

President-Station Manager: A. Harry Zoog
 Commercial Manager: E. E. Kohn

W S N J

BRIDGETON—EST. 1937

QUAKER NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Eastern States Broadcasting Corp.
 Address: Bridgeton
 Phone Number: Bridgeton 1600
 Transmitter Location: Near Bridgeton
 Time on the Air: Unlimited license

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

Transcription Service: C. P. MacGregor; Lang-Worth
 Representative Cox & Tanz

Personnel

President-Manager Howard S. Frazier
 Commercial Manager Ovelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned By Municipality of Camden, New Jersey
 Operated By City of Camden, N. J.
 Address City Hall
 Phone Numbers Camden 907-4523-9000
 Transmitter Location Civic Center, Camden
 Time on Air: Sun., 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)

News Service Transradio
 Transcription Service Standard Radio

Personnel

Chief Executive Mayor George E. Brunner
 Station Manager Frederick Caperoon
 Sales Promotion Manager L. M. Maxwell
 Program Director and Chief Announcer Edwin Tucker
 Publicity Director William Markward
 Chief Engineer C. E. Onens

W A A T

JERSEY CITY—EST. 1936
NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Bremer Broadcasting Co.
 Address 50 Journal Square
 Phone Numbers: Journal Square 4-3500 (Jersey City); Market 3-0383 (Newark); Rector 2-5878 and Circle 5-5780 (New York City)
 News Service INS; UP
 Transcription Service Standard Radio
 National Sales Office 30 Rockefeller Plaza, New York City
 Representative William G. Rambeau Co.

Personnel

President and General Manager Paul H. LaStayo
 Vice-President & Assistant General Manager Irving Robert Rosenhaus
 Vice-President in Charge of Sales, A. B. Schillin
 Public Re'ations Director Walter Patrick Kelly
 Program Director H. Emory Ell's
 Traffic Manager Gabrielle Haas
 Comptroller Theodore Elkins
 Assistant Sales Director E. S. Lennon

Office Manager Esther Chazen
 Musical Director Jay Stanle
 Technical Supervisor Frank V. Bremer

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By New Jersey Broadcasting Corporation
 Business Address 29 W. 57th St., New York, N. Y.
 Phone Number Plaza 3-4204
 Studio Addresses 2870 Hudson Boulevard; 29 W. 57th St., New York City
 Transmitter Location Washington Street
 Time on the Air 630 a.m. to 12 midnight
 News Service AP; INS
 Transcription Service Lang-Worth; BMI

Personnel

President Paul F. Harron
 General Manager Joseph Lang
 Assistant Manager West W. Wilcox
 Commercial-Sales Promotion Manager J. M. Compter
 Program Director Thurston S. Holmes
 Production John Kelsey, William Fender
 Publicity Director Fred Coll
 Musical Director Joseph DeLuca
 Chief Engineer Allison Burnham

IN THE INTEREST
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NATIONAL UNITY
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 TO

2,000,000 Jews
1,250,000 Italians
650,000 Germans
450,000 Poles

ALL WANTING TO
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 Mother-Tongue
 Programs on
WHOM
 COVERS THE NEW YORK
 METROPOLITAN AREA

1000 WATTS—D
500 WATTS—N

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location Newark
 Time on the Air Sundays A.M. and P.M.

Personnel

President-General Manager.. James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By....North Jersey Broad-
 casting Co., Inc.
 Address 115 Ellison St.
 Phone Number..... Armory 4-3400
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service AP
 Transcription Service..... Associated Music
 Publishers
 National Sales Office..... 55 W. 42nd St.,
 New York, N. Y.

Personnel

President James B. Cosman
 Station-Commercial Manager... Edward Codel
 Sales Promotion Manager,
 Ralph Sumner Silver, Jr.
 Program Director..... Milton Bernard Kaye
 Chief Announcer..... Stephen Ellis
 Chief Engineer..... Earl F. Lucas

W B R B

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..... Monmouth Broad-
 casting Co.
 Address 63 Broad St.
 Phone Number 980
 Transmitter Location Red Bank
 Time on the Air.. Shares Time with WFAS,
 WGBB

Personnel

President Thomas F. Burley, Jr.

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By..... WOAX, Inc.
 Address 416 Bellevue Avenue
 Phone Numbers..... 8139; 8140; 8149

Transmitter Location..Lincoln Point, Morris-
 ville, Pa.
 Time on the Air: 7 a.m. to 10:30 a.m. and 5
 to 8 p.m.
 News Service..... UP
 Transcription Service: Langworth; C. P. Mac-
 Gregor; Davis & Schwegler
 Representative....Joseph Hershey McGillvra

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....H. M. Gebert
 Program Director..... Walter Lewis
 Production Manager..... Louis Jerome
 Chief Announcer..... Robert Carroll
 Chief Engineer..... Edward P. Knowles

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By...Trent Broadcast Corp.
 Address..... 35 West State St.
 Phone Number..... 6289
 Transmitter Location..... Yardley, Pa.
 Time on the Air: 24 hours daily; Sundays,
 7:30 a.m. to 12 midnight
 News Services..... UP
 Representative Burn-Smith Co.

Personnel

President Charles Quinn
 Executive Vice-President-Station
 Manager..... A. Harry Zoog
 Commercial Manager.... George S. McGinley
 Program Director..... Milton T. March
 Chief Engineer..... Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned By Pillar of Fire
 Operated By..... Alma White College
 Address pathZare
 Phone Number Bound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air..... Shares time

Personnel

President Bishop Alma White
 Vice-President-Secretary-
 Co-Manager Arthur K. White
 Vice-President-Co-Manager ... Ray B. White
 Treasurer-Musical Director... Orland Wolfram
 Chief Engineer..... N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 246

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company

AddressKimo Theatre Bldg.
Phone Number..... 4544-4545

Transmitter Location...Albuquerque

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News ServiceTransradio

Transcription Service...World Broadcasting
System; C. P. MacGregor

RepresentativeWeed & Company

Personnel

PresidentA. R. Hebenstreit

Station Manager.....Harry Burdick

Sales Promotion Manager.....Ted Schifani

Program Director.....Robert Van Driel

Musical Director-Chief

Announcer.....Wendell Barcroft

Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

Frequency: 1030 Kc. Power: 50000 d.; 25000 n.

Owned-Operated By...Albuquerque Broad-
casting Company

Address.....420 West Gold Avenue

Phone Number.....4411

Transmitter Location...Alameda, New Mexico

Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 11 p.m.

News Service.....INS; UP

Transcription Service.....NBC Thesaurus

Representative.....The Katz Agency, Inc.

Personnel

PresidentT. M. Pepperday

ManagerFrank Quinn

Program Director.....Van Haafden

Women's EditorMary Hickox

Musical Director.....Bud Nelson

Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By...Carlsbad Broadcast-
ing Co.

AddressCrawford Hotel

Phone Number244

Transmitter Location.....La Huerta, N. M.

Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 9 a.m. to 8 p.m.

News ServiceUP

Transcription ServiceNB CThesaurus

Personnel

Station Manager.....Jack Hawkins

Commercial Manager.....Clark Epperson

Program Director.....Jack Evans

Publicity Director.....Bill Dallas

Chief Announcer.....Lee Pollock

K I C A

CLOVIS—EST. 1931

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By..Western Broadcasters,
Inc.

Address321 Main St.

Phone Number3

Transmitter Location...10th at Hillcrest Park

News ServiceUP

Transcription Service...Associated Music

Publishers; C. P. MacGregor

Representative.....Forjoe & Co.

Personnel

President-General Manager..Charles C. Alsup

Station Manager.....Drury Lane

Program Director.....Doris Johnson

Chief Announcer.....J. R. Whitworth

Musical Director.....E. Alsup

Chief Engineer.....Wesley Rutz

K W E W

HOBBS—EST. 1937

Frequency: 1490 Kc. Power: 100 Watts

Owned-Operated ByW. E. Whitmore

AddressHobbs

Time on the AirUnlimited license

Personnel

General Manager.....W. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Southwest Broad-
casters, Inc.

Business Address.....P. O. Box 710

Phone Number489

Studio Address.....Highway No. 65

Transmitter Location...Highway No. 65

Time on the Air.....7 a.m. to 10 p.m.

News ServiceINS

Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. N. Thwaites

Program Manager.....Dorothy G. Thwaites

Spanish Department Manager,
Henry Tafoya, Jr.

Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address502 West Second Street
 Phone Number 288
 Transmitter Location Roswell
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor

Personnel

Station Manager W. E. Whitmore

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address759 Cerillos Road

Phone Number 2020
 Transmitter Location Santa Fe
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System; Lang-Worth

Personnel

President A. R. Hebenstriet

KTNM

TUCUMCARI—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Krasin-Krutzner
 Broadcasting Co.
 Address Tucumcari
 Phone Number 192
 Transmitter Location Tucumcari
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service INS
 Transcription Service.....Standard Radio

POPULARITY COUNTS!

A Ross Federal Survey taken in Albany and Troy in August,
 1941 gave these results:

<u>WABY</u>	<u>WOKO</u>	<u>WGY</u>	<u>WTRY</u>	<u>Others</u>
36.4%	22.6%	22.2%	6.8%	2.1%

Complete Data Furnished on Request

Buy Where the Listeners Are!

The Radio Centre Stations

WOKO

CBS

HAROLD E. SMITH, GEN. MGR.

WABY

MUTUAL

ALBANY—TROY—SCHENECTADY

J. P. McKinney & Son, National Rep.

NEW YORK

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 247

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Broad-
casting Co., Inc.

Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Colonie, N. Y.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WOKO, Inc.
Address: Radio Centre
Phone Number: 4-4193
Transmitter Location: Central Avenue
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry L. Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: O. A. Sardi

W M B O

AUBURN—EST. 1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Address: Metcalf Building, 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and
Division Streets
Time on the Air: 8 a.m. to 10 p.m.
Newspaper Affiliation: Auburn Citizen-
Advertiser

News Service: AP
Transcription Service: Standard Radio

Personnel

President: William O. Dapping
Station Manager: Frederick L. Keesee
Publicity Director: Dorothy Bolin
Chief Engineer: Herbert House

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Broadcasting
Corporation

Address: 90 Main Street
Phone Numbers: 715; 716; 2100; 299
Transmitter Location: Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 9 p.m.

News Service: UP
Representative: Bogner and Martin

Personnel

President: Edmund R. Gamble
Station Manager: Frank A. Corti
Sales Manager: Robert E. Newstead
Program Director: Cliff Jones
Chief Announcer: Floyd Hess
Chief Engineer: John Dinter

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones
Advertising Agency

Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Binghamton
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
National Sales Office Address: 366 Madison
Avenue, New York, N. Y.
Representative: John Blair & Co.

Personnel

President: John C. Clark
General Manager: Cecil D. Mastin
Sales Manager: Harry Trenner
Sales Promotion Manager: Ewing Hawkins
Program Director: E. Ray McCloskey
Production Manager: Walter Roberts
Chief Announcer: Newell Struck
Continuity Chief: Virginia Howe
Musical Director: Donald Grey
Chief Engineer: Lester H. Gilbert

W B Y N

*Brooklyn's Own Station
Serving
Greater New York
at
1430 On Your Dial*

•

1000 WATTS

•

GRIFFITH B. THOMPSON
V.P. and general manager

SIDNEY J. FLAMM
V.P. in charge of sales

•

132 West 43rd Street, New York City, BRyant 9-3773

•

1 Nevins Street, Brooklyn, N. Y., TRiangle 5-3300

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By... Watchtower Bible & Tract Society, Inc.
Address 124 Columbia Heights
Phone Number MAin 4-9735
Transmitter Location..... Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager..... Andrew K. Wagner
Musical Director..... Karl Klein
Chief Engineer..... Ralph Leffler
(Non-Commercial Station)

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Addresses: 132 W. 43rd St., N. Y. C.; 1 Nevins St., Brooklyn
Phone Number.. BRyant 9-3773; TRiangle 5-3300
Transmitter Location..... 583 Meserole St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service AP

Personnel

Vice-President-General
Manager Griffith B. Thompson
V-P in Charge of Sales..... Sidney J. Flamm
Program Director..... Norman H. Warembud
Publicity Director..... Louis Frankel
Musical Director..... Lee Grant
Chief Engineer..... Peter Testan

W L I B

BROOKLYN—EST. 1926

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By..... WLIB, Inc.
Address 846 Flatbush Avenue
Phone Number..... INgersoll 2-1300
Transmitter Location... 180 Morgan Avenue
Time on the Air..... Daytime license
News Service INS
Transcription Service Lang-Worth

Personnel

General Manager..... Elias Godofsky
Commercial-Sales Promotion
Manager Louis Berne
Program Director..... Paul Gould
Chief Announcer..... Frank Ross
Musical Director..... Roger Wayne
Chief Engineer..... Arthur Faske

WLIB

BROOKLYN, NEW YORK CITY



The
VOICE
of
LIBERTY



1190 Kc.

1000 W.



ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN

beams your message
via a NEW transmitter
to the Great Western
New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.

**NBC Basic
Red Network**

WBEN
BUFFALO, N. Y.

930
KILOCYCLES
in the center
of the dial

Represented by
**EDWARD
PETRY & CO.**

The Preference of the Audience Is the Choice of the Advertiser

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Manager: Edgar H. Twamley
 Commercial Manager: Gene Wyatt
 Program Director-Chief Announcer,
 George Torge
 Director of Public Service
 Programs: Charles T. Harrell
 Director of Sports: Jim Wells
 Director of Women's
 Programs: Margaret Wilkinson
 Publicity Directors: Joe Betzer,
 Cy King, Joe Haeifner
 Musical Director: Robert Armstrong
 Chief Engineer: Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Roy L. Albertson
 Address: 485 Main Street
 Phone Number: Cleveland 3365
 Transmitter Location: 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Standard Radio; C. P.
 MacGregor; Langworth
 Representative: William G. Rambeau Co.

Personnel

Owner and General
 Manager: Roy L. Albertson
 Commercial Manager-Program
 Director: Virginia C. Fyda
 Musical Director: Arthur Crosson
 Chief Engineer: Thomas L. Vines

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WEBR, Inc.
 Address: 23 North Street

Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening News
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Weed & Company

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Director: C. Robert Thompson
 Sales Manager: William Doerr, Jr.
 Sales Promotion Manager: Albert H. Zink
 Program Director: Kay Burkhardt
 Production Manager: Peter A. Krug
 Chief Announcer: Edward J. Wegman
 Music Librarian: Otto Retter
 Musical Director: Bob Armstrong
 Chief Engineer: Ralph Kingsley

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.

News Comes First

at

W B N Y

★

Buffalo's only independent station is
 noted for its quick, accurate coverage
 of all worldwide and local happen-
 ings of importance . . . full Trans-
 radio Press service provides many
 outstanding beats . . . all Western
 New York follows WBNY's newscasts.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director H. C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By Buffalo Broadcasting
 Corp.

Address Rand Building
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 7 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcast-
 ing System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director Herbert C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson
 Publicity Director Jack MacLean
 Chief Engineer Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmira Star-Gazette
 Business Address 201 Baldwin St.
 Phone Number 5181

Studio Address Mark Twain Hotel
 Transmitter Location Schuyler Ave.
 Time on the Air: 7:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight

Newspaper Affiliation. Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser

News Service UP
 Transcription Service World Broadcasting
 System

Representative J. P. McKinney & Son

Personnel

Director Dale L. Taylor
 Sales Manager Joseph M. Cleary
 Commercial Manager Ernest F. Oliver
 Production Manager Woodrow Ott

Publicity Director Phil Cameron
 Chief Announcer John Newhouse
 Office Manager Rita E. Hogan
 Musical Director Harry Springer
 Chief Engineer Perry Esten

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc. Power: 250 Watts
 (with 2 amplifiers)

Owned-Operated By Thomas J. Watson
 Address Endicott
 Transmitter Location Endicott
 Time on the Air Unlimited license

Personnel

Owner Thomas J. Watson
 Manager Walter S. Lemmon
 *Station had a construction permit at pres-
 time and no further information was available.

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By H. H. Carman

Address 44 So. Grove Street
 Phone Number Freeport 2418
 Transmitter Location 215 Bedell Street
 Time on the Air: Shares time with WBRB and
 WFAS

Transcription Service NBC Thesaurus

Personnel

Owner and General Manager H. H. Carman
 Commercial Manager Neal Seaman
 Program Director A. Cheesman
 Chief Announcer John Dudley
 Chief Engineer Alfred Sturhann

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 1000 Watts
 Owned-Operated By Cornell University
 Business Address Ithaca Savings Bank
 Bldg.

Phone Number 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus

Transmitter Location Forest Home, Ithaca
 Time on the Air 6:15 a.m. to sundown,
 New Orleans

News Service UP
 Transcription Service World Broadcasting
 Representative Joseph Hershey McGillvra

Personnel

Station Manager Michael R. Hanna
 Commercial-Sales Promotion
 Manager Lew Trenner
 Production Director Joseph A. Short

Production Manager George W. Johnston
 Research Director.....Richard W. Sidenberg
 Musical DirectorHarry J. Hennessy
 Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1924
 BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....James Broadcasting
 Company, Inc.
 Address.....208 Hotel Jamestown Bldg.
 Phone Number 7-151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription ServiceAssociated Music
 Publishers; Lang-Worth
 RepresentativeRadio Advertising Cor-
 poration

Personnel

President.....Jay E. Mason
 Vice-President-General
 Manager.....Simon Goldman
 Promotion Manager-Program
 Director.....A. E. Spokes
 Publicity DirectorCatherine Lindstrom
 Musical Director.....George Pfeleger
 Chief Engineer.....Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Kingston Broadcasting
 Corp.
 AddressGovernor Clinton Hotel
 Phone NumberKingston 4500
 Transmitter Location....Plainfield St., Ulster
 Township
 Time on the Air.....7 a.m. to 1 a.m.
 News Service INS
 Transcription Service....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....William G. Rainbeau Co.

Personnel

President-Station Manager,
 Benjamin F. Feiner, Jr.
 Program DirectorD. M. Murphy
 Public Relations Director.....E. L. Feiner
 Chief AnnouncerW. L. Smith
 Chief Engineer.....M. S. Seimes

W A L L*

MIDDLETOWN—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 Business Address Middletown

Transmitter Location Middletown
 Time on the AirUnlimited license

Personnel

PresidentMartin Karig
 *Station has a construction permit at press
 time and no further information was available.

W G N Y

NEWBURGH—EST. 1933

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Operated ByWGNV Broad-
 casting Co., Inc.
 Business Address161 Broadway
 Phone Number 4600
 Studio Addresses: 161 Broadway, Newburgh;
 22 James St., Middletown; 47 Cannon
 Poughkeepsie
 Transmitter Location....Chocchocton Turnpike,
 Newburgh, N. Y.
 Time on the Air.....6:30 a.m. to local sunset
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie Newspapers, Inc.
 Transcription Service....World Broadcasting
 System; C. P. MacGregor
 Representative.....Headley-Reed Company

Personnel

President.....Merritt C. Speidel
 DirectorEdward A. Chappell
 Station ManagerHarold W. Cassill

For

"COVERAGE + SERVICE"

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

•
 Blue Network

NEW YORK

Program Director.....Richard Crans
Artists' Bureau Head.....Ruth M. Shafer
Musical Director.....Jack Stotesbury
Chief Engineer.....Patrick Simpson

W A B C

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.

Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.

Transmitter Location: Columbia Island, in Long Island Sound off New Rochelle, N. Y.
Time on the Air: 6:15 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
General Manager.....Arthur Hull Hayes
Sales Promotion Manager.....Jules Dundes

Program Director.....George Allen
Publicity Director.....Louis Ruppel
Sales Service Manager.....Stanley H. Pulver
Manager of Program

OperationsG. Richard Swift
Chief EngineerHenry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...WB NX Broadcasting Co.

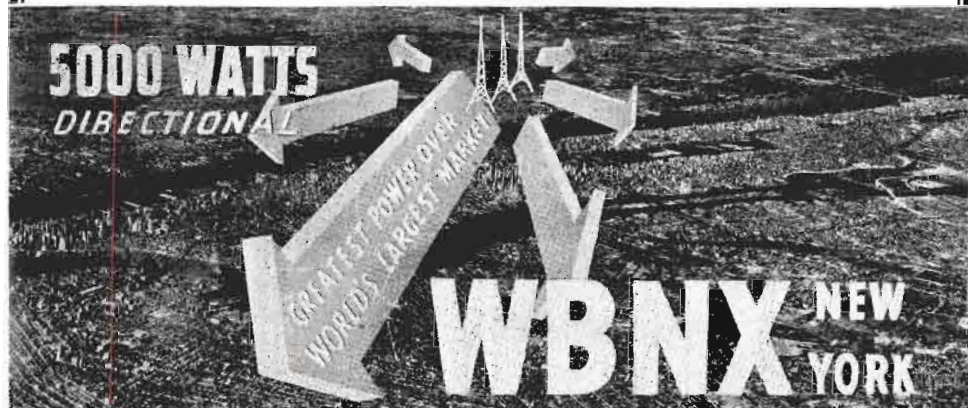
Address260 E. 161st Street
Phone NumberMElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air: 9 a.m. to 6 p. m. and 7:30 p.m. to 12 midnight; Sundays, 9 a.m. to 11 a.m., 12:30 p.m. to 3 p.m., 4:30 p.m. to 7 p.m. and 8:30 p.m. to 12 midnight

News Service INS
Transcription Service.....Standard Radio

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin

An Effective Sales Approach To The
WORLD'S LARGEST MARKET—



BLANKETING

METROPOLITAN NEW YORK

• • NEW YORK • •

Program Director.....Frank Johnson
Publicity OfficeDavis-Leiber
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated ByNational Broad-
casting Co.

Address30 Rockefeller Plaza
Phone NumberCircle 7-8300
Transmitter Location...Port Washington, N. Y.
Time on the AirUnlimited license
News ServiceAP; INS; UP
RepresentativeNational Broadcasting Co.

Personnel

See NBC Network Listing

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated ByDebs Memorial
Radio Fund

Address117 West 46th Street
Phone NumberBRyant 9-2360

W E V D

5000 WATTS
1330 KILOCYCLES

**NEW YORK'S
STATION OF
DISTINCTIVE
FEATURES**

IN
ENGLISH
JEWISH
ITALIAN

Henry Greenfield
Managing Director

115 West 46th St., New York

For Complete

NETWORK INFORMATION

National-Regional

Please turn to page 289

AMERICA'S MOST POWERFUL INDEPENDENT STATION

FIRST in

✓ **POWER**

50,000 Watts—1050
Kilocycles Clear Channel

✓ **COVERAGE**

America's Largest Market
Fifteen Million Radio Homes

✓ **ADVERTISERS**

Greatest Number of Spot
Advertisers

✓ **NEWS**

Fulton Lewis Jr., Wythe Wil-
liams, George Combs, U. P.,
A. P., Newsreel Theatre,
Fulton Oursler

✓ **SPORTS**

Brooklyn Dodgers' Baseball,
Pro Football, Hockey, Clem
McCarthy, Red Barber, Dick
Fishell, Bert Lee, Sam Taub,
Marty Glickman

WHN 50,000 WATTS

NEW YORK • 1540 BROADWAY • BRYant 9-7800

CHICAGO OFFICE • 360 NORTH MICHIGAN AVE. • RANDOLPH 5254

Transmitter Location: 1335 Grand St., Brooklyn, N. Y.
Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 4 a.m.; no schedule Monday night

Phone Number BRyant 9-7800
Transmitter Location East Rutherford, N. J.
Time on the Air 6 a.m. to 3 a.m.
News Service UP
Chicago Office 360 N. Michigan

Personnel

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....David Niles
Program Director.....George Field
Musical Director.....Joseph Garnet
Chief Engineer.....Charles Brown

Personnel

Director.....Herbert L. Pettay
Sales Director.....Bert Lebharr, Jr.
Station Manager.....Frank Roehrenbeck
Program Manager.....Fred Raphael
Comptroller.....Jacques Van Straten
Publicity Director.....Al Simon
Sales Promotion Manager.....Robert G. Patt
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Book-
ing Agency
Address 1540 Broadway

W H O M

(See Jersey City, N. J.)

For

TELEVISION — FM INFORMATION

Please turn to page 893



For Complete Section Covering

THE TECHNICAL SIDE OF BROADCASTING

Please turn to page 971

Good for you

before and after

As this ad goes to press, WINS is happy to announce that construction on its new 50 kilowatt transmitter at Lyndhurst, N. J. is rapidly nearing completion.

Actual operation on this increased power is expected early in 1942. Until this time, having now built up its other facilities as a 50,000 watt station, WINS offers the advertiser highly effective radio coverage at unusually attractive rates.

W I N S
N E W Y O R K

•
W A V E L E N G T H 1 0 0 0

"easy to remember... easy to dial"

NEW STUDIOS: 28 WEST 44TH STREET, NEW YORK, N. Y. • BRYANT 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc.....Power: 1000 Watts
 (C.P. 50000 Watts)
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter LocationAstoria, L. I.
 Time on the Air.....7 a.m. to local sunset,
 Chicago
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio

Personnel

President (Hearst Radio, Inc.),
 Charles B. McCabe
 Station Manager.....Cecil H. Hackett
 Sales Promotion Manager-Publicity
 Director.....Bernard Estes
 Program Director.....Hazel Bower
 Chief Announcer.....Bill Harding
 Musical Director.....Henry Sylvern

Production Manager.....Robert Cotton
 Chief Engineer.....Paul Von Kunitz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated ByBlue Network
 Co., Inc.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location.....Bound Brook, N. J.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Transcription ServiceNBC Thesaurus
 RepresentativeBlue Network Co., Inc.

Personnel

President Mark Woods
 Manager.....John H. McNeil
 National Spot Sales Manager,
 Murray Grabhorn
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

Complete Listings of

MUSICAL DIRECTORS OF STATIONS

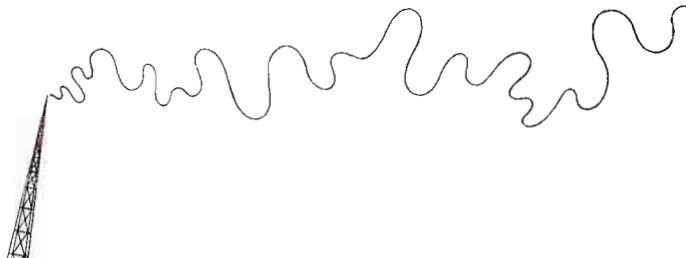
See page 615

HOME ECONOMICS DIRECTORS OF STATIONS

See page 621

NEWSPAPER OWNED OR AFFILIATED STATIONS

See page 604



How to make 5,000 watts do the work of 480,000

The lower the frequency of a station the longer its wave-length; the longer the wave-length the stronger the signal. WMCA has New York's lowest frequency (570 kc.) and longest wave-length (526 meters). The tremendous value of "first on the dial" is illustrated below:

FOR EXAMPLE, TO DELIVER A 2 MILLIVOLT SIGNAL 43 MILES WITH A NON-DIRECTIONAL ANTENNA*:

(* Actually WMCA triples its power through a three-element directional antenna which amplifies the signal toward areas of greatest population.)

WMCA at 570 kc. needs only 5,000 watts

IF WMCA were at 1000 kc. . . . it would need 76,500 watts

IF WMCA were at 1200 kc. . . . it would need 158,000 watts

IF WMCA were at 1600 kc. . . . it would need 480,000 watts



Virgil Reiter & Co.,
400 N. Michigan Ave.,
Chicago.

First on New York's Dial, 570 • America's Leading Independent Station

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 6:45 a.m. to 1:15 a.m.
 News Service AP
 RepresentativeVirgil Reiter & Company

Personnel

OwnerEdward J. Noble
 President E. E. Anderson
 Vice-President-General
 Manager Donald S. Shaw
 Treasurer C. N. Priaulx
 Assistant Secretary-Treasurer,
 H. L. Morgan, Jr.
 Director of Sales.....Charles Stark
 Sales Promotion Manager.....Maxwell Dane
 Program Director Walter Craig
 Production Manager.....William C. Card
 Night Program Manager.....Alan Williams
 Director of Recorded Music.....Bob Bach
 Director of News & Publicity...Leon Goldstein
 Musical Director.....Joseph Rines
 Chief Engineer.....Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned ByCity of New York
 Operated ByMunicipal Broadcasting
 System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 New York
 Time on the Air.....7 a.m. to sunset,
 Minneapolis

Personnel

Director.....M. S. Novik
 Chief Announcer.....T. H. Cowan
 Continuity Supervisor...Edward Goldberger
 Program Director..... Seymour N. Siegel
 Publicity Director.....Jack Goodman
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg
 (Non-Commercial Station)

W A A T

(See Jersey City, N. J., Page 479)

FEDERAL COMMUNICATIONS COMMISSION

Entire Section—Personnel—Activities

Starts on page 183



NATIONAL ASSOCIATION OF BROADCASTERS

Personnel—Articles—Code—Activities

Complete Section Starts on page 928



WNEW
NOW HAS TWICE
THE POWER—
24 HOURS A DAY!
(7 days a week)

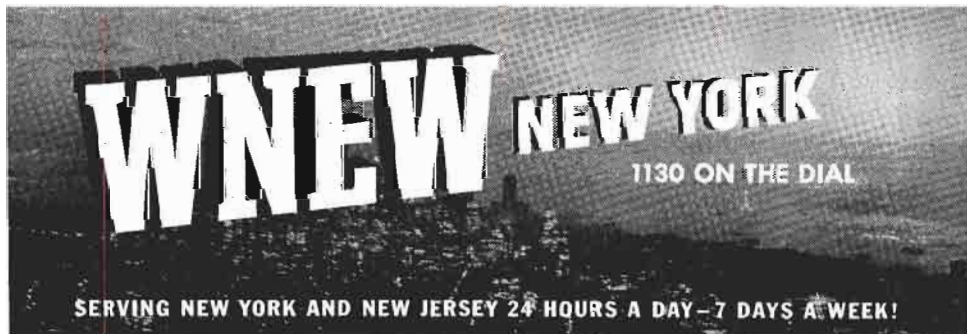
WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes—*better and stronger*.

Now—it's doubly true: **MORE PEOPLE IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER**

INDEPENDENT STATION! (according to independent surveys—sent on request).

And now—more than ever—WNEW is your best buy in America's best market—the station that moves *most goods—fastest*—and *at the least cost!*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service AP
 Transcription ServiceWorld Broadcasting
 System
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Sales Promotion Manager ..Alvan Sommerfield
 Research Director..... Sidney Fishman
 Special Events and Publicity Director,
 Jack Banner
 Production Head.....William McGrath
 Assistant to Manager.....Dorothy Andrews
 AuditorAaron Goldenberg
 Assistant Publicity Director....Rhea Diamond
 Music Clearance DirectorJames Rich
 Sales Traffic Director.....Irene Davis
 Program Traffic Director.....Vita Kane
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 214 W.
 42nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air: 24 hours daily; Sundays,
 7:45 a.m. to 2 a.m.
 News Service.....AP; Transradio: UP;
 General News Ticker (Sports)
 Transcription Service.....WOR Electrical
 Transcription & Recording Service
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice president and general
 manager.....Theodore C. Streibert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Director of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Commercial Program Manager,
 Thomas Moore, Jr.
 Production ManagerArthur Whiteside
 Director of Publicity.....Jerry Danzig
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director WOR Artists Bureau...Nat Abramson
 Director of Sales Promotion.....Joe Creamer
 Musical Director.....Alfred Wallenstein
 Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND MARKET STATISTICS

Covering the Entire U. S. A.

Please turn to page 209

WOV

... —
**FOR
VICTORY**

5000 WATTS

1280 KC

**THE KEY
TO TWO
MARKETS**

DAY TIME

IT'S A MONOPOLY

For 12 hours a day...from 6 A.M. to 6 P.M. . . . WOV monopolizes 14% of the entire metropolitan listening audience . . . the audience that can best be sold in the Italian language.

WOV sells this fruitful market of industrious wage earners and prosperous tradespeople . . . 521,606 families, 1,780,024 persons... at a lower cost (at our present low rates) than any other advertising medium.

NIGHT TIME

ALAN COURTNEY

M. C. "1280 CLUB"

With platters and patter he battles the networks . . . and "blitzes" all the rest. He bites a larger chunk out of the area's listening audience than any other program on the air.

PAN AMERICANA

Latin American Rhythms

AMERICA IN MUSIC

Classics by American Composers

MAXINE KEITH

"FOLLOW THE LEADER"

A lovely lady with discs and discourse.

THE Pulse of New York Survey for January 2-14, 1942 . . . the only 100% yardstick for the measurement of radio audiences . . . establishes beyond question the leadership WOV enjoys among the independent radio stations in the Metropolitan area.

A representative from WOV, with authentic facts and figures will be very glad to prove this conclusion.

WOV . . . — For Victory

Circle 5-7979

730 Fifth Avenue, New York

W O V

NEW YORK—EST. 1933

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to 12 midnight Tuesday thru Saturday; Sunday, 10 a.m. to 1 p.m.; 6:30 p.m. to 9 p.m.; Monday, 7 a.m. to 2 p.m.; 5 p.m. to 8 p.m.; 10 p.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....Associated Music Publishers

Personnel

Station ManagerH. D. Henshel
 Commercial Manager.....Ralph Nardella
 Promotion-Publicity Manager..Herbert Landon
 Program DirectorMario Ferrari-Hutton
 Production ManagerJames Capozucchi
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Whitman N. Hall

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting Company, Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island, N. Y.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...World Broadcasting System
 RepresentativeThe Foreman Company

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-President in Charge of Sales, Hugh K. Boice
 Sales Promotion Manager..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Dorothea Beckman
 Chief Announcer.....Arch Kepner
 Musical Director.....Eddy Brown
 Chief Engineer.....Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By...The Niagara Falls Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421

Transmitter Location.....Lockport & Military Roads
 Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls Gazette
 News ServiceUP
 Transcription Service.....Lang-Worth; Standard Radio; C. P. MacGregor
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program DirectorRuth Prindle
 Musical Director.....Ernie Whistler
 Musical AdvisorHarold Bradley
 Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...St. Lawrence Broadcasting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 9 a.m. to 7 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeDeLisser, Inc.

Personnel

President-Commercial Manager, Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Production Manager-Program DirectorJack Paige
 Chief Engineer.....Raymond E. Lafferty

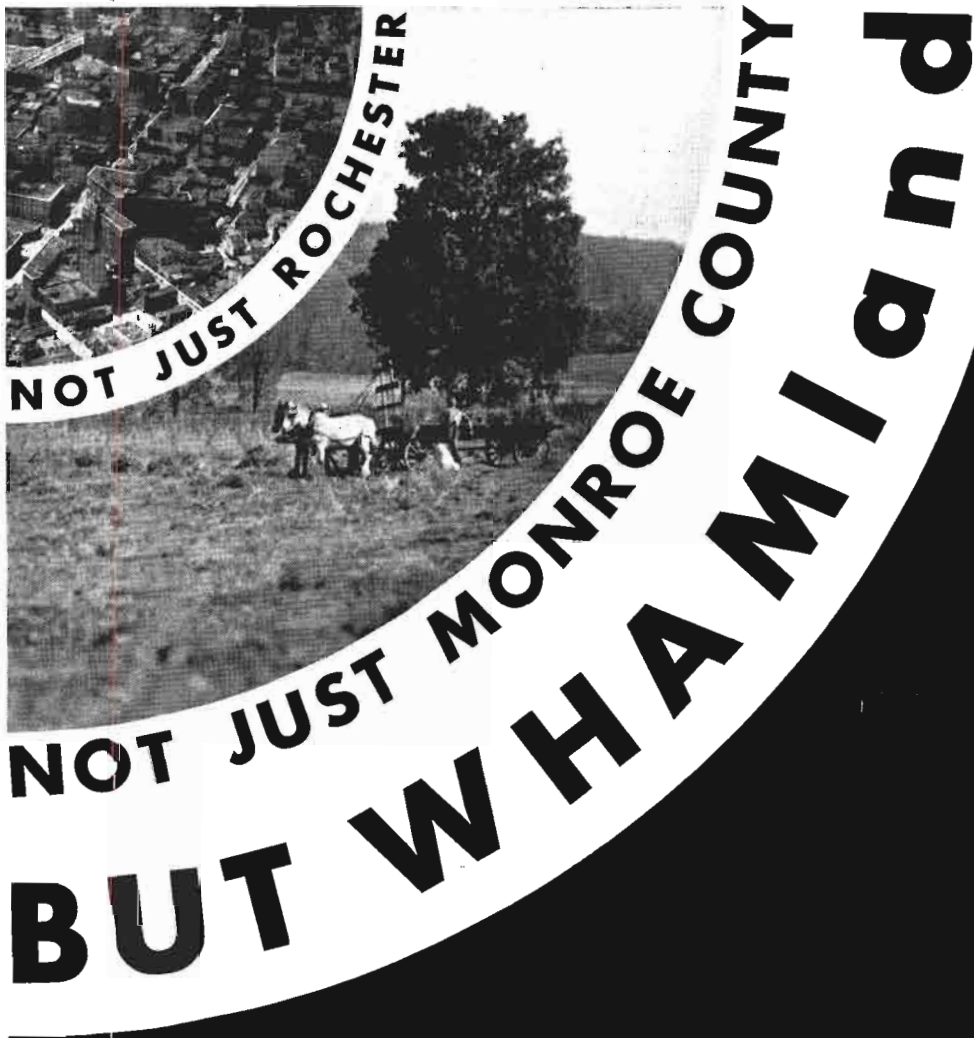
W H D L

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

BLUE NETWORK

BI-STATE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Business Address: 601-619 Exchange National Bank Building
 Phone Numbers: Olean 4149; Bradford 6000; Transmitter, Olean 7597
 Studio Addresses: 601-619 Exchange National Bank Building; Citizens Bank Building, Bradford, Pa.; St. Bonaventure College, N. Y.
 Transmitter LocationAlleghany, N. Y.
 Time on the Air7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times Herald
 News ServiceUP
 Transcription Service ...World Broadcasting
 RepresentativeJ. P. McKinney & Son



WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey

gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

National Repr.: George P. Hollingbery Co.

W H A M

50,000 WATTS . . . CLEAR CHANNEL . . . FULL TIME . . . AFFILIATED
WITH THE RED NETWORK OF THE NBC AND THE BLUE NETWORK CO.

"The Stromberg-Carlson Station"

Personnel

President.....E. B. Fitzpatrick
 Station Manager.....Thomas L. Brown
 Commercial-Sales Promotion
 Manager.....Frederick G. Meyer
 Program Director.....Virgil C. Booth
 Production Manager-Chief
 Announcer.....Richard Morgan
 Bradford Studio Manager.....Francis X. Vogel
 St. Bonaventure College Studio
 Manager.....Rev. Claude Kean
 Publicity Director.....James Connell
 Chief Engineer.....Warren E. McDowell

W M F F

PLATTSBURG—EST. 1935

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....Radio Centre
 Phone Number.....1600
 Transmitter Location.....Boynnton Ave.
 Time on the Air: 7:30 a.m. to 12:05 a.m.;
 Sundays, 9 a.m. to 12:05 a.m.
 News Service.....Transradio
 Transcription Service.....C. P. MacGregor
 Representative...George P. Hollingbery Co.

Personnel

President.....E. H. Bragg
 General Manager.....George F. Bissell
 Commercial Manager.....Edward Furman
 Program-Publicity Director...Edward Barry
 Chief Announcer.....Wilson Daily
 Chief Engineer.....Jack Nazak

W K I P

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Poughkeepsie Broad-
 casting Corporation
 Address.....The Nelson House
 Phone Number.....6-800
 Transmitter Location.....The Nelson House
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President.....Richard E. Coon
 General Manager.....Bruff W. Olin, Jr.
 Production Manager-Chief
 Announcer.....Joel Blake
 Publicity Director.....Rod Swift
 Musical Director.....Sydney Freed
 Chief Engineer.....John Burke

W H A M

ROCHESTER—EST. 1927

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By...Stromberg Carlson
 Telephone Manufacturing Company
 Business Address.....111 East Avenue
 Phone Number.....Stone 1862
 Studio Address.....Sagamore Hotel
 Transmitter Location.....Victor, New York
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service...Lang-Worth; World
 Broadcasting System
 Representative...Geo. P. Hollingbery Co.

Personnel

President.....Wesley M. Angle
 Vice-President.....Edward A. Hanover
 General Manager.....William Fay
 Commercial Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager...Arthur W. Kelly
 Program Director.....Chas. Siverson
 Production Manager-Chief
 Announcer.....Jack Lee
 Musical Directors.....Charles Silverson,
 Jeane Zacker
 Educational Director.....Homer Bliss
 Farm Director.....Tom Murray
 Librarian.....Frank Seibold
 Accountant.....Bernice Snyder
 Director of Home Economics...Hazel Cowles
 Director of News & Sports...Allen Sisson
 Technical Supervisor.....Ken Gardner

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By...WHEC, Inc.
 Address.....40 Franklin St.
 Phone Number.....Stone 1320
 Transmitter Location...979 Mt. Read Blvd.
 Time on the Air: 6:25 a.m. to 12:30 a.m.; Sun-
 days, 8 a.m. to 12:30 a.m.; Saturdays, 6:25
 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....J. P. McKinney & Son

Personnel

Vice-President.....Clarence Wheeler
 Treasurer-General Manager...Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Publicity Director.....Ross Woodbridge
 Assistant Secretary.....Mary Carroll
 Traffic Manager.....Elizabeth Gledhill
 Chief Announcer.....Harry LeBrun
 Musical Director.....Ken Sparnon
 Chief Engineer.....Bernard C. O'Brien

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the Station that is

FIRST—to be established in Central New York. Started in 1922.

FIRST—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

FIRST—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

FIRST—in total number of hours sold.

FIRST—in sponsored Columbia Network Shows.

FIRST—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

To get the most out of your radio dollar in Central New York . . .

Use
W F B L
S Y R A C U S E , N . Y .

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Brown Radio Service & Laboratories
 Address: Taylor Bldg., Main St.
 Phone Number: Stone 702
 Transmitter Location: Taylor Bldg.
 Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.
 News Service: INS
 National Sales Office: 366 Madison Avenue, New York, N. Y.

Personnel

President-Chief Engineer: Gordon P. Brown
 General Manager: Mort Nusbaum
 National Sales Manager: Winston H. Thornburg
 Program Director: Harold Kolb
 Sales Promotion Manager: Elmer J. Walz
 Publicity Director: Harlan Evans
 Chief Announcer: Kenneth E. Loysen

W N B Z

SARANAC LAKE—EST. 1937

BLUE NETWORK

Frequency: 1320 Kc. Power: 100 Watts
 Owned-Operated By: Upstate Broadcasting Corporation
 Business Address: 100 Main St.
 Phone Number: 1320
 Studio Addresses: 3 Olive St.; 100 Main St.
 Transmitter Location: 3 Olive St.
 Time on the Air: 7:30 a.m. to local sunset
 Transcription Service: Keystone Broadcasting System; Standard Radio
 Representative: Geo. P. Hollingbery Co.

Personnel

President: Carl F. Woese
 Vice-President-General Manager: H. Scott Killgore
 Station-Commercial Manager: John F. Grimes
 Program-Publicity Director: Ruth O'Connell
 Production Manager: Earl Sharland
 Chief Announcer: Michael Ebert
 Chief Engineer: Harold Warner

W G Y

SCHENECTADY—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts
 Owned-Operated By: General Electric Company
 Address: 1 River Road
 Phone Numbers: 4-2211; 3-2121
 Transmitter Location: South Schenectady
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 1 a.m.
 News Service: UP

Transcription Service: NBC Thesaurus; Standard Radio
 Representative: National Broadcasting Co.

Personnel

President: Charles E. Wilson
 Station Manager: Kolin Hager
 Program Manager: A. O. Coggeshall
 Sales Promotion Manager: Herbert Hauffler
 Production Manager: Victor Campbell
 Press & Public Relations Director: W. T. Meenam
 Accountant: V. J. Hasche
 Director of Agricultural Activities: G. E. Markham
 Musical Director: Gordon Randall
 Chief Engineer: W. J. Purcell

W A G E

SYRACUSE—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: Sentinel Broadcasting Corporation
 Address: Loew Building
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Time on the Air: 6 a.m. to 2 p.m.; Sundays, 9 a.m. to 2 p.m.
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Edward Petry & Co., Inc.

Personnel

President: Frank C. Revoir
 Station Manager: William T. Lane
 Commercial Manager: William B. Hines
 Sales Promotion Manager: Arnold Bowden
 Program Director: Gordon Alderman
 Publicity Director: Glenn Williams
 Musical Director: Thelma Jean McNeill
 Chief Engineer: Charles Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: Onondaga Radio Broadcasting Corporation
 Address: Onondaga Hotel
 Phone Number: 2-1147
 Transmitter Location: Collamer, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS
 Transcription Service: World Broadcasting System
 Representative: Free & Peters

Personnel

President: S. H. Cook
 Vice-President-General Manager: Samuel Woodworth

Vice-President-Merchandising

Manager Robert G. Soule
 Commercial Manager..... Charles Phillips
 Program Director..... George Perkins
 Publicity Director..... Harvey Sanderson
 Control Room Supervisor... Walter L. Stonger
 Transmitter Supervisor... James Kelley
 Musical Director..... Raymond Gantter
 Chief Engineer..... A. R. Marcy

WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Civic Broadcasting Corporation
 Address Chimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselaer and Kirkpatrick Streets
 Time on the Air:..... 19 1/3 hours daily
 News Service Transradio
 Representative Burn-Smith Co.

Personnel

President-Commercial Manager . . . T. S. Marshall
 Station-Program Director . . . Louis W. Kaiser
 Publicity Director-News Editor,

Martin A. Burstein

Chief Announcer..... Hamilton Woodlee
 Musical Director Claude Parton
 Chief Engineer..... David Foote

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By Central New York Broadcasting Corporation
 Address 224 Harrison Street
 Phone Number 3-7111
 Transmitter Location..... 2341 Valley Drive
 Time on the Air: 19 hours daily; Sundays, 16 hours per day
 News Service UP
 Transcription Service: Associated Recorded Program Service; Lang-Worth
 Representative..... Paul H. Raymer Company

Personnel

President..... Harry C. Wilder
 Vice-President..... Fred R. Ripley
 Sales Promotion Manager.E. R. Vadeboncoeur
 Program Director..... Lansing B. Lindquist

Artists' Bureau Head..... Fred Jeske
 Chief Announcer..... Bill Rothrum
 Musical Director..... Charles Thomas
 Chief Engineer..... Armand Belle Isle

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc..... Power: 1000 Watts
 Owned-Operated By..... Rensselaer Polytechnic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location..... 110 Eighth St.
 Time on the Air: 6 p.m. to 12 midnight Mondays only

Personnel

President..... Dr. W. O. Hotchkiss
 Station Manager..... W. J. Williams
 Commercial Manager..... Mary Mahony
 Sales Promotion Manager..... W. C. Stoker
 Program-Musical Director..... A. Olin Niles
 Production Manager H. H. Nugent
 Publicity Director..... F. Tiff
 Chief Announcer..... R. W. Schmelzer
 Chief Engineer..... H. D. Harris

WTRY

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By..... Troy Broadcasting Co., Inc.
 Address 92 Fourth St.
 Phone Numbers..... Troy 2100; Albany 4-2500
 Transmitter Location Boght Corners
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service ... World Broadcasting System; Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

President..... Col. H. C. Wilder
 Manager..... Fred R. Ripley
 Commercial-Sales Promotion Manager,
 William A. Ripley
 Program Director... W. Woodbury Carter, Jr.
 Publicity Director..... Cecil Walker
 Chief Announcer..... Al Parker
 Musical Director..... Tony Sharpe
 Chief Engineer..... A. H. Chismark

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WIBX, Inc.
 Address: First National Bank Bldg.
 Phone Number: 2-2101
 Transmitter Location: Schuyler St., Marcy,
 N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service: INS
 Transcription Service: Standard Radio
 New York Sales Office: Hotel Belmont-Plaza
 Representatives: Virgil Reiter & Co.
 (Chicago); Walter Biddick Co. (West Coast);
 Bertha Bannan (Boston)

Personnel

President-Treasurer: Margaret Bowen
 Executive Vice-President: Elliott Stewart
 National Sales-Merchandising
 Manager: N. W. Cook
 Local Sales Manager: L. H. Garvey
 Production Manager: Michael Carlo
 Chief Announcer: Robert Mahaney
 Director of Children's Activities:
 Betty Cushing Griffin
 Continuity Chief: Scott Garfield
 Office Manager: Gladys Moore
 Musical Director: Walter Griswold
 Chief Engineer: J. T. Dowdell

WATN

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Watertown Broad-
 casting Corporation
 Business Address: Woolworth Bldg.
 Phone Numbers: Studios 2424; Com-
 mercial Office, 975

Studio Address: 118 Washington St.
 Transmitter Location: 118 Washington St.
 Time on the Air: 7 a.m. to 11:15 p.m.; Friday
 and Saturday, 7 a.m. to 1 a.m.

News Service: Transradio
 Transcription Service: Standard Radio
 Representative: Burns-Smith Co., Inc.

Personnel

President: G. Harry Righter
 General Manager: John S. Van Cronkhite
 National Sales Manager: Alfred Dinsdale
 Chief Announcer: J. Kenneth Meyer
 Artists Bureau Head: Raymond H. Cameron
 Musical Director: Frederick C. B. Johnstone
 Chief Engineer: Craig L. Whitman

W W N Y

WATERTOWN—EST. 1941

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: The Brockway
 Company

Address: Hotel Woodruff, Public Square
 Phone Number: 4-120
 Transmitter Location: Outer Holcomb Street,
 just inside city limits

Time on the Air: Unlimited license
 Newspaper Affiliation: Watertown Daily
 Times

News Service: UP
 Transcription Service: World Broadcasting
 System

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial-Sales Promotion
 Manager: Louis Saiff
 Program-Publicity Director: Jean Clos
 Production Manager-Chief
 Announcer: Robert Mowers
 Traffic Manager: Margaret McCord
 Musical Director: Earl Kelly
 Chief Engineer: Maynard B. Davis

Sales are
 Soaring

in
 WATERTOWN, N. Y.



INVESTIGATE THIS
 MARKET . . . and

WATN 250
 WATTS

WATERTOWN, N. Y.

G. H. Righter, Pres.
 J. S. Van Cronkhite, Gen. Mgr.
 Representative
 Burn-Smith Co., Inc.

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location..... Roger Smith Hotel
 Time on the Air..Shares time with WGBB
 News Service..... AP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 Representative Headley-Reed Co.

Personnel

President.....J. Noel Macy
 V-P-Managing Director.....Frank A. Seitz
 Program-Musical Director.....Ran Kaler
 Chief EngineerHarry C. Laubenstein

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts;
 (C. P. 5,000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address..... 41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air: Part time schedule (75 hours
 weekly)
 News Service..... INS
 Transcription Service.....Lang-Worth; NAB

Personnel

President William H. Reuman
 General Manager.... Robert A. Catherwood
 Asst. General Manager..... Edith Dick
 Director of Publicity and
 Promotion Walter Kaner
 Program Director Dud Conolly
 Chief Engineer..... William H. Reuman
 Night Studio Manager..... Fred Barr
 Production Manager and Musical
 Director Adolph Goebel

WFAS...

*A Class Station in
 A Class Market*

In 1941 broadcast—

- 3138 Programs of Serious Music
- 1335 World and Westchester
 newscasts.
- 340 Westchester sportscasts and
 events.
- 374 Westchester Religious pro-
 grams.
- 249 Westchester Women's Feat-
 ures.
- 599 Civic—Fraternal—Educa-
 tional Programs.
- 498 Programs for Children.
- 786 Remote Pickups in West-
 chester.

WFAS in Westchester

Roger Smith Hotel
 White Plains

Representatives:

HEADLEY-REED COMPANY
 420 Lexington Ave.
 New York

WWRL

NEW YORK

COMING SOON!

5,000 WATTS

NON-DIRECTIONAL

FULL TIME



LOWEST RATES

IN
 NEW YORK CITY

WWRL

'160 THE RIGHT END
 OF THE DIAL'

NORTH CAROLINA

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 248

W I S E

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
(WFBC-WKPT-WOPI-WISE)

Frequency: 1230 Kc. Power: 250 Watts
Owned By.....WISE Broadcasting Co.
Operated By.....Radio Station WISE, Inc.
Address.....Langren Hotel
Phone Number.....1213
Transmitter Location.....Langren Hotel
Time on the Air.....121 hours weekly
Newspaper Affiliation: Asheville Daily News
News Service.....INS
Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Baxter Barkley
Program Director.....Ken Beachboard
Chief Engineer.....Charles Sumner

W W N C

ASHEVILLE—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Operated By.....Asheville Citizen-
Times Co., Inc.
Address.....14 O'Henry Avenue
Phone Number.....5500
Transmitter Location.....Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation.....Asheville Citizen-
Times
News Service.....UP
Transcription Service.....Lang-Worth; World
Broadcasting System

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program Director.....Ezra A. McIntosh
Assistant Program Director.....Mardi Liles
Promotion Manager.....Herman I. Mosely
Chief Engineer.....Cecil Hoskins

W B B B

BURLINGTON—EST. 1941
MUTUAL BROADCASTING SYSTEM
NORTH CAROLINA & SOUTHERN NETWORKS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By.....Alamance Broad-
casting Company, Inc.
Address.....310½ South Main St.
Phone Numbers.....2730; 2731

Transmitter Location.....Elon Road (West
Front Street Extension)
Time on the Air:.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio

Personnel

Managing Director.....E. Z. Jones
Commercial Manager.....Ernie Smith
Program Director.....Paul Huddleston
Publicity Director.....Kent Dennan
Chief Announcer.....William Sandifer
Chief Maintenance Engineer.....Edward Day
Accountant.....Laurine Skinner
Traffic Director.....Pal Faulconer
Musical Director.....Katherine Faulconer
Chief Engineer.....C. C. Penny

W A Y S

CHARLOTTE—EST. 1941
THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By.....Inter-City Advertising Co.
Address.....120 E. Third St.
Phone Numbers.....37173 (office);
41233 (studio-transmitter)
Transmitter Location.....Oakdale
Time on the Air:.....6:30 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
Station Manager.....Harold H. Thoms
Program Director.....Ron Jenkins
Chief Announcer.....Don Mack
Chief Engineer.....Bob Rigby

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM
Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By.....Columbia Broadcasting
System, Inc.
Business Address.....Wilder Building
Phone Number.....3-8833
Transmitter Location.....9 miles southeast of
Charlotte
Time on the Air: 5 a.m. to 1 p.m.; Sundays,
7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager.....William F. Carley

News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Auditor.....E. J. DeGray
 Musical Director.....Jack Phipps
 Chief Engineer.....J. J. Beloungy

W S O C

CHARLOTTE—EST. 1928

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number.....7138
 Transmitter Location.....1925 N. Tryon Street
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President and Station Manager.....E. J. Gluck
 Commercial Manager.....W. C. Irwin
 Program Director.....C. G. Hicks
 Sales Promotion Manager.....Paul W. Norris
 Chief Engineer.....L. L. Caudle

Unassigned*

CONCORD—EST. 1941

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business Address.....Concord
 Transmitter Location.....Concord
 Time on the Air.....Daytime license

Personnel

Owner.....Wayne Nelson
 *Station had a construction permit at pres-
 time and no further information was available.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Durham Radio
 Corporation
 Address.....138 Chapel Hill Street
 Phone Numbers.....R-155, R-156
 Transmitter Location...Cole Road, Near Durham
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation.....Herald-Sun Papers
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Howard H. Wilson Company

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Program-Publicity Director.....J. B. Clark
 Chief Announcer.....Franklin Evans

Director of Scripts and Continuity,
 Mildred Williams
 Recording Engineer.....Lewis Brown
 Bookkeeper-Personnel Manager...Sue Taylor
 Director of Negro Affairs.....Norfley Whitted
 Musical Director.....Anne Edwards
 Chief Engineer.....R. A. Dalton

W C N C

ELIZABETH CITY—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Albemarle Broadcasting
 Co.
 Address.....Colonial Ave.
 Phone Number.....1400
 Transmitter Location...Parsonage St. Extension
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President-Manager.....T. W. Aydlett
 Commercial Manager-Program Director,
 Paul Moyle
 Chief Announcer.....Louis Riggsbee
 Artists' Bureau Head.....Francis Elliott
 Musical Director.....Bob Truere
 Chief Engineer.....Joe Kyle

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....W. C. Ewing & T. K. Weyher
 Operated By...Cumberland Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....N. Water St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers

Personnel

President-Station Manager.....W. C. Ewing
 Commercial Manager.....C. D. Moore
 Program Director-Chief Announcer...Ted Ellis
 Production Manager.....Mrs. Charles Batson
 Publicity Director.....Kate Southerland
 Musical Director.....Larry Roller
 Chief Engineer.....Frank Stewart

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address...National Bank of Commerce Bldg.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP

Personnel

Owner..... F. C. Todd
 Manager..... Pat McSwain
 Commercial-Sales Promotion
 Manager..... F. C. Abernathy
 Program Director..... Earl Holder
 Chief Announcer..... Dick Gray
 Chief Engineer..... Clarence Morse

W G B R

GOLDSBORO—EST. 1939

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By.. Eastern Carolina Broad-
 casting Corp.
 Business Address..... P. O. Box 1024
 Phone Numbers..... 1550; 1551
 Studio Address..... Raleigh Highway
 Transmitter Location..... Raleigh Highway
 Time on the Air..... 6:30 a.m. to 10:30 p.m.
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Associated Radio Sales

Personnel

President..... A. T. Hawkins
 Station-Commercial Manager..... G. L. Winters
 Program Director..... Harry Bright
 Publicity-Musical Director..... Ted Burwell
 Artists' Bureau Head..... Jerry Winters
 Continuity Director..... Bill Arrington
 Chief Engineer..... H. H. Lance

HELP
 THE
 RED CROSS

W B I G


GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc..... Power: 5000 Watts
 Owned-Operated By... North Carolina Broad-
 casting Co., Inc.
 Business Address..... Box 1807
 Phone Number..... 6125
 Studio Address..... O. Henry Hotel
 Transmitter Location... Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service..... AP; Transradio
 Transcription Services:... World Broadcasting
 System; Lang-Worth; Standard Radio
 Representative ... George P. Hollingbery Co.

Personnel

Station and Commercial
 Manager..... Edney Ridge
 Program Director..... Faye Kenyon
 Publicity Director.. Virginia Wilson McKinney
 Production Manager-Chief
 Announcer..... Wally Williams
 News Editor..... Nancy Hudson
 Musical Director..... Margaret Banks
 Chief Engineer..... Earl Allison



**ALWAYS
 A GOOD
 SHOW!**

WBIG GREENSBORO
 NORTH
 CAROLINA


George P. Hollingbery
 Co.
 Nat'l Reprs.

ASK
 EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR
 "COLD FACTS"!

5000 Watts, Day 5000 Watts, Night
 "THE PRESTIGE STATION OF
 THE CAROLINAS"



WGBG

GREENSBORO—EST. 1942

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By Greensboro Broadcast-
 ing Co.
 Business Address Ashe St. Extension &
 Asheboro Rd.
 Transmitter Location Greensboro
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth

Personnel

President-Station Manager Ralph M. Lambeth
 Commercial Manager Herbert G. Mitchell
 Program Director Ted R. Woodard
 Chief Announcer Eddie Carlos
 Chief Engineer James Stewart

WGTC

GREENVILLE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville Broadcast-
 ing Company
 Address Falkland Highway
 Phone Number 3182
 Transmitter Location Falkland Highway

Time on the Air Unlimited License
 News Service UP
 Transcription Service Associated Music
 Publishers

Personnel

President J. J. White
 Station Manager-Program
 Director Margaret J. Laughinghouse
 Commercial-Sales Promotion
 Manager Carl Jack Aley
 Publicity-Musical Director J. D. Simpson, Jr.
 Special Events Director Carl McKinney
 Continuity Director Francis Simpson
 Chief Announcer-News Editor Harold Dale

WHKY

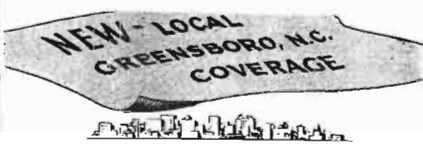
HICKORY—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 (C.P. 1290 Kc.; 5000 d.; 1000 n.)
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location Radio Bldg.
 Time on the Air 119 hours weekly
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Carl V. Cline
 Station-Commercial Manager W. T. Hix
 Chief Engineer E. S. Long



LOW RATE BLANKETS NORTH CAROLINA

“KEY” CITY — With “Plus” Values

Greensboro, N. C.—“Pivot of the Pied-
 mont,” with high per capita earnings and
 regular payrolls from diversified sources,
 is noted for its “trade-at-home” spirit.
 WGBG offers exceptional returns on your
 advertising dollar spent in this city—with
 a “Plus” value of heavy listener audience
 in its rich trade area—backed by merchan-
 dising aid from an up-and-coming staff
 of alert radio men.

WGBG

Greensboro, N. C.

1000 Watts

980 Kc.

BUY
DEFENSE
STAMPS
AND
BONDS

W M F R

HIGH POINT—EST. 1936
BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WMFR, Inc.
Address 156½ S. Main St.
Phone Number 4593
Transmitter Location 156½ S. Main St.
Time on the Air 6 a.m. to 12:05 p.m.
News Service UP
Transcription Service Lang-Worth

Personnel

President James E. Lambeth
Station Manager Ralph M. Lambeth
Commercial-Sales Promotion
Manager Pat Taylor
Program Director-Chief
Announcer Stan Conrad
Thomasville Studio Manager Harrold Harrison
Lexington Studio Manager Frank Lambeth

W F T C

KINSTON—EST. 1936
BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Jonas Weiland
Address 210 East King St.

Phone Number 1200
Transmitter Location Kinston, N. C.
Time on the Air 15 hours daily
News Service Transradio
Representative Burn-Smith Company

Personnel

President-Station Manager Jonas Weiland
Program Director-Chief
Announcer Ray Woodard
Chief Engineer Glen Neuville

W H I T

NEW BERNE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Coastal Broadcasting Co.
Address New Berne
Phone Number 1450
Transmitter Location Trent Rd. & U. S. Highway No. 17
Time on the Air Unlimited license
News Service UP

Personnel

President-Station Manager Louis N. Howard

CENTER OF WEALTH AND POPULATION OF NORTH CAROLINA

REASONS for THIS "MUST" STATION

6 CITY COVERAGE
HIGH POINT GREENSBORO
WINSTON-SALEM LEXINGTON
THOMASVILLE
GREENSBORO

• THE "TRIANGLE MARKET" •

No. 1 The High Point-Winston-Salem-Greensboro triangle is the richest area in North Carolina—the center of the State's population—with highest income per capita.

• COVERAGE •

No. 2 WMFR completely blankets High Point—with a heavy listener audience in the trade area, "the triangle market."

• PROGRAMS •

No. 3 WMFR carries Blue Network shows, supplemented by proven local entertainment from studios in High Point, Thomasville and Lexington.

• COST •

No. 4 One of the best buys on the dial Costs low enough to be placed in the modest budget with results comparable to much greater expenditure.

BLUE NETWORK
250 Watts 1230 K. C.

WMFR

High Point North Carolina

"The World's Foremost Tobacco Centre"

INCREASE

Your Sales

in this

MERCHANDISABLE

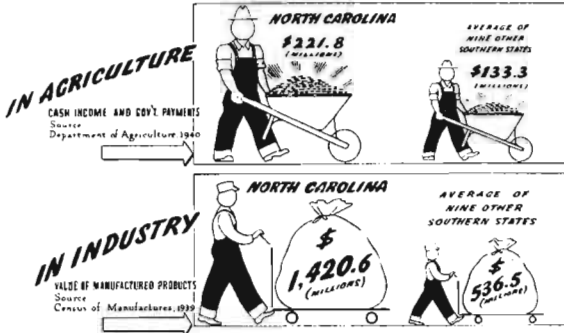
AREA

W F T C

KINSTON, NORTH CAROLINA
1230 KC. 250 W.

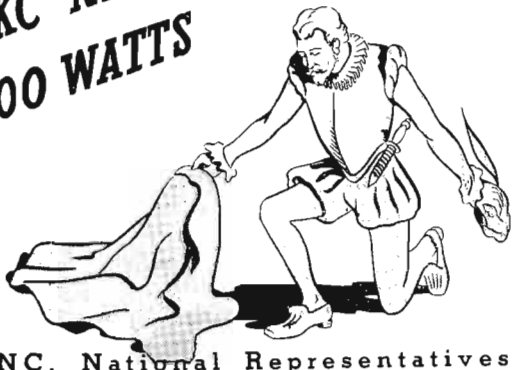
JONAS WEILAND
MANAGER

NORTH CAROLINA is the SOUTH'S GREATEST STATE



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS



FREE & PETERS, INC. National Representatives

W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By WPTF Radio Co.
 Address 20 East Martin St.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP; UP
 Transcription Service NBC Thesaurus,
 Lang-Worth
 Representative Free & Peters

Personnel

President J. R. Weatherspoon
 General Manager Richard H. Mason
 Sales Manager John H. Field, Jr.
 Sales Promotion Manager Joseph Ahern
 Program Director Graham B. Poyner
 Technical Supervisor Henry Hulick

W R A L

RALEIGH—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capitol Broadcasting
 Company
 Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location Extension of East Davie
 Street
 Time on the Air 6 a.m. to 12 midnight
 News Service Transradio
 Transcription Service C. P. MacGregor
 Representative Weed & Co.

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Frank Stearns
 Program Director Margaret Early
 Traffic Manager Alice Hall
 Continuity Director Lucy Crenshaw
 Chief Announcer Ray Reeve
 Musical Director William Barham
 Chief Engineer Stanley Brown

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. Winfield Crew, Jr.
 Address 251 Roanoke Avenue
 Phone Number R-855-1
 Transmitter Location 10th Street Extension
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 9 a.m. to 10 p.m.
 News Service UP
 Transcription Service C. P. MacGregor
 Representative Spot Sales, Inc.

Personnel

Owner-Manager J. Winfield Crew, Jr.
 Commercial-Sales Promotion
 Manager Nathan Frank
 Program Director-Chief
 Announcer Bert Schalanger
 Bookkeeper Mrs. Lewis Hiland
 Credit Manager Mrs. Nathan Frank
 Chief Engineer Lewis Hiland

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. Avera Wynne
 Business Address Box 391
 Phone Number Rocky Mount 1420
 Studio Address Nashville Highway
 Transmitter Location Nashville Highway
 Time on the Air 7 a.m. to 12 midnight
 News Service UP

Personnel

Owner-Manager W. Avera Wynne
 Commercial-Sales Promotion
 Manager George Arrington
 Program-Production Manager, Thomas Snowden
 Publicity Director Elmer Procter
 Chief Announcer Bill Holm
 Musical Director David Conner
 Chief Engineer I. G. Murphrey

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Broadcast-
 ing Corp.
 Business Address P. O. Drawer 920
 Phone Number 2121
 Studio Addresses Yadkin Hotel; Swa-
 nee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location: Statesville Highway at
 Grant Creek
 News Service Transradio
 Representative Burn-Smith Co.

Personnel

President Bryce P. Beard
 Manager John W. Shultz
 Commercial Manager F. F. Patterson
 Program Director George L. Brantley
 Kannapolis Studio Director Earl Caton
 Chief Announcer Russell McIntire
 Chief Engineer Carl B. Watson

W R R F*

WASHINGTON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Tar Heel Broadcasting System
 Address: Washington
 Time on the Air: Daytime license

Personnel

President: W. R. Robertson, Sr.
 *Station had a construction permit at press-time and no further information was available.

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Richard Austin Dunlea
 Business Address: P. O. Box 696
 Phone Number: Dial 4840
 Studio Addresses: Castle Hayne Road, Forest Hills; 5th & Market; Front & Chestnut; South 5th St., at Nunn
 Transmitter Location: Castle Hayne Road
 Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10:30 p.m.
 News Service: Transradio
 Transcription Service: BMI
 Representative: Burn-Smith Company

Personnel

President-General Manager: R. A. Dunlea
 Commercial-Sales Promotion
 Manager: Claud O'Shields
 Assistant Manager: Julia M. Johnston
 Program-Musical Director: Harry W. Lee
 Production Manager: Margaret Saleem
 Chief Announcer: Howard Ozment
 Chief Engineer: Robert David England

W G T M

WILSON—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WGTM, Inc.
 Address: 115 W. Nash Street
 Phone Number: 2188
 Time on the Air: 17 hours daily
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

President: H. W. Wilson
 Station Manager: Penn T. Watson
 Commercial Manager: Allen Wanamaker
 Program Director: Clinton Faris
 Publicity Director: Mina Ray Church
 Chief Announcer: Ted Austin
 News Bureau Manager: Elmer Oettinger, Jr.
 Chief Engineer: Bill Malone

W A I R

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: C. G. Hill, Geo. D. Walker, S. H. Walker

Address: Pepper Bldg.
 Phone Number: 2-1133
 Transmitter Location: Reynolda, N. C.
 Time on the Air: Unlimited license
 News Service: AP; Transradio
 Transcription Service: World Broadcasting System
 Representative: Spot Sales, Inc.

Personnel

General Manager: George D. Walker
 Commercial Manager: C. G. Hill
 Program-Musical Director: Charles Keaton
 Production Manager-Chief
 Announcer: Rosser Fowlkes
 Publicity Director: E. D. Hill
 Artists' Bureau Head: Hortense Pease
 Chief Engineer: Earl Downey

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Piedmont Publishing Co.
 Address: 419-421 N. Spruce St.
 Phone Number: 4141
 Transmitter Location: Liberia St.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
 News Service: UP
 Transcription Services: Associated Music Publishers; Lang-Worth
 Representative: Headley-Reed Co.

Personnel

President: Gordon Gray
 Business Manager: N. L. O'Neil
 Sales Manager: Harold Essex
 Program Director: Johnny Miller
 Chief Announcer: Clay B. Daniel
 Musical Director: B. C. Dunford, Jr.
 Women's Program Director: Priscilla Lambeth
 Chief Engineer: Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 250

KFYR

BISMARCK—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Broadcasting
Company

Address 320 Broadway
Phone Number 468
Transmitter Location: 2½ mile North and ¼
mile West of Menoken, N. Dak.

Time on the Air Unlimited license
News Service AP
Transcription Service Standard Radio
Representative John Blair & Company

Personnel

President and General Manager P. J. Meyer
Station and Commercial

Manager F. E. Fitzsimonds
Program Director-Chief

Announcer W. R. Griffin
Publicity Director Robert W. MacLeod
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.

Address 1025 Third St.
Phone Number 1090
Transmitter Location East end 4th Street

Time on the Air Unlimited license
News Service AP
Transcription Service World Broadcasting
System

Personnel

President and General Manager Bert Wick
Program Director-Chief Announcer Dal Stallard

Musical Director Kermit Myhre
Chief Engineer Richard Moritz

WDAY

FARGO—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.

Address Black Building
Phone Number 5357
Transmitter Location Four miles west of Fargo

Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Fargo Forum
News Service UP
Transcription Service NBC Thesaurus
Representative Free & Peters

Personnel

President and General Manager E. C. Reineke
Commercial Manager B. J. Lavin
Program Director-Chief

Announcer Ken Kennedy
Production Manager David Henley
Publicity Director Bill Dean
Musical Director Abbie Andrews
Chief Engineer Julius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By University of North
Dakota

Address Woodworth Hall, University Campus
Phone Number 2800
Transmitter Location University Campus
Time on the Air 3 p.m. to 5 p.m. daily

Personnel

President John C. West
Business Manager J. W. Wilkerson
Program Director Russell Ireland
Chief Engineer Elwin J. O'Brien
(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Dalton Le Masurier

Address First National Bank Building
Phone Number 1200
Transmitter Location University of North
Dakota Campus

Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service Transradio
Transcription Service Lang-Worth
Representative The Foreman Company

Personnel

Owner-Station Manager Dalton Le Masurier
Commercial Manager Elmer Hanson
Sales Promotion Manager Bill Walker

Program Director Helen LaVelle
Chief Announcer Bob Crawford
Musical Director Blanche Warnken
Chief Engineer Harvey Kees

KRMC

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Jamestown Broadcasting
Company, Inc.

Business Address Midland Building

176 PAIRS OF HANDS
Pull
THE BOW-STRING

Your advertising on Fort Industry stations hits the mark. The experienced hands of 176 radio people pull the bow string that lets fly your message to its target. Of these staff members, all but ten have been with The Fort Industry Company two years or more; 22 have been with this firm ten years or longer; 44, five years or longer; 52 have been with Fort Industry at least three years. Long association together has sharpened their aim; they have pioneered, many of them, in broadcasting. Their combined experience doesn't show on the rate card, but it can be measured in vast, loyal audiences. If it's a Fort Industry station, your programming problem is safe in the hands of qualified broadcasters. Your message will find its mark!

THE FORT INDUSTRY STATIONS

WWVA WHEELING, W. VA.	WSPD TOLEDO, O.	WMMN FAIRMONT, W. VA.
WLOK LIMA, O.	WHIZ ZANESVILLE, O.	WAGA ATLANTA, GA.

Phone Numbers 100; 358
 Transmitter Location .. 1201 First Avenue South
 Time on the Air 6:30 a.m. to 12 midnight
 News Service Transradio
 Transcription Service World Broadcasting
 System
 Representative.... North Central Broadcasting
 System

Personnel

President..... John W. Boler
 Station Manager..... B. Harland Ohde
 Program Director..... John D. Stebbins
 Chief Engineer..... Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1270 Kc..... Power: 250 Watts
 Owned-Operated By.. Mandan Radio Association,
 Inc.

Business Address..... 205 1st St., N.W.
 Phone Numbers 631; 257
 Studio Addresses: 205 1st St., N.W.; Prince
 Hotel, Bismarck, N. D.
 Transmitter Location... South East of Mandan
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,
 6:30 a.m. to 11 p.m.
 News Service Transradio
 Transcription Service C. P. MacGregor
 Representative.... North Central Broadcasting
 System

Personnel

President..... H. C. Schulte
 Station Manager..... Russ Kaber
 Commercial Manager..... W. C. Roerink
 Program Director-Chief
 Announcer Bob Kyllingstad
 Chief Engineer..... Otto H. Lehner

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Operated By..... John B. Cooley
 Business Address Box 909
 Phone Number 1267
 Studio Address 118A South Main St.
 Transmitter Location.. Three miles southeast of
 Minot
 Time on the Air..... Unlimited license
 News Service Transradio
 Transcription Service.... World Broadcasting
 System
 Representative The Walker Company

Personnel

President..... John B. Cooley
 Station Manager-Chief Engineer.. C. W. Baker
 Commercial Manager..... E. H. Cooley
 Program Director..... Lillian Berke

K O V C

VALLEY CITY—EST. 1936

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Address 312 Fifth Ave.
 Phone Number 408
 Transmitter Location 312 Fifth Ave.
 Time on the Air..... 98 hours weekly

Personnel

President..... Milton Holiday
 General Manager..... Robert E. Ingstad
 Program Director-Chief Announcer Harry Myers
 Publicity Director..... Charles Sjostrom
 Musical Director..... Midge George
 Chief Engineer..... Stanley Guth

OHIO

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 251*

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Operated By..... Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address..... Tallmadge, Ohio
 Transmitter Location.. State Route No. 8, North
 of Akron
 Time on the Air..... 6:30 a.m. to 1 a.m.

News Service Transradio
 Transcription Service..... C. P. MacGregor
 Representative..... Geo. P. Hollingbery Co.

Personnel

President-Station Manager... Allen T. Simmons
 Commercial-Sales Promotion
 Manager R. B. Wilson
 Program Director..... H. H. Hageman
 Publicity Director..... Robert Wass
 Traffic Manager..... C. R. Jolliff
 Musical Director..... Charles Harr
 Chief Engineer John Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 d.; 1000 n.
(CP 5000 n.)Owned-Operated By..Summit Radio Corpora-
tionAddress.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location..4½ miles south of Akron
Time on the Air.....7 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Spot Sales, Inc.**Personnel**President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director-ChiefAnnouncer.....Deane S. Long
Production Manager.....Russell B. Wise
Chief Engineer.....Don Dayton**W J W**

AKRON—EST.1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
(C. P. 850 Kc.; 5000 Watts)Owned-Operated By.....WJW, Inc.
Address.....41 S. High Street
Phone Number.....Jefferson 6111
Transmitter Location.....41 S. High Street,
(C. P. Franklyn Township, Ohio)Time on the Air.....7 a.m. to 2 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Co.**Personnel**President-Station Manager.....Bill O'Neil
Sales Promotion Manager.....Jack Looker
Program-Publicity Director.....Bill Griffiths
Office Manager.....Lawrence Webb
Musical Director.....Carl Ayers
Chief Engineer.....Gerald Roberts**W I C A**

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Number.....1211
Transmitter Location.....South of city
Time on the Air.....7 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....The Walker Co.**Personnel**President.....C. A. Rowley
Manager.....R. B. RowleyCommercial Manager.....R. C. Marvin
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Chief Announcer.....Richard Miner
Musical Director.....Ross Miller
Chief Engineer.....George Gautney**W H B C**

CANTON—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number.....7-166
Transmitter Location.....Lakeside Avenue
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Brush-Moore News-
papers, Inc.
News Service.....UP
Transcription Service.....World Broadcasting
System**Personnel**President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial-Sales Promotion
Manager.....Robert C. Fehlman
Production Manager.....Janet Baker
Chief Announcer.....Leonard Taylor
Musical Directors.....James Winger,
Martin Alexander
Chief Engineer.....Kenneth Sliker**W C K Y**

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address.....Hotel Gibson, 5th & Walnut
StreetsPhone Number.....Cherry 6565
Transmitter Location..near Crescent Springs,
Ky.
Time on the Air: 6 a.m. to 2 a.m.; Sundays,
8 a.m. to 2 a.m.News Service.....UP
Transcription Service.....Standard Radio
Representative.....Free & Peters**Personnel**President and General Manager..L. B. Wilson
Sales Director.....Fred A. Palmer
Assistant Sales Manager.....A. C. Boone
Promotion Manager.....Helen Rees
Program Director-Chief Announcer..Rex Davis
Production Manager.....Al Bland
Traffic Manager.....Jeanette Fuller
Merchandising Director.....Thomas Mitchell
Publicity Director.....Elmer Dressman
Women's Editor.....Olive Kackley
Accountant.....Marie Schulte
Chief Engineer.....C. H. Topmiller
Assistant Chief Engineer....Arthur H. Gillette

WCPO
CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Scripps-Howard
Radio, Inc.
Address204 Keith Building, 523 Walnut
Street
Phone NumberMAin 3314
Transmitter Location...Daylight Building, 623
East 6th St.
Time on the Air: 6:30 a.m. to 12:15 a.m.; Sat-
urdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30
a.m. to 12:15 p.m.
Newspaper Affiliation: The Cincinnati Post;
Scripps-Howard Newspapers
News Service UP
Transcription Service.....Standard Radio
Lang-Worth
RepresentativeThe Branham Company

Personnel

President.....Jack Howard
Vice President.....J. C. Hanrahan
General Manager.....M. C. Watters
Commercial Manager.....John P. Smith
Sales Promotion Manager.....Hugh J. Stump
News Editor.....Thomas McCarthy
Production Manager.....Robert Bentley
Publicity Director.....Evelyn Eppinger
Chief Announcer.....Douglas MacNamee
Artists' Bureau Head.....Harry Hartman
Director of Women's Programs...Betty Jo Huck
Musical Director.....Jesse Walker
Chief Engineer.....Glen Davis

WKRC

CINCINNATI—EST. 1923
MUTUAL BROADCASTING SYSTEM
THE SOUTHERN NETWORK

Frequency: 750 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati
Times-Star Co.
Address...Victory Parkway & Wm. H. Taft
Rd.—Hotel Alms
Phone NumberWoodburn 0550
Transmitter Location...Victory Parkway &
Wm. H. Taft Rd.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
Newspaper Affiliation...The Cincinnati Times-
Star
News Service AP
Transcription ServiceLang-Worth
RepresentativeThe Katz Agency

Personnel

PresidentHulbert Taft, Sr.
General Manager.....Hulbert Taft, Jr.
Sales ManagerKen Church
Publicity and Special Events
DirectorMargaret Maloney
Sales Promotion Manager.....Dave Ward

Chief Announcer.....Lou Mason
Musical Director“Chick” Mauthe
Chief Engineer.....John Tiffany

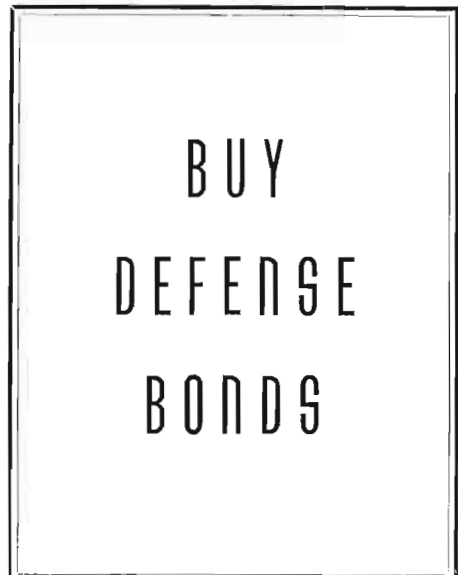
WLW
CINCINNATI—EST. 1922
BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
Owned-Operated By...The Crosley Corporation
Address1329 Arlington Street
Phone NumberKirby 4800
Transmitter Location.....Mason, Ohio
Time on the Air: 20 hours daily; 18 hours
Sunday
News ServiceAP; INS; UP; Reuters
Representative...Spot Sales, Inc. (West Coast)

Personnel

PresidentPowel Crosley, Jr.
Vice-President-General Manager
James D. Shouse
Sales Manager.....R. E. Dunville
Sales Manager, Chicago Office...Dewey Long
Business Manager.....E. K. Bauer
Director of Research & Merchandising,
B. Strawway
Promotion Manager.....M. F. Allison
Director of Agricultural Dept....Ed Mason
Program Director.....George C. Biggar
Production Manager.....Harold Carr
Artists' Bureau Head.....William McCluskey
Publicity Director.....Cecil Carmichael
Musical Director.....Milton Weiner
Technical Supervisor.....R. J. Rockwell



☆ SECOND ONLY TO WLW IN CINCINNATI



• HAS MORE NATIONAL AND LOCAL SPOT TIME SOLD THAN ANY OTHER CINCINNATI STATION.



• HAS MORE CONSISTENT ADVERTISERS THAN ANY OTHER CINCINNATI STATION.



• DELIVERS MORE LISTENERS AT A LOWER COST PER THOUSAND THAN ANY OTHER CINCINNATI NETWORK STATION.



• CAN SHOW A GREATER RECORD OF SUCCESS STORIES THAN ANY OTHER CINCINNATI STATION.

in Short-

A target graphic consisting of three concentric circles with an arrow hitting the center bullseye.

**WSAI HAS THE LISTENERS,
HAS THE MERCHANDISING,
GETS RESULTS!**

W S A I

CINCINNATI—EST. 1928
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By . . . Crosley Radio Corp.
 Address 1329 Arlington St.
 Phone Number Kirby 4800
 Transmitter Location Near Mt. Healthy,
 Ohio
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,
 8 a.m. to 2 a.m.
 News Service AP; INS; Reuters
 Transcription Service Associated Music
 Publishers
 Representative Spot Sales, Inc.

Personnel

President Powel Crosley, Jr.
 Vice-President James D. Shouse
 General Manager A. S. Grinalds
 Artists' Bureau Head George Biggar
 Program Director Clair Shadwell
 Production Manager Harold Carr
 Publicity Director Cecil Carmichael
 Musical Director William Stoess
 Chief Engineer R. J. Rockwell

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The WGAR Broad-
 casting Company
 Address Hotel Statler
 Phone Number Prospect 0200
 Transmitter Location 1000 Harvard Ave.
 Cuyahoga Heights, Ohio
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service INS
 Transcription Service World Broadcasting
 System
 Representative Edward Petry & Co., Inc.

Personnel

President George A. Richards
 Vice President-General Manager John F. Patt
 Assistant Manager in Charge
 of Sales Eugene Carr
 Local Sales Manager Harry Camp
 Public Relations Director Maurice Condon
 Director of Operations Carl George
 Program Director David Baylor
 News Editor Ralph Worden
 Production Manager Wayne Mack
 Artists' Bureau Head Jack Paar
 Musical Director Walberg Brown
 Chief Engineer R. Morris Pierce

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 500 Watts
 Owned-Operated By United Broadcasting
 Company
 Business Address 1311 Terminal Tower
 Phone Number PProspect 5800
 Transmitter Location Seven Hills
 Time on the Air 6:45 a.m. to local sunset
 Newspaper Affiliation Cleveland Plain
 Dealer
 News Service AP
 Transcription Service Lang-Worth
 Representative Radio Advertising Cor-
 poration

Personnel

President John S. McCarrens
 Vice-President and Station
 Manager H. K. Carpenter
 Assistant to Manager Robert D. Borland
 Sales Manager K. K. Hackathorn
 Program Director Russell Richmond
 Merchandising and Advertising
 Manager Robert Greenberg
 Continuity Director Leslie Biebl
 Production Manager Al Llewelyan
 Publicity Director Milton Hill
 Special Events Director Carl Mark
 News Editor Lee Otis
 Musical Director Willard Pott
 Chief Engineer Carl Smith

W H K

CLEVELAND—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By United Broadcasting Co.
 Address 1311 Terminal Tower
 Phone Number PProspect 5800
 Transmitter Location Seven Hills
 Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
 hours weekly)
 Newspaper Affiliation Cleveland Plain
 Dealer
 News Service AP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

President John S. McCarrens
 V.P. & Station Manager H. K. Carpenter
 Assistant to Manager Robert D. Borland
 Sales Manager K. K. Hackathorn
 Program Director Russell Richmond
 Merchandising and Advertising
 Manager Robert Greenberg
 Continuity Director Leslie Biebl
 Production Manager Al Llewelyan
 Special Events Director Carl Mark
 Publicity Director Milton Hill
 News Editor Lee Otis
 Musical Director Willard Pott
 Chief Engineer Carl Smith

W T A M**CLEVELAND—EST. 1923****NATIONAL BROADCASTING CO.**

Frequency: 1100 Kc. Power: 50000 Watts
 Owned-Operated By... National Broadcasting Co.

Business Address ... 815 Superior Ave., N.E.
 Phone Number Cherry 0942
 Studio Address NBC Bldg.
 Transmitter Location Brecksville, Ohio
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.

News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative ... National Broadcasting Co.

Personnel

President Niles Trammell
 Station Manager Vernon H. Pribble
 Sales Manager Howard A. Barton
 Program Director Hal Metzger
 Production Manager Fred Wilson
 Publicity Director-News
 Editor Bob Dailey
 Director of Special Events Tom Manning
 Musical Director Lee Gordon
 Chief Engineer S. E. Leonard

W B N S**COLUMBUS—EST. 1921****COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... WBNS, Incorporated
 Address 33 North High Street
 Phone Number Adams 9265
 Transmitter Location 1034 Barnett Rd.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service AP
 Transcription Service... World Broadcasting
 Representative... John Blair & Company

Personnel

President Robert H. Wolfe
 Station Manager Richard A. Borel
 Sales and Commercial Manager ... W. I. Orr
 National Sales Manager ... Robert D. Thomas
 Program Director Jack Price
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Nafzger

W C O L**COLUMBUS—EST. 1934****BLUE NETWORK****NATIONAL BROADCASTING CO.**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... WCOL, Inc.
 Business Address 33 North High St.

Phone Number Main 4581
 Transmitter Location 33 North High St.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service INS
 Transcription Service NBC Thesaurus
 Representative Weed & Company

Personnel

President K. B. Johnston
 Station Manager Neal Smith
 Production Manager Wallace Beavers
 Program-Publicity Director... Edward Bronson
 Chief Announcer Bill Wallace
 Chief Engineer Ernest Lowe

W H K C**COLUMBUS—EST. 1921****MUTUAL BROADCASTING SYSTEM**

Frequency: 640 Kc. Power: 500 Watts
 Owned-Operated By... United Broad-
 casting Co.

Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location Sharon Road
 Time on the Air: 6:30 a.m. to local sunset,
 Los Angeles, Calif.

Newspaper Affiliation Cleveland Plain
 Dealer

News Service UP
 Transcription Service Lang-Worth
 Representative ... Radio Advertising Corp.

Personnel

President John S. McCarrens
 General Manager Carl M. Everson
 Sales Manager Harry H. Hoessly
 Program-Musical Director John Agnew
 Production Manager-Artists Bureau Head,
 George L. Beebout
 Publicity Director Fred Sample
 Chief Announcer John Moses
 Chief Engineer J. E. Anderson

W O S U**COLUMBUS—EST. 1922**

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By... Ohio State University
 Business Address: Communication Lab; Cam-
 pus

Phone Numbers: University 3148; Extension
 711 and 597

Transmitter Location: University Golf Course,
 Tremont Road

Time on the Air Limited time
 News Service AP; UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Director of News Bureau... H. K. Schellenger
 Musical Director Ann Charles
 (Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Miami Valley Broadcast-
ing Corporation

Business Address: 45 South Ludlow Street
Phone Number: ADams 2261
Transmitter Location: Hempstead Road (R.R.
No. 2—Box 292 A, Dayton, Ohio)

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

Newspaper Affiliations: Dayton Daily News;
Springfield (O.) News and Sun; Atlanta Jour-
nal; Miami Daily News

News Service: UP
Transcription Service: Standard Radio
Representative: George P. Hollingsbery Co.

Personnel

President: James M. Cox, Jr.
Manager: James Le Gate
Commercial Manager: Robert H. Moody
Sales Promotion Manager: Garland Baldwin
Program Director: Lester Spencer
Chief Announcer: Robert Fidler
Continuity Chief: Richard Belt
Musical Director: Henry Lange
Chief Engineer: Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: Great Trails Broadcasting
Corporation

Address: 121 North Main Street
Phone Number: ADams 3288
Transmitter Location: Shaker Road
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7:45 a.m. to 1 a.m.

News Service: INS
Transcription Service: Lang-Worth
Representative: Paul H. Ruppert Company

Personnel

General Manager: Ronald B. Woodyard
National Sales Manager: C. J. Thornquest
Local Sales and Sales Promotion
Manager: Richard A. Ruppert
Program Director: Charles D. Miller
Musical Director: Charles Reeder
Chief Engineer: Paul Braden

WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Findlay Radio Company
Business Address: 500½ South Main Street
Phone Number: Main 1330
Studio Address: Second Floor, Hancock Sav-
ings & Loan Building

Transmitter Location: Olive Street (Extended)
Time on the Air: Sunrise to sunset
News Service: INS
Transcription Service: Lang-Worth

Personnel

Station Manager: Fred R. Hover
Commercial Manager: A. Maurice Dunlap
Sales Promotion Manager: Howard Wolfe
Program Director: Crawford Taylor
Production Manager: Grace E. Ingledue
Musical Director: Les Ryder
Chief Engineer: Edgar Smith

WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Fort Industry
Company

Address: National Bank Building
Phone Number: 93161
Transmitter Location: 1424 Rice Avenue
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service: INS
Transcription Services: NBC Thesaurus;
Lang-Worth

ALWAYS A

Good Show

For the LISTENER

... thanks to Columbia's best
... and to "big time" show
building for local advertisers.

ALWAYS A

Good Buy

For the ADVERTISER

... thanks to WHIO'S complete
coverage and loyal following
in this consistent,
high-income market.

WHIO

IS THE

DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. Hollingsbery Company, Representative



Personnel

President.....George Storer
 Vice-President-General Manager... J. H. Ryan
 Managing Director.....Ralph Elvin
 Program Director.....Frank D. Heibeck
 Chief Announcer.....Harley Lucas
 Chief Engineer.....Russell Shettler

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....144½ Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location, Corner Longview Ave.
 and No. Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
 Vice-President.....C. F. Burke
 Secretary.....Marie W. Vandegrift
 Treasurer.....W. M. O'Neil
 General Manager.....Orville E. Fields
 Program Director-Chief Announcer Harry Lytle
 Publicity Director.....Robert Horn
 Director of Women's Programs Sylvia Frankel
 Bookkeeper.....Florence Schiska
 Musical Director.....Earl Black
 Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....WMRN Building
 Phone Number.....2516
 Transmitter Location.....North Main Street,
 ¼-mile north of city limits
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager.... Robert T. Mason
 Commercial Manager..... Edward W. Fox
 Sales Promotion Manager... William Hickman
 Program Director..... Louis T. Marsh
 Production Manager..... Madge L. Cooper
 Chief Announcer..... Bert Stille
 Traffic Manager..... Anna Mae Spano
 Musical Director.... Hubert Pershing Morehead
 Chief Engineer..... S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935
MUTUAL BROADCASTING SYSTEM
SOUTHERN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Scioto Broadcasting Co.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 10 a.m. to 11 p.m.
 Newspaper Affiliation.....Portsmouth Times
 News Service.....UP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth
 Representative.....Cox & Tanz

Personnel

President.....Chester B. Thompson
 General Manager.....Ralph H. Patt, Jr.
 Program-Publicity Director... William Aldridge
 Chief Announcer.....Paul Wagner
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....117 West High Street
 Phone Number.....6121
 Transmitter Location.....Springfield
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....Charles Sawyer
 Vice-President-General
 Manager.....Ronald B. Woodyard
 Station Manager.....Reggie Martin

W S T V

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number.....2-6265
 Studio Addresses..Exchange Realty Building,
 Steubenville, Ohio; Travellers Hotel, East
 Liverpool, Ohio; Weir High School, Weirton,
 W. Va.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

General Manager.....John J. Laux
 Program-Publicity-Musical
 Director.....John L. Merdian
 Chief Announcer.....Al Gray
 Bookkeeper.....Beula E. Goldfein
 Chief Engineer.....Joseph Troesch

W S P D

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By...The Fort Industry Co.
 Address...Broadcast Building, 136 Huron St.
 Phone Number.....ADams 3175
 Transmitter Location: Oregon Road, East Toledo
 (post office address, RFD Perrysburg)
 Time on the Air.....6 a.m. to 1 a.m.
 News Services.....AP; INS; Reuters'
 Transcription Services.....NBC Thesaurus;
 Lang-Worth; Standard Radio
 Representative.....The Katz Agency

Personnel

President.....George B. Storer
 V.P.-Station Manager.....J. Harold Ryan
 Commercial Manager.....E. Y. Flanigan
 Sales Promotion Manager..Eugene B. Vaughn
 Program Director.....Russell Gohring

Production Manager.....Robert K. Richards
 Publicity Director.....Merrill N. Pheatt
 Continuity Editor.....James Cochrane
 Chief Engineer.....William Stringfellow

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Community Broad-
 casting Company
 Address.....Penthouse, Bell Building
 Phone Number.....Adams 3291
 Transmitter Location.....Toledo, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Services..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Radio Advertising Corp.

Personnel

Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Program Director.....Jean Wright
 Publicity Director.....Joe Fields
 Chief Announcer.....Karl Nelson
 Musical Director.....Marge Cunningham
 Acting Chief Engineer.....George W. Enk

Listener Dominance

That's What You Want!

56% Listener Preference

That's What You Get

when WTOL broadcasts your advertising adjacent to newscasts!
 WTOL is the favorite station for newscasts by the decisive margin
 of 56% over the next most popular station heard in the Toledo
 area! This fact is quoted from the sworn statement of a recognized
 independent research organization.

**WTOL TOLEDO'S Friendly
 STATION**

ARCH. SHAWD
 Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation



Youngstown Steel Mills at Night

WFMJ

will increase your sales in the rich Youngstown steel district (America's 35th market).

WFMJ is First in Results

First in Local Sales

First in News

First in Listeners*

In Youngstown it's

WFMJ

Affiliated with the Blue Network

Headley-Reed Co., National Representatives

*Hooper-Holmes Survey

W R R N

WARREN—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number.....4490
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....R. L. Bowles
 Program Director.....Marguerite Petran
 Chief Announcer.....Eric Norman
 Women's Features Director..Margaret Rodgers
 Musical Director.....Bruna Bertelli
 Chief Engineer.....James F. Ranney

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Radio Station WFMJ
 Operated By.....Wm. F. Maag, Jr.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air: 17½ hours daily; 16½ hours
 Sundays
 Newspaper Affiliation..Youngstown Vindicator
 News Services.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio; C. P. MacGregor
 Representative.....Headley-Reed Company

Personnel

Manager.....William F. Maag, Jr.
 Sales-Sales Promotion
 Manager.....Leonard E. Nasman
 Program Director.....Lee Bland
 Production Manager.....Jim Sirmons
 Chief Announcer.....Robert Wylie
 Musical Director.....L. R. Boals
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc...Power: 1000 d.; 500 n.;
 (CP 5000)
 Owned-Operated By....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....42122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....Transradio
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr.. W. P. Williamson, Jr.
 Station Director.....J. L. Bowden
 National Sales Manager.....C. Alden Baker
 Program Director.....Gene Trace
 Production Manager-Chief
 Announcer.....Wayne Johnson
 Publicity Director.....Georgia Davidson
 Artists' Bureau Head.....Edward Gouran
 Musical Director.....Dwight Merriam
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

BLUE NETWORK

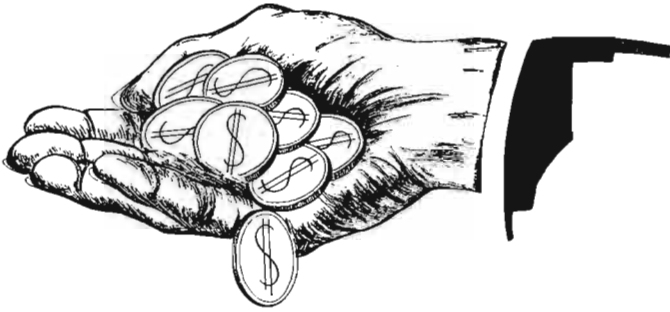
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southeastern Ohio
 Broadcasters, Inc.
 Address.....48-52 North Fifth St.
 Phone Number.....644
 Transmitter Location.....Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
 8 a.m. to 10 p.m.
 News Service.....UP
 Transcription Services.....Standard Radio;
 Lang-Worth
 Representative.....John Blair & Company

Personnel

President.....George Storer
 Managing Director.....Stanton P. Kettler
 Program Director and Assistant Manager,
 Allen L. Haid
 Musical Director-Chief Announcer,
 James Minium
 Chief Engineer.....Wm. Hunt





RETAIL SALES UP 16% IN OKLAHOMA

Put your sales message into this growing, prosperous defense market, and watch it ring your cash register.

Retail sales increased 17% in Tulsa department stores in 1941—15% in Oklahoma City. And 1942 promises even greater gains, because of the millions in defense payrolls in this market.

It is a market full of people who have money to spend for your product or service. Easy, economical coverage by KOMA and KTUL brings that money into your coffer—doublefold!

Here, you get MORE for your MONEY!

BOTH STATIONS

5000 WATTS

DAY AND NIGHT

• CBS •

KTUL-KOMA AREA FIGURES

	PRIMARY	SECONDARY
Population	1,378,541	2,072,375
Radio Families	286,580	418,680
Sales Tax	\$7,134,761	\$9,823,736

Source: CBS Audit of Market Data

Oklahoma City
KOMA



Tulsa
KTUL

FREE & PETERS, Inc., Exclusive National Representatives

OKLAHOMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 253

K A D A

ADA—EST. 1934

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....N. Broadway
Phone Number.....1212
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP
Representative.....Arthur Hagg & Associates

Personnel

Owner.....Dr. C. C. Morris
Manager.....James M. Griffith
Commercial Manager.....Craig Van Caron
Program Director.....Roger McIntire
Chief Engineer.....T. A. Golladay

K V S O

ARDMORE—EST. 1935

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publish-
ing Co.
Business Address.....114-16 N. Washington
Phone Number.....3030
Studio Address.....Chickasaw & Northwest
Blvd.
Transmitter Location.....Chickasaw & North-
west Blvd.
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation.....Daily Ardmoreite
News Service.....AP
Representative.....Arthur H. Hagg & Associates

Personnel

General Manager.....Albert Riesen
Musical Director.....Dolly Dutton
Chief Engineer.....George Milner

K W O N

BARTLESVILLE—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bartlesville Broadcasting
Co.
Business Address.....Box 343
Phone Number.....2431
Studio Address.....Union National Bank
Bldg.
Transmitter Location.....U. S. Highway No.
75, northeast of Bartlesville
Time on the Air.....6:30 a.m. to 11 p.m.

Personnel

Vice-President-General Manager.. J. Fred Case

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....E. M. Woody
Address.....Casa Grande Hotel
Phone Number.....730
Transmitter Location.....Casa Grande Hotel
Time on the Air: 6 a.m. to 10 p.m.; Sundays,
7 a.m. to 6 p.m.

News Service.....AP
Transcription Service.....Keystone Broadcast-
ing System

Personnel

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Program-Musical Director.....F. Leon Dean
Chief Engineer.....Howard Rex Morris

K C R C

ENID—EST. 1926

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address...Willow & Kennedy Sts.
Phone Number.....447
Transmitter Location.....Willow & Kennedy
Sts.

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News Service.....AP
Transcription Service.....World Broad-
casting System

Representative.....Arthur H. Hagg & As-
sociates

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Sales Promotion Manager.....Jack Ireland
Program Director.....Ted Compton
Publicity Director.....Loren Carlberg
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

K S W O

LAWTON—EST. 1941

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By.....Carver & Ross Ra-
dio Broadcasters
Business Address.....Box 984
Phone Number.....2370
Studio Address.....17th & E. Lawton

Transmitter Location 17th & E. Lawton
 Time on the Air Daytime license
 News Service UP
 Transcription Service Standard Radio

Personnel

President Dr. Willard Carver
 Station Manager Byrne Ross
 Sales Promotion Manager Hoke Ross
 Program Director Winifred Stabler
 Chief Announcer Max Tague
 Chief Engineer Clifford Easum

K B I X

MUSKOGEE—EST. 1936

THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Clara M. Bixby Estate
 Operated By: Oklahoma Press Publishing Co.
 Business Address P. O. Box 1512
 Phone Number 303
 Studio Address Barnes Building
 Transmitter Location Barnes Building
 Time on the Air 7 a.m. to 12 midnight
 Newspaper Affiliation Muskogee Daily
 Phoenix & Times Democrat
 News Service AP
 Transcription Service Broadcast Music,
 Inc.
 Representative The Branham Company

Personnel

Vice-President Tam Bixby, Jr.
 General Manager O. C. Benjamin
 Sales Promotion Manager Ed Roddy
 Program-Musical Director Dorothy Mae Smith
 Continuity Chief Floyd Qualls
 Chief Engineer Earl Homer Graves

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By University of Oklahoma
 Business Address Faculty Exchange
 Phone Number 900; Station No. 124
 Studio Address Union Bldg.
 Transmitter Location Owen Stadium
 Time on the Air 9 a.m. to local sunset

Personnel

Station Director Homer Heck
 Director of Production H. H. Leake
 Chief Announcer Dick Carter
 Office Manager Juanita Farris
 Script Editor Noel Kand
 Musical Director Edmund Durham
 Technical Supervisor Clyde Farrar
 Chief Engineer Royden Freeland
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Plaza Court Broad-
 casting Co.
 Address Plaza Court
 Phone Number 3-4333
 Transmitter Location Plaza Court
 Time on the Air 17 hours daily
 News Service AP; UP
 Transcription Service Associated Music
 Publishers: Standard Radio; Lang-Worth
 Representative Burn-Smith Co.

Personnel

President John D. Thomas
 Manager M. H. Bonnebrake
 Commercial Manager Joe Bernard
 Program Director John Hollis
 Publicity Director Thomas Collins
 Chief Announcer Ted Andrews
 Chief Engineer G. W. Brock

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
 OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By KOMA, Inc.
 Address Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Free & Peters

Personnel

President J. T. Griffin
 Station Manager Jack Howell
 Sales Promotion Manager Lyle Griffin
 Program Director Raymond Ruff
 Production Manager W. E. Evans
 Accountant Mary Frances Kennedy
 Musical Director Mickey Reynolds
 Chief Engineer M. W. Thomas

(See Page 528)

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Oklahoma Broad-
 casting Company, Inc.
 Address 1800 West Main
 Phone Number 3-8352

Transmitter Location.....1800 West Main
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Arthur H. Hagg &
 Associates

Personnel

President.....Harold V. Hough
 Station Manager.....Robert D. Enoch
 Sales Promotion Manager.....Bus Ham
 Program Director.....Russell Miller
 Chief Announcer-Musical
 Director.....Paul Buenning
 Office Manager.....Flora Luper
 Chief Engineer.....Bernard Tullius

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location.....Highway No. 66
 Times on the Air... 5:30 a.m. to 12 midnight
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 Station Manager.....Gayle V. Grubb
 Commercial Manager.....Ralph Miller
 Program Director.....John I. Prosser
 Publicity and Continuity Director,
 George Hamaker
 Director of Home Economics...Mrs. Mart Adams
 Director of Child Education...Edith Wallace
 News Editor.....Bob Eastman
 Traffic Manager.....Daryl McAllister
 Musical Director.....Allan Clark
 Chief Engineer.....Herman Lovell

KHGG

OKMULGEE—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address.....McCulloch Bldg.
 Phone Number.....3646
 Transmitter Location.....Okmulgee
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth

Personnel

President-Manager.....Pat Buford
 Secretary-Treasurer and Commercial
 Manager.....Lucille Buford

WBZ

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....C. L. Carrell Estate
 Operated By.....Adelaide Carrell, Executrix
 Address.....615 West Grand Avenue
 Phone Number.....2300
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 Representative.....Cox & Tanz

Personnel

Managing Director.....A. L. Carrell
 Commercial Manager-Program
 Director.....W. L. Stevens
 Sales Promotion Manager-Chief
 Announcer.....Clyde Worthington
 Chief Engineer.....Louis Brown

KGFF

SHAWNEE—EST. 1930

**BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Broadcast-
 ing Co.
 Address.....Aldridge Hotel
 Phone Number.....4390
 Transmitter Location.....Shawnee Country
 Club
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 Newspaper Affiliation.....Shawnee Morning
 News; Shawnee Evening Star
 News Service.....AP
 Representative.....Arthur H. Hagg & As-
 sociates

Personnel

President.....Oscar Stauffer
 Secretary-Treasurer and General Manager,
 Joseph W. Lee
 Commercial Manager.....Weldon Stamps
 Production Manager-Chief
 Announcer.....Frank Jackson
 Publicity Director.....Maxine Eddy
 Chief Engineer.....S. Ricciotti

KOME

TULSA—EST. 1938

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Oil Capital Sales Corp.
 Address.....Radio Bldg., 910 S. Boston

Phone Number 3-4121
 Transmitter Location..... 3904 S. Newport
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service AP
 Transcription Service..... Standard Radio;
 C. P. MacGregor

Personnel

President Harry Schwartz
 General Manager..... John M. Whitney
 Commercial Manager..... Harold Grimes
 Sales Promotion Manager..... Jean Schaeffer
 Program Director..... Bill Conine
 Continuity Director..... Bernice Ash
 News Editor..... James Neal
 Traffic Manager Mildred Carruth
 Musical Director..... Mildred Alexander
 Chief Engineer..... Leland Sael

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Broadcasting
 Company, Inc.
 AddressNational Bank of Tulsa Bldg.
 Phone Number 2-3191
 Transmitter Location..Route 8, Tulsa, Okla.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Free & Peters

Personnel

President.....J. T. Griffin
 Vice President-General
 Manager.....Wm. C. Gillespie
 Commercial Manager.....Lawson Taylor
 National Sales & Promotion
 Manager John Esau

Program Director.....Jack Edmunds
 Artists' Bureau Head Jack Hoffman
 Continuity Chief.....Carlyle Stevens
 BookkeeperEdythe Alexander
 Chief Announcer.....Eddie Lyon
 Musical Director.....Lillian Smithline
 Chief Engineer.....Nathan Wilcox

(See Page 528)

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc..Power: 50000 d.; 25000 n.
 (C. P. 50000)

Owned-Operated By..... Southwestern Sales
 Corporation

AddressPhiltower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66

Time on the Air: 6 a.m. to 12 midnight
 (on-Tues.-Wed.-Fri); 6 a.m. to 1 a.m.
 (Thurs.-Sat); 7 a.m. to 12 midnight (Sun.)

News Service INS
 Transcription Service.....Standard Radio;
 Langworth
 RepresentativeEdward Petry & Co.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager.....William B. Way
 Commercial Manager.....Willard Egolf
 Sales Promotion Manager..Walter L. Dennis
 Program Director.....Edward C. Coontz
 Chief Announcer.....Herbert W. S. Lateau
 Farm Editor.....Samuel B. Schneider
 Continuity Editor.....F. M. Randolph
 Director of Women's Activities,Dorothy McCune
 Musical Director.....Joe O'Neill
 Publicity Director.....Allan Page
 Chief Engineer.....L. W. Stinson

BUY DEFENSE BONDS

OREGON

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 254

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Broadcasting Company
Business Address: 15th and Elm Streets
Phone Number: 870
Studio Addresses: 15th and Elm; Hotel Benton,
Corvallis; KWIL Building, Lebanon
Transmitter Location: 15th and Elm Streets
Time on the Air: 6:30 a.m. to 11 p.m.; Satur-
day, 6:30 to 12 midnight; Sunday, 8 a.m. to
11 p.m.
Newspaper Affiliation: Albany Democrat
Herald
News Service: UP
Transcription Service: C. P. MacGregor
Representatives: John Keating; Romig Fuller

Personnel

President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
Station Manager: Chet Wheeler
Commercial Manager: Hal Byer
Sales Promotion Manager: Ken Davis
Program-Publicity Director: Herbert Davidson
Production Manager: Edwin Watson
Chief Announcer: Peter Onnigian
Corvallis Studio Manager: Derwood Smith
Musical Director: Herbert Davidson
Chief Engineer: Paul W. Spargo

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Broadcasting
Company
Address: 1006 Taylor Avenue
Phone Number: 95
Transmitter Location: 1006 Taylor Avenue
Time on the Air: 7 a.m. to 11 a.m.
Newspaper Affiliation: Astorian-Budget
News Service: UP
Transcription Service: Standard Radio

Personnel

President: M. R. Chessman
Station Manager: James C. Wallace
Commercial Manager: Frank E. Marrion
Program Director: Sylvia Chandler
Chief Engineer: Raymond Williams

KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Baker Broadcasting Co.
Address: 1st and Court Streets
Phone Number: 140
Transmitter Location: Baker
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representatives: Associated Radio Sales;
Homer Owen Griffith

Personnel

President-Station Manager: Glenn McCormick
Commercial Manager: C. A. Buckmiller
Program Director: Kenneth Holden
Chief Announcer: Kenneth Lockwood
Chief Engineer: Sidney Williams

KBND

BEND—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1121 Wall St.
Phone Number: 848
Transmission Location: 1121 Wall St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Bend Bulletin
News Service: UP
Transcription Services: Standard Radio;
C. P. MacGregor; Keystone Broadcasting
System

Personnel

Station Manager: Frank H. Loggan
Commercial Manager: John G. Jones
Chief Technician: Robert Dickinson

KOAC

CORVALLIS—EST. 1922

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned By: Oregon State System of Higher
Education
Operated By: Oregon State Agricultural College
Programs By: General Extension Division
Address: Corvallis, Oregon
Phone Number: 526
Studio Addresses: Corvallis; Eugene
Transmitter Location: Granger, Corvallis
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP

Personnel

Acting Manager: Dr. V. V. Caldwell
Director of Women's
Programs: Zelta Rodenwald
Chief Engineer: Grant S. Feikert
(Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By... Western Radio Corp.
Address Scenic Drive
Transmitter Location The Dalles
Time on the Air Unlimited license
Representative Walter Biddick Co.

Personnel

President-Station Manager,
V. Barney Kenworthy
Commercial and Sales Promotion Manager,
Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By... Frank L. Hill and C. G. Phillips
d/b Eugene Broadcast Station
Operated By..... Frank L. Hill
Address..... Route 3
Phone Number 3
Transmitter Location..... Route 3
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
6 a.m. to 2 a.m.; Sundays, 8 a.m. to 12
midnight
News Service UP
Transcription Service..... C. P. McGregor
Representative..... John Blair & Co.

Personnel

Owner..... Frank L. Hill
General Manager..... L. W. Trommlitz
Production Manager-Musical
Director Dolph Janes
Chief Announcer..... Day Foster
Chief Engineer..... Harold Gander

K U I N

GRANTS PASS—EST. 1939

REDWOOD BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By... Southern Oregon Broad-
casting System
Business Address..... P. O. Box 43
Phone Number 192
Studio Address.. Redwood Highway & Pacific
Highway
Transmitter Location... Redwood Highway &
Pacific Highway
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
9 a.m. to 7 p.m.
News Service AP
Transcription Services... World Broadcasting
System; C. P. MacGregor
Representative..... John Blair & Co.

Personnel

President..... A. E. Voorhies
Station Manager..... Don H. Telford
Program Director..... Clarence L. Bauer
Production Manager..... Lawrence L. King
Chief Engineer..... Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..... KFJI Broadcasters,
Inc.
Address Willard Hotel Bldg.
Phone Number 2125
Transmitter Location Klamath Falls
Time on the Air Unlimited license
Transcription Service..... World Broadcasting
System

Personnel

President J. A. Kincaid
Station & Commercial Manager... Geo. Kincaid

K L B M

LA GRANDE—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... Ben E. Stone
Address 1120½ Adams
Phone Number..... 220
Transmitter Location..... Old Oregon Trail
Time on the Air..... 7 a.m. to 10 p.m.
News Service UP
Transcription Service..... Standard Radio

Personnel

Owner-General Manager..... Ben E. Stone
Resident Manager..... E. Reardon
Program Director..... Don Bailey
Chief Engineer Miles L. Shepherd

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By Koos, Inc.
Address..... 505 Hall Building
Phone Number..... 432
Transmitter Location..... Hall Building
Time on the Air..... 6:45 a.m. to 10:30 p.m.
News Service UP
Representative Burn-Smith Co.

Personnel

President..... Sheldon F. Sackett
General Manager..... Ben E. Stone
Sales Manager..... Mark DeLaunay
Sales Promotion Manager..... Philip Morgan
Program Director..... Leslie E. Cabe
Publicity Director-Office Manager,
Francie Waterbury
Chief Announcer and Engineer,
Roger L. Spaug

K M E D

MEDFORD—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Mrs. W. J. Virgin
 Address Sparta Bldg., Main & Riverside
 Phone Number 305
 Transmitter Location Ross Lane
 Time on the Air Unlimited license
 Transcription Service NBC Thesaurus

Personnel

Owner Mrs. W. J. Virgin

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Radio Corp.
 Address Box 178
 Phone Number 1425
 Transmitter Location S. W. 7th St., near
 city limits
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Lang-Worh

Personnel

President-Station Manager,

V. Barney Kenworthy

Commercial Manager Henry M. Hogue

Sales Promotion Manager Del F. Fitzpatrick

Program Director Mary Jane Hodgen

Chief Engineer Marvin Johnston

K A L E

PORTLAND—EST. 1932

MUTUAL-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By KALE, Inc.
 Business Address P. O. Box 1031
 Phone Number Atwater 7203
 Studio Address New Heathman Hotel
 Building

Transmitter Location Head of Barnes Road
 Time on the Air 6:30 a.m. to 12 midnight
 News Service INS; UP
 Transcription Service World Program Library;
 Associated Music Publishers; Langworth
 Representative Free & Peters, Inc.

Personnel

President-Station Manager C. Roy Hunt
 Commercial Manager Ted Kooreman
 Director of Commercial Relations,

Harry H. Buckendahl

Sales Manager Charles Couche

Program Director H. M. Swartwood, Jr.

Production Manager Ted W. Cooke

Publicity Director Lester Halpin
 Chief Announcer Art Kirkham
 Musical Director Joseph Sampietro
 Chief Engineer Louis Bookwalter

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By School District
 No. 1
 Business Address Benson Polytechnic
 School
 Phone Number La 4195
 Transmitter Location Benson Polytechnic
 School
 Time on the Air 11 a.m. to 1 p.m.; 3:15 p.m.
 to 5 p.m.

Personnel

Agent R. T. Stephens
 Program Director Mary Elizabeth Gilmore
 Chief Engineer Louis Ballinger
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

BLUE NETWORK

NORTHWEST TRIANGLE

Frequency: 1190 Kc. Power: 5,000 Watts
 Owned-Operated By The Oregonian Pub-
 lishing Company
 Business Address 537 S. W. Sixth
 Avenue
 Phone Number ATwater 2121
 Studio Address 801 Oregonian Bldg.
 Transmitter Location North Portland, Oregon
 Time on the Air 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation The Oregonian
 News Service AP; INS
 Transcription Service NBC Thesaurus;
 Langworth
 Representative Paul H. Raymer Co.

Personnel

President Caroline P. Leadbetter
 Station Manager Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Sales Manager Paul H. Connet
 Traffic Manager Ralph Greer
 Sales Promotion Manager Jack Eichenberger
 Program Director Ralph W. Rogers
 Production Manager Homer Welch
 Director of Women's
 Activities Peggy Williams
 Chief Announcer Donald M. Kneass
 Musical Director Abe Bercovitz
 Chief Engineer Harold Singleton

K G W

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Ave.
Phone Number ATwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Ore.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP; INS
Transcription Service Langworth; NBC Thesaurus
Representative Edward Petry & Co., Inc.

Personnel

President Caroline P. Leadbetter
Station Manager Arden X. Pangborn
Assistant Manager H. Quenton Cox
Sales Manager Paul H. Connet
Traffic Manager Ralph Greer
Sales Promotion Manager Jack Eichenberger
Program Director Ralph W. Rogers
Production Manager Homer Welch
Director of Women's Activities,
Peggy Williams
Chief Announcer Don Kneass
Musical Director Abe Bercovitz
Chief Engineer Harold Singleton

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By KOIN, Inc.
Business Address P. O. Box 1031
Phone Number ATwater 3333
Studio Address New Heathman Hotel Bldg.
Transmitter Location Head of Barnes Road
Time on the Air 6 a.m. to 12 midnight
News Services INS; UP
Transcription Services. World Program Library;
Associated Music Service; Lang-Worth
Representative Free & Peters, Inc.

Personnel

President C. W. Myers
Station Manager C. Roy Hunt
Commercial Manager Harry H. Buckendahl
Sales Promotion Manager Charles E. Couche
Program Director H. M. Swartwood, Jr.
Production Manager Ted W. Cooke
Chief Announcer Art Kirkham
Publicity Director Lester Halpin
Musical Director Joseph Sampietro
Technical Director Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
Owned-Operated By KWJJ Broadcast Co., Inc.
Address 622 S. W. Salmon Street
Phone Number 4393
Transmitter Location Oaks Park, Portland
Time on the Air Unlimited license
Transcription Service Standard Radio
Representative Homer Owen Griffith

Personnel

President Wilbur J. Jerman
Secretary-Treasurer & General
Manager John C. Egan

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc. Power: 10000 Watts
Owned By KXL Broadcasters
Address KXL Building
Phone Number Broadway 6451
Transmitter Location Harmony, Oregon
Time on the Air 6 a.m. to local sunset; 11 p.m. to 2 a.m.
News Service UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio; Davis & Schwegler
Representative The Katz Agency, Inc.

Personnel

President-Station Manager Frances R. Symons
Commercial Manager H. S. Jacobsen
Program Director Virginia Symons
Chief Engineer Ralph Mifflin

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc. Power: 250 d.; 100 n. (C. P. 250)
Owned-Operated By News-Review Company
Business Address Roseburg
Phone Number 4
Transmitter Location Umpqua Hotel
Time on the Air 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation Roseburg News-Review
News Service AP
Representative John Keating

Personnel

President Harris Ellsworth
General Manager M. H. Pengra
Commercial Manager Max Frye
Program-Musical Director Gilbert Walters
Production Manager-Chief
Announcer Bill Thomas
Chief Engineer Henry Chandler, Jr.

K S L M

SALEM—EST. 1933

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned By..... Oregon Radio, Inc.
 Operated By..... H. B. Read
 Business Address.....633 N. Front St.
 Phone Number..... 6131
 Transmitter Location.....633 N. Front St.
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Langworth; C. P.
 MacGregor

Representative John Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerJean Sevillier
 Publicity Director.....Malcolm Mitchell
 Musical Director.....Marias Brockway
 Chief Engineer.....Goodwin Lein

RADIO DAILY

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 Devoted to the
 Better Interests of
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PENNSYLVANIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 255

W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC

QUAKER NETWORK

Frequency: 1470 Kc. Power: 500 Watts
(C.P. 5000 Watts)

Owned By Lehigh Valley Broadcasting Co.

Operated By B. Bryan Musselman

Address 39-41 N. Tenth St.

Phone Number 9511

Transmitter Location Route No. 309 and
Old Catasauga Rd.

Time on the Air 7 a.m. to 12:05 a.m.

Newspaper Affiliation Allentown Morning

Call; Allentown Evening Chronicle

News Service UP

Transcription Services World Broadcasting

System; Lang-Worth

New York Sales Office 9 Rockefeller Plaza

Personnel

President J. C. Shumberger, Sr.

Vice President-Managing

Director B. Bryan Musselman

Program Director George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned By The William F. Gable Co.

Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address 1320-32 11th Avenue

Phone Number 6467

Transmitter Location 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air 7:30 a.m. to 11:15 p.m.

News Service INS

Transcription Service World Broadcast-

ing System; Langworth

Representative Headley-Reed Co.

Personnel

President George P. Gable

Managing Director Roy Thompson

Chief Engineer George Burgoon

MASON DIXON RADIO GROUP

*One of the Best "Spot Buys" in Radio
Every Station In A Good Market!*

WDEL Wilmington, Del.

WORK York, Penna.

WGAL Lancaster, Penna.

WILM Wilmington, Del.

WKBO Harrisburg, Penna.

WAZL Hazleton, Penna.

WEST Easton, Penna.

Address: 8 West King Street, Lancaster, Pennsylvania

Represented Nationally—PAUL H. RAYMER CO.

New York • Chicago • San Francisco • Los Angeles

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc.....Power: 250 Watts
 Owned By.....Butler Broadcasting Co.
 Operated By.....David H. Rosenblum
 Address.....357 N. Main St.
 Phone Number 4701
 Transmitter Location.....North Hill, Butler
 Township
 Time on the Air.....Local sunrise to sunset
 News Service AP
 Transcription ServiceWorld Broadcasting
 Service

Personnel

President-Station Manager,
 David H. Rosenblum
 Commercial-Sales Promotion
 Manager..... James V. Pryor
 Program-Musical Director....Everett H. Neill
 Production Manager.....Kieran Balfe
 Chief Announcer..... Kenneth Wilson
 Chief Engineer..... Clifford L. Gorsuch

W C E D

DU BOIS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-County Broad-
 casting Co., Inc.
 Address80 Park Place
 Phone Number1700
 Transmitter Location.....80 Park Place
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper AffiliationDuBois Courier-
 Express
 News Service UP
 Transcription ServiceStandard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
 Station-Commercial Manager.....J. S. Gray
 Program Director.....J. M. Andrews
 Chief EngineerD. W. Jeffries

FIRST IN PENNSYLVANIA'S FIRST CITY

W E R C

"Erie's Radio Center"

*"Retailers in Erie recorded a 31 per cent
 increase for the twelve-month period."
 Dept. of Commerce, Jan. 27, 1942.*

*"Erie ranks as the first city in Pennsylvania
 with expected retail sales to show an increase
 of 32.9%." Sales Management, Jan. 14, 1942.*

**THE BEST AND MOST ECONOMICAL WAY TO SELL THE ERIE
 MARKET IS THROUGH the STATION WHICH SERVES IT BEST.**

W E R C

CBS AFFILIATE

ERIE, PENNA.

National Representative . . . Spot Sales, Inc.

WEST

EASTON—EST. 1936

**MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Associated Broad-
casters, Inc.

Address: 516 Northampton St.
Phone Number: 8001
Transmitter Location: Williams Township
Time on the Air: 7 a.m. to 1 a.m.
News Service: UP
Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: Paul H. Raymer Co.

Personnel

Station Executive: Clair R. McCullough
Station Manager: Elwood C. Anderson
Sales Promotion Manager: Harold Barbour
Program Manager: Eugene Bethman
Chief Engineer: J. E. Mathiot

WEBC

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
(C. P. 1390 Kc.; 1000 Watts)

Owned-Operated By: Presque Isle Broad-
casting Co.

Address: 121 West 10th St.
Phone Number: 47-490
Transmitter Location: 121 West 10th St.
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus;
Standard Radio

Representative: Spot Sales, Inc.

Personnel

President: Jacob A. Young
General Manager: C. E. Denny
Commercial Manager: Ed Pearson
Program Director: J. J. Young
Chief Engineer: Otis L. Atherton

WLEU

ERIE—EST. 1935

**BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WLEU Broadcasting
Corporation

Address: Commerce Building, 12th and
State Streets

Phone Numbers: 23-327 or 22-129
Transmitter Location: Commerce Bldg.
Time on the Air: Unlimited license
News Service: Transradio
Transcription Service: World Broad-
casting System

Personnel

President: Leo J. Omelian
General Manager: V. Hamilton Weir
Program Director: James Hamilton
Publicity Director: Robert Forester
Chief Announcer: James P. O'Shea
Musical Director: Anthony Conti
Chief Engineer: Clarence Baker

WHJB

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts
Owned-Operated By: Pittsburgh Radio
Supply House

Address: Penn Albert Hotel
Phone Number: Greensbrug 3740
Transmitter Location: Penn Albert Hotel
Time on the Air: 7 a.m. to sunset
News Service: Transradio
Transcription Service: Lang-Worth

Personnel

President: H. J. Brennan
Station Manager: George J. Podeyn
Commercial Manager: Robert Thompson
Program Director: Howard Hoffman
Production Manager-Chief
Engineer: Howard Lewis
Farm Director: J. Wyant Rowe

WSAJ

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Grove City College
Address: Hall of Science
Phone Number: 168-J
Transmitter Location: Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays
& Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President: W. C. Kettler
Station Manager-Chief
Engineer: H. W. Harmon
Program-Publicity Director: Rae G. Walters
Chief Announcer: Robert Simons
Musical Director: Prof. W. L. Multer
(Non-Commercial Station)

WHIP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: WHP, Inc.
Address: Telegraph Building, 216 Locust St.
Phone Number: 4-3211
Transmitter Location: Harrisburg-Hershey
Highway 4 miles from Harrisburg (Swatara
Township)
Time on the Air: 18½ hours daily;
Sundays, 16 hours

Newspaper Affiliation . . . Harrisburg Telegraph
 News Service UP
 Transcription Service . . . Standard Radio; Lang-
 Worth
 Representative John Blair & Company

Personnel

Station Manager A. K. Redmond
 Program-Publicity Director Dick Redmond
 Local Sales Representative R. A. Maxwell
 Office Supervisor Beatrice Potteiger
 Musical Director David Shoop
 Chief Engineer R. S. Duncan

W K B O

HARRISBURG—EST. 1927

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.
 MASON-DIXON GROUP

Frequency: 1230 Kc. Power :250 Watts
 Owned-Operated By . . . Keystone Broadcast-
 ing Corp.

Address 31 North Second St.
 Phone Number 4-0191
 Transmitter Location Third & Walnut Sts.
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair McCullough
 Station Manager C. G. Moss
 Sales Promotion Manager George O. Smith
 Program Director Lewis Munnell
 Publicity Director Kaye Witmer
 Chief Engineer J. E. Mathiot

W A Z L

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Hazelton Broadcast-
 ing Service

Address Hazelton National Bank Bldg.
 Phone Number 1488
 Transmitter Location Hazelton National
 Bank Bldg.
 Time on the Air 7 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
 Station Manager V. C. Diehm
 Program Manager Thomas Tito
 Publicity Director Kathryn Kahler

W J A C

JOHNSTOWN—EST. 1925

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WJAC, Incorporated
 Address Tribune Annex
 Phone Number 24-361
 Transmitter Location Tribune Building
 Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,
 9 a.m. to 9:15 p.m.

Newspaper Affiliation Johnstown Tribune
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Headley-Reed Company

Personnel

President-Station Manager J. C. Tully
 Commercial Manager-Program
 Director J. P. Foster
 Chief Engineer Nevin Straub

W G A L

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5252
 Transmitter Location 8 West King St.
 Time on the Air 6:45 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCullough
 Station Manager Walter Miller
 Sales Promotion Manager Terrence McGough
 Program Manager Ernest Stanziola
 Publicity Director Howard Stanley
 Chief Engineer J. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Lewistown Broadcasting
 Co.

Business Address Hotel Coleman
 Phone Number 757
 Studio Address 28 West Market St.
 Transmitter Location Lewistown Heights
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 C. P. MacGregor
 Representative Burn-Smith Co.

Personnel

President Walter Fosnot
 Station-Sales Promotion
 Manager Joseph M. Nassau

Commercial Manager.....Harold P. Hanna
 Program Director.....Bernice L. Price
 Production Manager.....Joseph W. Smiley
 Publicity Director.....James S. Woods
 Chief Announcer.....Tyler Post
 Chief Engineer.....Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM
 QUAKER STATE NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business Address.....Cathedral Bldg.
 Phone Number.....5050-5051
 Studio Addresses.....Cathedral Bldg., New Castle; Lawrence Ave., Ellwood City; Westminster College, New Wilmington
 Transmitter Location.....Old Pittsburgh Road
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....S. W. Townsend
 Station Manager.....A. W. Graham
 Commercial Manager.....Arthur Pryor
 Publicity Director.....Ray Wallace
 Chief Announcer.....Gil Gallagher
 News Editor.....Tom Smith
 Chief Engineer.....Robert Emch

Address.....1619 Walnut Street
 Phone Number.....Locust 3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
 News Service.....AP; UP; Reuters
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS

Chairman.....A. W. Robertson
 President.....George H. Bucher
 Vice-President.....Walter Evans
 General Manager.....Lee B. Wailes
 Technical Manager.....Joseph E. Baudino
 Sales Manager.....William E. Jackson
 Auditor.....Frank A. Logue
 Advertising and Publicity Manager,
 George A. Harder
 Program Supervisor.....Gordon Hawkins
 International Short Wave Manager,

KYW PERSONNEL

F. P. Nelson
 Station Manager.....Leslie Joy
 Program Manager.....James P. Begley
 Sales Manager.....B. A. McDonald
 Sales Promotion Manager.....Harold M. Coulter
 Production Managers.....James Harvey,
 Donn Bennett
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Musical Director.....Clarence Fuhrman
 Auditor-Personnel Manager.....A. H. Bates

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski Broadcasting Co.
 Address.....810 Fifth Avenue
 Phone Number.....New Kensington 3534
 Transmitter Location.....East Deer Township, Allegheny County, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth; C. P. MacGregor
 Representative.....Cox & Tanz

Personnel

President.....C. Russell Cooper
 Station Manager.....Ed Kroen
 Program Director.....Harold Terkell
 Production Manager.....Thomas L. Aye, Jr.
 Chief Announcer.....Jack Craddock

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
 Owned-Operated By.....Westinghouse Radio Stations, Inc.

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned-Operated By.....WCAU Broadcasting Company
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7700
 Transmitter Location.....Moorestown Township, New Jersey
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; Transradio
 Transcription Service.....World Broadcasting System
 Representative.....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Alex Rosenman
 Sales Promotion Manager.....Joseph T. Connolly
 Director of Programs.....Stan Lee Broza
 Production Manager.....Horace Feyhl
 Publicity Director.....Dick Koster
 Director of W69H.....Kenneth Stowman
 Program Director of W69H.....Norris West
 Musical Director.....Joey Kearns
 Acting Technical Director.....George Lewis

MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN WITH



It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's CHARTED MERCHANDISING — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason . . . and there is . . . WFIL Chartist Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

WFIL

THE BLUE NETWORK—KEY STATION QUAKER NETWORK—FM STATION W53PH

W D A S

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc.

Address1211 Chestnut Street
Phone Numbers.....Locust 7400; Race 7474
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News ServiceINS
Transcription Service.....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer & Commercial
Manager.....A. W. Dannenbaum, Jr.
Program Director.....Harold Davis
Production Manager.....Gene Edwards
Publicity Director-Chief
Announcer.....Jerry Stone
News Editor.....Bob Benson
Foreign Language Director...Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

W F I L

PHILADELPHIA—EST. 1934

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....WFIL Broadcasting Company

AddressWidener Building
Phone NumberRittenhouse 6900
Transmitter Location.....63rd Street & Schuyl-kill River
Time on the Air.....5:45 a.m. to 2 a.m.
News ServiceINS
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency, Inc.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Business Manager.....William B. Caskey
Program Director.....Edward C. Obrist
Production Manager.....Donald Martin
Public Relations Director.....James Allen
Musical Director.....Norman Black
Acting Chief Engineer.....Arnold Nygren

W H A T

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broad-casting Company, Inc.

Address...539 Ledger Bldg., 6th and Chest-nut Streets
Phone NumberLombard 2390

Transmitter Location....Hotel Philadelphian,
40th and Market Streets
Time on the Air.....45 hours weekly (shares
with WTEL)
Newspaper Affiliation...Philadelphia Record

Personnel

President.....J. David Stern
General Manager.....Milton Laughlin

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio
Broadcasting Corporation

Business Address.....1423-25 Walnut Street
Phone NumberRittenhouse 9182
Transmitter Location..1423-25 Walnut Street,
Philadelphia

Time on the Air.....Unlimited license
News ServiceUP

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion-Production
Manager.....Rupe Werling
Program-Musical Director.....Douglas Arthur
Chief Engineer.....John H. Henninger

For
Results
in the
PHILADELPHIA
MARKET
it's
W D A S
Philadelphia's
only full-time
independent station

NEWS
EVERY HOUR
ON THE
HOUR

BULLSEYES

AIMED AT THE THIRD
LARGEST MARKET IN
THE COUNTRY—
PHILADELPHIA

5,000 WATTS →

24 HOURS A DAY →

7,435,612 LISTENERS →

MUTUAL BROADCASTING SYSTEM →

610 ON THE DIAL

WIP

THE BUY OF 1942

"PHILADELPHIA'S PIONEER VOICE"

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: Pennsylvania Broadcasting Company
 Address: 35 South 9th Street
 Phone Number: WALnut 6800
 Transmitter Location: Bellmawr, N. J.
 Time on the Air: 24 hours daily
 News Service: Transradio; UP
 Transcription Service: World Broadcasting System
 Representative: Burn-Smith Co., Inc.

Personnel

President & Station Manager: Benedict Gimbel, Jr.
 V-P in Charge of Sales: Edward A. Davies
 Commercial-Sales Promotion Manager & Assistant Program Director: Edward Wallis
 Program Director: Murray Arnold
 Production Manager: Sam Serota
 Chief Announcer-Night Mgr.: George Barry
 Musical Director: Joe Frassetto
 Technical Supervisor: Clifford C. Harris

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: William Penn Broadcasting Co.
 Address: 1528 Walnut St.
 Phone Number: Pennypacker 9490; Race 4006
 Transmitter Location: 72nd and Race Sts.
 Time on the Air: 6:45 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Lang-Worth

Personnel

Owner: Arde Bulova
 General Manager: Arthur Simon
 Sales Promotion-Publicity: Raymond Gathrid; Ira Walsh
 Program Director: Lewis L. London
 Musical Director: Joseph Franzoza
 Chief Engineer: Charles Burtis

(See Page 548)

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Foulkrod Radio Eng. Co., Inc.
 Address: 4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport 4310; North 1031
 Transmitter Location: "H" St. and Wyoming Ave.

Time on the Air: Shares with WHAT and WCAM

Transcription Service: Lang-Worth

Personnel

President: Doug. Hibbs
 General Manager: Henry N. Cocker
 Chief Engineer: Gray D. MacLaughlin, Jr.

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc. Power: 50000 Watts
 Owned-Operated By: Westinghouse Radio Stations, Inc.
 Business Address: 1619 Walnut St., Philadelphia, Pa.
 Studio Address: Grant Building
 Phone Number: Grant 4200
 Transmitter Location: Allison Park, Hampton Township, Pa.
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: AP; UP; Reuters
 Transcription Service: NBC Thesaurus
 National Sales Office Address: 1619 Walnut Street, Philadelphia, Pa.
 Representative: National Broadcasting Co.

Personnel

President: G. H. Bucher
 General Manager: James B. Rock
 Commercial Manager: J. S. de Russy
 Sales Promotion Manager: W. B. McGill
 Program Director: Franklin Tooke
 Production Manager: Claude Moris
 Publicity Director: John M. Cooper
 Artists' Bureau Head: Beulah M. Rodgers
 Office Manager: Robert E. Pusey
 Continuity Supervisor: Dale Jackson
 Agricultural Director: Donald Lerch
 Chief Announcer: Wilbur C. Sutherland
 Traffic Manager: G. Dare Fleck
 Musical Directors: Bernie Armstrong, Aneurin Bodycombe
 Chief Engineer: Dwight A. Myer

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: KQV Broadcasting Co.
 Address: Chamber of Commerce Bldg.
 Phone Number: Grant 4860
 Transmitter Location: 1475 Crane Road
 Time on the Air: 7 a.m. to 12:30 a.m.
 News Service: Transradio
 Transcription Service: Lang-Worth; Standard Radio
 Representative: George P. Hollingbery Co.



Let us doctor your sales. We are recognized specialists in our field. Practicing in Philadelphia, the country's third largest market, our treatments will make your sales healthy and strong for we are known as "the station that sells." Won't you consult us and let us diagnose your case?

WPEN

5000 WATTS—950 ON THE DIAL

Personnel

President.....H. J. Brennen
 Station Manager.....G. S. "Pete" Wasser
 Commercial & Advertising
 Manager.....R. M. Thompson, Sr.
 Program Director.....Ray Shannon
 Publicity Director.....Tex Howard
 Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
 Time on the Air.....6:30 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun Telegraph
 News Service.....INS
 Transcription Service.....World Broadcasting System
 Representative.....The Katz Agency, Inc.

Personnel

President-General
 Manager.....Leonard Kapner
 Sales Manager.....Willard Schroeder
 Sales Promotion Manager.....Jim Murray
 Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Musical Director.....Earl Truxell
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Pittsburgh Radio Supply House
 Address.....411 Seventh Avenue
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road, Greentree
 Time on the Air.....Unlimited license
 News Service.....Transradio
 Representative.....Wm. G. Rambeau Co.

Personnel

President & General
 Manager.....H. J. Brennen
 Commercial Manager.....R. M. Thompson, Sr.
 Chief Announcer.....Beckley Smith
 Publicity Director.....M. Caughey
 Musical Director & Pgm. Mgr....Jas. Hughes
 Chief Engineer.....W. W. McCoy

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By: Walker & Downing Radio Corporation

Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St., N. S.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post Gazette
 News Service.....AP
 Transcription Service.....Standard Radio; Associated Music Publishers

Personnel

President-Station Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Sales Promotion Manager.....John Wilkoff
 Program Director.....Walter E. Sickles
 Production Manager.....John Davis
 Artists' Bureau Head.....Marie Wilk
 Chief Announcer.....David Tyson
 Traffic Manager.....Laura Wilk
 Musical Director.....Buzz Aston
 Chief Engineer.....Henry R. Kaiser

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.
 Business Address.....533 Penn St.
 Phone Number.....7335
 Studio Addresses...533 Penn St.; Reading Senior High School
 Transmitter Location.....Spring Township
 Time on the Air.....8 a.m. to local sunset
 Transcription Service.....Lang-Worth; NBC
 Thesaurus; Standard Radio
 Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Clifford M. Chafey
 Program Director.....Paul Breedy
 Sales Manager.....Robert Magee

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Reading Broadcasting Co.
 Business Address.....533 Penn St.
 Phone Number.....7336
 Studio Addresses.....533 Penn St.; State Theatre
 Transmitter Location.....Reading
 Time on the Air.....7 a.m. to 12 midnight
 Representative...George P. Hollingbery Co.

Personnel

President Clifford M. Chafey
 Station Manager Raymond A. Gaul
 Sales Manager Arthur W. Chafey

W A R M

SCRANTON—EST. 1940
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Broadcasting Co.

Address Select Bldg.
 Phone Number 41148
 Transmitter Location 721 N. Blakely St.,
 Dunmore, Pa.

Time on the Air 7 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative ... George P. Hollingbery Co.

Personnel

President-Station Manager... Martin F. Memolo
 Commercial Manager Dale Robertson
 Sales Promotion Manager..... George Field
 Program Director Kenneth Beghold
 Chief Announcer John Von Bergen
 Musical Director Maynard Fisher
 Chief Engineer Adolph Oschmann

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Scranton Broad-
 casters, Inc.

Business Address 1000 Wyoming Ave.
 Phone Number 6296
 Studio Address Administration Building
 of International Correspondence Schools
 Transmitter Location Drinker Turnpike,
 Dunmore, Pa.

Time on the Air: 7 a.m. to 2 a.m.; Sundays,
 8:45 a.m. to 2 a.m.

News Service INS
 Transcription Service Standard Radio;
 Lang-Worth
 Representative John Blair & Co.

Personnel

President Frank Megargee
 Station Manager Robert E. McDowell
 Commercial & Sales
 Manager Geo. D. Coleman
 Program Director Frank Monaghan
 Production Manager John Grollier
 Publicity Director Edwin Erwin
 Chief Announcer Bill Pierce
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By ... The Scranton Times
 Address Scranton
 Transmitter Location Scranton
 Time on the Air Shares time with WGBI
 Newspaper Affiliation ... The Scranton Times

Personnel

President Edward J. Lynett
 Director A. J. O'Malley
 (Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald
 Broadcasting Company

Business Address P. O. Box 541
 Phone Numbers 4113, 4114
 Studio Address Pine Hollow Blvd.
 Transmitter Location Pine Hollow Blvd.

Time on the Air 6 a.m. to local sunset
 Newspaper Affiliation Sharon Herald
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Howard H. Wilson
 Company

W A R M

*The most effective and
 economical way to sell the
 Scranton market is thru*

W. A. R. M.

Mutual Broadcasting System

SCRANTON, PA.

*The station that most of the people in
 Northeast Pennsylvania
 LISTEN to MOST of the time*

GEORGE P. HOLLINGBERY CO.
 National Representatives

Personnel

President & General
 Manager.....John Fehnline, Jr.
 Commercial Manager.....J. T. Van Sweringen
 Program Director.....Paul Gamble
 Publicity Director.....Evelyn Keller
 Chief Announcer.....John C. MacDonald
 Chief Engineer.....A. C. Heck

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.
 Address1150 N. Front St.
 Phone Number1325
 Transmitter Location.....1150 N. Front St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 7 a.m. to 5 p.m.
 News Service UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor
 Representative Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Chief Announcer.....Reg Merridew
 Program Director.....Paul Miller
 Sales Manager.....Homer Smith
 Chief Engineer.....Chif Kerstetter

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated ByFayette Broadcast-
 ing Corp.
 AddressFayette Title and Trust Bldg.
 Phone Number800
 Transmitter Location.....Burgess Field
 Time on the Air.....6 a.m. to 1 a.m.
 News Service INS
 Transcription ServiceNBC Thesaurus

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....M. E. Slagel
 Artists' Bureau HeadHugh Rafferty
 Program Director.....Sullivan Sages
 Chief Announcer.....Karl Janssen
 Publicity Director.....Bill Fields
 Musical Director.....Mary Lucius
 Chief Engineer.....S. M. Glotfelty

W J P A

WASHINGTON—EST. 1941

TRI-STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Washington Broad-
 casting Company

AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location.....½ mile northeast of
 Washington city limits
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP

Personnel

PresidentW. S. Yard
 General Manager.....John Laux
 Commercial-Sales Promotion
 ManagerJohn M. Croft
 Program Director.....Stanley Schultz
 Chief EngineerJoseph M. Troesch

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Number.....3-0196
 Transmitter Location.....Plains Township, Pa.
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Lang-Worth; Asso-
 ciated Music Publishers

Personnel

President-Station Manager,
 John H. Stenger, Jr.
 Office Manager.....A. W. Grebe
 Sales Promotion Manager.....W. Jones Evans
 Program Director.....Ken Beghold
 Chief Announcer.....Dick Mawson
 Musical Director.....Phil Cusick
 Chief Engineer.....Robert Love

W B R E

WILKES-BARRE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByLouis G. Baltimore
 Operated ByRadio Station WBRE
 Address62 So. Franklin Street
 Phone Number.....33101
 Transmitter Location..Third Avenue, Kingston,
 Pa.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service AP
 Transcription ServiceC. P. MacGregor

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....S. R. Baltimore
 Program Director.....Franklin D. Coslett
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

WFCI

in R.I.

PROVIDENCE

PAWTUCKET

BASIC

Blue
NETWORK

IN
1942

PROVIDENCE and PAWTUCKET . . . one vast metropolitan area, plus 145 other cities and towns, gives you access to over 1,000,000 people, in NEW ENGLAND'S 2nd LARGEST MARKET.

WFCI

PAWTUCKET BROADCASTING COMPANY, INC.
Studios and Offices — 450 MAIN STREET, PAWTUCKET, R. I.
NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY, Graybar Building, New York City

W R A K

WILLIAMSPORT—EST. 1929

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WRAC, Inc.
 Address: 244 West Fourth Street
 Phone Number: 2-6116
 Transmitter Location: 1561 West Fourth Street
 Time on the Air: 7:30 a.m. to 10:15 p.m.
 Newspaper Affiliation: Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service: UP
 Transcription Service: Standard Radio; Associated Music Publishers
 Representative: J. P. McKinney & Son

Personnel

President: E. M. Case
 Station Manager: George E. Joy
 Commercial Manager: Thomas W. Metzger
 Office Manager: Helen McKenna
 Program Director: Mary Helen Person
 Production Manager: J. Wright Mackey
 Chief Announcer: Paul M. Breining
 Chief Engineer: Louis Persio

W O R K

YORK—EST. 1932

**BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP**

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By: York Broadcasting Co.

Business Address: 13 S. Beaver St.
 Phone Number: 6629
 Transmitter Location: West Manchester Township, Pa.
 Time on the Air: 6:45 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

Station Executive: Clair R. McCullough
 Station Manager: Harold Miller
 Sales Promotion Manager: John Neff
 Program Director: Otis Morse
 Publicity Director: Wilhelmenia Hollinger
 Chief Engineer: J. E. Mathiot

Unassigned*

YORK—EST. 1942

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By: Susquehanna Broadcasting Co.
 Address: York
 Transmitter Location: York
 Time on the Air: Daytime license

Personnel

President: Louis J. Appell
 *Station had a construction permit at press-time and no further information was available.

RHODE ISLAND

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 256*

W F C I

PAWTUCKET—EST. 1941

**MUTUAL BROADCASTING SYSTEM
 COLONIAL NETWORK**

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By: Pawtucket Broadcasting, Inc.
 Business Address: 450 Main Street
 Phone Number: Perry 9540
 Transmitter Location: John St., Lonsdale, R. I.
 Time on the Air: 6:30 a.m. to 1 a.m.
 News Service: Transradio
 Transcription Service: Standard Radio
 Representative: Headley-Reed Co.

Personnel

President-Chief Engineer: Howard W. Thornley
 Treasurer: Frank F. Crook
 Station Manager: W. Paul Oury
 Commercial Manager: T. F. Allen
 Program Director: George Sutherland

Chief Announcer: Don Graham
 Musical Director: Arthur Paquette

W E A N

PROVIDENCE—EST. 1922

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 YANKEE-COLONIAL**

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: Crown Hotel
 Phone Number: DEXter 1500
 Transmitter Location: East Providence, R. I.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INC; Yankee-Colonial Network News Service
 Transcription Service: Associated Music Publishers
 Representative: Edward Petry Co., Inc.

Personnel

President John Shepard, III
 V-P In Charge of Station
 Operation R. L. Harlow
 V-P In Charge of Sales and
 Production Linus Travers
 V-P In Charge of Engineering,
 Paul A. DeMars

Merchandising and Promotion
 Director James S. Powers
 Station & Sales Supervisor Malcolm S. Parker
 Program-Publicity Director Rose M. Powers
 Production Manager Donald Morton
 Chief Announcer James Zirga
 Musical Director Carl J. Tatz

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Company
 Business Address 176 Weybosset Street
 Phone Number Gaspee 1071
 Transmitter Location Wampanoag Trail,
 East Providence, R. I.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 1 a.m.
 Transcription Service World Broadcasting
 System

Representative Weed & Company

Personnel

President Mortimer L. Burbank
 Station Manager John J. Boyle
 Musical Director Earl J. Shean
 Chief Engineer Thomas Prior

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Cherry & Webb
 Broadcasting Company

Address 15 Chestnut Street
 Phone Number Plantations 9776
 Transmitter Location Wampanoag Trail,
 East Providence, R. I.

Time on the Air 130 hours per week
 News Service AP; UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Company

Personnel

President William S. Cherry, Jr.
 Station Manager William T. Bush
 Commercial Manager Harvey Carter
 Program Director H. William Koster
 Publicity Director Albert C. Rider
 Musical Director Edwin F. Drew
 Chief Engineer Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 257

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Address Anderson College
 Phone Number 800
 Transmitter Location Anderson College
 Time on the Air Unlimited license
 Newspaper Affiliation Anderson Independent
 News Service Anderson Daily Mail
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; World Broadcasting System
 Representative Spot Sales, Inc.

Personnel

Owner Wilton E. Hall
 Station Manager W. Ennis Bray

Owned-Operated By South Carolina
 Broadcasting Company

Address Francis Marion Hotel
 Phone Numbers 7611; 7612
 Transmitter Location Windemere, S. C.
 Time on the Air: 6 a.m. to 12:35 a.m.; Sundays,
 8 a.m. to 12:35 a.m.

News Service UP
 Transcription Service NBC Thesaurus
 Representative Free & Peters

Personnel

President-Station Manager J. M. Rivers
 Commercial Manager Roland Weeks
 Merchandising Manager-Publicity
 Director Thomas L. Means
 Program Director Charles McMahon
 Musical Director T. Heyward Moore
 Chief Engineer J. M. Weaver

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts

• • • SOUTH CAROLINA • • •

Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....134 Meeting Street
Phone Number.....2-2961; 2-2962
Studio Address.....Wagner Terrace
Transmitter Location.....South of Albemarle,
S. C.
Time on the Air.....18 hours daily; Sun-
days, 16 hours
Newspaper Affiliation.....News & Courier;
Charleston Evening Post
News Service.....AP
Transcription Service.....Associated Music
Publishers; Standard Radio
Representative.....George P. Hollingbery
Co.

Personnel

President.....R. M. Manigault
Station Manager.....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....C. Wylie Calder
Musical Director.....Kenneth Dent
Chief Engineer.....D. M. Bradham

W C O S

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Carolina Advertising
Corp.
Address.....1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on the Air.....120¼ hours weekly
News Service.....INS
Transcription Service.....Associated Music
Publishers; C. P. MacGregor
Representative.....Spot Sales, Inc.

Personnel

President.....A. B. Langley
General Manager.....Roy A. Powell
Program Director.....W. C. Bockman
Publicity Director.....Howard Hamrick
Chief Announcer.....Bob Eisenman
Musical Directors.....Dot Baxter,
Virginia Hook
Chief Engineer.....Charles A. Thoman

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Liberty Life In-
surance Company
Address.....1811 Main Street
Phone Number.....2-2135; 2-2136
Transmitter Location.....Bluff Road
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....W. Frank Hipp
Station Manager.....G. Richard Shaffo
Commercial Manager.....J. D. Saumenig
Merchandising Manager.....Robert E. Ellison
Program Director.....Floyd D. Rodgers, Jr.
Production Manager-Chief
Announcer.....Glenn Adams
Publicity Director.....Roland Dopson
Chief Engineer.....Scott Helt
Chief Control Engineer.....Charles Bell

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....O. Lee Stone
Address.....Sanborn Hotel
Phone Number.....48
Transmitter Location.....Charleston Highway
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Davis & Schwegler
Representative.....Cox & Tanz

Personnel

Owner.....O. Lee Stone
Station Manager.....Melvin H. Purvis
Commercial-Sales Promotion Manager,
H. Russ Holt
Program-Musical Director.....Rod Dorsey
Publicity Director.....Bonnie McCubbins
Chief Engineer.....Robert M. Wallace

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc...Power: 5000 d.; 1000 n.;
(C. P. 5000)
Owned-Operated By.....Greenville News-
Piedmont Co.
Address.....Poinsett Hotel
Phone Number.....362; 363
Transmitter Location.....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News-
Piedmont
News Service.....Transradio; UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook
(Atlanta, Ga.)

Personnel

President.....Roger C. Peace
Station Manager.....B. T. Whitmire
Commercial Manager.....W. H. Clews
Sales Promotion Manager.....Lee Parsons
Program Director.....Norvin C. Duncan
Production Manager.....Dick Pyron

Publicity Director.....James Dawson
 Chief Announcer.....Joel Lawhon
 Musical Director.....Alice Wyman
 Chief Engineer.....W. C. Etheredge

W M R C

GREENVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Textile Broadcasting
 Company, Inc.
 Business Address.....P. O. Box 1499
 Phone Number.....5730
 Studio Address.....Prevost Building
 Transmitter Location.....400 Mayberry Street
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP; INS
 Transcription Service.....World Broad-
 casting System

Personnel

President.....Robert A. Jolly
 Station-Commercial Manager..Ralph C. Barron
 Program Director.....C. E. Campbell
 Publicity Director.....Charles McLawhorn
 Musical Director.....Jimmy Collins
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 Address.....Greenwood
 Phone Number.....4300
 Transmitter Location.....Greenwood
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Douglas Featherstone
 Station Manager.....Dan Crosland
 Program Director.....Newton S. Smith
 Women's Editor.....Margaret Bailey
 Chief Engineer.....Fred U. Wamble

W O R D

SPARTANBURG—EST. 1940
 BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Spartanburg Adver-
 tising Company
 Address.....155 South Liberty Street
 Phone Number.....2901
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
 Walter J. Brown
 Commercial Manager.....J. W. Kirkpatrick
 Program Director.....William Ratcliffe
 Publicity Director.....Robert F. Anthony
 Musical Director.....Hal Moore
 Chief Engineer.....Ralph S. Bennett

W S P A

SPARTANBURG—EST. 1929
 COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Ad-
 vertising Corporation
 Address.....155 South Liberty Street
 Phone Number.....2900
 Transmitter Location.....3½ miles Northwest
 of Spartanburg
 Time on the Air.....5:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Transcription
 Service
 Representative.....George P. Hollingbery Co.

Personnel

Vice President-General Manager,
 Walter J. Brown
 Commercial Manager...John W. Kirkpatrick
 Sales Promotion Manager.....Robert Anthony
 Program Director.....Sterling Wright
 Publicity Director.....Roger A. Shaffer
 Musical Director.....Hal Moore
 Chief Engineer.....Ralph S. Bennett

W F I G

SUMTER—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....J. Samuel Brody
 Address.....39 North Main Street
 Phone Numbers.. 1340 (Studio); 93 (Business
 Office)
 Transmitter Location.....Highway No. 76
 Time on the Air.....15 hours daily
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System

Personnel

Owner.....Julius S. Brody
 Station Manager.....T. Doug Youngblood
 Program Director-Chief
 Announcer.....Eddie Carlos
 Publicity Director.....Dorothy Boney
 Musical Director.....Mrs. Murray Lewis
 Chief Engineer.....Paul Petroski

SOUTH DAKOTA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 258

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Broadcast
Company
Address 117½ South Main Street
Phone Number 4626
Transmitter Location Wylie Park
Time on the Air 6 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Company

Personnel

President H. C. Jewett, Jr.
Vice-President C. H. Anderson
Vice-President Olwin Ackley
Treasurer J. H. McKeever
Secretary-General Manager A. A. Fahy
Program Director E. C. Pieplow
Chief Announcer E. L. Weeks
Chief Engineer Delbert Hunt

K G F X

PIERRE—EST. 1922

Frequency: 630 Kc. Power: 200 Watts
Owned-Operated By Ida A. McNeil
Address 203 West Summit Ave.
Phone Number 351
Transmitter Location 203 West Summit Ave.
Time on the Air 9:30 a.m. to local sunset
News Service AP
Transcription Service Keystone Broadcast-
ing System
Representative Cox & Tanz

Personnel

Owner and Director Ida A. McNeil
Chief Engineer Robert H. Dye

K O B H

RAPID CITY—EST. 1936

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Black Hills Broadcast
Company of Rapid City
Address Alex Johnson Hotel
Phone Number 2000
Transmitter Location East of City
Time on the Air 6 a.m. to 10 p.m.; Sundays,
8:30 a.m. to 5 p.m.
News Service UP

Transcription Service Lang-Worth; Keystone
Broadcasting System
Representative The Walker Company

Personnel

President C. A. Quarnberg
Vice-President-Managing Director,
Robert J. Dean
Commercial Manager-Publicity Director,
George E. Brunlett
Program Director-Chief Announcer,
Harry Turner
News Editor John Leslie
Special Events Director Harry Petersen
Women's Editor Mildred Palmer
Chief Engineer M. J. Jones

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By South Dakota State
School of Mines
Address Rapid City
Phone Number 1600
Transmitter Location Rapid City
Time on the Air: Shares time on a daytime
license

(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Sioux Falls Broadcast
Assn., Inc.
Address 317 So. Phillips Ave.
Phone Number 757
Transmitter Location Highway No. 16
Time on the Air 10 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio;
NBC Thesaurus
Representative Howard H. Wilson Co.

Personnel

President and Station
Manager Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Commercial Manager George R. Hahn
V-P & Program-Musical
Director Morton Henkin
Traffic Manager Evans Nord
Chief Engineer Max Staley

K S O O

SIoux FALLS—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By Sioux Falls Broad-
cast Assn., Inc.

Address 317 So. Phillips Ave.
Phone Number 757

Transmitter Location Highway No. 16

Time on the Air 6 a.m. to local sunset

News Service UP

Transcription Service NBC Thesaurus;
Standard Radio

Representative Howard H. Wilson Co.

Personnel

President and Station

Manager Joseph Henkin

Vice-President-Promotion Manager,
S. Fantle, Jr.

Commercial Manager George R. Hahn

V-P & Program-Musical
Director Morton Henkin

Traffic Manager Evans Nord

Chief Engineer Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts
Owned-Operated By University of South
Dakota

Address Union Building

Phone Number 209-J

Transmitter Location Science Hall

Time on the Air 2:30 p.m. to 5 p.m.

BUY

DEFENSE

BONDS

Personnel

Station Manager-Program

Director Ed LaGrave, Jr.

Chief Announcer Tom Steensland

Chief Engineer Kenneth Relf

(Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts

Owned By Midland National Life Insur-
ance Company

Operated By F. L. Bramble (Mgr.); M. W.
Plowman (Ass't, Mgr.)

Address Midland Building

Phone Number 5050

Transmitter Location ½ mile south of
business section

Time on the Air 7 a.m. to 10 p.m.

News Service UP

Personnel

Station Manager F. L. Bramble
Assistant & Commercial Manager,
M. W. Plowman

Program Director Dale E. Russell

Chief Engineer Sherrill Zimmerman

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

THE COWLES STATIONS

Frequency: 570 Kc. Power: 5000 d.; 1000 n.;
(C. P. 5000 n.)

Owned-Operated By WNAX Broadcasting
Co.

Addresses: WNAX Bldg.; Orpheum Theater
Bldg., Sioux City, Ia.

Phone Numbers: 443 (Yankton); 8-5666 (Sioux
City)

Transmitter Location Between Yankton &
Sioux City

Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7:40 a.m. to 12 midnight

Newspaper Affiliation: Des Moines Register &
Tribune

News Service AP; UP

Transcription Service Standard Radio

Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.

Vice-President Luther L. Hill

Station-Commercial Manager Phil Hoffman

Merchandising Manager Harold Storin

Program Director Arthur J. Smith

Production Manager Herb Howard

Publicity Director Wynn Hubler

Sioux City Representatives Arden Swisher,
C. E. LaGrave

Musical Director Rex Hays

Chief Engineer Clifton M. Todd

TENNESSEE

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 259

W O P I

BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.
Address 410 State St.
Phone Number WOPI
Transmitter Location Old Abingdon Road,
Bristol, Va.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Bristol Herald
Courier
News Service UP
Transcription Service NBC Thesaurus
Representative Burn-Smith Company

Personnel

President and General Manager: W. A. Wilson
Commercial Manager: R. L. Russell
Program-Musical Director and Chief
Announcer Fey Rogers
Publicity-Continuity Director Mike Cady
Traffic Manager Mary Abell
Chief Engineer Robert Smith

W A P O

CHATTANOOGA—EST. 1936
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: W. A. Patterson
Address Read House
Phone Number 6-6141
Transmitter Location Pineville, Tenn.
Time on the Air 6 a.m. to 12 midnight
News Service INS
Transcription Service NBC Thesaurus
Representative Headley-Reed Company

Personnel

Owner W. A. Patterson
General Manager R. G. Patterson
Sales Manager Nelson Krebs
Program-Publicity Director Helen Patterson
Chief Announcer Bob Bosworth
Artists' Bureau Head Jack Daub
Bookkeeper Genevieve Crantford
Musical Director Jimmy Johnston
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Joe W. Engel
Address 419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location 419 Volunteer Bldg.
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President Joe W. Engel
Station-Commercial Manager Tom Nobles
Sales Promotion Manager George Barber
Program Director Vann Campbell
Publicity Director Luther Masingill
Chief Announcer Charles Atchinson
Auditor Pearl McWhorter
Artists' Bureau Head Rachel Morton
Musical Director Jean Van Arsdale
Chief Engineer J. V. Sanderson

W D O D

CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: WDOD Broad-
casting Corporation
Address Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location Baylor School
Time on the Air 5:30 a.m. to 12 midnight
News Service UP
Transcription Service: Langworth, Associated
Music Publishers
Representative Paul H. Raymer Co.

Personnel

President-Station Manager, Norman A. Thomas
Commercial Manager Carter M. Parham
Sales Promotion Manager Clifford Bowers
Program Manager D. W. McCurdy
Production Manager Eugene Wilkey
Chief Announcer John Grey
Musical Director Bobby Meeks
Chief Engineer J. C. Vessels

W J Z M

CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: W. D. Hudson and
Violet Hutton Hudson
Address: Masonic Bldg., Commerce and Third
Street
Phone Number 499

Transmitter Location Martin Street
 Time on the Air 6 a.m. to 11 p.m.
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner-Station Manager W. D. Hudson
 Assistant Manager Les Carmichael
 Commercial-Sales Promotion
 Manager Tom White
 Program-Publicity Director Bill Bowers
 Bookkeeper Mrs. Robert Thompson
 Chief Engineer Bob Thompson

•
W H U B

COOKEVILLE—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHUB, Inc.
 Address East Spring Street
 Phone Number Southern Continental 200
 Transmitter Location 807 Hickory Street
 Time on the Air: 6 a.m. to 10 p.m.; Saturdays,
 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10
 p.m.

News Service UP
 Transcription Service Standard Radio
 Representative Associated Radio Sales

Personnel

President-Commercial Manager . . M. L. Medley
 Station Manager Bill Reeves
 Artists' Bureau Head Albert Brogdon
 Publicity Director Joe Mabry
 Musical Director Millard Rose
 Chief Engineer Charles R. Duke

•
W T J S

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Sun Publishing
 Company

Address Jackson
 Phone Number 3340
 Transmitter Location Route No. 3
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation The Jackson Sun
 News Service AP; UP
 Transcription Service World Broadcasting
 System

Representative The Branham Company

Personnel

President C. E. Pigford
 Station Manager A. A. Stone
 Sales and Sales Promotion Manager,
 Otis Roush
 Program-Publicity Director and Chief
 Announcer Houston Cox
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Engineer B. C. Brummell

W J H L

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By WJHL, Inc.
 Business Address 412 S. Roan St.
 Phone Number WJHL
 Studio Addresses: 412 S. Roan St.; Bonnie
 Kate Theater Bldg., Elizabethton
 Transmitter Location Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President-Station Manager, W. Hans Lancaster
 Business Manager W. Kenneth Matthews
 Commercial Manager Ken Marsh
 Program Director Henry Frick
 Chief Engineer O. K. Garland

•
W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

—BLUE RIDGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co.

Address Radio Center
 Phone Number WKPT
 Transmitter Location East Kingsport
 Time on the Air 6:30 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth
 Representative Burn-Smith Co.

Personnel

President C. P. Edward, Jr.
 General Manager Jesse Swicegood
 Production Manager Haden Huddleston
 Chief Engineer Gladman W. Upchurch

•
W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

VOLUNTEER STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By J. W. Birdwell
 Address: Chamber of Commerce Bldg., 618
 South Gay Street

Phone Number 4-3321
 Transmitter Location Wilder Place
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
 Business Manager.....John Cox Birdwell
 Commercial & Sales Promotion
 Manager.....John P. Hart
 Program-Publicity Director.....Charles Devois
 Chief Announcer.....Joe Wheeler
 Chief Engineer.....Edward W. McGinley

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 5000 d.; 500 n.;
 (C. P. 10000 d. & n.)

Owned-Operated By.....Scripps-Howard
 Radio, Inc.

Address.....110-112 South Gay Street
 Phone Number.....3-3171

Transmitter Location.....Anderson Road near
 Knoxville

Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight; Saturday,
 5 a.m. to 1 a.m.

Newspaper Affiliation Knoxville News-Sentinel
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Company

Personnel

President.....Jack R. Howard
 Vice-President-General Manager,

R. B. Westergaard

Sales Promotion Manager.....C. B. Davis
 Program Director.....Lowell Blanchard
 Educational Director.....K. E. Huddleston
 Continuity Director.....Ken Wright
 Musical Director.....Jerry Collins
 Cashier-Office Manager.....Howard Bowles
 Chief Engineer.....J. B. Epperson

W R O L

KNOXVILLE—EST. 1927

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting
 Co.

Business Address.....531 S. Gay St.
 Phone Number.....2-7111

Studio Address.....Hamilton Bank Bldg.
 Transmitter Location.....Holston Hills

Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP

Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President.....S. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Fred Pihler

Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Owen McReynolds

W H B Q

MEMPHIS—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

Address.....Hotel Claridge
 Phone Number.....8-6868

Transmitter Location.....46 Neely St.
 Time on the Air.....7 a.m. to 11 p.m.

News Service.....INS
 Transcription Service.....Standard Radio;

Lang-Worth

Personnel

President.....Thos. Thompson
 General Manager.....E. A. Alburty
 Program Director.....E. H. McMurry, Jr.
 Musical Director.....J. M. Klaer
 Chief Engineer.....Weldon Roy

W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By.....Memphis Publishing
 Co.

Address.....Goodwyn Institute
 Phone Number.....8-7464

Transmitter Location.....Five Points, Tenn.
 Time on the Air: 5:30 a.m. to 12 midnight;

Saturdays, 5:30 a.m. to 1 a.m.

Newspaper Affiliation.....Memphis Com-
 mercial Appeal

News Service.....UP
 Transcription Service.....NBC Thesaurus;

Lang-Worth

Representative.....The Branham Co.

Personnel

General Manager.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Local Sales Manager.....William H. Fielding
 Program Manager.....John Cleghorn
 Publicity Director.....Fred Carder
 Musical Director.....Leonard McEwen
 Chief Engineer.....C. E. Baker

W M P S

MEMPHIS—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By.....Memphis Broad-
 casting Company

THE Fifth ESTATE

RADIO has become of age. Its miracle, now 21 years old, has advanced through all the stages of every important and beneficial service, and has become commonplace . . . its mystery taken for granted.

That is as it should be. For radio is too important . . . too great to be held in awe. Let the philosopher wonder at its cause, but let the people enjoy its effects. Radio is for the people.

Jew, Gentile, Catholic and Protestant are all served . . . and served well by radio. For American radio is as democratic as the people it serves.

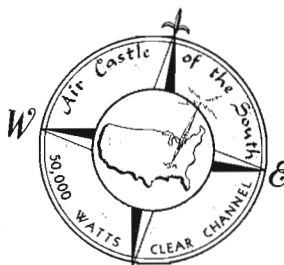
Information, entertainment, education and innumerable services that Midas could not buy with all his gold are to be had with the push of a button . . . the flick of a dial. The financier is served no better . . . no quicker than the farm-

The American public . . . comfortable and relaxed in the living room or speeding over the highway . . . hears history as it is being made and is better informed on both sides than ever before. Radio has not only reported the events, but for the first time has brought about mass participation in the determination of a foreign policy.

Radio service is as limitless as the ether waves. In peace it provides culture, information and amusement. In catastrophe it has alleviated suffering and raised funds for the needy. Today it is bolstering morale and building bridges of understanding between the Americas. But regardless of its task . . . always it serves.

That's why Radio is the Fifth Estate

WSM is proud to be a part of the American system of Broadcasting . . . the Great Fifth Estate.



HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO. INC.

AddressColumbian Tower, 62 North Main Street
 Phone Number 5-2721
 Transmitter Location1690 South Lauderdale
 Time on the Air6:30 a.m. to 12 midnight
 Newspaper AffiliationMemphis Press-Scimitar
 News Service UP
 Transcription ServiceStandard Radio
 RepresentativeSpot Sales, Inc.

Personnel

President.....Jack R. Howard
 Vice President-General
 Manager.....J. C. Hanrahan
 Commercial ManagerHarold R. Krelstein
 Sales Promotion Manager.....Tom Ragland, Jr.
 Publicity Director.....Mary Jo Tate
 Musical DirectorJack Morgan
 Chief Engineer.....G. Deaderick

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service
 AddressHotel Peabody
 Transmitter LocationMemphis
 Time on the Air6 a.m. to 12 midnight
 News Service UP
 Transcription ServiceWorld Broadcasting
 System: Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial ManagerHollis R. Wooten
 Program-Publicity Director.....Roy Wooten
 Production Manager.....Bill Trotter
 Chief AnnouncerMalcolm Todd
 Musical DirectorJesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 5000 Watts
 (C.P. 50000 Watts)
 Owned By . . .J. T. Ward, d/b as WLAC Broad-
 casting Service
 Operated By.....WLAC Broadcasting Ser-
 vice
 Address.....Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter LocationU. S. Highway
 31-W
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service..... World Broadcasting
 System: Lang-Worth
 RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 Station and Sales Manager.....F. C. Sowell
 Merchandising Manager.....R. N. Maddux
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts (C. P.
 980 Kc.; 5000 Watts)
 Owned-Operated ByWSIX, Inc.
 AddressNashville Trust Building
 Phone Number 5-5431
 Transmitter Location301 Boscobel Street
 Time on the AirUnlimited license
 News ServiceTransradio
 Transcription ServiceAssociated Music
 Publishers: Standard Radio; C. P. Mac-
 Gregor; Lang-Worth
 RepresentativeHeadley-Reed Co.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager.....Eugene S. Tanner
 Program Director-Artists' Bureau
 Head Jack Wolever, Jr.
 Publicity Director.....R. L. Chaudoin
 Chief Announcer.....Joe H. Calloway, Jr.
 Chief Engineer.....B. E. Porter

W S M

NASHVILLE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.. The National Life and
 Accident Insurance Co.
 Business Address National Building
 Phone Number 6-7181
 Studio Address.....Seventh Avenue and Union
 Street
 Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air..18 hours daily; Sundays,
 16 hours
 News Service AP; INS
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeEdward Petry & Co., Inc.

Personnel

Executive Vice-President....Edwin W. Craig
 Station Manager.....Harry L. Stone
 Local Sales Manager.....W. S. Dustin
 Program Director.....Jack Stapp
 Artists' Bureau Head.....Ford Rush
 Promotion Manager.....A. E. Gibson
 Audience Relations Manager, George D. Hay
 Chief Announcer.....Otis E. Devine
 Musical Directors, Pietro Brescia, Beasley Smith
 Chief Engineer.....J. H. DeWitt, Jr.

TEXAS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 261

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broad-
casting Company
Address Hotel Hilton
Phone Numbers..... 8446 (Transmitter); 6255
(Office)
Transmitter Location.....Ambler Avenue &
Cottonwood Streets
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-
News
News Service AP
Transcription Service....Standard Radio; Sons
of the Pioneers
RepresentativeTexas State Network

Personnel

President.....M. B. Hanks
Vice-President & Managing
DirectorHoward Barrett
Local Sales ManagerA. C. Etter
National Sales & Sales Promotion
Manager Forest Lane
Program Director-Artists' Bureau Head,
Frank McIntyre
Chief Announcer Charles Chumley
Accountant Margaret Morrison
Director of Women's Programs,
Geraldyn Wright
Traffic ManagerEvelyn Fulwiler
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broad-
casting Corporation
Address 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
days, 7 a.m. to 11 p.m.
News Service INS
Representative ...W. T. Burghart (Chicago)

Personnel

President.....Gilmore N. Nunn
Station ManagerWaymond Ramsey
Commercial Manager.....Howard Roberson
Program-Musical Director...Paul McCallister
Publicity Director.....Audre Lipscomb
Chief Engineer.....Howard Blaker

K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Plains Radio Broad-
casting Company
Address....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location.....Bellair Park
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service AP; UP
Transcription Service ...World Broadcasting
System; Langworth
National Sales Office Address: Taylor-Howe-
Snowden Group, Dallas, Texas
RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager.....John Ballard
Merchandising Manager....James Stanberry
Program Director.....Raymond Hollingsworth
Publicity Director.....Dorothy Holbrook
AccountantEra Lewis
Continuity Editor.....Leon Krupp
Traffic ManagerHazel Ridley
Musical Director.....Eddie Baumel

K N O W

AUSTIN—EST. 1924

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ...Frontier Broadcasting
Company, Inc.
Address 520 Norwood Building
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air: 6:30 a.m. to 11:30 p.m. Sun-
days, 7 a.m. to 11:30 p.m.
News Service UP
Representative.....Spot Sales, Inc.

Personnel

President.....H. M. Fentress
Sales Promotion ManagerFloyd Smith
Program DirectorPat Adelman
Publicity Director.....J. Mabel Clark
Chief Announcer.....Conrad Vernon
BookkeeperMarie Williams
Chief Engineer.....James Lewis

K T B C

AUSTIN—EST. 1939

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... State Capital Broad-
 casting Association
 Address 119-A West 8th St.
 Phone Number 8-4661
 Transmitter Location Dallas Highway
 Time on the Air 6 a.m. to local sunset
 News Service INS
 Transcription Service NBC Thesaurus
 Representative The Walker Co.

Personnel

President R. B. Anderson
 Station Manager Aubrey H. Escoe
 Commercial Manager Charles Rider
 Program Director Fred Caldwell
 Chief Engineer Harry Slife

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting
 Corp.
 Business Address P. O. Box 2950
 Phone Number 3883
 Studio Address... Edson Hotel, cor. Liberty &
 Pearl Streets
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President C. W. Snider
 Secretary-Treasurer D. A. Kahn
 General Manager C. B. Locke
 Commercial-Sales Promotion
 Manager Ernest S. Lovan
 Program Director Len Finger
 Chief Announcer Sim Clark
 Musical Director George W. Caldwell
 Chief Engineer Lawrence Sanders

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location 130 Wall Street
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7 a.m. to 12:05 a.m.
 Newspaper Affiliation .. Beaumont Enterprise
 & Journal
 News Service INS
 Transcription Service ... World Broadcasting
 Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 Station Manager Jack Neil
 Sales Manager G. L. Kirk
 Program Director Robert M. Levy
 Continuity Editor Joe Trum
 Chief Announcer Ed Henry

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Big Spring Herald
 Broadcasting Company
 Address 702 Johnson Street
 Phone Number 1500
 Transmitter Location .. 1¼ miles northeast
 of town
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper Affiliation Big Spring Herald
 News Service AP
 Representative Texas State Network

Personnel

President Howard Barrett
 Managing Director Jack Wallace
 Commercial Manager Charles T. White
 Program Director Leonard Lyon
 Chief Announcer Howard Kemper
 Bookkeeper Ruby Whipkey
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By G. L. Burns
 Business Address Brady, Texas
 Phone Number 77
 Studio Address 106 North Blackburn
 Transmitter Location 1 mile East business
 part Brady, Texas
 Time on the Air 13 hours daily
 Transcription Service Keystone Broad-
 casting System
 Representative Cox & Tanz

Personnel

General Manager G. L. Burns
 Commercial-Sales Promotion
 Manager Clinton Newlin
 Program Director-Chief
 Announcer J. S. Sloane
 Chief Engineer J. Royland Gorder

K E E W

BROWNSVILLE—EST. 1927

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By Eagle Broadcasting
 Co.
 Business Address Box 439
 Phone Number 1044
 Studio Address San Benito Road

Transmitter Location San Benito Road
 Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Keystone Broadcasting
 System; Standard Radio
 Representative Cox & Tanz

Personnel

General Manager E. E. "Jack" Wilson
 Station Manager Cliff Tatom
 Commercial Manager E. G. Feil
 Program Director Irene Wilson
 Chief Announcer Clovis Weller
 Musical Director Celia Feil
 Chief Engineer George Martin

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 500 Watts
 Owned-Operated By Brown County
 Broadcasting Co.
 Address 800 Hawkins Street
 Phone Number 2401
 Transmitter Location Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President-Station Manager Wendell Mayes
 Commercial Manager James R. Moore
 Program Director A. D. Whisenant
 Production Manager Leonard Johnson
 Publicity Director Louise Wilson
 Chief Announcer Tom Robinson
 Chief Engineer G. M. Patterson

W T A W

COLLEGE STATION—EST. 1921

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Agricultural and
 Mechanical College of Texas
 Address College Station
 Phone Number 4-6724
 Transmitter Location College Station
 Time on the Air 5½ hours weekly

Personnel

President Dr. T. O. Walton
 Director John O. Rosser
 Chief Announcer Tom Journey
 Chief Engineer H. C. Dillingham
 (Non-Commercial Station)

KEYS

CORPUS CHRISTI—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Earl C. Dunn and Charles
 Rossi
 Operated By Nueces Broadcasting Co.
 Address Medical Professional Building

Transmitter Location Near Corpus Christi
 Time on the Air Unlimited license
 Transcription Service Standard Radio

Personnel

Station Manager Charles Rossi

K R I S

CORPUS CHRISTI—EST. 1937

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Gulf Coast
 Broadcasting Company

Address Hotel Driscoll
 Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air 17½ hours daily
 Newspaper Affiliation Corpus Christi
 Caller-Times

News Service INS
 Representative The Branham Company

Personnel

President M. Tilford Jones
 General Manager T. Frank Smith
 Commercial Manager Fred Burr
 Sales Promotion Manager Bill Bennett
 Chief Engineer B. C. Boatright

K A N D

CORSICANA—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Navarro Broadcast-
 ing Association

Address State National Bank Bldg.
 Phone Number 30
 Transmitter Location ½ mile north of
 Corsicana

Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 7 a.m. to 11 p.m.

News Service UP
 Transcription Service Standard Radio
 Representative Associated Radio Sales

Personnel

President J. C. West
 Station-Commercial Manager John Thorwald
 Program Director Charles Payne
 Production Manager R. L. Hamilton, Jr.
 Publicity Director Elaine Stearns
 Chief Announcer Milford Mitchell
 Musical Director F. Sykes
 Chief Engineer W. E. Radford

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
 Owned-Operated By Times Printing Co.
 Address Hotel Adolphus

Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Dallas Daily Times Herald
 News Service INS
 Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President Tom C. Gooch
 Station & Com. Mgr. C. W. Rembert
 Program Director Ruth Clem
 Production Manager Roy George
 Publicity Director Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Hyman Charninsky
 Chief Engineer R. M. Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
 Owned-Operated By Chilton Radio Corporation
 Address 11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location Bruton Road (7 miles out of Dallas)
 Time on the Air 6:16 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music Publishers

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director D. P. Gribben
 Production Manager Cleo B. Clark
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

W F A A

DALLAS—EST. 1922
 NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News
 Address Santa Fe Bldg.
 Phone Numbers 7-9631; LD 794
 Transmitter Location Near Grapevine, Texas
 Time on the Air: WFAA-WBAP operated continuously 5:15 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
 Newspaper Affiliation .. Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese

Sales and Promotion Manager ... Irvin Gross
 Program Director-Artists' Bureau Head,

Ralph Nimmons

Publicity Director Bert Heflin

Musical Director Karl Lambertz

Chief Announcer Hal Thompson

Chief Engineer Raymond Collins

(See Page 570)

I
 WONDER
 WHAT
 RADIO
 DAILY
 WILL
 SAY
 ABOUT
 IT
 ?

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By City of Dallas
 Address WRR Bldg., State Fair Grounds
 Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air: 6 a.m. to 12:30 a.m.; Sun-
 days, 6:30 a.m. to 12:30 a.m.
 News Service Transradio
 Representative Weed & Co.

Personnel

Managing Director Charles B. Jordan
 Commercial Manager Dale Drake
 Program Director-Artists' Bureau
 Head Pete Teddlie
 Traffic Manager Wiley D. Smith
 Chief Announcer Buddy Harris
 Librarian Frances Faires
 Chief Engineer D. J. Tucker

K D N T

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air Unlimited license
 News Service UP

Personnel

Owner-Chief Engineer Harwell V. Shepard
 Program Director Fritz Kimbrell
 Chief Announcer Jon Edward Williams
 Artists' Bureau Head-Continuity
 Chief Mary Grace Smith
 Musical Director Floyd Graham

K F P L

DUBLIN—EST. 1924

Frequency: 1340 Kc. Power: 250 d.; 100 n.
 Owned-Operated By C. C. Baxter
 Address 205 Grafton Street
 Phone Numbers 183 (Studios); 175 (Trans-
 mitter)

Transmitter Location North city limits
 Time on the Air Unlimited license
 Transcription Service Keystone Broadcast-
 ing System

The TWO for ONE Combination in Texas

W R R

5000 WATTS FULL TIME
ON 1310 KC.



K F J Z

5000 WATTS FULL TIME
ON 1270 KC.

These two modern high-powered stations can now be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Personnel

Owner.....C. C. Baxter
 Program Director.....J. Wyche
 Chief Announcer.....W. R. Long
 Chief Engineer.....D. Reed

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By...Dorrance D. Roderick
 Address2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter Location ...Hammett Boulevard
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,
 7 a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times
 News ServiceINS
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeHoward H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
 Station ManagerVal Lawrence
 Assistant Station Manager..Merle H. Tucker
 Commercial Manager.....Larry A. Harris
 Program DirectorTed Gates
 Publicity Director.....William Jolesch
 Chief AnnouncerMorisson Qualtrough
 Traffic ManagerGordon Baldwin
 BookkeeperLetye C. Fairley
 Musical DirectorH. Arthur Brown
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc....Power: 1000 d.; 500 n.
 Owned-Operated ByTri-State Broadcast-
 ing Co.
 AddressPaso Del Norte Hotel
 Phone NumberMain 3122
 Transmitter Location ...First Ave., S. of High-
 way No. 80, Ascarate Addition
 Time on the Air6 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; C. P. MacGregor
 Representative ..George P. Hollingbery Co.

Personnel

Vice President-General
 ManagerKarl O. Wyler
 Commercial ManagerWillard L. Kline
 Sales Promotion ManagerEric Munro
 Program Director.....Roy T. Chapman
 Production ManagerConrey Bryson
 Publicity DirectorCharles Amador
 Chief Engineer.....E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc....Power: 5000 Watts
 Owned-Operated By.....Tarrant Broadcast-
 ing Company
 Address1201 West Lancaster
 Phone Number3-3474
 Transmitter LocationBirdville, Texas
 Time on the Air.....24 hours daily
 News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeWeed & Company

Personnel

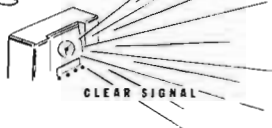
PresidentElliott Roosevelt
 Station ManagerGene L. Cagle
 Commercial ManagerHardy C. Harvey
 Sales Promotion ManagerL. Roy Duffy
 Program DirectorRuss Lamb
 Publicity Director.....Forest Clough
 Chief AnnouncerGeorge Irwin
 Artists' Bureau HeadF. Griffith
 Musical Director.....Frances Kay
 Chief Engineer.....Ed L. Starnes

260

ISSUES
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 EXECUTIVES

RADIO DAILY

FACILITIES
 EVERYTHING TO ASSURE *Outstanding* RESULTS



WFAA 50,000 WATTS
WBAP 50,000 WATTS
KGKO 5,000 WATTS
 DAY & NIGHT
 DALLAS • FORT WORTH



1 and 2. Transmitter Houses and Antenna Systems of Stations WFAA, WBAP and KGKO.
 3. Studio, WFAA-KGKO.
 4. Musical Varieties, KGKO, Ft. Worth.

NATIONAL REPRESENTATIVES

WFAA-WBAP

Edward Petry & Company, Inc.

KGKO

Edward Petry & Company, Inc.



Yes, everything to assure *outstanding* results...modern facilities, best of talent, effective coverage, clear signal, and a responsive audience. For national and regional advertisers, WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station, present the best choice in radio in the Southwest. When you're thinking of Texas and Oklahoma—a rich, high income market—investigate this powerful combination.

G. B. Dealey, Chairman
 Amon G. Carter, President

K G K O

FORT WORTH—EST. 1928
BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Carter Publications, Inc.

Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter Location: Arlington, Texas
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to midnight

Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

Transcription Service: WBS; NBC Thesaurus;
 Lang-Worth

Representative: Free & Peters

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Managing Director: Martin Campbell
 Station Manager: George Cranston
 Commercial Manager: Roy Bacus
 Sales Promotion Manager: Elbert Haling
 Chief Announcer: Frank Mills
 Program Director: Ed Lalley
 Production Manager: A. M. Woodford
 Continuity Chief: Howard Carraway
 Traffic Manager: Eileen Flake
 Chief Newscaster: Ken McClure
 Music Librarian: Al Bowman
 Music Arranger: Maurice Steinberg
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson

W B A P

FORT WORTH—EST. 1922
NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By: Carter Publications, Inc.

Address: Medical Arts Bldg.
 Phone Number: 3-1234

Transmitter Location: Grapevine, Texas
 Time on the Air: 5:45 a.m. to 12 midnight;
 (shares time with WFAA, Dallas)

Newspaper Affiliation: Ft. Worth Star-
 Telegram

News Service: AP
 Transcription Service: WBS
 Representative: Edward Peiry & Co.

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Station Manager: George Cranston
 Commercial Manager: Roy Bacus
 Sales Promotion Manager: Elbert Haling
 Program Director: Ed Lalley
 Production Manager: A. M. Woodford
 Continuity Chief: Howard Carraway

Traffic Manager: Eileen Flake
 Chief Newscaster: Ken McClure
 Music Librarian: Al Bowman
 Music Arranger: Maurice Steinberg
 Musical Director: Gene Baugh
 Chief Announcer: Frank Mills
 Chief Engineer: R. C. Stinson

K L U F

GALVESTON—EST. 1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: The KLUF Broadcasting Co.

Operated By: Geo. Roy Clough
 Business Address: P. O. Box 562

Phone Number: 6676
 Studio Address: 6002 Broadway

Transmitter Location: 6002 Broadway
 Time on the Air: Unlimited license

News Service: UP
 Transcription Service: Standard Radio;
 Radio Transcription Co.

Personnel

President: Geo. Roy Clough
 Commercial and Sales Promotion Manager:
 C. V. Bracht
 Program-Publicity Director: H. D. Clough
 Chief Engineer: L. D. Clough

K G B S

HARLINGEN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harbenito Broad-
 casting Company, Inc.

Business Address: P. O. Box 711
 Phone Number: 1400

Studio Address: Harbenito, equidistant be-
 tween Harlingen and San Benito, Texas

Transmitter Location: Highway 83, 2 3/4 miles
 south Harlingen

Time on the Air: 6:45 a.m. to 10 p.m.
 News Service: AP

Transcription Service: Associated
 Music Publishers

Personnel

President: McHenry Tichenor
 Station Manager: Ingham S. Roberts
 Commercial Manager: Troy McDaniels
 Program Director-Chief
 Announcer: Thomas J. Swafford
 News Editor-Publicity Director: Jack Rutledge
 Chief Engineer: David Holt

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Houston Printing Co.

Address: Lamar Hotel
 Phone Number: Fairfax 7101

Transmitter Location: Deepwater, Texas

Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationHouston Post
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 RepresentativeEdward Petry & Co.

Personnel

President.....W. P. Hobby
 Station Manager.....Kern Tips
 Program Director.....Jack McGrew
 Publicity DirectorPat Flaherty
 Musical Director.....K. Burt Sloan
 Chief Engineer.....H. T. Wheeler

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 5000 d.; 1000 n.;
 (C. P. 740 Kc.; 50000 Watts)

Owned-Operated By...KTRH Broadcasting Co.
 AddressRice Hotel
 Phone NumberPreston 4361
 Transmitter Location...Deepwater (C. P.
 near Cedar Bayou)

Time on the Air.....Unlimited license
 Newspaper AffiliationHouston Chronicle
 Transcription ServiceWorld Broadcasting
 System

RepresentativeJohn Blair & Co.

Personnel

Station ManagerB. F. Orr

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1470 Kc. Power: 1000 Watts
 (C.P. 1320 Kc.; 5000 Watts)

Owned-Operated By Harris County Broadcast
 Co.

AddressGulf Building
 Phone NumberCapitol 6151
 Transmitter LocationHouston
 Time on the Air168 hours weekly
 News ServiceINS
 Transcription ServiceLang-Worth
 RepresentativeThe Branham Co.

Personnel

Manager.....T. F. Smith
 Program Director.....Charles Nethery
 Chief Engineer.....Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & J. C.
 Rothwell

Address1031 12th Street
 Phone Number666

Transmitter LocationWalker County
 Fair Grounds

Time on the Air.....7 a.m. to 6 p.m.
 Transcription ServiceKeystone Broadcast-
 ing System

Personnel

General Manager.....W. J. Harpole
 Commercial Manager.....J. C. Rothwell
 Chief AnnouncerLouis Gibson
 Chief EngineerRobert Newton

K O C A

KILGORE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Oil Capitol Broad-
 casting Assn.

Address102½ East North St.
 Phone Number616
 Transmitter LocationKilgore
 Time on the AirUnlimited license
 Newspaper AffiliationKilgore Daily News

Personnel

General ManagerRoy G. Terry

K P A B

LAREDO—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Mervel M. Valentine
 Business AddressP. O. Box 1120
 Phone Number1490
 Studio Address300 Loring Ave.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.

Representative.....Forjoe & Co. (New York
 City); Cox & Tanz (Philadelphia)

Personnel

General Manager.....Mervel M. Valentine
 Station ManagerLew Valentine
 Commercial ManagerGeorge Geyer
 Musical DirectorAdelaide Bunn
 Chief EngineerLloyd Davidson

K F R O

LONGVIEW—EST. 1934

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By...Voice of Longview
 Business AddressP. O. Box 607
 Phone Number411
 Studio Address620 Glover-Crim Bldg.
 Transmitter Location1918 Marshall-
 Longview Road
 Time on the Air...6:30 a.m. to 10:15 p.m.;
 Sundays, 7 a.m. to 9:15 p.m.

News ServiceUP
 Transcription ServiceLang-Worth; Key-
 stone Broadcasting System

RepresentativeHoward H. Wilson Co.

Personnel

President-General Manager...James R. Curtis
 Commercial Manager....Thomas R. Putnam

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByPlains Radio
Broadcasting Co.

Address914 Avenue J

Phone Number5567

Transmitter Location2215 Fifth St.

Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
days, 8 a.m. to 10 p.m.

Newspaper Affiliation ..Lubbock Avalanche-
Journal

News Service UP

Transcription Service ...World Broadcasting
System; Lang-Worth

National Sales Office: Taylor-Howe-Snowden
Group, Dallas, Texas

RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)

Station Manager.....DeWitt Landis

Program Director.....R. B. McAllister

Publicity DirectorBruce Collier

Chief AnnouncerWesley Youngblood

Musical Director.....Burnie Howell

Chief Engineer.....W. H. Terry

K R B A

LUFKIN—EST. 1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Red Lands Broadcast-
ing Association

Business AddressBox 755

Phone Number272

Studio Address108½ South First Street

Transmitter Location: Highway 35, (½ mile
North of Lufkin)

Time on the Air:.....6 a.m. to local sunset

News ServiceTransradio

Transcription ServiceStandard Radio

Personnel

President.....Ben T. Wilson

ManagerDarrell E. Yates

Commercial Manager.....Richman Lewin

Program Director.....Jerry Keith

Chief EngineerAmbrose Kramer

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Clarence Scharbauer

Address117 S. Loraine Street

Phone Number1070

Transmitter Location.....U. S. Highway 80,
(1½ miles west of Midland)

Time on the Air.....6:30 a.m. to 11 p.m.

News ServiceUP
Transcription Service.....Lang-Worth
Representative....Cox & Tanz; Texas State
Network

Personnel

OwnerClarence Scharbauer

Station-Commercial Manager.....A. B. Kelley

Program Director.....C. A. Roark

Director of Women's

Programs.....Peggy Mathis

Publicity Director.....E. P. Helm

Musical Director.....Roy De Wolfe

Chief Engineer.....Robert Harmon

K N E T

PALESTINE—EST. 1936

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Palestine Broadcast-
ing Corp.

AddressJohn & Crawford Sts.

Transmitter LocationPalestine

Time on the Air.....Daytime license

Transcription Service.....Standard Radio

RepresentativeCox & Tanz

Personnel

PresidentDr. Bonner Frizzell

Station ManagerJohn Sullivan

K P D N

PAMPA—EST. 1936

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....R. C. Hoiles

Business AddressBox 1701

Phone Number1100

Studio Address212 North Ballard

Transmitter Location.....East of city limits

Time on the Air: 7 a.m. to 1:30 p.m.; 4:30 a.m.
to 10 p.m.

Newspaper AffiliationPampa News

News ServiceAP

Transcription Service ...World Broadcasting
System; Keystone Broadcasting System

RepresentativeForjoe & Co.

Personnel

President.....R. C. Hoiles

General Manager.....H. E. Kreiger

Commercial Manager.....Don Mills

Program Director.....Ray Monday

Production ManagerBill Browne

Publicity DirectorElleta Bullard

Chief AnnouncerLester Aldrich

Musical Director-Artists' Bureau Head,
Ken Bennett

Chief Engineer.....Herman Kreiger

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: North Texas Broadcasting Company

Address: Gibraltar Hotel

Phone Number: 1124-5

Transmitter Location: 1/4 miles south on Texas Highway No. 24

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: Paris News

News Service: AP

Transcription Service: Standard Radio

Personnel

President: A. G. Pat Mayse

Station Manager: Lewis O. Seibert

Sales Promotion Manager: Nelson Mahoney

Program Director: Mary Jo Mayse

Chief Engineer: J. Martin Neil

K I U N

PECOS—EST. 1935

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By: Jack W. Hawkins & Barney H. Hubbs

Address: KIUN Bldg., 306 South Cedar Street

Phone Number: 21

Transmitter Location: North of city

Time on the Air: 7 a.m. to 10 p.m.

Newspaper Affiliation: Pecos Enterprise

News Service: UP

Personnel

Co-Owner-General Manager: Jack Hawkins

Co-Owner-Publicity Director: Barney Hubbs

Commercial Manager: Cecil Sims

Program Director: W. D. Martin, Jr.

Chief Engineer: Carl Cook

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1250 Kc. Power: 500 Watts

Owned-Operated By: Port Arthur College

Address: 1500 Proctor Street

Phone Number: 7458

Studio Address: 1515 Lakeshore Drive

Transmitter Location: 1515 Lakeshore Drive

Time on the Air: 6 a.m. to 12 midnight

News Service: INS

Transcription Service: Standard Radio

Representative: Burn-Smith Company

Personnel

President: Carl Vaughan

Station Manager: Glenn Hewitt

Sales Promotion Manager: Charles E. Bush, Jr.

Program Director-Traffic

Manager: Marjorie Vickers

Artists' Bureau Head-Musical

Director: Merrill Ash

Chief Engineer: Glen Boatright

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: KGKL, Inc.

Address: St. Angelus Hotel

Phone Number: 6715

Transmitter Location: 50 South Milton

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: San Angelo

Standard Times

News Service: AP

Transcription Service: Standard Radio

Personnel

President: H. C. Ragsdale

Station Manager: Lonnie Preston

Commercial Manager: Marlow Preston

Sales Promotion-Merchandising

Manager: Steve Cowan

Program Director: Dorothy Kindred

Production Manager: G. H. Odam

Chief Engineer: Frank M. Jones

K A B C

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting

Co.

Address: Milam Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

Time on the Air: 6 a.m. to 12 midnight;

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

Personnel

President: R. Early Wilson

Station Manager: Charles Balthrope

Merchandising Manager: Clyde Smith

Program Director: Tommy Reynolds

Chief Engineer: Kenneth Hyman

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc. Power: 250 Watts

Owned By: W. W. McAllister & Howard W.

Davis, d/b as The Walmac Company

Operated By: Walmac Company

Address: 2700 Smith Young Tower

Phone Number: Cathedral 6211

Transmitter Location: 319 Avenue A

Time on the Air: 6 a.m. to 1 a.m.

News Service: INS

Representative: Burn-Smith Company

Personnel

Manager.....Howard W. Davis
 Program Director.....A. S. Bessan
 Secretary-Treasurer.....Ruth Burleson

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address317 Arden Grove
 Phone NumberFannin 5171
 Transmitter Location.....317 Arden Grove
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeForjoe & Company

Personnel

Owner-ManagerEugene J. Roth
 Sales Manager.....James M. Brown
 Program Director-Chief
 AnnouncerBill A. Laurie
 Musical Director.....Ted Brown
 Chief Engineer.....George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Sunshine Broadcasting
 Company
 AddressGunter Hotel
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:45 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System
 National Sales Office Address: Taylor-Howe-
 Snowden Group, Dallas, Texas
 RepresentativeJohn Blair & Company

Personnel

President.....O. L. Taylor
 Station Manager.....George W. Johnson
 Merchandising Manager. Jack Schlichenmaier
 Program DirectorJack O. Mitchell
 AccountantFred A. Teed
 Educational DirectorRobert King
 Musical Director.....Rex L. Preis
 Chief Engineer.....Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southland Industries,
 Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager....Hugh A. L. Half
 Chairman of Board.....G. A. C. Half
 Commercial ManagerEllis Chaney
 Sales Promotion & Merchandising
 ManagerWalter S. Zahrt
 Production Manager.....Monte Fleban
 Educational Director.....Leona Bender
 Farm EditorBill Shomette
 Musical DirectorDwight Bourn
 Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated ByRed River Valley
 Broadcasting Corporation
 Addresses421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers .201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....5:30 a.m. to 12 midnight
 News ServiceUP

Personnel

President.....G. H. Wilcox
 Station Manager.....L. L. Hendrick
 Denison Studio & Sales
 ManagerB. V. Hammond, Jr.
 Merchandising Manager.....C. Wells, Jr.
 Program-Musical Director.....Louise Cobler
 Denison Program Director.....Fred Kincaid
 Chief AnnouncerJessie Turner
 Chief Engineer.....T. E. Spellman

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sweetwater Radio,
 Inc.
 AddressHighway No. 70
 Phone Number2341
 Transmitter LocationHighway No. 70
 Time on the Air.....6:30 a.m. to 10 p.m.
 Newspaper Affiliation.....Sweetwater Daily
 Reporter
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeAssociated Radio Sales

Personnel

PresidentGeorge Bennett
 Secretary-Treasurer & General
 Manager.....Russell Bennett
 Commercial Manager.....J. H. Hubbard

Program Director-Chief
 Announcer James McGowan
 Production Manager Henley Hilburn
 Chief Engineer G. W. Dotson

K T E M

TEMPLE—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Broadcasting
 Co., Inc.

Address Kyle Hotel
 Phone Number 4646
 Transmitter Location 6/10 mile north of city
 Time on the Air Unlimited license
 News Service UP
 Representative Texas State Network; Asso-
 ciated Radio Sales

Personnel

President Ruth Mayborn
 General Manager Frank Mayborn
 Station Manager Burton Bishop
 Commercial Manager Harold C. Johnson
 Chief Engineer Paul Shaw

K C M C

TEXARKANA—EST. 1932
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KCMC, Inc.

Address 317 Pine St.
 Phone Number 832
 Transmitter Location 317 Pine St.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Texarkana
 Gazette; Texarkana News

News Service AP
 Transcription Service Standard Radio

Personnel

President C. E. Palmer
 Station Manager Frank O. Myers
 Commercial Manager Thomas Dillahunty
 Sales Promotion Manager Nelson Mahoney
 Program Director John Trigg
 Chief Engineer Harvey Robertson

K G K B

TYLER—EST. 1931

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By East Texas Broadcasting
 Company

Address 115 South College Street
 Phone Number 1106
 Transmitter Location Sandflat Road
 Time on the Air 6:55 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President-Station Manager James G. Ulmer
 Commercial-Sales Promotion
 Manager M. E. Danbom
 Program Director Al Hall
 Publicity Director Margaret Roberts
 Chief Announcer Glen Hunt
 Auditor Vina Johnapelus
 Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Broad-
 casting Co.

Address 1813 Wilbarger Street
 Phone Number 1048
 Transmitter Location One mile due east
 of courthouse on highway extending from
 East Wilbarger Street

Time on the Air 7 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Texas State Network

Personnel

President-General Manager R. H. Nichols
 Commercial Manager Herman Cecil
 Program Director Bro. Mingus
 Musical Director John Allen
 Chief Engineer Herman Ridgway

K V I C

VICTORIA—EST. 1939

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises,
 Inc.

Address Victoria
 Phone Number 1268
 Transmitter Location Victoria

Time on the Air Unlimited License
 News Service UP
 Transcription Service: Standard Radio; C. P.
 MacGregor
 Representative The Walker Co.

Personnel

President-General Manager Morris Roberts
 Program Director-Chief
 Announcer Jack Knott
 Chief Engineer O. A. Rasmussen, Jr.

W A C O

WACO—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcast-
 ing Co., Inc.

Address Amicable Life Bldg.

• • • **TEXAS-UTAH** • • •

Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 16 hours daily
 News Service UP
 Representative Spot Sales, Inc.

Personnel

Station Manager R. E. Lee Glasgow
 Program Director Bernard P. Helton
 Chief Engineer L. H. Appleman

K R G V

WESLACO—EST. 1926

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Guy W. Bradford
 Sales Manager Phil D. Dixon
 Merchandising Manager Victor J. Morava

Program Director Dick Watkins
 Publicity Director Victor J. Morava
 Chief Announcer Harold Shumate
 Director of Women's Programs Agnes Kethley
 Continuity Manager Opal Bradburn
 Latin American Department
 Manager Benjamin Cuellar
 Chief Engineer Neal McNaughten

K W F T

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting
 Company
 Business Address Harvey Snyder Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest
 of Wichita Falls
 Time on the Air 5:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Weed & Company

Personnel

President Joe B. Carrigan
 Station and Commercial Manager,
 Charles E. Clough
 Program-Publicity Director Leslie Pierce
 Traffic Manager Bea Montgomery
 Musical Director Lucille Crouch
 Chief Engineer John Adams

UTAH

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 265*

K S U B

CEDAR CITY—EST. 1937

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Southern Utah
 Broadcasting Co.
 Address Lunt Hotel
 Phone Number 398
 Transmitter Location 951 West 2nd South
 Time on the Air 8 a.m. to 10 p.m.
 News Service UP
 Transcription Service C. P. MacGregor;
 Keystone Broadcasting System

Personnel

President Leland M. Perry
 Station-Commercial Manager N. Pratt Smith
 Chief Engineer Hurschell Urie

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cache Valley
 Broadcasting Company
 Business Address P. O. Box 264
 Phone Number 1400
 Studio Address 1393 North Main Street
 Transmitter Location 1393 North Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 6 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President H. F. Laub
 General Manager Reed Bullen

Commercial Manager G. G. Merrill
 Program Director Nelson Hall
 Chief Engineer C. N. Layne

K L O

OGDEN—EST. 1924

BLUE NETWORK—MBS

INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Interstate Broad-
 casting Corporation

Address Hotel Ben Lomond, 411 25th
 Street

Phone Number 5721

Transmitter Location Kaneshville, Utah

Time on the Air: 17 hours daily; 15 hours
 Sundays

News Service AP

Transcription Service C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

President A. L. Glasmann

Station Manager George C. Hatch

Assistant and Sales Promotion

Manager Merrill J. Bunnell

Commercial Manager Louis Haller

Program-Publicity Director Ethel G. Clark

Production Manager Mel Wright

Accountant G. Jerry Van Allen

Musical Director Earl Donaldson

Chief Engineer W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Eastern Utah
 Broadcasting Co.

Business Address Price

Phone Number Price 200

Transmitter Location 2.4 mi. NW. of Price,
 on U.S. Highway No. 50

Time on the Air Unlimited license

Transcription Service World Broadcasting
 System

Representative George P. Hollingbery
 Co.

Personnel

President-General Manager Jack Richards

Chief Announcer Carl P. Wolfrom

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KOVO Broadcasting
 Co.

Address 108 West Center Street

Phone Number 1680

Transmitter Location 17th West 2nd South
 Street

Time on the Air: 6:30 a.m. to 12 midnight

News Service UP

Transcription Service NBC Thesaurus

Representative George P. Hollingbery Co.

Personnel

President Clifton A. Talboe

Manager Arch L. Madsen

Sales Manager S. G. Carter

Sales Promotion Manager Wayne Kearl

Program Director W. S. Black

Production Manager James Lawrence

Chief Announcer Joseph Lee

Traffic Director Helen Knight

Accountant Donna Tolboe

Chief Engineer Arch L. Madsen

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Intermountain
 Broadcasting Corporation

Address Tribune-Telegram Bldg.

Phone Number 5-2991

Transmitter Location 9th West &
 33rd South

Time on the Air 6 a.m. to 1 a.m.

News Service INS; UP

Surveys show
 that in the
 Intermountain Market
KDYL PROGRAMS
 are consistently
 the leaders

JOHN BLAIR
 & COMPANY
 National Representatives

KDYL

The POPULAR STATION
 SALT LAKE CITY

NBC
 RED
 NETWORK

• • • **UTAH-VERMONT** • • •

Transcription Service World Broadcasting System; NBC Thesaurus
 Representative John Blair & Company

Personnel

President & General Manager S. S. Fox
 Vice-President Myron Fox
 Secretary-Treasurer L. A. Loeb
 Commercial Manager W. E. Wagstaff
 Sales Promotion Manager David N. Simmons
 Program Director Emerson Smith
 Production Manager George A. Provol
 Artists' Bureau Head John M. Woolf
 Continuity Editor George D. Snell
 Musical Director By Woodbury
 Chief Engineer J. M. Baldwin

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K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc. Power: 50000 Watts
 Owned-Operated By Radio Service Corporation of Utah

Address 10 South Main Street
 Phone Number (Dial) 5-4641
 Transmitter Location Saltair, Utah
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation Salt Lake Tribune
 News Service INS; UP
 Transcription Service Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative Edward Petry & Company

Personnel

President J. Reuben Clark, Jr.
 Executive Vice-President Earl J. Glade

Auditor Dan H. Vincent
 Station Manager Ivor Sharp
 Sales Manager E. J. Broman
 Commercial Manager Lennox Murdoch
 Promotional Director H. Perry Driggs
 Production Manager Glenn Shaw
 Chief Announcer Russell Stewart
 Musical Director Gene Halliday
 Technical Director Eugene G. Pack
 Chief Engineer Willice E. Groves

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K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Utah Broadcasting Co.

Address 29 South State Street
 Phone Number 3-2737
 Transmitter Location North Salt Lake
 Time on the Air 6:30 a.m. (sign-on)
 News Service INS; UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-General Manager Frank C. Carman
 Commercial Manager Jack Burnett
 Sales Promotion-Production
 Manager Robert Hansen
 Program Director Arvid Johnson
 Publicity Director Allan Jensen
 Musical Director Jessie Seamons Taylor
 Chief Engineer Lyle Wahlquist

VERMONT

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 266*

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Burlington Daily News, Inc.

Address 203 College Street
 Phone Number Burlington 4880
 Transmitter Location Colchester, Vermont
 Time on the Air: 6:55 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation Burlington Daily News
 News Service AP
 Transcription Service Associated Music Publishers
 Representative Weed & Company

Personnel

President-Station Manager C. P. Hasbrook
 Commercial Manager Robert A. Kelley
 Program Director William H. Rose
 Production Manager-Publicity
 Director Herman B. Wight
 Chief Engineer James W. Tierney

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W S Y B

RUTLAND—EST. 1930

MBS—YANKEE & COLONIAL NETWORKS

Frequency: 1490 Kc. Power: 250 Watts
 (C. P. 1380 Kc.; 1000 Watts)
 Owned-Operated By P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter Location Creek Road

• • • VERMONT-VIRGINIA • • •

Time on the Air Unlimited license
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

President P. Weiss
 Station Manager J. H. Weiss

W W S R

ST. ALBANS—EST. 1941

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned By Vermont Radio Corp.
 Operated By.....Lloyd E. Squier & William
 G. Ricker
 Address32 N. Main St.
 Phone Number 1390
 Transmitter Location St. Albans
 Time on the Air.....7 a.m. to local sunset
 News ServiceTransradio
 Transcription Service NBC Thesaurus
 RepresentativeHoward H. Wilson Co.

Personnel

President Lloyd E. Squier
 Station Manager Thomas M. Colton
 Commercial-Sales Promotion
 Manager William G. Ricker

Program Director-Chief
 Announcer.....G. Malcolm Weaver
 Publicity Director Robert R. Kitterman
 Chief Engineer Michael Calabrese

W D E V

WATERBURY—EST. 1931

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated ByLloyd E. Squier &
 William G. Ricker
 Address 8 Stowe St.
 Phone Number 13-2
 Transmitter Location Blush Hill
 Time on the Air.....Local sunrise to sunset
 News Service UP
 Transcription Service NBC Thesaurus
 RepresentativeHoward H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
 Commercial and Sales Promotion Manager,
 William D. Ricker
 Publicity-Musical Director..... Dick Loughrin
 Chief Announcer Fred Weiting
 Chief Engineer Paul Hurd

VIRGINIA

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 266*

W C H V

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 AddressFourth & East Market Sts.
 Phone Number 2500
 Transmitter Location Richmond Road
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP

Personnel

President-Station Manager.Charles Barham, Jr.
 Sales Manager..... Walter Pegram
 Sales Promotion Manager Hanson Dustin
 Program Director Ed Hase
 Production Manager Mary Wyne
 Musical Director Willene Huddleston
 Chief Engineer..... Walter W. Gray

Owned-Operated By....John and Marcia Ar-
 rington
 Address418½ Main Street
 Phone Number 840
 Transmitter LocationCovington
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 9 a.m. to 9 p.m.

News Service UP
 Transcription Service NBC Thesaurus

Personnel

Station Manager Boyd Lawlor
 Program Director-Chief
 Announcer Dick Eyrich
 Publicity-Continuity Director.....Edith Ralston
 Chief Engineer Howard Shoenwetter

W B T M

DANVILLE—EST. 1930

**MUTUAL BROADCASTING SYSTEM
 TRI-CITY STATIONS
 (WLVA-WBTM-WLSL)**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByPiedmont Broadcast-
 ing Corporation
 AddressHotel Danville Building
 Phone Number 2350

W J M A

COVINGTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts

Transmitter Location . . . Hotel Danville Building
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8:30 a.m. to 12:05 a.m.
 News Service Transradio
 Transcription Service Standard Radio;
 C. P. MacGregor
 Representative Tri-City Stations Associa-
 tion

Personnel

President L. N. Dibrell
 Vice-President Edward A. Allen
 Station Manager James L. Howe
 Commercial Manager R. Sanford Gyer
 Production Manager Conrad Rianhard
 Program Director W. P. Heffernan
 Traffic Manager R. W. Cuddy
 Continuity Chief Jack Black
 Musical Director Earl Hotaling
 Chief Engineer Harry W. Spencer

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W F V A

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc. Power: 250 Watts
 Owned-Operated By Fredericksburg Broad-
 casting Corporation
 Address Farmer's Creamery Building
 Phone Number 1260
 Transmitter Location Two miles south of
 Fredericksburg on King's Highway
 Time on the Air 7:30 a.m. to local sunset
 News Service UP
 Transcription Service Keystone Broad-
 casting System
 Representative Burn-Smith Company

Personnel

President Richard F. Lewis
 General Manager William R. Seth
 Program Director Nan Winkler
 Dramatic Director William Shriver
 Chief Announcer Johnny Bell
 Chief Engineer James Garber

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W S V A

HARRISONBURG—EST. 1935

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Shenandoah Valley
 Broadcasting Corporation
 Address Newman Building
 Phone Number 875
 Transmitter Location Five miles south of
 Harrisonburg on U. S. Route 11
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Howard H. Wilson Co.

Personnel

President Frederick L. Allman
 Station Manager Charles P. Blackley

Commercial-Sales Promotion

Manager Robert B. Harrington
 Program Director Richard H. Johnson
 Chief Announcer Charles Ballou
 Chief Engineer Warren L. Braun

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W L V A

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lynchburg Broad-
 casting Corp.
 Address Allied Arts Bldg.
 Phone Number 3030
 Transmitter Location Leeward Addition
 Time on the Air 7 a.m. to 12:05 a.m.
 News Service Transradio
 Transcription Service Lang-Worth; NBC
 Thesaurus
 Representative Tri-City Stations

Personnel

President Edw. A. Allen
 Station Manager Phillip P. Allen
 Sales Manager Glenn E. Jackson
 Sales Promotion Manager Joe Wright
 Program Director Eric F. Lund
 Chief Engineer John Orth

•
W M V A

MARTINSVILLE—EST. 1941

Frequency: 1450 Kc. Power 250 Watts
 Owned-Operated By Martinsville Broad-
 casting Co., Inc.
 Address Thomas Jefferson
 Hotel, Church Street
 Phone Number 2152
 Studio Address: Thomas Jefferson Hotel; W.
 Washington St., Lakesville
 Transmitter Location Roxy Theatre Bldg.
 Time on the Air 6 a.m. to 10 p.m.
 Newspaper Affiliation Martinsville Daily
 Bulletin
 News Service AP
 Transcription Service: Langworth; C. P. Mac-
 Gregor; Keystone Broadcasting System

Personnel

President William C. Barnes
 Secretary - Treasurer and General
 Manager R. Hoy Whitlow
 Sales Promotion Manager Charles Adams
 Program Director Bryn Mortensen
 Publicity Director Larry R. Schoenfield
 Production Manager- Chief
 Announcer Reginald Harden
 Leaksville Studio Manager Curtis Webster
 Continuity Editor Andrew Ferguson
 Office Manager Katherine Wrenn
 Chief Engineer R. E. Liverence

W G H

NEWPORT NEWS—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business AddressPortlock Bldg.,
 Norfolk, Va.
 Phone Number27031
 Studio Addresses: Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.
 Transmitter Location ...End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service AP
 Transcription ServiceStandard Radio;
 Lang-Worth
 RepresentativeBurn-Smith Company

Personnel

President.....Raymond B. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program Director.....Gene D. Stratton
 Production Manager-Chief
 AnnouncerJoel F. Wahlberg
 Chief Engineer.....Raymond P. Aylor, Jr.

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By.....WTAR Radio Corp.
 Address ...National Bank of Commerce Bldg.
 Phone Number25671
 Transmitter LocationGlen Rock
 Time on the Air.....5:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Norfolk Ledger-
 Dispatch; Virginian Pilot
 News ServiceTransradio; UP
 Transcription Service: Standard Radio; Lang-
 Worth; Davis Schwegler
 RepresentativeEdward Pety & Co.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Program & Musical
 Director.....Henry Cowles Whitehead
 Assistant Program Director.....Jeff Baker
 Director of Sports.....Blair Eubanks
 Continuity ManagerHelen Whitehead
 Commercial Traffic
 ManagerShirly Enright
 Production Manager.....Vaughn Bradshaw
 Sales Promotion Director.....Ralph S. Hatcher
 Technical Director.....J. L. Grother

W P I D

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Petersburg News-
 paper Corporation
 Address121 N. Sycamore Street
 Phone Number1053
 Transmitter Location...Colonial Heights, Va.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 (Share time with WBBL, Richmond) 1:30 to
 5:30 p.m.; 7 to 7:30 p.m.
 Newspaper Affiliation.....Petersburg Prog-
 ress-Index
 News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeAssociated Radio Sales

Personnel

PresidentR. B. Huber
 Station ManagerB. Walter Huffington
 Commercial-Sales Promotion
 ManagerHanson Dustin
 Program Director.....Edward Burwell
 Production Manager.....Frank Facenda
 Publicity DirectorStewart Spencer
 Chief Announcer.....Edward Burch
 Chief Engineer.....Herb Powell

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address1627 Monument Avenue
 Phone Number57941
 Transmitter Location ...1627 Monument Ave.
 Time on the Air: 10:30 a.m. to 1:30 p.m.; 5:30
 p.m. to 7 p.m.; 7:30 p.m. to 9:30 p.m.; Sun-
 days, 10:30 a.m. to 12:15 p.m.; 7:45 p.m. to 9
 p.m.

Personnel

Station Manager.....M. A. Sitton
 Chief Engineer.....J. A. Steere
 (Non-Commercial Station)

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceINS
 Transcription ServiceNBC Thesaurus
 RepresentativeJohn Blair & Company

Personnel

President & Station
 Manager.....Wilbur M. Havens

National Sales and Promotion Manager.

R. E. Mitchell
 Chief Announcer.....Jack Hooper
 Program Director.....Garnett Tate
 Local Sales Manager.....Walter Bowry, Jr.
 Production Manager.....J. F. Skanell
 Publicity Director.....K. Hawks
 Musical Director.....J. Yellen
 Chief Engineer.....Wilfred H. Wood

WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio Corporation

Address323 E. Grace St.
 Phone Number33436
 Transmitter LocationWilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

News Service.....UP
 Transcription Service.....Associated Music Publishers
 Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....Tennant Bryan
 Station Manager.....E. S. Whitlock
 Program Director.....Richard Velz
 Artists' Bureau Head.....Harold Phillips
 Educational Director.....G. Mallory Freeman
 Assistant Production Manager.

Louis L. Lauve, Jr.
 Assistant Chief Engineer.....Ernest Bowman
 Chief Engineer.....Walter S. Selden

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business AddressHotel Richmond, 9th and Grace St.

Phone Number3-6633
 Studio Addresses: Hotel Richmond: 502 Duke St., Norfolk

Transmitter LocationEdgeworth, Henrico County, Va.

Time on the Air: 5:39 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....World Broadcasting System; Lang-Worth; Davis & Schwegler
 Representative.....Paul H. Raymer Co.

Personnel

President.....P. L. Reed
 General Manager.....C. T. Lucy
 Business Manager.....Barron Howard

Public Relations Director.....W. R. Bishop
 Program Service Manager.....Irvin Abeloff
 Assistant Program Service Manager-

Chief Announcer.....E. Ward Adams
 Traffic Manager.....Burt T. Repine
 Chief Clerk.....M. C. Rodenberry
 Studio Manager.....Joseph A. Mackey
 Publicity Director.....William L. Wallis
 Musical Director.....E. D. Naff
 Chief Engineer.....D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corporation

Business AddressP. O. Box 150
 Phone Number8131
 Studio Address124 West Kirk Avenue
 Transmitter Location...Colonial Ave., Colonial Heights

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12 midnight

Newspaper Affiliation.....Roanoke Times;
 Roanoke World News

News Service.....UP
 Transcription Service.....Lang-Worth; WBS
 Representative.....Free & Peters, Inc.

**STARTING THE
 NEW YEAR WITH
 GREATER POWER**

**5000
 WATTS**
 DAY AND NIGHT
 910 KC
 EDWARD PETRY & CO., INC.
 NATIONAL REPRESENTATIVES

WRNL

**RICHMOND
 VIRGINIA**

Personnel

President.....J. P. Fishburn
 Station Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler
 Program-Publicity Director.....Jack Weldon
 Production Manager.....Paul Reynolds
 Artists' Bureau Head &
 Musical Director.....Eve Nininger
 Chief Engineer.....J. W. Robertson

W S L S

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Roanoke Broadcast-
 ing Corp.
 Address.....Shenandoah Life Building
 Phone Number.....9227
 Transmitter Location.....Shenandoah Life
 Building
 Time on the Air: 6 a.m. to 12:05 p.m. Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative.....Tri-City Stations

Personnel

President.....Paul C. Buford
 Station Manager.....James H. Moore
 Commercial Manager.....Frank E. Koehler
 Sales Representative.....Horace Fitzpatrick
 Program Director.....Fred C. Johnstone
 Production Manager.....Edward D. Skotch
 Chief Announcer.....Bob Menefee
 Musical Director.....Bill Saunders
 Chief Engineer.....Philip Briggs

W L P M

SUFFOLK—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Suffolk Broadcasting
 Corp.
 Address.....105 Bank Street
 Phone Number.....1420
 Transmitter Location.....Route No. 460
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Sears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
 Publicity Director.....Elizabeth Griggs
 Sales Promotion Manager.....Margaretta Smith
 Program Director.....Floyd V. Cozad
 Production Manager.....Charles Kay
 Chief Announcer.....Earl Hundley
 Chief Engineer.....William Rupp

W I N C

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richard Field Lewis, Jr.
 Address.....WINC Building
 Phone Number.....Winchester 4855
 Transmitter Location.....Winchester
 Time on the Air.....7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager.....Richard Field Lewis
 Station Manager.....Grant Pollock
 Program Director.....Winslow Porter
 Chief Engineer.....Phil Whitney

WASHINGTON

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 269

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
 PACIFIC BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KXRO, Inc.
 Business Address.....P. O. Box 1120
 Phone Number.....Aberdeen 4098
 Studio Address.....207 East Market Street
 Transmitter Location.....Finch Farms
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.
 News Service.....UP

Transcription Service.....World Broadcasting
 System
 Representatives: John Blair & Co.; Walter
 Biddick Co.

Personnel

President.....Harry R. Spence
 Commercial Manager.....Fred G. Goddard
 Program Director.....Edith Garrett
 Production Manager.....Art Lindsay
 Publicity Director.....Elmer Holmberg
 Chief Announcer.....W. M. McGoffin
 Home Economics Director.....Ruth Poindexter
 News Editor.....John Forbes
 Musical Director.....Stan Spiegle
 Chief Engineer.....W. M. McGoffin

K V O S

BELLINGHAM—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)

Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....900 Roeder Ave.;
(C. P. west of Bellingham)

Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; Lang-
Worth; KBC Thesaurus

Personnel

President.....Rogan Jones

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation

Address.....Kela Bldg.
Phone Numbers.....Centralia 721; Chehalis
721

Transmitter Location: Kela Bldg., (Midway be-
tween Centralia and Chehalis)

Time on the Air:.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth; C. P.
MacGregor; Davis & Schwegler

Representatives: John Blair & Company (New
York, Chicago, Detroit); Homer Owen Grif-
fith (Los Angeles, San Francisco); John Keat-
ing (Portland); Romig Fuller (Seattle)

Personnel

President-Station Manager.....J. Elroy McCaw
Secretary.....Mabel A. Gwinn
Commercial Manager.....Joseph Chytil
Merchandising Manager.....Vincent Voegele
Production Manager.....Elwood Lippincott
Publicity Director-Chief

Announcer.....Lester Keiter
Musical Director.....Arnold Werner
Chief Engineer.....DeWitt Morris

K E V E

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By.....Cascade Broad-
casting Company, Inc.

Business Address.....P. O. Box 650
Phone Number.....Main 337
Studio Address.....North gate of city limits
Transmitter Location.....North Gate of city limits
Time on the Air.....5:55 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service.....World Broadcasting
System; C. P. MacGregor

Personnel

President.....Dr. J. R. Binyon
Vice-President-General

Manager.....Lloyd Wallgren
Operations Manager.....Cliff Hansen
Continuity Director.....Jack McClintock
News Editor.....Fred Moore
Women's Program-Musical
Director.....Mary Alice Webb
Chief Engineer.....Lloyd Wallgren

K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Everett Broadcasting
Co., Inc.

Address.....Clark Building
Phone Numbers.....Main 526-653
Transmitter Location.....Everett
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-Chief Engineer.....Lee Mudgett
Station-Commercial Manager,

Thomas H. Schafer
Program Director.....Bernardine Playford
Chief Announcer.....Glen Wilde

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Twin City Broad-
casting Corp.

Address.....National Bank of Commerce
Bldg.

Phone Number.....Longview 1500
Transmitter Location.....Ocean Beach
Highway

Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Art Campbell
Station Manager.....C. O. Chatterton
Commercial Manager.....Loren Nicholson
Program Director.....Frank Coffin
Publicity Director.....Felker Morris
Chief Announcer.....Virgil Brinnan
Chief Engineer.....B. G. Cunningham

K G Y

OLYMPIA—EST. 1922 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By.....KGY, Inc.

Address 119 N. Washington, Rockway,
Leland Bldg.
Phone Number 6636
Transmitter Location 119 N. Washington
Time on the Air 7 a.m. to 11 p.m.
News Service Transradio; UP
Transcription Service: Keystone Broadcasting
System
Representatives Burn-Smith Co.; Romig C.
Fuller Associates

Personnel

President-Station Manager Tom Olsen
Sales Manager J. Harris Dorr
Program Director Eve Knutson
Production Manager Brockett Hiley
Chief Announcer Sam Crawford
Chief Engineer John H. Thatcher

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By State College of
Washington
Address Pullman
Phone Number 9021
Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m.
to 10 p.m. each week day but Thurs. when
off the air at 7:30 p.m. Operate until
12 midnight on Fridays. (79 hours weekly)
News Service UP

Personnel

Station Manager Kenneth E. Yeend
Chief Engineer Kenneth Pendleton
(Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc. Power: 250 Watts
Owned-Operated By Evergreen Broad-
casting Corporation
Address 2102 Smith Tower
Phone Number Seneca 2056-7
Time on the Air 7 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio;
Keystone Broadcasting System

Personnel

President Walter Wyckoff
Vice-President-Station Manager,
Robert S. McCaw
Commercial Manager Richard S. Downie
Director of Sales Frank Emerick
Sales Promotion Manager Sam Hageage
Program Director Carlyle Austin
Production Manager Don Klein
Publicity Director Catherine Dickson
Director of Women's Program Teedy Emerick
Chief Announcer J. J. Shawcroft
Musical Director Nick Paoellella
Chief Engineer Robert S. McCaw

K I R O

**SEATTLE—EST. 1935 (1928 as KPGB)
COLUMBIA BROADCASTING SYSTEM**

Frequency: 710 Kc. Power: 50000 Watts
Owned-Operated By Queen City Broad-
casting Co.
Address Cobb Building
Phone Number Seneca 1500
Transmitter Location Vashon-Maury
Island, Wash.
Time on the Air 6 a.m. to 1 a.m.
News Service AP
Transcription Service World Broadcasting
System; Standard Radio
Representative Free & Peters

Personnel

President Louis K. Lear
Vice-President-General
Manager H. J. Quilliam
Assistant Business Manager Loren B. Stone
Sales Manager J. A. Morton
Director of Operations M. A. Rider
Chief Announcer Jack Zindel
Director of Audience Service,
Eloise Daubenspeck
Director of Education Hazel Kenyon
Publicity Director Bill Mosher
Musical Director Max Dolin
Chief Engineer James Hatfield

K J R

**SEATTLE—EST. 1921
THE BLUE NETWORK**

Frequency: 1000 Kc. Power: 5000 Watts
(C. P. 50000 Watts)
Owned-Operated By Fisher's Blend
Stations, Inc.
Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave.,
S. W. West Waterway
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Commercial Manager W. B. Stuht
Research-Advertising Manager,
Charles A. Bailie
Program Director W. W. Warren
News Director Dick Keplinger
Operation Supervisors Homer Pope,
Bennett Fisher
Public Relations Director Peter Lyman
Traffic Manager Charles Bras
Chief Engineer Francis Brot

K O L

SEATTLE—EST. 1922
MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d.; 1000 n.;
(C. P. 5000 d. & n.)
Owned-Operated By: Seattle Broadcasting Co.
Address Northern Life Tower
Phone Number Main 2312
Transmitter Location Seattle
Time on the Air Unlimited license
Transcription Service Lang-Worth; C. P.
MacGregor; Standard Radio; Associated
Music Publishers
Representative Reynolds-Fitzgerald, Inc.

Personnel

Manager Archie Taft
Commercial Manager Oliver A. Runchey

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Fisher's Blend Sta-
tions, Inc.
Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave., S.W.
West Waterway
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
Transcription Service NBC Thesaurus
Representative Edward Petry & Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Commercial Manager W. B. Stuht
Research-Advertising Manager,
Charles A. Baillie
Program Director W. W. Warren
Public Relations Director Peter Lyman
News Director Dick Keplinger
Operation Supervisors Homer Pope,
Bennett Fisher
Traffic Manager Charles Bras
Auditor J. B. Henley
Chief Engineer Francis Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Cor-
poration
Address 2939 Fourth Avenue South
Phone Number Main 0110
Transmitter Location 2939 Fourth Ave. South
Time on the Air 24 hours daily
News Service AP

Transcription Service Associated Music
Publishers; Lang-Worth; C. P. MacGregor
Representative Radio Advertising Cor-
poration

Personnel

President P. K. Leberman
Station Manager Robt. E. Priebe
Commercial Manager R. C. Fuller
Program Director Ted Bell
News Editor N. J. Rifkin
Musical Director Tom Priebe
Chief Engineer George A. Freeman

K I W

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By The First Presbyterian
Church of Seattle
Address 7th & Spring Sts.
Phone Number Main 4177
Transmitter Location Seattle
Time on the Air Shares time with KWSC

Personnel

Pastor and Station
Manager Dr. M. A. Matthews
(Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By American Radio
Telephone Co.
Address Bigelow Bldg.
Phone Number Seneca 1000
Transmitter Location Second Avenue and
Union Street
Time on the Air: 6:30 a.m. to local sunset;
10 p.m. to 3 a.m.
News Service INS
Representative Burn-Smith Co.

Personnel

President R. F. Meggee
Station Manager Florence Wallace
Program Director J. Jackson Latham
Publicity Director Ray Dofelmier
Chief Engineer John DeBuque

K F I O

SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Spokane Broadcast-
ing Corporation
Business Address 526 Riverside Drive
Phone Number Main 3-400
Transmitter Location 526 Riverside Avenue
Spokane
Time on the Air: 6 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus; Lang-
Worth; C. P. MacGregor

Personnel

President & Manager..... Arthur L. Smith
 Commercial Manager..... R. G. McBroom
 Production Manager-Publicity
 Director..... Roy Civile
 Office Manager..... G. Longmeier
 Chief Announcer..... Robert Plummer
 Chief Engineer..... C. T. Strong

KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 Frequency: 920 Kc..... Power: 5000 Watts
 Owned-Operated By..... Symons Broad-
 casting Company
 Address..... Symons Building
 Phone Number..... Main 1218
 Transmitter Location..... Route 3, Box 100
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service..... UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor
 Representative..... The Katz Agency, Inc.

Personnel

President..... Mrs. Frances R. Symons
 General Manager..... Arthur L. Bright
 Program Manager..... R. W. Brazeal
 Promotion Manager..... Richard E. Green
 Continuity Director..... Harold A. Bratsberg
 Chief Announcer..... Robert G. Hurd
 Office Manager..... Milton O. Fritsch
 Traffic Manager..... Barbara Kuttler
 Musical Director..... Arthur Zepp
 Chief Engineer..... George Langford

KGA

SPOKANE—EST. 1933

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTHWEST TRIANGLE CHAIN

Frequency: 1510 Kc..... Power: 10000 Watts
 Owned-Operated By..... Louis Wasmer
 Address..... Radio Central Building
 Phone Number..... Main 5383
 Transmitter Location..... 325 East Rowan
 Time on the Air..... 18 hours daily; Sun-
 days, 16 hours
 News Service..... UP
 Transcription Service..... C. P. MacGregor;
 Lang-Worth
 Representative..... Paul H. Raymer Co.

Personnel

Owner..... Louis Wasmer
 General Manager..... Harvey Wixson
 Program Director..... Victor Hurley
 Publicity Director..... Bryon Hutton Shrader
 Traffic Manager..... Jessie McGrew
 Public Service Director..... Harold Zent
 Music Librarian..... Ruth Harris
 Auditor..... Ranald Wright

News Editor..... John Bemis
 Musical Director..... Earl Shinkoskey
 Chief Engineer..... A. G. Sparling

KHQ

SPOKANE—EST. 1920
NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE CHAIN

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By..... Louis Wasmer
 Address..... Radio Central Building
 Phone Number..... Main 5383
 Transmitter Location..... 4102 South Regal
 Street
 Time on the Air..... 18 hours daily; Sundays,
 16 hours
 News Service..... UP
 Transcription Service..... C. P. MacGregor;
 Lang-Worth
 Representative..... Edward Petry & Co., Inc.

Personnel

Owner..... Louis Wasmer
 General Manager..... Harvey Wixson
 Program Director..... Victor Hurley
 Publicity Director..... Bryon Hutton Shrader
 Traffic Manager..... Jessie McGrew
 Public Service Director..... Harold Zent
 Music Librarian..... Ruth Harris
 Auditor..... Ranald Wright
 News Editor..... John Bemis
 Musical Director..... Earl Shinkoskey
 Chief Engineer..... A. G. Sparling

KMO

TACOMA—EST. 1922
MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

Frequency: 1360 Kc..... Power: 5000 Watts
 Owned-Operated By..... Carl E. Haymond
 Business Address..... 914½ Broadway
 Phone Number..... Main 4144
 Transmitter Location..... Tacoma-Seattle
 Highway
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth; Davis
 & Schwegler; C. P. MacGregor
 Representative..... John Blair & Co.; Romig
 C. Fuller & Associates

Personnel

Owner-General Manager..... Carl E. Haymond
 Station Manager..... J. A. Murphy
 National Commercial Manager..... A. Q. Moore
 Local Commercial Manager..... Jerry Geehan
 Program Director..... Ted Knightlinger
 Traffic Manager..... Jack Clark
 Chief Announcer..... Verne Sawyer
 Musical Director..... Marion Kay
 Auditor..... Paul F. Benton
 Chief Engineer..... Joe Kolesar

K T B I

TACOMA—EST. 1941

EVERGREEN BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tacoma Broadcasters, Inc.

Address 212 Puget Sound Bank Bldg.
Phone Number BRoadway 2241
Transmitter Location 212 Puget Sound Bank Bldg.

Time on the Air Unlimited License
News Service Transradio; UP
Transcription Service Standard Radio
Representative Cox & Tanx

Personnel

President C. C. Cavanaugh
Station Manager Edward J. Jansen
Commercial Manager E. S. Robinson
Program Director Rosemary Stewart
Production Manager Paul Terry
Office Manager Esther H. Fox
Women's Editor Ruth E. Reisner
Musical Director George Johnson
Chief Engineer Kenneth Grindle

K T P N

TACOMA—EST. 1941

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Michael J. Mingo
Address Seattle
Transmitter Location Seattle
Time on the Air Unlimited license

Personnel

Owner Michael J. Mingo
*Station had a construction permit at press-time and no further information was available.

K V I

TACOMA—EST. 1927

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Puget Sound Broadcasting Company, Inc.

Business Address 502 Rust Building
Phone Number Broadway 4211
Studio Addresses 502 Rust Building;
Tacoma; Olympic Hotel, 4th and Seneca, Seattle, Wash.

Time on the Air 5:30 a.m. to 12:30 a.m.
News Service AP
Transcription Service C. P. MacGregor;
Associated Music Publishers
Representative George P. Hollingbery Co.

Personnel

President & Station
Manager Vernice Irwin
Commercial Manager Earl T. Irwin

Sales Promotion Director Elvin E. Evans
Program Director Larry Huseby
Publicity Director Dorothy Doernbecher
Traffic Manager Louise Receconi
Bookkeeper Betty Richardson
Musical Director Ruben Gaines
Chief Engineer William Haase

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 500 Watts
Owned-Operated By Vancouver Radio Corporation

Business Address P. O. Box 610
Phone Number 150
Studio Address 707½ Main St.
Transmitter Location 2915 Fruit Valley Road
Time on the Air 6:30 a.m. (sign-on)
News Service UP
Transcription Service Standard Radio

Personnel

President Sheldon F. Sackett
General Manager Ben E. Stone
Resident Manager S. W. McCready
Program Director Louis C. Cook
Publicity Director Marion Sexton

K U J

WALLA WALLA—EST. 1928

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By KUJ, Inc.
Business Address: Marcus Whitman Hotel,
Second and Rose Streets

Phone Number 1230
Studio Addresses: Marcus Whitman Hotel;
Pendleton Music Store, Pendleton
Transmitter Location: U. S. Highway No. 410
and Sudbury Road

Time on the Air 6 a.m. to 10 p.m.
News Service UP
Transcription Service: World Broadcasting
System; C. P. MacGregor; Lang-Worth
Representative: John Blair & Co.; John Keating;
Romig Fuller & Associates

Personnel

President and General
Manager H. E. Studebaker
Commercial Director Jerry Jensen
Advertising Director Norval Arnes
Publicity Director J. B. Schick
Chief Announcer Jimmie Nolan
News Bureau Director J. Birney Blair
Pendleton Studio Manager Max Taylor
Women's Program Director Virginia Von Hay
Musical Director Roy Dorr
Chief Engineer Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 (C. P. 560 Kc.; 1000 d.; 500 n.)
 Owned-Operated By Westcoast Broad-
 casting Company
 Address 20 Second Street
 Phone Number 45; 875
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 Transmitter Location . . North End Miller Street
 9 a.m. to 11 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio; World Broadcasting System

Personnel

President Rogan Jones
 Station and Commercial
 Manager Cole Wylie
 Chief Announcer Pat Hayes

K I T

YAKIMA—EST. 1929
 MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carl E. Haymond
 Address 414½ E. Yakima Ave.
 Phone Number 8115
 Transmitter Location Old Town, Wash.
 Time on the Air 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 News Service UP
 Transcription Service Lang-Worth; World
 Broadcasting System
 Representative John Blair & Co.

Personnel

President Carl E. Haymond
 Resident Station Manager J. A. Murphy
 Commercial Manager Harrison A. Miller
 Sales Promotion Manager R. Lee Black
 Program Director D. L. Lindberg
 Production Manager William Murphy
 News Editor Peder Wick
 Chief Announcer Charles Foster
 Musical Director Maryalyce Adkins
 Chief Engineer H. B. Murphy

WEST VIRGINIA

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 269

W J L S

BECKLEY—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address 101½ Main Street
 Transmitter Location Teel Road
 Phone Number 7311
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 9 a.m. to 8:30 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Associated Music Publishers; Keystone
 Broadcasting System
 Representative Spot Sales, Inc.

Personnel

Station Manager Joe L. Smith Jr.
 Assistant Manager Charles Armentrout
 Program Director Norman McDonald
 Chief Announcer Don Gratham
 Continuity Director George Armstrong
 Auditor V. Z. Cooper
 Chief Engineer Al Ginkle

W H I S

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.
 WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph
 Printing Co.
 Address Commerce Street
 Phone Number WHIS
 Transmitter Location Route No. 52,
 Harry Heights
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Tele-
 graph; Sunset News
 News Service AP
 Transcription Service: World Broadcasting Sys-
 tem; Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 Manager J. Lindsey Alley
 Program Director Stuart Odell

Artists' Bureau Head.....Melvin Barnett
 Publicity Director.....Bill Blake
 Production Manager-Musical
 Director.....Barnes Nash
 Music Librarian.....James Clark
 News Editor.....Louis Douthat
 Continuity Editor.....Janie Lambert
 Chief Engineer.....P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Charleston
 Broadcasting Co.
 Address.....1016 Lee St.
 Phone Number.....28-131
 Transmitter Location.....Kanawha Country
 Club Road
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Managing Director.....Howard L. Chernoff
 Technical Advisor.....Odes E. Robinson
 Sales Promotion Manager.....Gilbert Field
 Program Director.....William J. Adams
 Production Manager.....Ronald Dawson
 Publicity Director.....Harold C. Miller
 Traffic Director.....Carolyn Johnson
 Comptroller.....P. H. Evans
 Musical Director.....Leah Perry

WGKV

CHARLESTON—EST. 1939

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Kanawha Valley
 Broadcasting Company
 Address.....Empire Building
 Phone Number.....37-541
 Transmitter Location.....Coal Branch Heights
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

President.....W. A. Carroll
 Station Manager.....Worth Kramer
 Commercial Manager.....Robert Wasdon
 Sales Promotion Manager.....A. H. Crawford
 Program Director-Chief Announcer,
 Joseph B. Mathews
 Production Manager.....Raymond Penner
 Publicity Director.....Joseph Farris
 Musical Director.....George Champe
 Chief Engineer.....Charles Williams

WBLK

CLARKSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.

Address.....444½ West Pike Street
 Phone Number.....3040
 Transmitter Location.....Glen Elk, Clarksburg
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 System
 Representative.....The Branham Company

Personnel

President.....John A. Kennedy
 General Manager.....G. C. Blackwell
 Program-Musical Director.....Don McWhorter
 Chief Announcer.....James A. Flenniken
 Traffic Manager-Women's Program
 Director.....Charlotte Umberger Robb
 Bookkeeper.....Joy Wilfong
 Chief Engineer.....C. S. Clemans

WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Monongahela Valley
 Broadcasting Co.

Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah
 Time on the Air.....3 a.m. to 12 midnight
 News Service.....UP
 Transcription Service: Standard Radio; Davis &
 Schwegler
 Representative.....John Blair & Co.

Personnel

President.....George B. Storer
 Station & Sales Manager.....O. J. Kelchner
 Office Manager.....R. C. Warden
 Program Manager & Chief
 Announcer.....Charles Roe
 Production Manager.....Howard Black
 Continuity Editor.....C. Swiger
 Publicity Director.....Bill Edwards
 Musical Director.....Henry Gruner
 Chief Engineer.....Roy Heck

WSAZ

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSAZ, Inc.
 Address.....929½ Fourth Ave.
 Phone Number.....4106

Transmitter Location 28th St., West
 Time on the Air Unlimited license
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative Howard H. Wilson Co.

Personnel

President and General
 Manager John A. Kennedy
 Station Director Mike Layman
 Program Director A. Rauch
 Publicity Director Ted Arnold
 Chief Announcer Bob Drexler
 Musical Director Mary Frances Carter
 Chief Engineer Russell Banks

W L O G

LOGAN—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Clarence H. Frey &
 Robert O. Greever—Partners
 Address Kanada & Chestnut Streets
 Phone Number 761
 Transmitter Location ... Kanada and Chestnut
 Streets
 Time on the Air 7:30 a.m. to 10 p.m.
 Newspaper Affiliation Logan Banner
 News Service UP
 Transcription Service Standard Radio;
 Keystone Broadcasting System

Personnel

President Clarence H. Frey
 General Manager C. E. Vann
 Chief Announcer Glyn Ellis
 Musical Director and Director of
 Women's Programs Quinnelle Vann
 Chief Engineer John Francis Yarns

W A J R

MORGANTOWN—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By West Virginia Radio
 Corporation
 Business Address 440-446 Spruce Street
 Phone Number 9488
 Transmitter Location Charleston Ave.
 at Summers Street
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 9 a.m. to 8 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Forjoe & Company

Personnel

President H. C. Greer
 Station Manager C. H. Murphey
 Sales Promotion Manager .. C. Jerry Freeman
 Program Director-Chief
 Announcer Craig Stewart

Auditor James Kirk
 Bookkeeper Clara Mutter
 Musical Director Mort Cohn
 Chief Engineer R. C. Spence

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Ohio Valley Broad-
 casting Corporation
 Address 701½ Market Street, Grinter
 Building
 Phone Number 2530
 Transmitter Location Route No. 2
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service World Transcription
 Service
 Representative Branham Company

Personnel

President John A. Kennedy
 Commercial Manager John V. Anderson
 Assistant Manager R. D. Marshall
 Sales Promotion Manager A. N. Archer
 Program Director Carl Loose
 Coordinator of Station Relations .. Flem Evans
 Musical Director Sarah L. Heermans Heck
 Chief Engineer William Sodaro

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service
 Company
 Business Address 10 Riverside Drive
 Phone Number 818
 Transmitter Location Dor Building
 Time on the Air 6 a.m. to 11 p.m.;
 Sundays, 9 a.m. to 6 p.m.
 News Service Press Association
 Transcription Service Associated Music
 Publishers; C. P. McGregor; Keystone
 Broadcasting System

Personnel

President J. W. Blakely
 Station Manager Joseph J. Hergel
 Commercial-Sales Promotion
 Manager David L. Fann
 Program-Publicity Director Felix Adams
 Chief Engineer John Csensich

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting, Inc.
 Address Pythian Building

Phone Number Wheeling 5320
 Transmitter Location Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President Joe L. Smith
 Station-Commercial Manager John B. Reynolds
 Program Director Albert H. Stewart
 Chief Announcer Merrill Madden
 Production Manager-Musical
 Director Edward A. Sprague
 Chief Engineer Fred Baker

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By West Virginia
 Broadcasting Corp.

Address Hawley Building
 Phone Number Wheeling 5383
 Transmitter Location Near West Liberty
 Time on the Air: 4:30 a.m. to 1 a.m.;
 Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation Greater Wheeling
 Home Talk

News Service UP
 Transcription Service NBC Thesaurus
 Representative John Blair & Co.

Personnel

President George B. Storer
 Managing Director George W. Smith
 Production Manager Paul J. Miller
 Program Director Cliff Allen
 Chief Engineer Glenn G. Boundy

W B T H

WILLIAMSON—EST. 1939

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Williamson Broad-
 casting Corp.

Address Williamson
 Phone Number 1241
 Transmitter Location 6 a.m. to 10 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

President G. W. Taylor
 Vice-President-Treasurer W. P. Booker
 Commercial-Sales Promotion
 Manager Alice Shein
 Program-Publicity Director Eddie Whitehart
 Chief Announcer Bob Spiros

WISCONSIN

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 271

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WHBY, Inc.

Address 600 S. Lawe St.
 Phone Number 1161
 Transmitter Location 600 S. Lawe St.
 Time on the Air 6:30 a.m. to 10 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Reynolds-Fitzgerald, Inc.

Personnel

Managing Director Rev. James A. Wagner
 Station Manager J. L. Gallagher
 Program Director Rodge Mueller
 Chief Engineer George Merkle

W A T W

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 LAKE SUPERIOR NETWORK

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Upper Michigan-
 Wisconsin Broadcasting Co., Inc.

Address Northern State Bank Building
 Phone Number 1420
 Transmitter Location 1½ miles south of
 Ashland on Highway No. 13

Time on the Air 6:30 a.m. to 12 midnight
 News Service AP; UP
 Transcription Service Standard Radio
 Representative Bogner & Martin

Personnel

Vice President-General Manager,
 Noel C. Ruddell
 Commercial Manager Merrill Trapp
 Program Director Ruth Wright
 Production Manager-Publicity
 Director Ray Williams

Chief Announcer-Musical
 Director Warren Hites
 Office Manager Todd Hogan
 Special Features Director..... John Marta
 Chief Engineer..... Hine Dahlback

WEAU

EAU CLAIRE—EST. 1937

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 NORTH CENTRAL BROADCASTING SYSTEM
 NORTHWEST NETWORK

Frequency: 790 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By..... Central Broadcasting
 Company

Business Address 203 South Barstow St.
 Phone Number 6149
 Transmitter Location... Seymour Road (County
 Road Q)

Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Superior Evening
 Telegram; Eau Claire Leader

News Service AP; UP
 Transcription Service NBC Thesaurus
 Representative..... George P. Hollingbery Co.

Personnel

President..... W. C. Bridges
 Commercial Manager Clyde Riddle
 Program Director Loren F. Bridges
 Production Manager-Chief

Announcer William Conner
 Chief Engineer..... Charles B. Persons

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc...Power: 250 Watts
 Owned By..... The Reporter Printing
 Company

Operated By The Commonwealth Reporter
 Address 18-20-22 West First Street
 Phone Number 356
 Transmitter Location... 18-20-22 West First St.
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 7:30 a.m. to 8 p.m.

Newspaper Affiliation... The Commonwealth
 Reporter

News Service UP
 Transcription Service Standard Radio

Personnel

President A. H. Lange
 Station Manager..... Lucille Fairbanks
 Commercial Manager William O'Brien
 Program Director..... Carrol Culver
 Publicity Director Emery Martin, Jr.
 Chief Announcer..... Don Marshall
 Chief Engineer..... Wendell S. Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc...Power: 5000 Watts
 Owned-Operated By..... St. Norbert College

Business Address Green Bay
 Phone Number Adams 1
 Studio Address Bellin Building

Transmitter Location West De Pere, Wisc.
 Time on the Air..... 18 hours daily
 News Service AP

Transcription Service Associated Music
 Publishers

Representative Weed & Co.

Personnel

Managing Director Rev. James A. Wagner
 General Manager Haydn R. Evans
 Sales Manager Gene Goedjen
 Sales Promotion Manager... Val Schneider
 Program Director-Chief

Announcer Al Michel
 Production Manager Norman King
 Publicity Director Marjorie Opland
 Musical Director..... Clarence Edges
 Chief Engineer..... Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930

Frequency: 1230 Kc...Power: 250 Watts
 Owned-Operated By Gazette Printing Co.
 Address 200 E. Milwaukee Ave.
 Phone Number 2500

Transmitter Location 3843 Oakhill Ave.
 Time on the Air..... 6 a.m. to 11 p.m.
 Newspaper Affiliation..... Janesville Daily
 Gazette

News Service AP
 Transcription Service... Keystone Broadcasting
 System; Standard Radio

Representative William Huffman, Wiscon-
 sin Rapids

Personnel

President Sidney H. Bliss
 General Manager..... James F. Kyler
 Program Director Sally Hester Kyler
 Publicity Director-Chief Announcer... Paul Rhule
 Chief Engineer..... Paul Holton

WKBH

LA CROSSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc...Power: 1000 Watts
 (C. P. 5000 Watts)

Owned-Operated By..... WKBH, Inc.
 Business Address..... 409 Main Street, Radio
 Building

Phone Number 4-5-0
 Transmitter Location R. F. D. LaCrosse
 Time on the Air..... 120 hours weekly

News Service UP

Transcription Service.....Standard Radio
Representative ..Howard H. Wilson Company

Personnel

President and Station
Manager.....Otto M. Schlabach
Commercial-Sales Promotion
Manager.....Howard Dahl
Program Director.....Bernice Callaway
Production Manager ..Raymond Plamadore
Musical Director.....Johannes Fossum
Chief Engineer.....Al Leeman

W H A

**MADISON—EST. 1917 (as 9XM)
1922 (as WHA)**

Frequency: 970 Kc.....Power: 5000 Watts
Owned By.....State of Wisconsin
Operated By.....University of Wisconsin
Address.....Radio Hall
Phone Number ..Badger 580, Extension 474
Transmitter Location.....Fish Hatchery Road
Time on the Air.....7:30 a.m. to local sunset
Transcription Service.....Lang-Worth

Personnel

Director.....H. B. McCarty
Program Director.....William G. Harley
Production Manager ..Gerald A. Bartell
Public Relations Director.....H. A. Engel
Chief Announcer.....Walter Krulevitch
Women's Program Director ..Aline Hazard
Farm Program Director.....Milton Bliss
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl
(Non-Commercial Station)

W I B A

**MADISON—EST. 1924
BLUE NETWORK**

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By ..Badger Broadcast-
ing Company
Business Address.....110 East Main Street
Phone Number.....F. 8800
Transmitter Location ..Route 4, Madison, Wis.
Time on the Air.....Unlimited license
Newspaper Affiliation.....The Capital Times;
Wisconsin State Journal
Transcription Service.....World Broadcasting
System: C. P. MacGregor
Representative.....Reynolds-Fitzgerald, Inc.

Personnel

President.....William T. Evjue
General Manager.....Edwin C. Allen
Merchandising Manager ..C. W. Wallis
Program Manager & Publicity
Director.....K. F. Schmitt
News Editor.....Robert Taylor
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

W O M T

MANITOWOC—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By ..Francis M. Kadow
Address.....Radio Building
Phone Number.....167-400 W
Transmitter Location ..11110 Washington St.
Time on the Air.....6:57 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

General Manager.....F. M. Kadow
Commercial Manager ..Maurice Dailey
Program Director.....Russ Russell
Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc.....Power: 250 Watts
Owned-Operated By.....M. & M. Broadcast-
ing Co.
Address.....400 Wells St.
Phone Number.....570
Transmitter Location ..400 Wells St.
Time on the Air: 5 a.m. to local sunset; Sun-
days, 7 a.m. to local sunset ..
News Service.....UP
Transcription Service ..Associated Music
Publishers
Representative ..Reynolds-Fitzgerald, Inc.

Personnel

President.....W. E. Walker
General Manager.....M. F. Chapin
Commercial Manager ..J. D. Mackin
Sales Promotion Manager ..G. J. Sullivan
Program Director.....Ray Streeter
Chief Announcer.....Carl Brose
Chief Engineer.....Werner Schwartz

W I G M

MEDFORD—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Business Address.....Medford, Wisconsin
Phone Number.....5147
Studio Address.....Highway 13
Transmitter Location ..Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
8 a.m. to 6 p.m.
News Service.....UP
Representative ..Bogner & Martin

Personnel

Owner.....George F. Meyer
Station Manager.....Waldemar C. Porsow
Chief Announcer.....Ervin Kult
Chief Engineer.....Nathan Williams

WISN

MILWAUKEE, WISCONSIN

REPORT TO THE NATION

(Radio Time Buyers!)

★
On September 5, WISN dedicated its new 5000 watt transmitter increasing by twenty times its night time and five times its day time power.

★
A directional system concentrated to reach Wisconsin's greatest buying power was installed. Milwaukee County (1/4 of the State population) has been provided with a signal two to four times stronger than any other Milwaukee Station.

★
Thousands and thousands of new listeners throughout the State have been added to the regular audience of this important CBS key station.

★
Sales of WISN are increasing daily. Sales (excluding CBS) during the past ninety days over a year ago show:

STATION TIME SALES INCREASE

47%

ANNOUNCEMENT TIME SALES INCREASE

23%

★
The CBS commercial schedule for WISN is now the greatest in its history. New Columbia commercials are being added as they are inaugurated over this network.

★
The year 1942 finds WISN with licenses of ASCAP, BMI and SESAC and with the libraries of World and Standard.

★
With expanded Program and Merchandising Departments WISN stands ready to go "ALL OUT" to be of assistance to its advertisers.

★
Let us help solve your advertising problems in Milwaukee and in the area of the lucrative WISN coverage.

G. W. Ferguson

General Manager.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

W E M P

MILWAUKEE—EST. 1935

**THE BLUE NETWORK
WISCONSIN NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Milwaukee Broad-
casting Co.
Address: 711 Empire Bldg.
Phone Number: Marquette 7722
Transmitter Location: 711 Empire Bldg.
Time on the Air: 18 hours daily
News Service: UP
Representative: Foreman & Co.

Personnel

President: Glenn D. Roberts
Station Manager: C. J. Lanphier
Sales Manager: Ben Wolff
Program Director: Conrad Rice
Production Manager: Charles LaForce
Musical Director: Elmer Ihrke
Chief Engineer: Raymond Host

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Hearst Radio, Inc.
Business Address: 123 W. Michigan St.
Phone Number: Daly 3900
Transmitter Location: So. 6th & W. Edgerton
Sts.

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7:15 a.m. to 12 midnight

Newspaper Affiliation: The Milwaukee Sentinel
News Service: INS
Transcription Service: World Broad-
casting System

Representative: The Katz Agency

Personnel

General Manager: G. W. Grignon
Sales Promotion Manager: Hugh O'Malley
Program Director: Woods Dreyfus
Musical Director: E. Krebs
Chief Engineer: D. A. Weller

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Journal Com-
pany (The Milwaukee Journal)

Address: 333 West State Street
Phone Number: Marquette 6000
Transmitter Location: 12 miles west of
Milwaukee on Blue Mound Road

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: The Milwaukee
Journal

News Service: AP
Transcription Service: Associated Music
Publishers
Representative: Edward Petry & Co., Inc.

Personnel

General Manager: W. J. Damm
Station Manager: L. W. Herzog
Asst. Manager: R. G. Winnie
Commercial Manager: Wm. F. Dittmann
Program Director: Robt. Heiss
Publicity Director: Russ W. Tolg
Musical Director: Wm. J. Benning
Chief Technician: D. W. Gellerup

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Howard H. Wilson
Address: 151½ Main Street
Phone Number: 4580
Transmitter Location: County Trunk "A," ½
mile north of city limits of Oshkosh
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel

PresidentHoward H. Wilson
 General ManagerRay E. Schwartz
 Program DirectorBob Lee
 Farm EditorBuck Leverton
 Continuity ChiefWallace Porsow
 Office Manager-Women's
 EditorLorraine Kuehn
 Chief Engineer.....Nathan Williams

WIBU

POYNETTE—EST. 1925

**NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN RADIO NETWORK**
 Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number.....97 R (Poynette)
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter LocationR. F. D. No. 2
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Connor
 Portage Studio ManagerLyle Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief AnnouncerRaymond J. Tenpenny
 Chief EngineerLeonard Doese

WRJN

RACINE—EST. 1926

WISCONSIN BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By ...Racine Broadcasting
 Corporation
 Business Address441 Main Street
 Phone NumberJackson 290-291
 Studio Addresses: 441 Main Street; 7239 West
 Greenfield Ave., West Allis; Voelz Build-
 ing, Burlington; 5830 6th Avenue, Kenosha
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air.....6:30 a.m. to 10 p.m.
 Newspaper AffiliationRacine Journal-
 Times
 News ServiceINS
 RepresentativeThe Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoidevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director-Chief Announcer,
 H. S. Mann, Jr.
 Publicity Director.....Ken Hegard
 Chief Engineer.....F. Lee Dechant

WJMC

RICE LAKE—EST. 1939

Frequency: 1240 Kc.Power: 250 Watts
 Owned ByW. H. McGenty
 Operated By.....J. J. McGenty
 Address410 North Main Street
 Phone Number550
 Transmitter Location ...1615 South Main St.
 Time on the AirUnlimited license
 News ServiceTransradio
 Transcription ServiceStandard Radio

Personnel

General Manager.....J. J. McGenty
 Station Manager.....Denis McGinty
 Commercial-Sales Promotion
 ManagerR. W. Thompson
 Public Relations Director.....Dr. J. H. Wallis
 Women's News Editor.....Mrs. L. Sherman
 Chief AnnouncerTravis Bailly
 Musical DirectorR. W. Wells
 Chief Engineer.....Ray Pearson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

**NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN BROADCASTING SYSTEM**
 Frequency: 1330 Kc.Power: 1000 d.; 250 n.;
 (C. P. 1000 n.)

Owned-Operated By.....Press Publishing
 Business Address626-636 Center Ave.
 Phone Number1900
 Studio Address: Press Building, 626-636 Center
 Avenue
 Transmitter LocationHighway No. 141
 Time on the Air.....6:15 a.m. to 11 p.m.
 Newspaper AffiliationSheboygan Press
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeAssociated Radio Sales

Personnel

President.....C. E. Broughton
 Executive DirectorA. Matt Werner
 ManagerWayne W. Cribb
 Publicity Director.....Glen James
 Program & Musical Director.....M. J. Pape
 Chief AnnouncerRichard Conrad
 Chief Engineer.....Herbert Mayer

WLBL

STEVENS POINT—EST. 1924

Frequency: 930 Kc.Power: 5000 Watts
 Owned ByState of Wisconsin Department
 of Agriculture
 Operated by ..Wisconsin Department of Agri-
 culture
 Business Address.....Stevens Point
 Phone Number525
 Studio AddressState Teachers College
 Transmitter Location ...Auburndale, Wisconsin
 Time on the Air.....Daytime license

Personnel

Director of Wisc. Dept. of Agriculture Ralph E. Ammon
 Station Manager F. R. Calvert
 Program Director-Chief
 Announcer William P. Wichmann
 Chief Engineer Donald L. Yapp
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By WDSM, Inc.
 Addresses: Board of Trade Building, Superior,
 Wisc.; Spalding Hotel, Duluth, Minn.
 Phone Numbers: 3200 (Superior); Melrose 7233
 (Duluth)
 Transmitter Location (Connor's Point, Su-
 perior, Wisc.
 Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,
 7:30 a.m. to 12:30 a.m.
 Representative ... Wm. G. Rambeau Company

Personnel

Secretary-Treasurer James J. Conroy
 Manager Robert D. Kennedy
 Commercial Manager Darrell D. Bandy
 Sales Promotion Manager Carl Bloomquist
 Program Director-Chief
 Announcer Lou Martin
 Publicity Director Ellen Wilson
 Artists' Bureau Head Art Robinson
 Musical Director Elma DeMeire
 Chief Engineer Rudolph Luukinen

W S A U

WAUSAU—EST. 1937

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northern Broadcast-
 ing Co., Inc.
 Address 125 Third Street
 Phone Number 6521
 Transmitter Location 125 Third Street
 Time on the Air 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Reynolds-Fitzgerald, Inc.

Personnel

President W. E. Walker
 General Manager Ben F. Hovel
 Commercial Manager J. W. Killeen
 Program Director Donald R. Burt
 Musical Director Vern Peterson
 Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William F. Huffman
 Business Address 141 West Grand Ave.
 Phone Number 1340
 Studio Address 141 West Grand Ave.;
 Fox Theatre Bldg., Stevens Point; Cain-John-
 son Building., Marshfield
 Transmitter Location 1500 Bonow Ave.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Wisconsin Rapids
 Daily Tribune
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner William F. Huffman
 General Manager George T. Frechette
 Commercial Manager Bruce G. Beichl
 Program-Musical Director Bert Mulroy
 Marshfield Studio Manager Bob Behling
 Stevens Point Studio Manager,
 Sigmund Kelbanowsky
 Chief Announcer Phil Romiti
 Artists' Bureau Head Donald Blanchard
 Director of Women's Programs, Virginia Lee
 Chief Engineer Garth N. Bowker



WYOMING

For Latest U. S. Census Population and Retail Trade Data
Please Turn to Page 272

K D F N

CASPER—EST. 1930

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Address: 1st and Lennox Streets
Phone Number: 407
Transmitter Location: 1st and Lennox Sts.
Time on the Air: Unlimited license
News Service: Transradio
Representative: Sears & Ayer, Inc.

Personnel

Station-National Sales Manager:
Donald L. Hathaway
Commercial Manager: F. R. Huismith
Sales Promotion Manager: B. A. Fleming
Program Director: Marcus R. Nichols
Publicity Director: Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune
News Service: UP
Transcription Service: World Broadcasting System
Representative: Burn-Smith Company

Personnel

Owner: Tracy S. McCracken
President-Station Manager: William C. Grove
Sales Promotion Manager: Morey Sharp
Program Director: Tom Crago
Production Manager: Art Peterson
Publicity Director: Evelyn Boyle
Chief Announcer: Warren Williams
Bookkeeper: Margaret Duggan
Chief Engineer: Gaal Barrett

K P O W

POWELL—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Albert J. Meyer
Business Address: N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.
Transmitter Location: 7th & Hamilton Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: AP; Transradio

Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Cox & Tanz; Walter Bidick Co.

Personnel

Owner: A. J. Meyer
Program-Musical Director: Rosemary C. Meyer
Chief Engineer: Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wyoming Broadcasting Company
Address: 1307 Wyoming Street
Phone Number: 93
Time on the Air: 92 hours weekly
News Service: Transradio
Transcription Service: NBC Thesaurus; C. P. MacGregor; Keystone Broadcasting System

Personnel

President: R. R. West
Station Manager: H. L. McCracken
Sales Manager: Harold Tannehill
Program Director: Michael Reid
Chief Announcer: Elmer Ellsworth
Chief Engineer: Archie Buchanan

K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Big Horn Broadcasting Company, Inc.
Business Address: 19 North Main St.
Phone Number: 601
Studio Address: Gillette Building, 19 North Main St.
Transmitter Location: Park Drive & O'Marr
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 12:05 p.m., and 6:30 to 8:45 p.m.
News Service: Transradio
Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President: R. E. Carroll
Station-Commercial Manager: Herb Siebert
Program Director-Chief Announcer:
James W. Carroll
Production Manager: Almon Moon
Publicity-Women's Program
Director: Margaret Heppner
Chief Engineer: Bob Crossthwaite

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....Anchorage Radio
Club, Inc.
Business AddressBox 1040, Anchorage
Phone NumberMain 143
Studio Address412 Fourth Avenue
Transmitter Location412 Fourth Avenue
Time on the Air.....6 a.m. to 12 midnight
News ServiceTransradio
Transcription Service.....Transco; Radio Pro-
ducers of Hollywood
RepresentativeHomer Owen Griffith

Personnel

General Manager-Chief
EngineerWilliam J. Wagner
Commercial Manager, Program
DirectorKen Laughlin
Sales Promotion ManagerAl Pearson
Chief AnnouncerWillis Harpel

K F A R

FAIRBANKS—EST. 1939

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address508 Second Avenue—Lathrop
Building
Phone NumberEast 407
Transmitter LocationFive miles north-
west of town
Time on the Air....7 a.m. to 1 p.m.; 4 p.m.
to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News ServiceAP; Transradio
Transcription ServiceNBC Thesaurus
C. P. MacGregor
RepresentativeG. A. Wellington

Personnel

President.....A. E. Lathrop
Station-Commercial Manager....W. K. Foster
Sales PromotionMiriam Dickey
Program Director.....Lincoln W. Miller
Director of Special Events...Alvin K. Bramstedt
Women's Program Director.....Mary Cash

Educational DirectorJ. Hubert Miller
Musical Director.....Don Adler
Chief Engineer.....Stanton D. Bennett

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
(C. P. 5000)
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number197 (Juneau); Elliott
5488 (Seattle)
Studio AddressDecker Bldg.
Transmitter LocationAlaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 9 p.m.
News ServicesINS; Transradio
Transcription ServiceStandard Radio;
C. P. MacGregor; Lang-Worth; NBC The-
saurus
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

OwnerEdwin A. Kraft
Station ManagerWalter R. Carl
Commercial ManagerMerrill Inch
Sales Promotion Manager...Dean F. Sherman
Program Director.....Leonard Beardsley
Musical DirectorMrs. Walter R. Carl
Chief EngineerVincent I. Kraft
Resident EngineerW. R. Nichols

K G B U

KETCHIKAN—EST. 1926

**MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM**

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Alaskan Radio &
Service Co.
AddressKGBU Bldg., Radio House
Phone Number311
Time on the Air.....10 a.m. to 12:30 a.m.
News ServiceUP
Transcription ServiceLang-Worth

Personnel

President-Chief Engineer....James A. Britton
Commercial-Sales Promotion
Manager.....R. W. Britton
Chief EngineerAnthony Britton

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Hawaiian Broadcast-
ing System, Ltd.

Address1285 Kalaniole Ave.
Transmitter Location Hilo
Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; World
Broadcasting System
RepresentativeJohn Blair & Co.

Personnel

General ManagerJ. Howard Worrall
Station Manager.....Al Green
National Sales Manager...Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By Hawaiian Broadcasting System,
Limited

Business AddressBox 581
Phone Number2323
Studio Address1534 Kapiolani Boulevard
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 6 a.m. to 11 p.m.

Newspaper Affiliation.....Honolulu Star-
Bulletin

News ServiceUP
Transcription ServiceWorld Broadcasting
System; Associated Music Publishers; C. P.
MacGregor

RepresentativeJohn Blair & Co.

Personnel

President-General
Manager.....J. Howard Worrall
Station Manager.....Webley Edwards
National Advertising Manager,
Henry C. Putnam

Program Director-Chief Announcer, Leo Rumsey
Production ManagerOwen Cunningham
Chief EngineerErnest Lindemann

K G U

HONOLULU—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 760 Kc. Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser
Publisher Co., Ltd.

Operated By.....Advertiser Publisher Co.

AddressAdvertiser Square
Transmitter LocationAdvertiser Square
Time on the Air.....6 a.m. to 11:15 p.m.
Newspaper Affiliation ...Honolulu Advertiser
News ServiceTransradio
Transcription ServiceNBC Thesaurus;
Lang-Worth

RepresentativeThe Katz Agency

Personnel

General Manager.....M. A. Mulrony
Director of Natl. Advertising...R. S. Thurston
Assistant ManagerWilliam Paine

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By....Garden Island Pub-
lishing Co.

AddressLihue
Transmitter LocationNortheast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation....Garden Island Pub-
lishing Co.

Transcription Service.....Standard Radio
RepresentativeHomer Owen Griffith

Personnel

General ManagerC. J. Fern
Sales Manager.....Robert Barrington

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 790 Kc. Power: 2500 d.; 1000 n.
Owned-Operated By....Puerto Rico Adver-
tising Co.

AddressMcKinley & del Rio Sts.
Transmitter LocationMayaguez
Time on the AirUnlimited license

Personnel

PresidentAndres Camara
Station Manager-Chief Engineer, Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By ...Portorican American
Broadcasting Co.

Address17 Leon St.
Phone Number783
Transmitter LocationPonce Palya
Time on the Air16 hours daily
News ServiceAP; Transradio
Representative ...West Indies Advertising Co.

Personnel

President Juan Luis Boscio
 Station Manager ... Miguel Soltero Palermo
 Commercial Manager..... Francisco Rebollar
 Program Director Ardames Mayoral
 Chief Announcer Jose A. Diaz
 Translator Jose A. Romeo
 Musical Director Domingo Colon Suris
 Chief Engineer Jose Sepulveda

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts (C. P. 1520 Kc.; 5000 d.; 1000 n.)
 Owned-Operated By..... Julio M. Conesa
 Address Trujillo Street
 Transmitter Location Ponce
 Time on the Air..... Unlimited license

Personnel

General Manager Julio M. Conesa

W I A C

SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By..... Enrique Abarca
 Business Address..... Box 848
 Studio Address Hanturce-Carolina Rd.
 Transmitter Location Hanturce-Carolina Road
 Time on the Air..... 16 hours daily
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner Enrique Abarca
 Station-Commercial Manager.... Felix Muniz
 Program Director Manuel Mendez
 Chief Engineer Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By..... Radio Corporation of Porto Rico
 Address..... Telephone Building
 Phone Number San Juan 2014
 Transmitter Location Hato Rey
 Time on the Air 7 a.m. to 11 p.m.
 News Service Transradio
 Transcription Service .. Associated Music Publishers
 National Sales Office..... International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President..... H. H. Butner
 Vice-President-Gen. Manager... John A. Zerbe
 Commercial Manager..... Jose C. Irizarry
 Program Director..... David A. Brown
 Chief Announcer Jose Ortiz
 Musical Director Joaquin Bursat
 Chief Engineer Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By..... Juan Piza
 Address 59 Brau St.
 Phone Number 107
 Transmitter Location .. Between San Juan and Carolina
 Time on the Air..... Unlimited license
 Transcription Service Lang-Worth

Personnel

Owner-Operator Juan Piza
 Chief Engineer..... William N. Greer

“REMEMBER
 PEARL
 HARBOR”

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1942.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News
Co., Birmingham.
Dothan Eagle.....WAGF
Licensee—Dothan Broadcasting Co.,
Dothan, Ala.
Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting
Co., Montgomery.

ARIZONA

Arizona Republic, Phoenix Gazette, KYUM
Arizona Weekly Gazette, through
stock ownership.
Licensee—Yuma Broadcasting Co.,
Yuma, Ariz.
Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broad-
casting Co., Phoenix.
Arizona RepublicKTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co.,
Phoenix.
Arizona RepublicKVOA
Phoenix Gazette
Licensee—Arizona Broadcasting Co.,
Tucson.
Prescott Daily Courier.....KCRJ
Licensee—Central Arizona Broad-
casting Co., Jerome, Ariz.
Arizona Republic & Gazette (Phoe- KYCA
nix)
Licensee — Southwest Broadcasting
Co., Prescott, Ariz.

ARKANSAS

Arkansas GazetteKGHI
Licensee — Arkansas Broadcasting
Co., Little Rock.
Arkansas GazetteKLRA
Licensee — Arkansas Broadcasting
Co., Little Rock.

CALIFORNIA

McClatchy NewspapersKERN
Licensee — McClatchy Broadcasting
Co., Bakersfield, Cal.
Humboldt TimesKIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co.,
Eureka,
McClatchy NewspapersKMJ
Licensee — McClatchy Broadcasting
Co., Fresno, Cal.
Through stock ownership.....KMYC
Licensee — Marysville-Yuba City
Broadcasters, Inc., Marysville,
Calif.
Monterey Peninsula Herald.....KDON
Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula
Broadcasting Co., Monterey, Cal.
The Oakland TribuneKLX
Licensee — Tribune Building Co.
Oakland, Cal.
Redding SearchlightKVCV
Licensee—Golden Empire Broadcast-
ing Co., Redding.
McClatchy NewspapersKFBK
Licensee — McClatchy Broadcasting
Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee — Hearst Radio, Inc., San
Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publish-
ing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—Ernest L. Finley, Santa
Rosa, Calif.
McClatchy NewspapersKWG
Licensee — McClatchy Broadcasting
Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties
Radio Associates, Charles A.
Whitmore, Pres., Visalia, Cal.
Register-PajaronianKHUB
Licensee—John P. Scripps, Watson-
ville, Cal.

COLORADO

Stockholders interested in Okla- KVOR
homa Publishing Co.; The Ga-
zette & Telegraph; (Daily Okla-
homan, Oklahoma City Times and
Farmer - Stockman). Oklahoma
Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co.,
Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co.,
Denver, Colo.
Record StockmanKFKA
Licensee—The Mid-Western Radio
Corp., Greeley, Colo.

CONNECTICUT

Hartford TimesWTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
Waterbury AmericanWBRY
Waterbury Republican
Licensee — American - Republican,
Inc., Waterbury.

DELAWARE

Lancaster (Pa.) Newspapers, Inc....WDEL
Licensee—WDEL, Inc., Wilmington,
Del.
Lancaster (Pa.) Newspapers, Inc....WILM
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star.....WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

Jacksonville JournalWJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jack-
sonville.
The Miami Daily News.....WIOD
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.

Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine,
Miami Beach, Fla.
Daytona Beach News & Journal....WTMC
(News Journal Co.)
Licensee — Ocala Broadcasting Co.,
Ocala, Fla.
Panama City News-Herald.....WDLF
Licensee—Panama City Broadcasting
Co., Panama City, Fla.
Pensacola NewsWCOA
Pensacola Journal
Licensee — Pensacola Broadcasting
Co., Pensacola, Fla.
St. Petersburg Times.....WTSP
Licensee—Pinellas Broadcasting Co.,
St. Petersburg, Fla.
Highlands County Pilot.....WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa TimesWDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Tampa TribuneWFLA
Licensee—The Tribune Co., Tampa,
Fla.

GEORGIA

Albany HeraldWALB
Licensee — Herald Publishing Co.,
Albany, Ga.
Athens Banner-HeraldWGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
Augusta HeraldWGAC
Licensee—The Twin States Broad-
casting Co., Augusta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal.....WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.
Cordele DispatchWMJM
Licensee—Cordele Dispatch Publish-
ing Co., Cordele.
Gainesville EagleWGGA
Licensee—Harry Estes, Austin Dean
& L. H. Christian d/b as Gaines-
ville Broadcasters, Gainesville,
Ga.
La Grange News.....WLAG
Licensee — La Grange Broadcasting
Co., La Grange, Ga.
Waycross JournalWAYX
Licensee—Jack Williams, Waycross.

ILLINOIS

News-GazetteWDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.
Chicago Daily Drivers Journal.....WAAF
Licensee—Drivers Journal Publish-
ing Co., Chicago, Ill.
Chicago Tribune & News-Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly.....WLS
Prairie Farmer
Stand-By
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.
Danville Commercial-NewsWDAN
100% owned by Gannett Publications.
Licensee—Northwest Publishing Co.,
Danville, Ill.
Decatur HeraldWSOY
Decatur Review
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.
Galesburg Register-MailWGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.
Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.
Rock Island Argus.....WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.
Illinois State Journal.....WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth.....WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.
Through stock ownership.....WFBM
Licensee—WFBM, Inc., Indianap-
olis, Ind.
Central Newspapers, Inc. (100%)....WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.
The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune,
South Bend, Ind.
Vincennes Sun Commercial.....WAOV
Licensee — Vincennes Newspapers,
Inc., Vincennes, Ind.

IOWA

Burlington Hawk-Eye Gazette.....KBUR
Licensee — Burlington Broadcasting
Co., Burlington, Ia.
Des Moines Register & Tribune.....WMT
Licensee — Iowa Broadcasting Co.,
Cedar Rapids, Iowa.
Register & Tribune.....KRNT
Licensee — Iowa Broadcasting Co.,
Des Moines, Iowa.
Register & Tribune.....KSO
Licensee — Iowa Broadcasting Co.,
Des Moines, Iowa.
Director interested in The Daven- WHO
port Democrat and Leader, Dav-
enport, Iowa.
Licensee—Central Broadcasting Co.,
Des Moines, Iowa.
Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co.,
Dubuque, Iowa.
Globe-GazetteKGLO
Licensee — Mason City Globe Ga-
zette Co., Mason City, Iowa.
The Sioux City Journal.....KSCJ
Licensee—Perkins Bros. Co., Sioux
City, Iowa (The Sioux City Jour-
nal).
Principal Stockholder: Tribune Co., KTRI
publisher of Sioux City Tribune
(50%).
Licensee—Sioux City Broadcasting
Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
Licensee—Hugh J. Powell, Coffey-
ville, Kans.
Dodge City Daily Globe.....KGNO
Dodge City, Kans.
Licensee—The Dodge City Broad-
casting Co., Inc., Dodge City,
Kans.
Kansas City Kansan.....KCKN
Topeka Daily Capital
(Capper Publications)
Licensee—KCKN Broadcasting Co.
Kansas City, Kans.
Salina JournalKSAL
Hays Daily News
Goodland Daily News
Hall City Times
Licensee—KSAL, Inc., Salina, Kans.
The Topeka Daily Capital.....WIBW
Kansas City Kansan
(Capper Publications)
Licensee—Topeka Broadcasting As-
sociation, Inc., Topeka, Kans.
The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcast-
 ing Co., Ashland, Ky.
 Lexington HeraldWLAP
Licensee—American Broadcasting
 Corp. of Ky., Lexington, Ky.
 Louisville TimesWHAS
Licensee—The Courier-Journal
 and the Louisville Times Co.,
 Louisville, Ky.
 Owensboro MessengerWOMI
 Owensboro Inquirer
Licensee—Owensboro Broadcasting
 Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcast-
 ing Co., Inc., Baton Rouge, La.
 Lafayette AdvertiserKVOL
Licensee—Evangeline Broadcasting
 Co., Inc., Lafayette, La.
 Stockholders interested in KPLC
 KRRV and KVOL.
Licensee—Calcasieu Broadcasting
 Co., Lake Charles, La.
 Stockholders interested in news- KRMD
 paper publishing.
 (See KPLC, KRRV and KHBG.)
Licensee—Radio Station KRMD,
 Inc., Shreveport, La.
 (See KPLC, KRRV and KHBG.)
 The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting
 System, Inc., Shreveport, La.
 The Shreveport Times.....KWKH
Licensee—International Broadcast-
 ing Corp., Shreveport, La.

MAINE

Stockholder with 99.4% interest in the WCOU
 newspaper business.
Licensee—Twin City Broadcasting
 Co., Lewiston, Maine.
 Stockholders are interested in news- WGAN
 paper publishing.
Licensee—Portland Broadcasting
 System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting
 Co., Baltimore, Md.

MASSACHUSETTS

Holyoke Transcript-TelegramWHYN
Licensee—Hampden-Hampshire Corp.,
 Holyoke, Mass.

Lawrence Daily Eagle.....WLAW
 The Evening Tribune
Licensee—Hildreth & Rogers Co.,
 Lawrence, Mass.
 The Evening Standard Times.....WNBH
 The Sunday Standard-Times
 The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
 New Bedford, Mass.
 Worcester TelegramWTAG
 Worcester Evening Gazette
Licensee—Worcester Telegram Pub-
 lishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
 (Federated Publications, Inc.)
Licensee—Federated Publications,
 Inc., Battle Creek, Mich.
 Calumet NewsWHDF
 Houghton Mining Gazette
Licensee—Upper Michigan Broad-
 casting Co., Calumet, Mich.
 Grand Rapids Press, Flint Journal, WJLB
 Kalamazoo Gazette, Saginaw News,
 Jackson Citizen Patriot, Muskegon
 Chronicle, Bay City Times, Ann
 Arbor News (Booth Newspapers,
 Inc.)
Licensee—John L. Booth Broad-
 casting, Inc., Detroit, Mich.
 The Detroit News.....WWJ
Licensee—The Evening News Asso-
 ciation, Detroit, Mich.
 Marquette (Mich.) Mining Journal..WDBC
Licensee—Delta Broadcasting Co.,
 Escanaba, Mich.
 The Daily Mining Journal.....WDMJ
 The Rhinelander News
 Rhinelander, Wisc.
 The Iron Mountain News
 Iron Mountain, Mich.
Licensee—The Lake Superior Broad-
 casting Co., Marquette, Mich.
 Farmington (Mich.) Enterprise.....WCAR
Licensee—Pontiac Broadcasting Co.,
 Pontiac.

MINNESOTA

Northwestern Jeweler (Trade KATE
 Paper)
Licensee—Albert Lea Broadcasting
 Corp., Albert Lea, Minn.
 Owner of one sixth interest in
 president of Trades Publishing Co.
 Duluth News-TribuneWEBC
 Superior Telegram
 Northwestern Publications, Inc.,
 publisher of Duluth News-Tribune
 and Evening Telegram Co., pub-
 lisher of Superior (Wisc.) Tele-
 gram, both own 32% of stock each.

Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
 Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
 St. Paul Dispatch-Pioneer PressWTCN
 Minnesota (Minneapolis) Tribune
 (Northwest Publications, Inc.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
 Times-JournalKFAM
Licensee—The Times Publishing Co., St. Cloud, Minn.
 Evening TelegramWHLB
 (See WEBC)
Licensee — Head of Lakes Broadcasting Co., Virginia, Minn.
 Winona Republican-HeraldKWNO
 Partners are editor and general manager of newspaper.
Licensee—Winona Radio Service, Winona, Minn.

MISSISSIPPI

Columbus Commercial Dispatch.....WCBI
Licensee—Birney Imes, Columbus, Miss.
 The Clarke County Tribune.....WCOC
 Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
 The Vicksburg Evening PostWQBC
 The Vicksburg Herald
Licensee — Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times.....KFRU
Licensee—KFRU, Inc., Columbia, Mo.
 Hannibal Courier-PostKHMO
Licensee—The Courier Post Publishing Co., Hannibal, Mo.
 Capital NewsKWOS
 Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
 Joplin GlobeWMBH
 Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
 Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette.
Licensee — KFEQ, Inc., St. Joseph Mo.
 Poplar Bluff American Republic....KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.

Post-DispatchKSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
 Star-TimesKXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
 Springfield NewsKGBX
Licensee — Springfield Broadcasting Co., Springfield, Mo.
 Springfield NewsKWTO
 Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Great Falls Tribune.....KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.
 Miles City Star.....KRJF
Licensee—Star Printing Co., Miles City, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
 Hastings Daily Tribune.....KHAS
Licensee — Nebraska Broadcasting Co., Hastings.
 Stockholders: Sidles Co., Lincoln KFAB
 State Journal, Lincoln Star.
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
 Stockholders: Sidels Co., Lincoln KFOR
 State Journal, Lincoln Star.
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
 The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
 Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.
Licensee—Central States Broadcasting Co., Omaha, Neb.
 Omaha World-HeraldKOWH
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy NewspapersKOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW HAMPSHIRE

Through stock ownership.....WMUR
Licensee—The Radio Voice of New Hampshire, Inc., Manchester, N.H.

NEW JERSEY

Atlantic City Press.....WBAB
 Atlantic City Union
Licensee — Press Union Publishing
 Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following:
 Albuquerque Publishing Co.;
 Journal Publishing Co.; Scripps-
 Howard Newspapers (Rocky Mt.
 Division), Denver Publishing Co.
Licensee — Albuquerque Broadcasting
 Co., Albuquerque, New Mex.
 Pecos Enterprise, Pecos, Tex.....KAVE
Licensee — Carlsbad Broadcasting
 Co., Carlsbad, N. M.
 Lexington (Ky.) Herald.....KICA
Licensee — Western Broadcasters, Inc.,
 Clovis, N. M.

NEW YORK

Knickerbocker NewsWABY
Licensee—Adirondack Broadcasting
 Co., Albany, N. Y.
 Knickerbocker NewsWOKO
Licensee — WOKO, Inc., Albany,
 N. Y.
 Auburn Citizen-AdvertiserWMBO
Licensee—WMBO, Inc., Auburn,
 N. Y.
 Through stock ownership.....WBTA
Licensee—Batavia Broadcasting Co.,
 Batavia, N. Y.
 Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo,
 N. Y.
 Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo,
 N. Y.
 Elmira Star Gazette.....WENY
 Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc.,
 100% owned by Gannett Publica-
 tions
 Elmira, N. Y.
 Through stock ownership.....WJTN
Licensee—James Broadcasting Co.,
 Jamestown, N. Y.
 Poughkeepsie Sunday Courier.....WGNV
Licensee—WGNV Broadcasting Co.
 Newburgh, N. Y.
 Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Radio
 Fund, Inc., New York City.
 Officers and directors are publishers.

American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New
 York, N. Y.
 Paterson (N. J.) Morning Call....WNEW
Licensee — WODAAM Corp., New
 York, N. Y.
 Niagara Falls Gazette.....WHLA
Licensee — Niagara Falls Gazette
 Publishing Co., Niagara Falls.
 Ogdensburg Advance-NewsWSLB
Licensee—St. Lawrence Broadcasting
 Corp., Ogdensburg.
 Olean Times Herald.....WHDL
Licensee—WHDL, Inc., Olean, N. Y.
 Through stock ownership.....WKIP
Licensee — Poughkeepsie Broadcast-
 ing Corp., Poughkeepsie.
 Gannett Co., Inc.....WHEC
 (Newspaper publishers)
Licensee — WHEC, Inc., Rochester,
 N. Y.
 Watertown TimesWWNY
Licensee—The Brockway Co., Wat-
 ertown, N. Y.
 Yonkers Herald-Statesman.....WFAS
 (Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting
 Corp., White Plains.

NORTH CAROLINA

Asheville Daily News.....WISE
Licensee—WISE, Inc., Asheville.
 Asheville Citizen-Times.....WWNC
Licensee — Asheville Citizen-Times
 Co., Inc., Asheville, N. C.
 The Durham Morning Herald.....WDNC
 The Durham Sun
Licensee — Durham Radio Corp.,
 Durham, N. C.
 Goldsboro News-ArgusWGBR
Licensee — Eastern Carolina Broad-
 casting Co., Goldsboro,
 Through stock ownership.....WHKY
Licensee—Catawba Valley Broad-
 casting Co., Hickory, N. C.
 Salisbury Post.....WSTP
 Stockholder with 39.33% interest is
 vice president and treasurer of a
 newspaper.
Licensee — Piedmont Broadcasting
 Co., Salisbury, N. C.
 Winston-Salem JournalWSJS
Licensee—Piedmont Publishing Co.,
 Winston-Salem, N. C.

NORTH DAKOTA

Fargo ForumWDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-BeaconWICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
Licensee — WICA, Inc., Ashtabula,
Ohio.

Canton RepositoryWHBC
Licensee—The Ohio Broadcasting
Co., Canton, Ohio.
100% owned by Brush-Moore News-
papers Inc.

Scripps-Howard NewspapersWCPO
Cincinnati Post
Licensee — Scripps-Howard Radio
Inc., Cincinnati, Ohio.

Cincinnati Times StarWKRC
Licensee—Cincinnati Times Star Co.,
Cincinnati, Ohio.

The Cleveland Plain Dealer.....WHK
Licensee—United Broadcasting Co.,
Cleveland, Ohio.

The Cleveland Plain Dealer.....WCLE
Licensee—United Broadcasting Co.,
Cleveland, Ohio.

Columbus DispatchWBNS
Ohio State Journal
Licensee—WBNS, Inc., Columbus,
Ohio.

The Cleveland Plain Dealer.....WHKC
Licensee—United Broadcasting Co.,
Columbus, Ohio.

Dayton Daily News.....WHIO
Springfield News
Springfield Sun
Licensee—Miami Valley Broadcast-
ing Corp., Dayton, Ohio.

Through stock ownership.....WING
Licensee—WSMK, Inc., Dayton, Ohio.

Owners interested in newspaper WPAY
publishing.
(Brush-Moore Newspapers, Inc.)
Licensee — Vee Bee Corp., Ports-
mouth, Ohio.

Stockholders interested in Cleveland WKBN
Plain Dealer.
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.

Through stock ownership.....WIZE
Licensee—Radio Voice of Spring-
field, Inc., Springfield, Ohio.

Youngstown Vindicator & Telegram..WFMJ
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.

OKLAHOMA

The ArdmoreiteKVSO
Licensee—The Ardmoreite Publish-
ing Co., Inc., Ardmore, Okla.

Enid Morning News.....KCRC
Enid Daily Eagle
Licensee — Enid Radiophone Co.,
Enid, Okla.

Daily Phoenix and Times Democrat..KBIX
Licensee—Okla. Press Publishing
Co., Muskogee, Okla.

Fort Worth (Texas) Star Telegram...KTOK
Licensee—Oklahoma Broadcasting
Co., Inc., Oklahoma City, Okla.

Oklahoma City Oklahoman.....WKY
Oklahoma City Times
Licensee—WKY Radiophone Co.,
Oklahoma City, Okla.

Stauffer Publications Inc.....KGFF
Newspapers in Neb., Kans., Mo.,
Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co.,
Inc., Shawnee, Okla.
Owner is a publisher.....KOME
Licensee—Oil Capitol Sales Corp.,
Tulsa, Okla.

OREGON

Albany Democrat-Herald.....KWIL
Licensee — Central Willamette
Broadcasting Co., Albany, Ore.

Astoria-BudgetKAST
Licensee—Astoria Broadcasting Co.,
Inc., Astoria, Ore.

Bend BulletinKBND
Licensee—The Bend Bulletin, Bend,
Ore.

Grants Pass Courier.....KUIN
Humboldt (Calif.) Times
Humboldt (Calif.) Standard
Licensee—Southern Oregon Broad-
casting Co., Grants Pass.

La Grande Observer.....KLBM
Licensee—Harold Finlay, La Grande,
Ore.

Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield,
Ore.

Oregon JournalKALE
Licensee — KALE, Inc., Portland,
Ore.

Morning OregonianKEX
Licensee—Oregonian Publishing Co.,
Portland, Ore.

OregonianKGW
Licensee — Oregonian Publishing
Co., Portland, Ore.

Oregon JournalKOIN
Licensee — KOIN, Inc., Portland
Ore.

Roseburg News-ReviewKRRR
Klamath Falls Herald and News
Medford Mail-Tribune
Licensee — News-Review Co., Rose-
burg, Ore.

PENNSYLVANIA

Allentown CallWCBA-WSAN
Chronicle & News
Licensee—Lehigh Valley Broadcast-
ing Co., Allentown, Pa.

• • • **NEWSPAPER-OWNED STATIONS** • • •

DuBois Courier-ExpressWCED
Licensee—Tri-County Broadcasting Co., DuBois, Pa.
 Stockholders interested in newspaper publications. WEST
Licensee—Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
Licensee—Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
Licensee—Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
Licensee—WJAC, Inc., Johnstown, Pa.
 Lancaster Newspapers, Inc.....WGAL
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
Licensee—WGAL, Inc., Lancaster Pa.
 Lewistown SentinelWMRF
Licensee—Lewistown Broadcasting Co., Lewistown, Pa.
 Courier Post Co.....WHAT
Licensee—Independence Broadcasting Co., Philadelphia, Pa.
 Pittsburgh Sun-Telegraph.....WCAE
Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
Licensee—The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
Licensee—Sharon Herald Publishing Co., Sharon, Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee—WRAK, Inc., Williamsport, Pa.
 Lancaster Newspapers, Inc.....WORK
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton E. Hall, Anderson, S. C.

Charleston News & Courier.....WTMA
 Charleston Post
Licensee—Atlantic Coast Broadcasting Co., Charleston, S. C.
 Greenville NewsWFBC
 Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
Licensee—WNAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Bristol Herald Courier.....WOPI
 Bristol News Bulletin
Licensee—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.-Va.
 Jackson SunWTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
 Kingsport TimesWKPT
Licensee—C. P. Edwards, Jr. & Howard Long d/b Kingsport Broadcasting Co., Kingsport, Tenn.
 Scripps-Howard NewspapersWNOX
Licensee—Scripps-Howard Radio Inc., Knoxville, Tenn.
 Memphis Commercial Appeal.....WMC
Licensee—Memphis Publishing Co., Memphis, Tenn.
 Memphis Press-ScimitarWMPS
Licensee—Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater ReporterKRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee—Reporter Broadcasting Co., Abilene, Tex.
 Ashland Daily Independent (Ky)....KFDA
 Through stock ownership.
Licensee—Amarillo Broadcasting Co., Amarillo, Texas.
 Amarillo Globe & News.....KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
 American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.

- Beaumont EnterpriseKRIC
 Beaumont Journal
Licensee — KRIC, Inc., Beaumont, Texas.
- Big Spring Herald.....KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.
- Brownwood BannerKBWD
Licensee—Brown County Broadcasting Co., Brownwood, Texas
- Corpus Christi Caller-Times.....KRIS
 (W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
- Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
- Arkansas Gazette (Little Rock).....KSKY
Licensee—Chilton Radio Corp., Dallas, Tex.
- Dallas NewsWFAA
 Dallas Journal
 Farm News (semi-weekly)
 Texas Almanac
 State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.
- El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
- Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.
- Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
- Houston PostKPRC
Licensee—Houston Printing Co., Houston, Tex.
- Houston ChronicleKTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
- Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
- Lubbock Avalanche-JournalKFYO
 (See KRBC and KBST)
Licensee—Plains Radio Broadcasting Co.
- Santa Ana (Calif.) Daily Register...KPDN
 Clovis (N. M.) News Journal
 Bucyrus (Ohio) Telegraph-Forum
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
- Paris NewsKPLT
 (See KRBC and KBST)
Licensee—North Texas Broadcasting Co., Paris, Tex.
- Pecos EnterpriseKIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
- San Angelo Standard Times.....KGKL
 Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
- San Antonio Light.....KTSA
Licensee—Sunshine Broadcasting Co., San Antonio, Tex.
- The Sherman Democrat.....KRRV
 Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
- Sweetwater ReporterKXOK
Licensee — Sweetwater Radio, Inc., Sweetwater.
- Temple TelegramKTEM
Licensee—Bell Broadcasting Co., Temple, Tex.
- Texarkana GazetteKCMC
 Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.
- Vernon Daily Record.....KVWC
Licensee—R. H. Nichols, W. H. Wright & Stewart Hatch d/b as The Northwestern Broadcasting Co., Vernon, Texas.
- American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co., Waco, Tex.
- Amarillo Globe-NewsKRGV
Licensee — KRGV, Inc., Weslaco, Texas.
 98.43% stockholder is also interested in Globe News Publishing Co.

UTAH

- Ogden Standard-ExaminerKLO
Licensee — Interstate Broadcasting Corp., Ogden, Utah
- Salt Lake City Tribune, Salt Lake City Telegram. KSL
Licensee—Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

- Burlington Daily News.....WCAX
Licensee—Burlington Daily News, Inc., Burlington, Vt.

VIRGINIA

- Martinsville BulletinWMVA
Licensee—William C. Barnes & Jonas Weiland d/b as Martinsville Broadcasting Co., Martinsville, Va.
- Newport News Press.....WGH
 Newport News Times-Herald
Licensee — Hampton Roads Broadcasting Corp., Newport News.

• • • **NEWSPAPER-OWNED STATIONS** • • •

Ledger-DispatchWTAR
 Virginian Pilot
Licensee—WTAR Radio Corp., Norfolk, Va.
 Petersburg Progress-IndexWPID
Licensee — Petersburg Newspaper Corp., Petersburg, Va.
 Richmond News Leader.....WRNL
Licensee—Richmond Radio Corp., Richmond, Va.
 Roanoke TimesWDBJ
 World News
Licensee—Times World Corp., Roanoke, Va.
 Through stock ownership.....WSLS
Licensee—Roanoke Broadcasting Corp., Roanoke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting Corp., Longview, Wash.
 Coos Bay TimesKVAN
 (See KOOS)
Licensee—Vancouver Radio Corp., Vancouver.

WEST VIRGINIA

Beckley Post-Herald & Raleigh WJLS
 Register
Licensee—Joe L. Smith, Jr., Beckley, W. Va.
 Bluefield Daily Telegram.....WHIS
 Sunset-News & Times-Leader
Licensee—Daily Telegraph Printing Co., Bluefield, W. Va.
 The Huntington Advertiser.....WCHS
 The Herald-Dispatch
 The Sunday Herald-Advertiser
 (See WBLK and WPAR)
Licensee—Charleston Broadcasting Corp., Charleston, W. Va.
 Clarksburg ExponentWBLK
 Clarksburg Telegram
 (See WCHS and WPAR)
Licensee—Charleston Broadcasting Co., Clarksburg, W. Va.
 burg, W. Va.
 Huntington Herald-DispatchWSAZ
 Huntington Advertiser
Licensee—WSAZ, Inc., Huntington, W. Va.
 Logan BannerWLOG
Licensee—Clarence H. Frey & Robert O. Greever, Logan, W. Va.
 Through stock ownershipWAJR
Licensee—West Virginia Radio Corp., Morgantown, W. Va.

Clarksburg ExponentWPAR
 Clarksburg Telegram
 (See WBLK and WCHS)
Licensee—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram.....WEAU
 Eau Claire Telegram
 Eau Claire Leader
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
 FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
 Janesville GazetteWCLO
Licensee — Gazette Printing Co., Janesville, Wis.
 Madison Capital Times.....WIBA
 Wisconsin State Journal
Licensee—Badger Broadcasting Co., Inc., Madison, Wis.
 American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Milwaukee, Wis.
 The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
 Racine Journal Times.....WRJN
 Catholic Daily Tribune
Licensee — Racine Broadcasting Corp., Racine, Wis.
 Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice Lake, Wisc.
 The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., Sheboygan, Wis.
 Wisconsin Rapids Tribune.....WFHR
Licensee—Wm. F. Huffman, Wisconsin Rapids, Wisc.

WYOMING

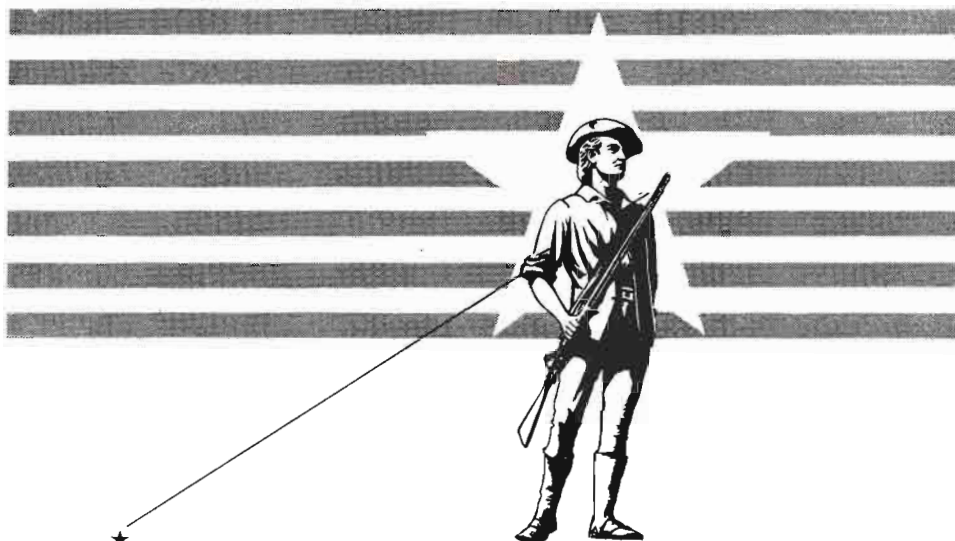
Wyoming Eagle & Wyoming State KFBC
 Tribune & Leader
Licensee—Frontier Broadcasting Co., Cheyenne, Wyo.

ALASKA

Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

HAWAII

Honolulu AdvertiserKGU
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 Garden Island Publishing Co.....KTOH
Licensee—Garden Island Publishing Co., Lihue, T. H.



★ WE FOUND IT ON DECEMBER 7, 1941

With so many billions being spent for Defense, it is odd to note that the most important factor in our fight for freedom is itself free.

It was there with the American flyer who dove blindly to explode his ship on the deck of the invader.

It is there now with the air-raid wardens who pace vigilantly on cold, wet nights.

It is there as the greedy Hitlers and wretched Mussolinis realize that "Pearl Harbor" was an irrevocable blunder.

It is there as Mr. and Mrs. America grimly tighten their belts . . .

And with their son, who halts plans for his future to learn to shoot a gun.

It marks the end of the Fuehrer's Drang Nach Osten; his Wehrmacht; his Blitzkrieg; his fat puppet to the south; his slant-eyed dummy in the East.

It is America unified where it was once divided . . . 130 million people welded together in the flash of the first Jap bomb.

It is victory by unity, for now we are one.

More
Buy Defense Savings Stamps and Bonds.

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WSGN.....Bill Kilmer
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Mobile,
WALA.....Agnis Pirtle
WMOB.....Aline Willis
Montgomery, WSFA.....Caldwell Stewart
Muscle Shoals City, WMSD.....Lois Harris
Tuscaloosa, WJRD.....Wilhelmina Quarles

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KOY.....Alfred Becker
KPHO.....M. C. Reese, Jr.
KTAR.....Paul Giroux
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 Des Moines,
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 Marshalltown, KFJB..... Cleo Hiner
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 WCNWRoger Wayne

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 WBNYArt Crosson
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 WEVDJoseph Garnet
 WHNDon Albert
 WINSHenry Sylvern
 WMCAJoe Rines
 WNEWMerle Pitt
 WNYCHerman Neuman
 WORAlfred Wallenstein
 WOVPaul Romeo
 WQXREddy Brown
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 Poughkeepsie, WKIP.....Sydney Freed
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 WHECKen Sparnon
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 WAGE.....Thelma Jean McNeil
 WFELRaymond Gantter
 WOLFClaude Parton
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Troy,
 WHAZA. Olin Niles
 WTRYTony Sharpe
 Utica, WIBX.....Walter Griswold
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 WJWCarl Ayers
 Ashtabula, WICA.....Ross Miller
 Canton, WHBC.....James Winger, Martin Alexander
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 WCPOJesse Walker
 WKRCChick Mauthe
 WLWMilton Weiner
 WSAIWilliam Stoess
 Cleveland,
 WCLEWillard Pott
 WGARWalberg Brown
 WHKWillard Pott
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Columbus,
 WBNS Lowell Riley
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 Findlay, WFVN Les Ryder
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Madison, WHA... Frederick Fuller
WIBA... Leon Persson
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WISN... Elmer Krebs
WTMJ... William J. Benning
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Sheboygan, WHBH... Moina J. Pape
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Halifax, CHNS... Richard L. Fry
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Ontario

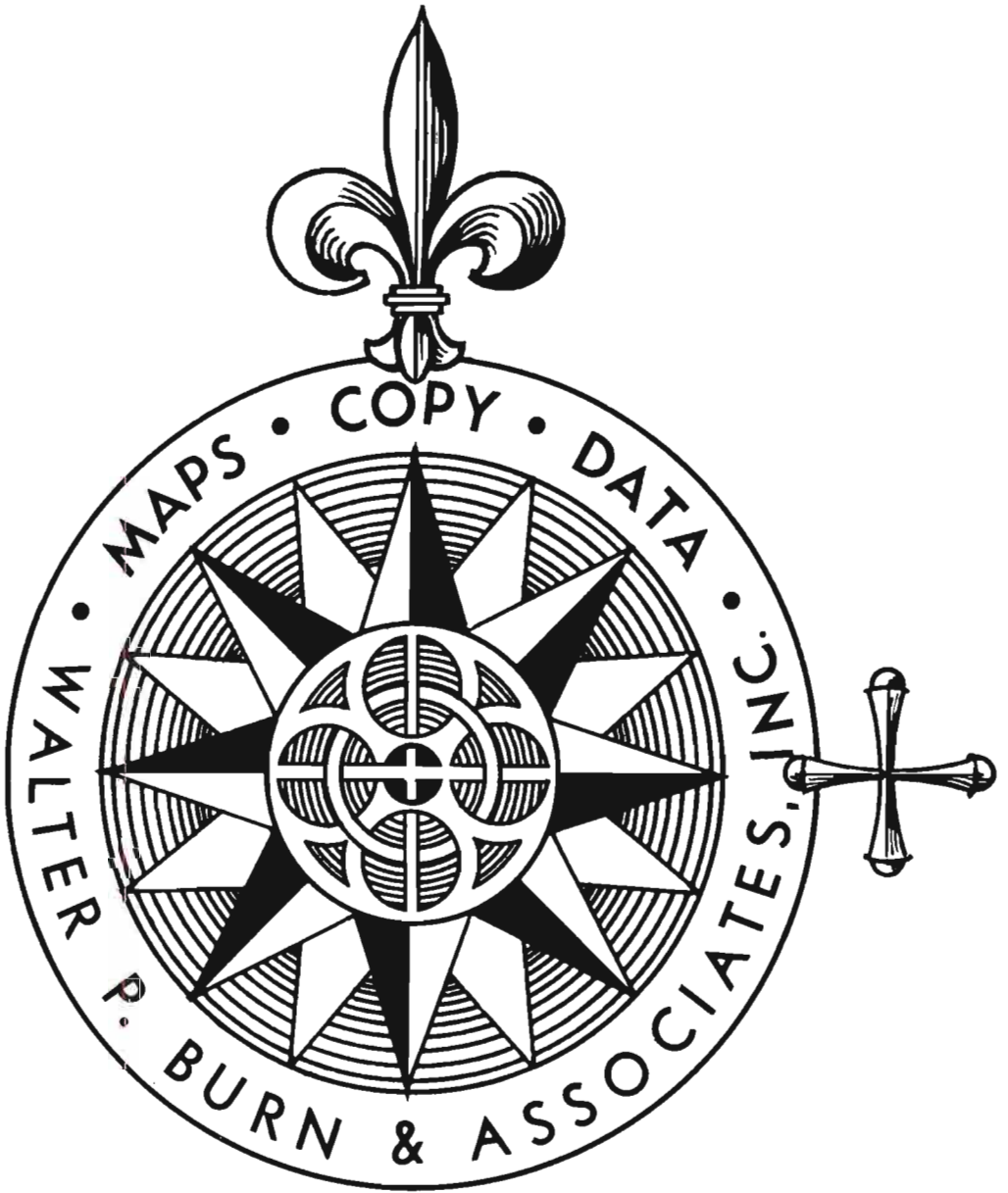
Chatham, CFCO... Carl Monk
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North Bay, CFCH... Russ Nickle
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Hull, CKCH... A. Grouix
Montreal, CBF-CBM... Captain J. J. Gagnier
CFCP... H. H. Hewetson
CKAC... Paul Corbeil
Quebec, CHRC... Gaston Voyer
CKCV... Charles Couture
Sainte Anne de la Pocatiere, CHGB... Adrien Dube
Sherbrooke, CHLT... P. M. Robidoux

Saskatchewan

Prince Albert, CKBI... G. Dobson
Regina, CJRM... Sam H. Hillier
CKCK... Ross MacRae
Saskatoon, CFQC... Cy Cairns
Watrous, CBK...
Yorkton, CJGX...



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Alabama

Anniston, WHMA.....Connie Harris
Decatur, WMSL.....Mrs. Tom Chandler
Huntsville, WBHP.....Mrs. Alexander
Montgomery,
WCOV.....Eve Lynn
WSFA.....Camille Brown
Muscle Shoals City, WMSD.....Lola Dean
Opelika, WJHO.....Jacquelyn Melton

Arizona

Globe, KWJB.....Jo Evans
Jerome, KCRJ.....Marian Kuhn
Phoenix,
KOY.....Maude Longwell
KTAR.....Virginia Ricks
Safford, KGLU.....Alberta Hunt
Tucson, KVOA.....Patricia Irvine, Janet Child
Yuma, KYUM.....Irene Belzer

Arkansas

Blytheville, KLCN.....Patricia Ames
Little Rock, KLRA.....Mina Madden

California

Bakersfield, KPMC.....Marion de Cew
Beverly Hills, KMPC.....Andy Mansfield,
Virginia Mansfield
Chico, KHSL.....Mabel Swift
Eureka, KIEM.....Mary Lou Stuart
Fresno, KMJ.....Erma Giffen Gregory
Long Beach, KFOX.....Mrs. Vera Morris
Los Angeles
KECA-KFI.....Anges White,
Mirandy (Marjorie Bauersfeld)
KFVD.....Violet Schram
KNX.....Galen Drake
Oakland, KROW.....Susan Little
Pasadena, KPAS.....Joan Schafer
Sacramento, KROY.....Martha Marton
San Bernardino, KPXM.....Jeanne Jarntin
San Diego, KGB.....Molly Morse
San Francisco
KFRC.....Mrs. Josephine Martin
KGO.....Ann Holden
KJBS.....Ruth Thompson
KPO.....Gladys Cronkhite
KYA.....Kathryn Allen
San Luis Obispo, KVEC.....Helen Fisher
Santa Barbara, KDB.....Stella Hollowell
Santa Rosa, KSRO.....Connie Thrift
Stockton, KGDM.....Mabel Rubin
Watsonville, KHUB.....Yvonne Dale

Colorado

Colorado Springs, KVOR.....Sally Russell
Denver
KFEL.....Salome Simmons
KLZ.....Maida Severn
KMYR.....Patricia Burns Kidder

Durango, KIGP.....Mary Davis
Grand Junction, KFXJ.....Mildred Townsend
Greeley, KFKA.....Dorothy Baldwin MacClary
La Junta, KOKO.....Frances Robinson

Connecticut

Bridgeport, WNAB.....Ellen Marshall
Hartford
WTHT.....Una King
WTIC.....Marjorie Waters
New Haven, WELL.....Janet Slayton

District of Columbia

Washington
WINX.....Marshall Adams
WJSV.....Elinor Lee
WOL.....Frances Northcross
WRC.....Mary Mason

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Lake Worth, WWPG.....Ruth Flanigan
Miami
WIOD.....Jane Butler
WQAM.....Alaine Powell
Ocala, WTMC.....Ethel London
Orlando
WDBO.....Myrtle Carry
WLOF.....Louise Grant
St. Petersburg
WSUN.....Mary Brown
WTSP.....Sally U. Nelson
Tampa
WDAE.....Allie Lee Rush
WFLA.....Patsy Kent

Georgia

Albany
WALB.....Billie Barry
WGPC.....Fannie Mae Griner
Atlanta
WAGA.....Mary Lucille Carter
WATL.....Anne George
Columbus, WRBL.....Anice Wismer
Gainesville, WGGA.....Eugenia Brewer
Macon
WBML.....Rosemary Jones
WMAZ.....Dorothy Small
Savannah, WSAV.....Ann Alstaetter
Valdosta, WGOV.....Audry Morgan
Waycross, WAYX.....Hazel Rogers

Idaho

Nampa, KF XD.....Zena Potter

Illinois

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Bloomington, WJBC.....Peggy Payne
Chicago
WCFL.....Phil Libby
WEDC.....Sophie V. Brady
WENR.....Elizabeth Hart
WGN.....Katherine Roche
WMAQ.....Elizabeth Hart
Decatur, WSOY.....Easter Straker
East St. Louis, WTMV.....Jane Foster
Harrisburg, WEBQ.....Virginia Sidell
Herrin, WJPF.....June Janess
Jacksonville, WLDS.....Becky Vaughn
Joliet, WCLS.....Mildred Barr
Quincy, WTAD.....Marian Sexton
Springfield, WCBS.....Mary L. Dilley
Urbana, WILL.....Candace Hurley

Indiana

Elkhart, WTRC.....Virginia Adams
Fort Wayne
WGL.....Sue Gibson
WQWO.....Jane Weston
Hammond, WHIP.....Ellen Littlejohn
Indianapolis
WFBM.....Rose Lee Farrell
WIRE.....Dick Stone
New Albany, WGRC.....Charlotte Falkner
South Bend, WSBT.....Mrs. J. B. Riley
Terre Haute, WBOW.....Ruth Mary Morton
Vincennes, WAOV.....Mrs. Grace Driver

Iowa

Ames, WOI.....Martha Duncan, Gertrude Dielen
Burlington, KBUR.....Jean Harman
Cedar Rapids, WMT.....Libbie Vaughan
Davenport, WOC.....Mary Louise Marshall
Decorah, KWLC.....Helen Trilhus
Des Moines
KSO.....Helen Watts Schreiber
WHO.....Edith Hazard
Dubuque, WKBB.....Sister Mary St. Clara, B.V.M.
Fort Dodge, KVFD.....Gladys Wells Griffith
Marshalltown, KFJB.....Betty Brown
Ottumwa, KBIZ.....Natalie Harris
Shenandoah
KMA.....Jessie Young, Leanna Driftmier
KFNF.....Adella Shoemaker
Sioux City, KTRI.....Maxine Dierking

Kansas

Great Bend, KVGB.....Frances Foos
Lawrence, WREN.....Rose Ireland
Manhattan, KSAC.....Ruth T. Botz
Salina, KSAL.....Helen Geis
Wichita, KFH.....Ethel Jane Myers

Kentucky

Ashland, WCMI.....Marian Marvin
Harlan, WHLN.....Margaret Hughes
Hopkinsville, WHOP.....Bonnie Bessire
Louisville
WAVE.....Carol Mason
WINN.....Margaret Eastin

Louisiana

Alexandria, KALB.....Rita Chandler
Baton Rouge, WJBO.....Mary deVane

Maine

Lewiston, WCOU.....Jean Durgin
Portland, WCSH.....Nancy King

Maryland

Baltimore
WCAO.....Bettie McCall
WFBR.....Martha R. Temple, Jeula Forsyth
Hagerstown, WJEJ.....Beatrice Phillips
Salisbury, WBOC.....Jane Allen

Massachusetts

Boston
WEEL.....Heloise Parker Broeg
WNAC.....Imogene Wolcott, Marjorie Mills
Fitchburg, WEIM.....Joan Adams
Greenfield, WHAI.....Ann Erickson
Holyoke, WHYN.....Helen Bresnahan
Hyannis, WOCB.....Jean Carroll
Lowell, WLLH.....Ann Bradford
New Bedford, WNBH.....Ada Mabel Garvin
Pittsfield, WBRK.....Hazel Hill, Hilda Theurer
Springfield
WMAS.....Herb Edman
WSPR.....Joan Carroll
Worcester, WTAG.....Mildred Bailey,
Isabel Whitaker

Michigan

Bay City, WBCM.....Lou Sherry
Detroit
WJBK.....Betty Roberts
WJR.....Ruth F. Crane
WWJ.....Ella Gordon Smith
East Lansing, WKAR.....Jeanette Lee
Grand Rapids, WASH-WOOD.....Lucille Hall
Ironwood, WJMS.....Rose Isaac
Lansing, WJIM.....Judy Holiday
Muskegon, WKBZ.....Elsie Buttrick
Pontiac, WCAR.....Edythe Fern Melrose
Saginaw, WSAM.....June Weston
Traverse City, WTCM.....Anne Parker

Minnesota

Albert Lea, KATE.....Kay Bonner
Minneapolis
WLB.....Madge Brown
WLOL.....Florence Lehmann
WTCN.....Ann Ginn
Northfield, WCAL.....Marie Malmin Meyer
St. Paul, KSTP.....Bee Baxter
Willmar, KWLM.....Irene Peters

Mississippi

Greenville, WJPR.....Charlotte Hague
Laurel, WAML.....Peggy Payne
Natchez, WMIS.....Mrs. Meyer Marx
Vicksburg, WQBC.....Corinne Sartorius

• • • HOME ECONOMICS DIRECTORS • • •

Missouri

Hannibal, KHMO.....Lane Carlson
 Joplin, WMBH.....June Darby
 Kansas City
 KCMO.....Anne Hayes
 WDAF.....Betty Lee
 WHB.....Martha Logan, Mary Ann Milgram
 St. Louis
 KMOX.....Jane Porter
 WEW.....Ann Davis
 WIL.....Kay Morton
 Sedalia, KDRO.....Bernice Frye

Montana

Great Falls, KFBB.....Dorothy Roberts
 Kalispell, KGEZ.....Lillian Tubb
 Missoula, KGVO.....Dorothy Burgess

Nebraska

Grand Island, KMMJ.....Maxine Schafer
 Kearney, KGFV.....Betty Cox
 Lincoln, KFAB-KFOR.....Henrietta Dirks
 Omaha
 KOIL.....Belle West
 WOW.....Martha Bohlsen

Nevada

Las Vegas, KENO.....Peggy Maxwell

New Hampshire

Keane, WKNE.....Evelyn Howe
 Laconia, WLNH.....Marie Forsberg
 Manchester, WFEA.....Anna Parkman
 Portsmouth, WHEB.....Lee Spencer

New Jersey

Asbury Park, WCAP.....Louise Powers
 Paterson, WPAT.....Adele Hunt
 Trenton, WTNJ.....Marion Marshall

New Mexico

Albuquerque
 KGGM.....Hermine McClanahan
 KOB.....Mary McConnell
 Clovis, KICA.....Helene Stone

New York

Albany, WOKO.....Louise Benay
 Auburn, WMBO.....Dorothy Bolin

Batavia, WBTA.....Helen Stein
 Binghamton, WNBF.....Sarah Burbank
 Brooklyn
 WBYN.....Nancy Neale
 WCNW.....Babs Brodsley
 Buffalo
 WBEN.....Sally Work
 WEBR.....Carolyn Sales
 Elmira, WENY.....Jane Beale
 Ithaca, WHCU.....Kathleen Small
 Jamestown, WJTN.....Helen Carr
 Kingston, WKNY.....Edith Lee
 Newburgh, WGNV.....Peggy Pascoe

New York
 WHN.....Dr. Shirley Wynne,
 C. Houston Goudiss
 WINS.....Betty Marks
 WMCA.....Linda Porter
 Niagara Falls, WHLD.....Muriel Cross
 Ogdensburg, WSLB.....Muff Bovard
 Olean, WHDL.....Helen Williams
 Plattsburg, WMFF.....Betty Swift
 Rochester
 WHAM.....Hazel Cowles
 WHEC.....Charlotte Edwards
 WSAY.....Marian Karasick
 Saranac Lake, WNBZ.....Ruth O'Connell
 Schenectady, WGY.....Martha Brooks,
 Betty Lenox

Syracuse
 WFBL.....Jessie Brown
 WSYR.....Ruth Chilton
 Troy, WTRY.....Kay Moser
 Utica, WIBX.....Genevieve Swarthroat
 Watertown, WATN.....Clara Bell
 White Plains, WFAS.....Betty Patterson

North Carolina

Asheville, WWNC.....Norine Lowe
 Burlington, WBBB.....Dolly Cheatham
 Durham, WDNC.....Frances Jarman
 Fayetteville, WFNC.....Mrs. Charles Batson
 Gastonia, WGNL.....Rae Blanton
 Greenville, WGTC.....Francis Simpson
 High Point, WMFB.....Mary Ellen Hiatt
 Raleigh, WRAL.....Margaret Early
 Wilson, WGTM.....Mina Ray Church
 Winston-Salem, WAIR.....Marvel Carter Campbell

North Dakota

Devils Lake, KDLR.....Agnes Sorenson
 Fargo, WDAY.....Margaret Foss
 Minot, KLFM.....Gay King

Ohio

Akron
 WADC.....Dorothy McDonald
 WJW.....Mary Jean Schultz
 Canton, WHBC.....Janet Baker
 Cincinnati
 WCKY.....Olive Kackley
 WCPO.....Evelyn Evans
 WKRC.....Virginia List
 Cleveland
 WCLE.....Etta Wilson
 WGAR.....Ruth Merriam Wells
 WHK.....Eleanor Hanson

Columbus
 WBNS.....Fern Sharp
 WCOL.....Rhea McCarty
 WHKC.....Jean Joyce
 WOSU.....Kay Hudson
 Lima, WLOK.....Katherine Goeke
 Mansfield, WMAN.....Sylvia Frankel
 Marion, WMRN.....Madge L. Cooper
 Portsmouth, WPAY.....Ann Smith
 Toledo, WTOL.....Jean Wright
 Warren, WRN.....Margaret Rodgers
 Youngstown
 WFMJ.....Annie Lee Stagg
 WKBN.....Georgia Davidson
 Zanesville, WHIZ.....Mary Branas Haid

Oklahoma

Elk City, KASA.....Betty Adams
 Enid, KCRC.....Mabel Waken
 Muskogee, KBIX.....Irene Doane, Betsy Browning
 Norman, WNAD.....Nova Dell Scudder
 Oklahoma City, KOMA.....Amzie Strickland
 Ponca City, WBBZ.....Kay Kollins
 Shawnee, KGFF.....Maxine Eddy
 Tulsa
 KOME.....Lois Thompson
 KTUL.....Jane Austin
 KVOO.....Jane Austin

Oregon

Corvallis, KOAC.....Mrs. Zelta Rodenwold
 Eugene, KORE.....Anne Chaney
 Roseburg, KRNR.....Helen Ellsworth
 Salem, KSLM.....Maxine Buren

Pennsylvania

Butler, WISR.....Raye Lunt
 Du Bois, WCED.....Gladys Kenna
 Erie, WLEU.....Joan Clark
 Glenside, WIBG.....Cassie Brugger
 Greensburg, WHJB.....Mary Jane Kuhns
 Johnstown, WJAC.....Evelyn Simmons
 Lewistown, WMRF.....Berneice L. Price
 New Castle, WKST.....Martha Mason
 Philadelphia
 KYW.....Ruth Welles
 WCAU.....Laura May Stuart
 WHAT.....Kay Martin
 Pittsburgh
 KDKA.....Evelyn Gardiner
 WCAE.....Lillian Malone
 WWSW.....Rosaling Raymond
 Seranton, WARM.....Ann Linden
 Uniontown, WMBS.....Mary E. Anderson
 Wilkes-Barre, WBRE.....Gertrude Joyce
 Williamsport, WRAK.....Susan Carter

Rhode Island

Providence
 WEAN.....Carolyn Wallace
 WJAR.....Mrs. Howard Wood

South Carolina

Charleston
 WCSC.....Gladys Sage Manogue
 WTMA.....Alicia Rhett
 Spartanburg, WSPA.....Jane Dalton
 Sumter, WFIG.....Sally Pierce, Sally McKinnon

South Dakota

Pierre, KGFX.....Ida A. McNeil
 Rapid City, KOBH.....Evelyn Scott
 Sioux Falls, KSOO.....Domia Mac Booth

Tennessee

Bristol, WOPI.....Mary Abell
 Chattanooga, WAPO.....Bessylee Wiggs
 Johnson City, WJHL.....Alice Friberg
 Knoxville
 WNOX.....Elizabeth Brown
 WROL.....Kay Vernon
 Memphis
 WHBQ.....Virginia Adair Moore
 WMC.....Olivia Browne
 Nashville, WSM.....Marjorie Cooney

Texas

Abilene, KRBC.....Anne O. Smart
 Amarillo, KGNC.....Charlotte Allen
 Brownsville, KEEW.....Roline Brennan
 Brownwood, KBWD.....Mary Elizabeth Everitt
 College Station, WTAW.....Mary Hester Harrison
 Corsicana, KAND.....Frances Bryant
 El Paso
 KROD.....Luceba Van Dyke
 KTSM.....Della Bee Komendo
 Houston, KPRC.....Alfred Daniel
 Pampa, KPDN.....Claudia Bengé
 San Angelo, KGKL.....Edith Peoples
 Sherman, KRRV.....Dorothy Cox

Utah

Provo, KOVO.....Gertrude Wisoman
 Salt Lake City
 KDYL.....Mildred Baker
 KUTA.....June Lee

Vermont

Burlington, WCAX.....Ann Parker, Carol King
 St. Albans, WWSR.....Muriel Palmer
 Waterbury, WDEV.....Dorothy Rhodes

Virginia

Martinsville, WMVA.....Bryn Mortenson
 Newport News, WGH.....Lee Bailey
 Norfolk, WTAR.....Sophie Derevan Cowles
 Richmond, WMBG.....Connie Allison
 Roanoke, WSLN.....Mrs. John A. Pilsher, Jr.
 Suffolk, WLPN.....Elizabeth Griggs
 Winchester, WINC.....Marion Park

Washington

Centralia-Chehalis, KELA.....Jean March
 Everett,
 KEVE.....Mary Alice Webb
 KRKO.....Bernadine Playford
 Longview, KWLK.....Felker Morris
 Olympia, KGY.....Marge O'Donnell
 Pullman, KWSC.....Inez Arnuist
 Seattle,
 KEVR.....Teedy Emerick
 KIRO.....Helen Stryker
 Spokane,
 KFIO.....Ruby Rand
 KFPY.....Edna Storms Moody
 KGA.....Thelma Armstrong
 KHQ.....Thelma Armstrong
 Tacoma,
 KTBI.....Ruth Reisner
 KVI.....Carolyn Davis
 Vancouver, KVAN.....Helena Rutan
 Walla Walla, KUJ.....Beatrice Hunt

West Virginia

Charleston,
 WCHS.....Melva Graham
 WGV.....Nancy Flournoy
 Logan, WLOG.....Quinnelle Vann
 Morgantown, WAJR.....Lillian V. Majally
 Parkersburg, WPAR...Mari Parker, Austine Slater
 Wheeling, WKWK.....Evelyn Haden
 Williamson, WBTH.....Alice Shein

Wisconsin

Ashland, WATW.....Ruth Wright
 Fond du Lac, KFIZ.....Lucille Fairbanks
 Janesville, WCLO.....Hester Kyler
 La Crosse, WKBH...Alice Fels, Berneice Callaway
 Madison, WHA.....Aline Hazard
 Marinette, WMAM.....Mary Kay
 Medford, WIGM.....Laura Brandt
 Milwaukee, WISN.....Mary Ann LeMay
 Poynette, WIBU.....Doris MacPherson
 Racine, WRJN.....Beulah Meikle
 Rice Lake, WJMC,
 Vera MacDowell, Mrs. L. P. Sherman
 Sheboygan, WHBL.....M. H. Pape
 Superior, WDSM.....Ann Chepel
 Waunau, WSAU.....Lenore DeVries
 Wisconsin Rapids, WFHR.....Virginia Lee

Wyoming

Cheyenne, KFBC.....Margaret O'Brien
 Powell, KPOW.....Rosemary C. Meyer
 Sheridan, KWYO.....Margaret Heppner

Alaska

Juneau, KINY.....Louise D. Carl

Puerto Rico

Ponce, WPAB.....Ester Dales
 San Juan, WKAQ.....Sofia Rodriguez

CANADA
Alberta

Lethbridge, CJOC.....Ethel Jones

British Columbia

Kamloops, CFJC.....Marion Lee
 Victoria, CJVI.....Miss I. Stewart
 CKMO.....Betty Lee
 Vancouver,
 CJOR.....Gladys Hodge

Manitoba

Brandon, CKX.....Peggy Fyfe
 Flin Flon, CFAR.....Dorothy McLeod
 Winnipeg, CJRC.....Elizabeth Holman

New Brunswick

Campbellton, CKNB.....Margaret Taylor

Nova Scotia

Halifax, CHNS.....Betty Carten

Ontario

Chatham, CFCO.....Gwen Nicholls
 Hamilton,
 CHML.....Margaret MacBain
 CKOC.....Jean Gillard
 Kirkland Lake, CJKL.....Wanda Wok
 Kitchener, CKCR.....Mrs. Clive Bean
 Toronto, CKCL.....Frances Thompson
 Windsor, CKLW.....Myrtle Labbitt
 Wingham, CKNX.....Marg Brophy

Prince Edward Island

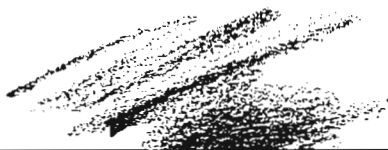
Charlottetown, CFCY.Marianne Rogers, Adele Coyle

Quebec

Montreal, CFCF.....Roberta Beatty
 Rouyn-Noranda, CKRN.....Irene King
 Val D'Or, CKVD.....Norma Austdal

Saskatchewan

Regina, CJRM...Muriel Strickland, Dora Dibney



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HISTORY OF RADIO REGULATION

*With a Chronology of the Federal Radio Commission
and the Federal Communications Commission*

Compiled by Mary O'Leson, FCC Information Office

(Editor's Note: Treatise which follows was all-inclusive of the subject of communications, wired and all phases of broadcast, and has been edited so that only developments pertaining directly to commercial broadcasting are presented.)

Preliminary Regulation

Marconi's practical experiments with "wireless" at the turn of the century invited a quick succession of radio development that made some orderly supervision of this new means of communication necessary. The need for a common distress call for ships was recognized at the preliminary International Radio Telegraph Conference held in Berlin in 1903. The 1906 International Radio Telegraph Conference in Berlin proposed adoption of "SOS" to supplant "CQD" as a marine distress signal. On January 23, 1909, "CQD" calls sent out by Jack Binns speeded rescue to the steamship "Florida" in collision off New York.

Radio Act of 1910

On June 24, 1910, the United States enacted a law ordering wireless installation on passenger-carrying steamships. The Department of Commerce, on July 1, 1911, organized a Radio Division to enforce this 1910 requirement. The value of wireless was again demonstrated in the saving of more than 700 lives in the "Titanic" disaster on April 14, 1912, when Jack Phillips and Harold Bride were the heroes. Regulations to secure uniformity of practice in wireless communication were adopted by the International Radio Telegraph Conference at London in July, 1912.

Radio Act of 1912

On August 13, 1912, the United States adopted the Radio Act of 1912 which placed licensing of wireless stations, wireless operators, and amateurs, in the hands of the then Secretary of Commerce and Labor. "Radio Communication Laws of the United States," issued August 15, 1919, classified early broadcasters as

"limited commercial stations" and "special amateur stations."

Station KDKA, first listed in the "Radio Service Bulletin" for November 1, 1920, was licensed as a commercial land station. Initial regulations governing operation of broadcasting stations as such appear in the "Radio Service Bulletin" of April 1, 1922. At that time the "wavelength" of 360 meters (approximately 830 kilocycles) was assigned for the transmission of "important news items, entertainment, lectures, sermons, and similar matter." Stations engaged in this service held limited commercial licenses and their operators were licensed by the Department of Commerce. Recommendations of the First National Radio Conference, held at Washington on February 27, 1922, were promulgated into regulations by the Secretary of Commerce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1000 watts, whose programs "must be carefully supervised and maintained to insure satisfactory service to the public." Mechanically operated musical instruments were to be used only in an emergency and during intermission periods in regular programs.

The Interdepartment Radio Advisory Committee was formed by the Secretary of Commerce at the suggestion of the First National Radio Conference. It met as a temporary body from March 8 to April 16, 1922, after which it organized on a permanent basis. The Second National Radio Conference, March 20, 1923, made certain recommendations which were embodied in supplemental Department of Commerce regulations. Under their provisions, broadcast of telegrams or letters was permitted so long as the signer was not addressed in person and the text was of general interest. Reallocation of wavelengths, on May 15, 1923, further established the "broadcasting

development class" of station. Power was not permitted to exceed 1000 watts without special authority from the Secretary of Commerce.

The Third National Radio Conference, October 6 to 10, 1924, deemed increased power desirable, so the Department of Commerce authorized up to 5000 watts for experimentation. The Radio Service Bulletin for January 2, 1925, showed but one station—KOA—operating with power of 1000 watts. The next month's listing revealed KGO and WEAJ operating with 2000 watts, and KFI, KYW, WBZ, WGY, WLW, WOC and WTAM with 1500 watts, and about a dozen stations using 1000 watts. Following the Fourth National Radio Conference, November 9 to 11, 1925, several stations began to use 5000 watts, and KDKA and WJZ were indicated as operating with "variable" power.

Air Chaos of 1926

During the early part of 1926 the Zenith Radio Corporation was charged with operating its broadcast station "on a wavelength and at times which were not authorized." Resultant court opinion characterized provisions of the Radio Act of 1912 as "general, indefinite and ambiguous." The Attorney General was asked by the Secretary of Commerce for a ruling. According to the Circuit Court of Cooke County, Illinois, in the *Tribune Company versus Oak Leaves Broadcasting Station, Inc.*, case, Acting Attorney General Donovan, on July 8, 1926, rendered an opinion which, in effect, advised that "broadcasting stations coming within the prescribed band could not be regulated, except for the purpose of designating normal wavelengths. . . . and that the Act conferred no general authority to fix hours of operation or to limit power." Consequently, the list of broadcast stations published in the Radio Service Bulletin for January 31, 1927, carried this explanation: "The power and wavelengths given in this table were compiled from applications for licenses furnished the Department by owners of the stations. Since the Department does not make assignments in either respect, this list is not necessarily in conformity with wavelengths or power actually used." The listing showed KGA operating with 20 kilowatts, others employing 5 kilowatts, and still others using "variable" power. There was bedlam on the air. More than 200 radio stations sprang up within two months. Many broadcasters jumped their frequencies and increased their power and operating time at will.

On December 8, 1926, Congress legislated that broadcast license renewals should not be granted for more than 90

days, and those of other classes of stations not longer than two years.

Federal Radio Commission

The Radio Act of 1927, approved February 23 of that year, created the Federal Radio Commission. For some time after its organization, the Federal Radio Commission was obliged to devote a major portion of its time to straightening out the tangle in the broadcast band that was precipitated in 1926. With only 90 channels available, it was impossible to care for the 732 broadcast stations as then operating. Promulgation of new rules and regulations caused about 150 of these broadcasters to surrender their licenses. Under the Radio Act of 1927 the Federal Radio Commission was to be the licensing authority for all radio services. At the end of that year the Federal Radio Commission was to become an appellate body to review decisions of the Radio Division of the Department of Commerce in making allocations. Its authority as a licensing body was extended annually by Congress until December 18, 1929, when an act was approved continuing its powers "until otherwise provided by law."

1927

On April 5, the Commission established the broadcast band ranging from 550 to 1500 kilocycles. Six frequencies were cleared for Canadian use and provision made for sharing 11 channels with that country. The Radio Service Bulletin of April 30, showed several stations operating with power of 20 kilowatts or more, and authorization for station WGY to use 56 kilowatts.

On May 5 the Commission ordered announcement of broadcast call letters every 15 minutes. Action to prevent speculation transfer of control was initiated by the in radio stations in connection with Commission on May 13. Hearings on interference started June 7. Announcing of mechanical recordings was required by order of August 16. The International Radiotelegraph Conference, meeting at Washington October 5 to November 25, resulted in many technical adjustments, including allocation of the entire range of frequencies from 10 to 60,000 kilocycles, effective January 1, 1929. On November 14 the Commission moved to clear channels of heretodyning.

1928

On March 28, the so-called "Davis Amendment" was adopted. It amended the Radio Act of 1927 to provide "a fair and equitable allocation of licenses, wave-

lengths, time for operation and station power" by states within the five zones established to bring about "equality of radio broadcasting service, both of transmission and reception." A Commission order of April 20 prohibited removal of studios outside borders of states in which they were then located. On May 11 the Commission called public attention to Section 18 of the Radio Act of 1927 with reference to use of broadcasting facilities by candidates for public office. A Commission order of August 30 set up 96 broadcast channels of which number 40 were designated as "clear channels," 34 as "regional channels" and 6 as local channels." An order of September 7 fixed the power of clear channel stations at 25 kilowatts but allowed 50 kilowatts operation on an experimental basis. Regulations to prevent program duplication at night were promulgated September 8. (Execution of this order was frequently postponed). Further requirement as to announcing mechanical reproductions was made October 26. Initial steps to provide for television were taken on October 31. On October 31 the Commission banned future use of transmitters employing damped wave emissions. Further reference to announcing mechanical reproductions was made November 26. Allocation of frequencies between 1500 and 6000 kilocycles was announced December 22.

1929

Additional provisions for television broadcast were made January 14. On March 4 the Radio Act of 1927 was amended in minor particulars. Time of operation with respect to local standard time, daylight saving time, etc., was defined March 23. Width of channels in the high frequency band were stipulated April 5. On June 10 priority was ordered for "SOS" calls. On June 10 the Commission authorized issuance of subpoenas for witnesses. Rules governing relay broadcasting were announced June 10. Restrictions on the use of damped waves by broadcasters was amended September 13. On September 18 the Commission extended to December 31 proposed restrictions on chain programs. Allocation of frequencies between 1500 and 6000 kilocycles to include geophysical service was announced October 11. An order of November 8 regulated the kind of apparatus to be used to reduce interference between stations. As of November 9, the following stations were operating with 50 kilowatts—KDKA, KFI, WBCN,

WEAF, WENR, WFAA, WGY, WLW, WTAM and WTIC. New requirements for announcing mechanical transcriptions were announced December 5. On December 18 the Radio Act of 1927 was amended in minor details. An order rescinding previous orders regarding duplication of chain programs, was adopted December 20.

1930

A further order on damped wave transmission was issued January 3.

New York v. Federal Radio Commission, March 12, 1930, (36 F (2nd) 115, cert. denied). The Court of Appeals of the District of Columbia affirmed an order of the Commission denying an existing station the right to operate full time and requiring it to share time with another station. The court held that a radio licensee has no property right in a license and that such a licensee, even if it be a city, is subject to Federal regulation under the interstate commerce clause and may be deprived of its license without compensation.

Broadcast allocation regulations were amended April 7. High frequency channel width regulations were announced April 14. An order of April 21 required applications for license renewals to be filed 30 days prior to their expiration.

Federal Radio Commission v. General Electric Co., May 19, 1930, (281 U. S. 464). Writ of certiorari dismissed. The Supreme Court held that the Commission had no jurisdiction to review a decision of the Court of Appeals for the District of Columbia which reversed an order of the Radio Commission refusing an application to renew an existing license for full time operation of a broadcasting station. Its reasoning was that it could not review the proceeding in the lower court because it was not a case or controversy, but only an administrative proceeding in which the Court of Appeals acted as a "superior and revising agency." The jurisdiction of the Court of Appeals over Commission decisions was then defined by Section 16 of the Radio Act of 1927 which was subsequently amended. (See discussion of *Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co.*, p. 9 infra).

Posting of licenses in transmitter locations was required under date of May 19. An order of May 23 established maximum rated carrier power for broadcast transmitters.

Great Lakes Broadcasting Co. v. Federal Radio Commission, and companion

cases, June 2, 1930, (37 F. (2nd) 993, cert. denied 281 U.S. 706). The Court of Appeals for the District of Columbia upheld a Commission decision denying the application of a part-time station to be given more operating time on another frequency. The Court held that the fact that one station had been using the channel for a long time gives it no preference since no station has any fixed right in a frequency as against the Federal regulatory power.

An order of June 17 provided a quota system to comply with the "Davis Amendment." Rules of practice and procedure were announced June 25. On September 29 the Commission repealed its order of May 13, 1927, intended to prevent speculation in broadcast stations in connection with transfer of control. Maximum rated power of transmitters was specified October 6. On October 15 and 16 the so-called "high power hearings" were held. An order of October 27 related to auxiliary studios and remote control apparatus.

1931

White v. Johnson, January 5, 1931, (282 U.S. 367), *American Bond & Mortgage Co. v. United States*, January 5, 1931 (282 U.S.374). The Court refused to entertain certificates of questions certified by Circuit Court of Appeals as to whether a person continuously broadcasting and having a going business acquired a property right holding that the questions were too general.

Plan of equalization of quota service under zones was announced January 8. An order of February 12 defined the broadcast day, experimental period, unlimited time stations, etc. Instructions for keeping logs were announced February 16. On March 24 amendments of April 7, 1930, to allocation set-up were repealed. Transmitter power rating requirements were amended March 26. (Same were repealed April 20). Requirements for broadcast station licensed persons were announced May 11. An order of May 15 required broadcast applications to be filed 60 days prior to expiration of license. An order of May 25 established tube rating and specified transmitter power, etc.

Duncan v. United States, June 1, 1931, (48 F. (2nd) 128, cert. denied, 283 U.S. 863). The Court of Appeals, Ninth Circuit, affirmed the conviction of Duncan who had been convicted of violating Section 29 of the Radio Act of 1927, prohibiting the broadcast of obscene, indecent, and profane language. The Court held that the enactment of such a provision was within the power of Congress under the interstate commerce clause.

On June 22 the frequency tolerance in the broadcast band was changed to 50 cycles, effective a year from date. Certain provisions re channel width were amended June 24. Band width and type of emission were designated September 3. "Rules and Regulations of the Federal Radio Commission" were adopted November 7. They embodied principles established by previous orders with slight modifications. On November 17 construction permits were granted WHAM, WBZ, WHAS, WAPI, KVOO, KFAB, WOR, WCAU, WSM, WSB, WHO - WOC, WCCO, KOA, KPO and KSL. The Commission's annual report for the fiscal year 1931 published extensive "Empirical Standards used as Basis for Engineering Testimony in Hearings Concerning Broadcast Stations."

1932

American Bond & Mortgage Co. v. United States, February 23, 1932, (52 F. (2nd) 318, cert. denied, 285 U.S. 538). The Court of Appeals, Seventh Circuit, affirmed a decree of a district court which enjoined the operation of a station which was being operated after the Commission had refused an application to renew its license. The Court held the Federal Radio Act of 1927 to be constitutional under the Commerce clause and that the order denying renewal was not contrary to law. It held that licensees had no property interests in their licenses, despite expenditures made on the faith thereof.

The International Radio Conference at Madrid, Spain, September 3 to December 10, 1932, completely revised the agreement signed at Washington in 1927, and culminated in the International Telecommunications Convention, ratified by the United States. The Federal Radio Commission's annual report for the fiscal year 1932 set forth certain developments in Empirical Standards of Allocation of Frequencies, dealing largely with "Transmitter Locations."

1933

Trinity Methodist Church South v. Federal Radio Commission, January 16, 1933, (62 F. (2d) 850, cert. denied, 288 U.S. 599). The Court of Appeals of the District of Columbia held that Congress had the power to regulate radio broadcasting under the interstate commerce clause, that an existing licensee had no property interest in the license, that the Commission may deny his application for renewal of a license without violating the Constitutional guarantees against the taking of property without due process, and that the Commission had not erred in concluding that certain objectionable

programs broadcast by the licensee were contrary to the public interest. The Commission's order was affirmed.

Radio Investment Co. v. Federal Radio Commission, March 4, 1933 (62 F. (2d) 381, cert. denied, 288 U.S. 612). The Court of Appeals of the District of Columbia held that the Commission had not erred in granting the application of one of two existing time-sharing stations and terminating the other's temporary license. Both stations had asked for modification of their licenses and for unlimited hours of operation. The station which had been deleted had been found by the Commission to have violated its license and the Commission's regulations and to have rendered a program service inferior to that of the other station.

Federal Radio Commission v. Nelson Bros. Bond & Mortgage Co., and related cases, May 8, 1933 (289 U.S. 266). Judgment of Court of Appeals reversed, and cause remanded, with directions to affirm the decision of the Commission. The Supreme Court held that the standard of public interest, convenience or necessity was not so vague as to render the Radio Act of 1927 unconstitutional. It held that the Commission had not acted arbitrarily in deleting a station in an over-quota state and assigning the frequency vacated to a station in an under-quota state.

Boston Broadcasting Co. v. Federal Radio Commission, October 23, 1933 (67 F. (2d) 505, cert. denied, 290 U.S. 679). The Court of Appeals of the District of Columbia, held that the Commission's decision in denying an application for renewal of a station license was not contrary to law and that the findings of the Commission were supported by substantial evidence and were not arbitrary or capricious. It appeared that the licensee was insolvent, that it had made certain misstatements as to ownership in the application and that the station had not operated in the past within the terms of its license.

Pote v. Federal Radio Commission, October 23, 1933. The Court of Appeals of the District of Columbia held (67 F. (2d) 509 cert. denied 290 U.S. 680), that it was without jurisdiction over an appeal by a proposed transferee to whom the Commission had denied consent to a transfer of a license.

Federal Communications Commission

At the request of President Roosevelt, Secretary of Commerce Daniel C. Roper in the summer of 1933 appointed an in-

terdepartmental committee to study the telecommunications situation. The Committee consisted of Secretary Roper, Chairman; Dr. Irwin Stewart, State Department; Lt. Commander Edward M. Webster, Coast Guard, Treasury Department; Maj. General Irving J. Carr, Chief Signal Officer, War Department; Capt. S. C. Hooper, Chief of Naval Communications; Maj. General Charles McK. Saltzman, former chairman of the Federal Radio Commission, then serving as a member of the United States Shipping Board; Dr. J. H. Dellinger, Chief of the Radio Section, Bureau of Standards, and Herbert L. Pettey, secretary of the Federal Radio Commission. In an advisory capacity were Senator C. C. Dill, Chairman of the Senate Interstate Commerce Committee; Representative Sam Rayburn, Chairman of the House Interstate and Foreign Commerce Committee, and Dr. W. M. W. Splawn, adviser to the House Interstate and Foreign Commerce Committee.

In October, 1933, this Committee reported to the President that "the communications service, so far as Congressional action is involved, should be regulated by a single body." Accordingly, it recommended establishment of a new body to which would be transferred the jurisdiction of the Interstate Commerce Commission over common carriers by wire or wireless, the authority of the Federal Radio Commission over radio broadcasting, and jurisdiction of the Post Office Department over telegraph companies and telegraph lines.

On February 26, 1934, the President sent a special message to Congress urging passage of a Communications Act and creation of the Federal Communications Commission. His message read:

...I have long felt that the for the sake of clarity and effectiveness the relationship of the Federal Government to certain services known as utilities should be divided into three fields; Transportation, power and communications. The problems of transportation are vested in the Interstate Commerce Commission, and the problems of power, its development, transmission, and distribution, in the Federal Power Commission. In the field of communications, however, there is today no single Government agency charged with broad authority. The Congress has vested certain authority over certain forms of communications in the Interstate Commerce Commission, and there is in addition the agency known as the Federal Radio Commission. I recommend that

the Congress create a new agency to be known as the Federal Communications Commission, such agency to be vested with the authority now lying in the Federal Radio Commission and with such authority over communications as now lies with the Interstate Commerce Commission—the services affected to be all of those which rely on wires, cables, or radio as a medium of transmission. It is my thought that a new commission such as I suggest might well be organized this year by transferring the present authority for the control of communications of the Radio Commission and the Interstate Commerce Commission. The new body should, in addition, be given full power to investigate and study the business of existing companies and make recommendations to the Congress for additional legislation at the next session.”

On February 27, 1934, Senator Dill and Representative Rayburn introduced bills to carry out the President's recommendations. Senate Bill 2910 provided “for the regulation of interstate and foreign communications by wire or radio and for other purposes.” House Resolution 8301 was identical in many respects, the chief difference being in the sections relating to broadcast. Extensive hearings were held on the Senate Bill which, amended, was reintroduced on April 4, 1934, as S. 3285. It passed the Senate on May 15 and was referred to the Committee on Interstate Commerce. That committee held hearings for several days on H.R. 8301, the companion bill, and in executive session worked out a substitute measure, S. 3285. The Senate Interstate Commerce committee reported it with amendments in Senate Report No. 781, on April 19, 1934. On June 1, 1934, Representative Rayburn from the House Committee on Interstate and Foreign Commerce reported out S. 3285 in House Report No. 1850. After two hours of debate but without a record vote, the House passed the bill that same day. The measure which came through the House differed materially from the original Senate bill. Title 3 of the Senate bill, containing numerous amendments to the Radio Act of 1927, was eliminated from the House bill, which repealed the Radio Act of 1927 but re-enacted its provisions without change. The bill went to conference and on June 8, 1934, Representative Rayburn filed a conference report which appeared in full in the Congressional Record of that date. The following day this conference report was adopted by both the Senate and the House, and the measure was sent the President for his signature. On June 19, 1934, the Communications Act was signed by President Roosevelt. The Act took effect, as to Sections 1 and

4, on July 1, 1934, and as to its remaining provisions on July 11, 1934.

1934

Unity School of Christianity v. Federal Communications Commission, May 21, 1934, (69 F. (2d) 570 cert. denied 292 U.S. 646). The Court of Appeals for the District of Columbia affirmed an order of the Commission which granted full time operation on a certain frequency to a station which had been operating on a share-time basis with another station, even though the effect of such order was to delete operation by such other station. The Court found that the Commission's decision was supported by substantial evidence.

The Federal Communications Commission started to function July 11, when the Commissioners took their oaths of office. Three Divisions—Broadcast, Telegraph, and Telephone—were established by Commission Order No. 1, July 17. Order No. 3, September 28, directed the Broadcast Division to conduct public hearings on non-profit radio programs as required by Section 307 (c) of the Act. Administrative Order No. 1, December 14, enjoined Commission personnel from giving verbal interpretations of provisions of the Act.

1935

Appointment of the original seven members of the Commission was not confirmed until February 7, 1935, when the Senate did so without objection rules of practice and procedure. Organization of the FCC Employees Credit Union was announced September 16.

October 21, 1935, *Sykes v. Jenny Wren Co.* The Court of Appeals (78 F. (2d) 729, cert. denied 296 U.S. 624), held that the District Court was without jurisdiction to enjoin the Commission from acting upon an application for a license. It was held that the plaintiff, an existing station complaining of the proposed competition of the applicant for a license, must pursue his statutory remedy of appeal to the Court of Appeals for the District of Columbia should he be aggrieved by any final decision the Commission might make.

Creation of the Federal Radio Education Committee was announced by the Commission December 18.

1936

Order No. 14, May 13, made Rule 229, as amended, (allocation of frequencies) effective July 1, 1936. (Order No. 15,

May 13, related to hearings on objections to Order No. 14.) On June 5, Congress amended the Communications Act repealing provisions of the "Davis Amendment" carried over from the Radio Act of 1927, which had provided for "fair and equitable allocation of (broadcast) facilities to each state," and repealing that portion of the Act which had divided the country into five broadcast zones. On August 8, 1936, the United States ratified and deposited at London, the "Safety of Life at Sea" Convention which was signed in London May 31, 1929.

The annual report for 1936 refers to the appointment of a "Standing Committee on Rules," representative of the different departments with the General Counsel as chairman, having the duty of drafting regulations from time to time for the consideration of the Commission.

1937

Order No. 18, October 13, allocated frequencies to services in the band from 10 to 30,000 kilocycles. Order No. 19, October 13, allocated frequencies to services in the band from 30,000 to 300,000 kilocycles. Order No. 20, October 13, abolished the Broadcast, Telegraph, and Telephone divisions created in Order No. 1.

Eastland Co. v. Federal Communications Commission, and companion case, *Congress Square Hotel Co. v. Federal Communications Commission* October 25, 1937 (92 F. (2d) 467, cert. denied 302 U.S. 735). The Court of Appeals of the District of Columbia affirmed a decision of the Commission granting a construction permit to one of two applicants for the use of a certain frequency, denying the application of the other, and overruling the objections of an existing station in the same city. The Court held that since the Division of the Commission rendering the decision had acted on the evidence, there was no error despite a change in personnel in the Commission after the hearing of oral testimony. The order of the Commission was not a violation of its rules against repetitious applications where a prior applicant held some stock in but did not control the present applicant. The finding of the Commission on the question of the economic effect of a new station on existing stations is conclusive.

The First Inter-American Radio Conference, held at Habana, Cuba, November 1 to December 13, initiated the subsequent North American Regional

Broadcasting Agreement. Convention and Agreement ratified on July 21, 1938, Arrangement ratified on July 18, 1938. Order No. 23, November 10, extended orders and regulations promulgated by abolished divisions. Order No. 24, November 10, amended Part 1 of rules and regulations relating to practice and procedure. Order No. 25, November 11, required the Secretary to make a record of all communications received by the Commission relating to applications. Order No. 26, November 11, required the Secretary to prepare a weekly list of all applications received. Order No. 28, November 29, authorized the Secretary and Chief Engineer to act on certain routine applications.

1938

Limitations on the use of spark sets and technical agreements to improve radio service generally were agreed to at the International Radio Conference at Cairo, Egypt, February 1 to April 8. General Regulations ratified August 25, 1939. Order No. 35, February 23, authorized the Secretary to issue travel orders.

United States v. Baker, February 28, 1938 (93 F. (2d) 332 cert. denied 303 U.S. 642). The Circuit Court of Appeals, Fifth Circuit, reversed a judgment of the District Court convicting Baker for operating radio apparatus without a license. The appellate court held that the scheme of Baker, by which he made phonograph records in Texas, transported the records to Mexico, and played them there over Mexican radio stations so as to be heard in the United States was not within the scope of Sec. 325(b) of the Act, since the sound waves were not reproduced in the United States.

Order No. 36, March 1, assigned Commissioners duties for March. On March 18, the Commission on its own motion, by Order 37, authorized an investigation of network broadcast practices. Order No. 38, March 23, required broadcasting companies to file earnings, reports and other data with the Commission.

Missouri Broadcasting Corp. v. Federal

Communications Commission, March 28, 1938 (94 F. (2d) 623, cert. denied 303 U.S. 655). The Court of Appeals of the District of Columbia affirmed an order of the Commission which granted a permit to one of two applicants for the same frequency in the same city and denied it to the other. The Court held that though it was error for the Commission to fail to file a statement of grounds for its decision simultaneously with its order denying the application, yet in this case it was harmless because applicant had filed a motion for rehearing with knowledge of such reasons. The court also found that the evidence was sufficient to support the Commission's action.

On April 6 the Commission appointed a committee comprising Chairman McNinch, and Commissioners Walker, Sykes and Brown to conduct the network inquiry. (Sykes was later replaced by Thompson). From June 6 to June 30 hearings were held on proposed new and modified Rules and Regulations Governing Standard Broadcast Stations.

Saginaw Broadcasting Co. v. Federal Communications Commission, October 10, 1938 (96 F. (2d) 554 cert. denied 305 U.S. 613). The Court of Appeals of the District of Columbia held that the filing of a petition for rehearing suspends the running of the appeal period, and that an applicant has 20 days from the date of final action on the petition for rehearing within which to file his notice and reasons for appeal. The Court found that the failure of the Commission to make specific findings of fact from the evidence was prejudicial to an applicant for a permit and remanded the case to the Commission.

Red River Broadcasting Co. v. Federal Communications Commission, October 10, 1938 (98 F. (2d) 282 cert. denied 305 U.S. 625). The Court of Appeals of the District of Columbia held that the owner of an existing station could not appeal from an order of the Commission granting a construction permit to an applicant in the same territory, unless he had exhausted the administrative remedies afforded by the statute.

Order No. 49, November 9, abolished the Press Division. Order No. 50, November 9, abolished the Examining Division and changed post-hearing procedure. On November 14 hearings began on network inquiry. (Continued intermittently to May 19, 1939.)

1939

On January 1 provision was made for holding oral argument on all interlocutory pleadings and motions. On January 3 a proposal for television transmission

was referred to a committee comprising Commissioners Craven, Brown, and Case for study.

Black River Valley Broadcasts, Inc. v. McNinch, April 29, 1939, (101 F. (2d) 235, cert. denied 307 U.S. 623). The Court of Appeals of the District of Columbia held that the District Court was without jurisdiction to enjoin the enforcement of a Commission order setting aside a grant of license to plaintiff and ordering a *de novo* hearing on plaintiff's and a conflicting application, since the statutory appeal provided in Section 402 (b) of the Act was a complete and adequate remedy for review of such action. (See *Sykes v. Jenny Wren Co.*, *supra*).

May 22 first Committee report on television study. An engineering conference on Standards of Good Engineering Practice was held June 5 and 6. New Rules and Regulations and Standards of Good Engineering Practice were adopted June 23, to become generally effective August 1, 1939. On July 1 revised rules governing commercial radio operators became effective, incorporating a new examining procedure. Administrative Order No. 2, July 12, authorized an Administrative Board and department heads to act on routine non-policy matters. (Various Amendments.)

Woodman of the World Life Ins. Society v. Federal Communications Commission, October 9, 1939 (105 F. (2d) 75, cert. denied 308 U.S. 588). The Court of Appeals of the District of Columbia held that the Commission's findings that interference would not result to a Nebraska station by the granting of an application of a Michigan station to change its equipment and power, was supported by substantial evidence and that therefore the Nebraska station was not aggrieved so as to have an appealable interest.

Crosley Corp. v. Federal Communications Commission, November 6, 1939 (106 F. (2d) 833, cert. denied 308 U.S. 605). The Court of Appeals of the District of Columbia held that it had no jurisdiction to entertain an appeal by the holder of a special temporary authorization to carry on experimental programs when the Commission refused to extend the duration of such license.

A second Committee report on television was made November 15. On December 21 the Commission adopted committee report and rules looking toward limited commercialization of television on September 1, 1940.

1940

On January 15 hearings opened on proposed limited commercialization of television. (Continued for eight days).

Federal Communications Commission v. Pottsville Broadcasting Co. January 29, 1940 (309 U.S. 134). *Fly v. Heitmeyer*, January 29, 1940 (309 U.S. 146). Judgments of Court of Appeals for the District of Columbia reversed with directions to dissolve writs of mandamus and to dismiss respondents' petitions. The Supreme Court held that when the Court of Appeals for the District of Columbia reverses a Commission decision denying an application and sends it back for further proceedings, the Commission may reconsider the application along with rival applications, subsequently filed, to determine on a comparative basis which would best serve the public interest. The Court of Appeals for the District of Columbia has no power to prevent the Commission from doing this by requiring a reconsideration of the application on the record.

On March 18 hearings began on possibilities of high frequency (FM) broadcast service. (Continued for 10 days). Order No. 65, March 22, suspended the proposed September 1 date for limited commercial television and ordered further hearing.

Federal Communications Commission v. Sanders Bros. Radio Station, March 25, 1940 (309 U. S. 470; rehearing denied, April 22, 1940, 309 U. S. 642). Judgment of Court of Appeals of the District of Columbia reversed a Commission order granting application affirmed. It was held that an existing licensee likely to be financially injured because of competition resulting from the issuance of a license to another has the standing to appeal from an order of the Commission granting the license, for the purpose of pointing out errors of law in the Commission's action. However, economic injury to an existing licensee resulting from proposed competition is not a separate and independent element to be considered

by the Commission in acting upon an application for broadcast facilities inasmuch as such licensee is not protected under the Act from competition. The Commission's order was affirmed.

On March 29, Mexico deposited its ratification of the North American Regional Broadcasting Agreement, to become effective one year from that date (previously ratified by Canada, Cuba, the Dominican Republic, Haiti, and the United States). Reopened television hearings began on April 18. (Continued for 5 days.) Full commercialization of high frequency (FM) broadcasting was authorized May 20 and certain frequency shifts were ordered. Order No. 67, May 22, assigned particular frequencies to FM. Order No. 68, May 22, dismissed without prejudice pending FM applications to permit application on commercial basis. Order No. 69, May 22, called upon experimental FM stations to return licenses for cancellation. A new plan for experimental television development pending industry agreement on uniform system was announced May 28. Allocations to various services of frequencies in the bands 116,000 to 119,000 kilocycles and 156,000 to 162,000 kilocycles, were approved June 4.

Order No. 7, June 7, extended time of broadcast operation from local sunrise to 4 a.m. On June 12 the network inquiry committee submitted its report. New rules and regulations governing television experimental stations were announced June 18. Order No. 75, June 18, required all commercial and amateur operators to furnish proof of citizenship. On June 22 the Commission adopted rules putting FM broadcasting on a commercial basis. Standards of Good Engineering Practice Concerning High Frequency (FM) Broadcast Stations were announced June 28. On July 17 the Commission announced creation of a National Television Systems Committee through cooperation of the Radio Manufacturers Association.

Administrative Order No. 3, July 24, provided for action by the Commission in

the absence of a quorum. On July 24 special emergency radio service rules were changed for clarification. The Defense Communications Board was created by Executive order September 24. High frequency (FM) broadcast rules were amended October 2. On October 6 the Commission authorized a questionnaire on foreign language broadcasts. On October 15 the Commission adopted a new rule requiring international broadcast stations to make verbatim mechanical records of international programs transmitted, and to keep transcripts and other records for a period of two years. An informal engineering conference to consider frequencies for electro-medical apparatus was held November 29.

Federal Communications Commission v. Columbia Broadcasting Co. and companion case, November 25, 1940, (——— U. S. ———, 85 L Ed. 109). Order of Court of Appeals of the District of Columbia denying the Commission's motion to dismiss the appeals, reversed. The Supreme Court held that the Court of Appeals did not have jurisdiction to entertain appeals by the proposed transferor and transferee of an existing license from a Commission order refusing consent to the transfer of license.

Oral argument on briefs submitted pursuant to the report of the network inquiry committee was heard December 2 and 3. On December 6 the Commission reported on responses to its foreign language broadcast questionnaire by October 6. A system of distinctive calls for FM broadcast stations was adopted December 6. On December 9 there was an engineering conference on equipment for high frequency (FM) broadcast stations.

1941

The National Television Systems Committee made report to the Commission on January 27. On January 28, the Commission announced a hearing for March 20 to consider television engineering proposals. Conclusions and agreements reached at the high frequency (FM) engineering conference of December 9 were announced on January 31. On January 31 the Commission approved Recommendations of the Engineering Conference

under the North American Regional Broadcasting Agreement and released a revised list of United States frequency assignments, effective March 29.

Federal Radio Commission Commissioners

The following were the original five members of the Federal Radio Commission: Rear Admiral W. H. G. Bullard; Judge Eugene O. Sykes; Orestes H. Caldwell; Henry A. Bellows; Colonel John F. Dillon. All were appointed March 15, 1927; Admiral Bullard representing the Second Zone, was named Chairman. He served until his death November 24, 1927. A vacancy then ensued for several months, until his successor Judge Ira E. Robinson was appointed on March 29, 1928. Judge Robinson was made Chairman April 5, 1928; reappointed to the Commission February 23, 1930, for a term of 2 years, and resigned January 15, 1932. He was succeeded by Colonel Thad H. Brown on January 21, 1932, who was appointed for a term of 6 years, and was reappointed to the Federal Communications Commission. Judge Sykes was appointed to represent the Third Zone; reappointed February 23, 1930 for a term of 3 years; reappointed March 20, 1933, for a term of 6 years; elected Chairman March 21, 1933; reappointed to the Federal Communications Commission in July, 1934, for a term of 7 years. Resigned April 5, 1939. O. H. Caldwell resigned February 23, 1929, and was succeeded by W. D. L. Starbuck, representing the First Zone, who was appointed May 2, 1929; reappointed February 23, 1930 for a term of 4 years, which expired February 23, 1934. Henry A. Bellows resigned October 31, 1927 as Commissioner for the Fourth Zone. He was succeeded on November 1, 1927 by Sam Pirkard, who served until his resignation on January 31, 1929. He was succeeded by Maj. Gen. Chas. McK. Saltzman, appointed May 2, 1929; reappointed for a term of 6 years on February 23, 1930; made Chairman February 28, 1930, resigned July 19, 1932. He was succeeded by James H. Hanley, appointed to fill the unexpired term ending February 23, 1936. Mr. Hanley was not appointed to the Federal Communications

Commission in 1934. Colonel John F. Dillon, who represented the Fifth Zone, died October 8, 1927, and was succeeded by Harold A. Lafount, appointed November 14, 1927; reappointed February 23, 1930 for a term of 5 years, but was not named to the Federal Communications Commission in 1934.

Secretaries

Sam Pickard was engaged as Acting Secretary of the Federal Radio Commission on March 15, 1927; made permanent Secretary April 20, 1927, and served until his appointment as Commissioner on November 1, 1927. Carl H. Butman succeeded Mr. Pickard as Secretary from November 1, 1927, serving until he resigned May 1, 1930. James W. Baldwin was appointed Secretary May 5, 1930. He resigned February 28, 1933. Herbert L. Pettey succeeded Mr. Baldwin as Secretary on March 31, 1933, and was made Secretary of the Federal Communications Commission in July, 1934.

General Counsels

The Federal Radio Commission had no legal division until June 25, 1928. The Department of Justice from time to time detailed Bethuel M. Webster, Jr., Special Assistant to the Attorney General, to assist the Commission in the handling of particular hearings and court cases. On June 25, 1928, the position of General Counsel was filled by appointment of Louis G. Caldwell. Mr. Caldwell served until February 23, 1929, when he resigned. Bethuel M. Webster, Jr., was on March 5, 1929 appointed General Counsel. He resigned December 15, 1929. Colonel Thad H. Brown was then appointed General Counsel, and served from December 15, 1929 until January 21, 1932, when he was named Commissioner. On March 28, 1932, Duke M. Patrick who had been Assistant General Counsel since January 27, 1930, was made General Counsel. He served until his resignation March 1, 1933. From March 1, 1933 to July 11, 1934, George B. Porter, Assis-

tant General Counsel, acted as General Counsel until appointment of Paul D. P. Spearman as General Counsel of the Federal Communications Commission on July 11, 1934.

Chief Engineers

On August 1, 1928, Dr. J. H. Dellinger was appointed Chief Engineer of the Commission and served until December 1, 1928. He was succeeded by Dr. C. B. Jolliffe who served from March 1, 1930 to November 12, 1935.

Federal Communications

Commissioners

The following were the original seven members of the Federal Communications Commission:

Judge Eugene O. Sykes (D)—Chairman, appointed for a term of 7 years; Col. Thad H. Brown (R)—appointed for a term of 6 years; Paul A. Walker (D)—appointed for a term of 5 years; Norman S. Case (R)—appointed for a term of 4 years; Dr. Irvin Stewart (D)—appointed for a term of 3 years; George Henry Payne (R)—appointed for a term of 2 years; Hampson Gary (D)—appointed for a term of 1 year.

Judge Sykes served as Chairman until March 9, 1935, when he was appointed Chairman of the Broadcast Division. On April 5, 1939 he resigned to enter the private practice of law, and was succeeded by Frederick I. Thompson to fill his unexpired vacancy ending June 30, 1941. Thad H. Brown was named Vice-Chairman of the Broadcast Division on July 17, 1934, and on March 9, 1935, he was named Vice-Chairman of the Telephone Division instead of the Broadcast Division. His term expired June 30, 1940. The President submitted his name to the Senate for reappointment but his nomination failed to be reported out of Committee and, on October 5, 1940, he withdrew his name from nomination. He died February 25, 1941. Ray C. Wake-

field, member of the California Railroad Commission since January, 1937, was, on March 17, 1941, confirmed by the Senate for a seven year term from July 1, 1940, to succeed Thad H. Brown as Commissioner. Paul A. Walker was named Chairman of the Telephone Division on July 17, 1934. He was reappointed for a term of 7 years from July 1, 1939.

Norman S. Case was named Vice-Chairman of the Telephone Division on July 17, 1934. He served until March 9, 1935, when he was named Vice-Chairman of the Broadcast Division. He was reappointed as a member of the Commission for a term of 7 years from July 1, 1938. Dr. Irvin Stewart was named Chairman of the Telegraph Division on July 17, 1934. He served as Commissioner until the expiration of his original term, June 30, 1937, and informed the President that he was not a candidate for reappointment. There was a vacancy on the Commission from June 30 to August 21, 1937, when Commander T. A. M. Craven was appointed for a term of 7 years, succeeding Dr. Stewart. George Henry Payne was named Vice-Chairman of the Telegraph Division July 17, 1934. He was reappointed Commissioner for a term of 7 years from July 1, 1936. Hampson Gary on July 17, 1934, was named Chairman of the Broadcast Division. He resigned as Commissioner December 24, 1934, before his original term expired on June 30, 1935. He was succeeded by Anning S. Prall January 17, 1935. On March 9, 1935, the President designated Mr. Prall Chairman of the Commission, and on July 1, 1935, he was named to succeed himself as Commissioner for a term of 7 years. He died July 23, 1937. To fill Mr. Prall's unexpired term, Frank R. McNinch was nominated by the President August 17, 1937, and took office on October 1, being named Chairman on the same date. He resigned September 1, 1939. Mr. McNinch was succeeded by James Lawrence Fly who was nominated by the President July 27, 1939, for the term expiring June 30, 1942. Mr. Fly took office September 1, 1939, at which time he was designated by the President to serve as Chairman.

Secretaries

Upon organization of the Federal Communications Commission July 11, 1934, Herbert L. Pettey, who had been secretary of the Federal Radio Commission, was appointed as Secretary of the new Commission. He resigned August 30, 1936. From the time of Mr. Pettey's resignation until May 1, 1937, John B. Reynolds, appointed as Assistant Secretary, acted as Secretary. On that date Thomas J. Slowie was appointed Secretary.

General Counsels

Paul D. Spearman, who had been Assistant General Counsel with the Federal Radio Commission, was on July 11, 1934, named General Counsel of the Federal Communications Commission. He served until June 30, 1935, when he resigned. He was succeeded on July 3, 1935, by Hampson Gary as General Counsel, who served until December 15, 1938, when his services were terminated. On December 26, 1938, William J. Dempsey who had been Acting General Counsel since December 6, was made General Counsel. He resigned April 25, 1940. He was succeeded on May 6, 1940, by Telford Taylor.

Commission

Dr. C. B. Jolliffe was carried over from the Federal Radio Commission as Chief Engineer of the Federal Communications Commission. On December 2, 1935, after Dr. Jolliffe's resignation, T. A. M. Craven was named Chief Engineer. He served in this capacity until his appointment on August 21, 1937, as Commissioner. On January 1, 1938, E. K. Jett, Assistant Chief Engineer who had been Acting Chief Engineer, was appointed Commander Craven's successor as Chief Engineer.

Chief Accountant

The Accounting, Statistical, and Tariff Department was established in October, 1934. On June 7, 1935, William J. Norfleet was appointed Chief Accountant.

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STAGE, RADIO and TELEVISION PRODUCER

TEACHER OF DRAMATIC ART AND STAGE-CRAFT

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A FEW OF THE STARS WHO HAVE BEEN COACHED, DIRECTED
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A WIDE VARIETY OF COURSES AT LOWEST PRICES EVER
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- ★ Every Type of Stage Dancing—Tap, Acrobatic, Ballet (Toe, Character, Interpretative).
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CANADA CARRIES ON



WITH Canada engaged in an "all out" war effort, Canadians are carrying on as always, despite war-time conditions. Industry is operating at capacity, new factories are coming into production, employment is at a peak, retail sales show steady gains. The average Canadian is sharing in these improved conditions.

In a country geared to increased production, the Canadian Broadcasting Corporation also "carries on". The CBC national network is playing an increasingly important role in the Dominion. Its modern facilities offer a *complete* broadcast service to advertisers who seek to reach the Canadian market.

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St., W., Montreal



CANADA



STATIONS

•

NETWORKS

•

ORGANIZATIONS

•

**NEWSPAPER-OWNED
STATIONS**

CANADIAN

Broadcasting Corporation

Headquarters Office

Victoria Building, Ottawa, Ontario

BOARD OF GOVERNORS

Rene Morin, K.C., Chairman
N. L. Nathanson, Vice-Chairman
Cannon W. Eastland Fuller
J. Wilfred Godfrey, K.C.

Professor Adrien Pouliot
Mrs. Nellie McClung
Reverend J. S. Thomson
Major General Victor Odlum

Personnel

General Manager.....W. E. Gladstone Murray
(Ottawa)
Assistant General Manager...Dr. Augustin Frigon
(Ottawa)
Chief Executive Assistant.....Donald Manson
(Ottawa)
TreasurerHarry Baldwin
(Ottawa)
Secretary.....R. P. Landry
(Ottawa)
General Supervisor of Programs...E. L. Bushnell
(Toronto)
Commercial Manager and Supervisor of
Press and Information.....E. A. Weir
(Toronto)
Assistant Commercial Manager...W. E. Powell
(Toronto)
Commercial Manager,
Quebec Division.....J. A. Dupont
(Montreal)
Supervisor of Press and Information,
Quebec Division.....L. Houle
(Montreal)
Chief Engineer.....G. W. Olive
(Montreal)
Supervisor of Station
Relations.....J. R. Radford
(Toronto)
Traffic Manager.....E. W. Jackson
(Toronto)

OFFICES

Victory Building, Ottawa, Ontario
Krafer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 S. Catherine St., West, Montreal, Quebec

National Network

By Regions

Maritime

Regional Representative.....George Young
CJCB, Sydney, Nova Scotia
CHNS, Halifax, Nova Scotia
CFCY, Charlottetown, Prince Edward Island

CBA, Sackville, New Brunswick
CKCW, Moncton, New Brunswick
CHSJ, Saint John, New Brunswick
CFNB, Fredericton, New Brunswick

Quebec

CBM, Montreal, Quebec (English)
CBF, Montreal, Quebec (French)
CBV, Quebec City, Quebec
CBJ, Chicoutimi, Quebec
CJBR, Rimouski, Quebec
CHNC, New Carlisle, Quebec

Ontario

Regional Representative.....D. Claringbull
CBO, Ottawa, Ontario
CKWS, Kingston, Ontario
CBL, Toronto, Ontario
CKSO, Sudbury, Ontario
CFCH, North Bay, Ontario
CJKL, Kirkland Lake, Ontario
CKGB, Timmins, Ontario
CKPR, Fort William, Ontario

Prairie

Regional Representative.....J. Kannawin
CKY, Winnipeg, Manitoba
CKX, Brandon, Manitoba
CKCK, Regina, Saskatchewan
CBK, Watrous, Saskatchewan
CHAB, Moose Jaw, Saskatchewan
CFQC, Saskatoon, Saskatchewan
CKBI, Prince Albert, Saskatchewan
CJCA, Edmonton, Alberta
CFAC, Calgary, Alberta
CJOC, Letbridge, Alberta

British Columbia

Regional Representative.....I. Dilworth
CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 642.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	651
CBF	Montreal, Que.	690	50000	661
CBJ	Chicoutimi, Que.	1240	250	661
CBK	Watrous, Sask.	540	50000	666
CBL	Toronto, Ont.	740	50000	657
CBM	Montreal, Que.	940	5000	661
CBO	Ottawa, Ont.	910	1000	655
CBR	Vancouver, B. C.	1130	5000	648
CBV	Quebec, Que.	980	1000	662
CBY	Toronto, Ont.	1010	1000	657
CFAC	Calgary, Alta.	960	1000	645
CFAR	Flin Flon, Man.	1400	100	650
CFCF	Montreal, Que.	600	500	662
CFCH	North Bay, Ont.	1230	100	655
CFCN	Calgary, Alta.	1010	10000	645
CFCO	Chatham, Ont.	630	100	653
CFCY	Charlottetown, P. E. I.	630	1000	660
CFGP	Grand Prairie, Alta.	1340	250	647
CFJC	Kamloops, B. C.	910	1000	647
CFLC	Prescott, Ont.	1450	100	656
CFNB	Fredericton, N. B.	550	1000	651
CFOS	Owen Sound, Ont.	1400	250	656
CFPL	London, Ont.	1570	1000	655
CFPR	Prince Rupert, B. C.	1240	50	648
CFQC	Saskatoon, Sask.	600	1000	665
CFRB	Toronto, Ont.	860	10000	658
CFRC	Kingston, Ont.	1490	100	654
CFRN	Edmonton, Alta.	1260	1000	646
CHAB	Moose Jaw, Sask.	1220	1000	664

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHCK	Charlottetown, P. E. I.	1340	50	660
CHEX	Petersborough, Ont.	1340	1000	656
CHGB	St. Anne de la Pocatiere, Que.	1230	250	664
CHGS	Summerside, P. E. I.	1480	100	660
CHLN	Three Rivers, Que.	1450	100	664
CHLP	Montreal, Que.	1490	100	662
CHLT	Sherbrooke, Que.	1240	250	664
CHML	Hamilton, Ont.	900	1000	653
CHNC	New Carlisle, Que.	610	1000	662
CHNS	Halifax, N. S.	960	1000	652
CHRC	Quebec, Que.	800	250	663
CHSJ	Saint John, N. B.	1150	1000	651
CHWK	Chilliwack, B. C.	1340	100	647
CJAT	Trail, B. C.	610	1000	648
CJBR	Rimouski, Que.	900	1000	663
CJCA	Edmonton, Alta.	930	1000	646
CJCB-CJCX	Sydney, N. S.	1270	1000	652
CJCJ	Calgary, Alta.	1230	100	646
CJCS	Stratford, Ont.	1240	50	657
CJGX	Yorkton, Sask.	1460	1000	666
CJIC	Sault Ste. Marie, Ont.	1490	250	656
CJKL	Kirkland Lake, Ont.	560	1000	654
CJLS	Yarmouth, N. S.	1340	100	652
CJOC	Lethbridge, Alta.	1400	100	647
CJOR	Vancouver, B. C.	600	1000	649
CJRC	Winnipeg, Man.	630	1000	650
CJRM	Regina, Sask.	980	1000	665
CJVI	Victoria, B. C.	1480	500	649
CKAC	Montreal, Que.	730	5000	662
CKBI	Prince Albert, Sask.	900	1000	665
CKCA	Kenora, Ont.	1450	250 d., 100 n.	654
CKCH	Hull, Que.	1240	100	661
CKCK	Regina, Sask.	620	1000	665
CKCL	Toronto, Ont.	580	1000	658
CKCO	Ottawa, Ont.	1310	1000	655
CKCR	Kitchener, Ont. (Waterloo).	1490	250	655
CKCV	Quebec, Que.	1340	100	663
CKCW	Moncton, N. B.	1400	250	651
CKGB	Timmins, Ont.	1470	1000	657
CKLN	Nelson, B. C.	1240	100	648
CKLW	Windsor, Ont.	800	5000	659
CKMC	Cobalt, Ont.	1240	50	653
CKMO	Vancouver, B. C.	1410	100	649
CKNB	Campbellton, N. B.	1240	100	651
CKNX	Wingham, Ont.	920	1000	660
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	654
CKOV	Kelowna, B. C.	630	1000	648
CKPC	Brantford, Ont.	1380	100	653
CKPR	Fort William-Port Arthur, Ont.	580	1000	653
CKRN	Rouyn, Que.	1400	250	663
CKSO	Sudbury, Ont.	790	1000	657
CKTB	St. Catherines, Ont.	1550	1000	656
CKUA	Edmonton, Alta.	580	1000	646
CKVD	Val D'Or, Que.	1230	100	664
CKWS	Kingston, Ont.	960	1000	654
CKWX	Vancouver, B. C.	980	1000	649
CKX	Brandon, Man.	1150	1000	650
CKY	Winnipeg, Man.	990	15000	650

ALBERTA

Population 788,398

Number of Radio Licenses 104,283

Number of Families 164,240

Auto Registrations 113,028

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS GROUP

Frequency: 960 Kc. Power: 1000 Watts
Owned By The Southam Co., Limited

Operated By Taylor, Pearson & Carson Broad-
casting Co., Ltd.

Address 1000 Southam Building
Phone Number R 1036

Transmitter Location . . . 6 miles east of Calgary

Time on the Air 6 a.m. to 12:15 a.m.

Newspaper Affiliation . . Calgary Daily Herald

News Service Press News; CBC

Transcription Service NBC Thesaurus;

World Broadcasting System

Representative All-Canada Radio Facilities,
Ltd.

Personnel

President H. R. Carson

Station Manager V. F. Nielsen

Commercial Manager F. R. Shaw

Program Director-Artists' Bureau Head,

R. H. C. Straker

Publicity Director Gail Egan

Chief Announcer Mac Bell

Traffic Manager I. England

Musical Director A. R. Brown

Chief Engineer Earl C. Connor

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc. Power: 10,000 Watts

Owned-Operated By . . The Voice of the Prai-
ries, Ltd.

Address Toronto General Trusts Bldg.

PULLING TOGETHER



WE'RE closer to-
gether than ever before
— Canada and the
United States. We're
marching the same road
— fighting and working
for the same ideals—set
toward the same goal.
We'll stay together till
Victory—and long after.

Strengthen and extend
the friendship of Cana-
dians toward your com-

pany and its products by
spotting your radio pro-
grammes North of the
border over the 'All-
Canada' stations. A fam-
ily of over thirty key
stations each the "high
spot" on the dial in the
market it serves.

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cover one Province or all
Canada—you want 'All-
Canada'. Get the facts.

ALL-CANADA RADIO FACILITIES
Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

U.S.A. Representatives: WEED AND COMPANY

Phone Number.....M 1161
 Transmitter Location..... Strathmore
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 11:30 p.m.
 News Services: ..AP; Transradio; UP; Canadian Press; British UP
 Transcription Service.. Standard Radio; Langworth; Davis & Schwegler
 Representative..Radio Representatives, Ltd.; Inland Broadcasting Service; Howard H. Wilson Co.

Personnel

President and Managing Director..H. G. Love
 Commercial Manager.....E. H. McGuire
 Program Director.....Ed Maloney
 News Editor.....C. H. Stout
 Sports Editor.....Doug Smith
 Chief Engineer.....W. V. McLaughlin

CJCL

CALGARY—EST. 1922

Frequency: 1230 Kc.....Power 100 Watts
 Owned-Operated By....The Albertan Publishing Co.
 Address..... Refrew Bldg.
 Phone Numbers..... R 2001; M 9966
 Transmitter Location.....Grandview Heights
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
 Newspaper Affiliation.....Albertan Publishing Co.
 News Service.....Canadian Press
 Transcription Service.....Langworth
 Representative....Joseph Hershey McGillvra

Personnel

President.....Gordon Bell
 Station Manager.....J. E. Gerke
 Chief Engineer.....T. E. Snelgrove

CFRN

EDMONTON—EST. 1934

CBC

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By....Sunwapta Broadcasting Company, Ltd.
 Address.....107-109 Canadian Pacific Railways Building
 Phone Number.....22101-5
 Transmitter Location.....Jasper Highway
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....British UP
 Transcription Service.....Standard Radio; Langworth
 Representative: Radio Representatives, Ltd.; Inland Broadcasting Co.; Howard H. Wilson Co.

Personnel

Station Manager.....G. R. A. Rice
 Commercial Manager.....A. Hopps
 Sales Promotion Manager.....R. Morier
 Program Director.....S. S. Lancaster
 Chief Announcer.....V. Duggan
 Musical Director.....W. Rainer
 Chief Engineer.....F. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned By.....The Southam Co., Limited
 Operated By.....Taylor & Pearson Broadcasting Co.
 Address.....Birk's Bldg., Jasper Ave.
 Transmitter Location..... Belmont
 Time on the Air.....123½ hours weekly
 Newspaper Affiliation.....Edmonton Journal
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus; World Broadcasting System
 Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
 Assistant Manager.....Norman Botterill
 Sales Manager.....W. Blake
 Sales Promotion Manager.....Walter Dales
 Program Director-Chief Announcer, Reo Thompson
 Traffic Manager.....Esther Nairn
 Musical Director.....R. Taylor
 Technical Director.....Hastings McMahon

CKUA

EDMONTON—EST. 1925

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....University of Alberta
 Operated By.....Extension Department
 Address: Extension Department, University of Alberta
 Phone Number.....32233
 Transmitter Location:R.R. No. 1, Box 7, South Edmonton, Alta.
 Time on the Air.....2 p.m. to 10 p.m.

Personnel

President of the University..Dr. Robert Newton
 Station Manager.....Donald Cameron
 Studio Supervisor-Chief Announcer, Richard MacDonald
 Secretary.....Esther Esch
 Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

FOOTHILLS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Northern Broadcasting Corporation, Ltd.
 AddressDonald Hotel
 Phone Number.....153
 Transmitter Location.....Clairmont Highway
 Time on the Air.....6:55 a.m. to 10 p.m.
 News ServiceCBC
 Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President-General Manager.....C. L. Berry
 Station Manager.....Gordon H. Cummings
 Sales Production Manager....Donald Carlson
 Program Director.....Jack Soars
 Chief Operator.....Bill Couch

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 100 Watts
 Owned By: Lethbridge Broadcasting Co., Ltd.
 Operated By.....H. R. Carson, Ltd.
 Address.....Marquis Hotel
 Phone Number.....3871 - 72
 Transmitter Location.....Marquis Hotel
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....British UP
 Transcription Service.....NBC Thesaurus
 Representative.....All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Station Manager.....A. J. Balfour
 Commercial Manager.....Stan Nordquist
 Program Director.....C. A. Perry
 Traffic Manager.....Dorothy Hiscocks
 Publicity Director.....L. Roskin
 Chief Announcer.....George Brown
 Musical Director.....Dalton Elton
 Chief Engineer.....James Ibey

BRITISH COLUMBIA

Population 809,203

Number of Radio Licenses 113,945

Number of Families 252,875

Auto Registrations 120,149

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By....Chilliwack Broadcasting Co.
 Address.....16 Wellington Ave.
 Phone Number6106
 Transmitter Location.....16 Wellington Ave.
 Time on the Air.....7:15 a.m. to 10:30 p.m.
 News ServiceCBC
 Representative.....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President and Station Manager.C. Casey Wells
 Commercial Manager.....Jack Pilling
 Program-Musical Director.....Thomas Rannie

CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By....Review Publishing Company
 Operated By.....Kamloops Sentinel, Ltd.
 Address209 Victoria Street
 Phone Numbers.....1000; 1001
 Transmitter Location.....North Kamloops
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 Newspaper Affiliation..Kamloops Sentinel Ltd.
 Transcription Service....All-Canada Transcription Facilities
 Representative....All-Canada Radio Facilities, Ltd.

Personnel

PresidentR. E. White
 Station and Commercial Manager
 A. D. R. Homersham
 Sales and Promotion Manager..G. Dowding

Program-Publicity Director.....Ian Clark
 Chief Announcer.....Marce Munro
 Musical Director.....F. Richards
 Chief Engineer.....D. Sharpe

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.
 BC NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By...Okanagan Broadcast-
 ers, Ltd.
 Business Address.....Mill Avenue
 Phone Number.....Kelowna 200
 Studio Address.....Mill Avenue
 Transmitter Location.....Okanagan
 Mission, B. C.
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 News Service.....Press News
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

Managing DirectorJ. W. B. Browne
 Commercial Manager.....R. E. Misener
 Sales Promotion Manager.....C. G. Elphicke
 Program Director.....Mary E. Royle
 Chief Announcer.....W. L. Fox
 Chief Engineer.....J. H. B. Browne
 Musical Director.....R. E. Misener

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By...News Publishing Co.,
 Ltd.
 Business Address.....P. O. Box 250
 Phone Number.....19
 Studio Address.....711 Radio Avenue
 Transmitter Location.....711 Radio Avenue
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Nelson Daily News
 Transcription Service.....Standard Radio
 Representative.....H. N. Stovin

Personnel

Manager.....Hume A. Lethbridge
 Program Manager.....Ernest D. Gordon
 Director of Women's Program,
 Josephine G. M. Brown
 Chief Engineer.....Merion W. Brown

CFPR

PRINCE RUPERT—EST. 1936

Frequency: 1240 Kc.....Power: 50 Watts
 Owned By.....F. E. Batt
 Operated By.....Northwest Broadcast &
 Service Co., Ltd.
 Business Address.....P. O. Box 848
 Phone Number.....863
 Studio Address.....336 Second Ave.
 Transmitter Location.....336 Second Ave.
 Representative.....Stovin & Wright

Personnel

Owner.....F. E. Batt
 General Manager.....C. H. Insulander
 Advertising Manager.....S. J. Anderson

CJAT

TRAIL—EST. 1934

CBC—BC NETWORK

Frequency: 610 Kc.....Power: 1000 Watts
 Owned By.....Kootenay Broadcasting Com-
 pany, Limited
 Supervised By.....Taylor, Pearson & Carson,
 Ltd.
 Address.....815 Victoria Street
 Phone Number.....737
 Transmitter Location.....Warfield, B. C.
 Time on the Air.....17 hours daily
 News Service.....CBC
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facili-
 ties (Canada); Weed & Co. (U.S.A.)

Personnel

President.....B. A. Stimmel
 Station Manager.....A. H. Nicholl
 Commercial Manager.....N. A. Harrod
 Program Director.....G. H. Lawrence
 Chief Announcer.....E. G. R. Hartman
 Accountant.....G. F. Moore
 Chief Engineer.....E. C. Aylen

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
 Owned-Operated By...Canadian Broadcast-
 ing Corp.
 Business Address.....Ottawa, Ont.
 Studio Address.....Hotel Vancouver
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....7:25 a.m. to 12 midnight
 News Service.....CBC
 Representative.....Canadian Broadcast-
 ing Corp.

Personnel

CBC Representative-Station
 Manager Ira Dilworth
 Production Manager..... Ernest Morgan
 Publicity Representative... Georgina Murray
 Chief Announcer..... W. J. Herbert
 Director of School Broadcasts. Kenneth Cagle
 Traffic Manager..... L. E. Pegg
 Chief News Editor..... James Crandall
 Chief Engineer..... N. R. Olding

CJOR

VANCOUVER—EST. 1926

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....846 Howe St.
 Phone Number.....MARine 6464
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8:45 a.m. to 10 p.m.
 News ServiceTransradio; UP
 Transcription Service.....NBC Thesaurus
 Representative.....J. H. McGillvra (U.S.A.); H.
 N. Stovin (Canada)

Personnel

Station Manager.....G. C. Chandler
 Assistant Manager.....A. H. Chandler
 Commercial Manager.....Don Laws
 Sales Promotion Manager...Fred McDowell
 Publicity Director.....D. R. Baird
 Program-Musical Director.....Wallie Peters
 Chief Announcer.....Ross Mortimer
 Accountant.....L. Watkis
 Chief Engineer.....H. B. Seabrook

CKMO

VANCOUVER—EST. 1922

Frequency: 1410 Kc.....Power: 100 Watts
 Owned By.....Sprott-Shaw Radio Co.
 Operated By.....British Columbia Broad-
 casting System, Ltd.
 Business Address.....Bekins Bldg.
 Phone Number.....Marine 1271 (studio)
 Studio Address.....812 Robson Street
 Transmitter Location.....500 Beatty St.
 Time on the Air.....19¼ hours daily
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Radio Representatives,
 Litt.

Personnel

President.....R. J. Sprott
 Station Manager.....R. H. Wright
 Program-Publicity Director.....D. G. Hill
 Chief Announcer.....P. Baldwin

Continuity Editor.....H. Wallace
 Accountant.....T. Stewart
 Chief Engineer.....R. Whiteside

CKWX-CKFX

VANCOUVER—EST. 1923

CBC

Frequency: 980 Kc. (shortwave: 49.43 meters);
 Power: 1000 Watts
 Owned-Operated By Western Broadcasting,
 Co., Ltd.
 Address543 Seymour Street
 Phone Number.....MARine 3344
 Transmitter Location.....Lulu Island, No. 5
 Road, Steveston Highway, B. C.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service: AP and Canadian Press thru
 Vancouver Sun News
 Transcription Service.....World Broadcasting
 System
 Representative...Weed & Co. (United States);
 All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President.....Arthur Holstead
 Station Manager.....Frank M. Squires
 Commercial Manager...Spencer W. Caldwell
 Sales Promotion Manager.....Don McKim
 Assistant Manager-Program
 Director.....Norman Botterill
 Chief Engineer.....E. Ross McIntyre

CJVI

VICTORIA—EST. 1923

CBC (Secondary)

Frequency: 1480 Kc.....Power: 500 Watts
 Owned-Operated By...Island Broadcasting
 Company, Ltd.
 Address7th Floor, Central Building,
 620 View Street
 Phone Number.....Garden 2014
 Transmitter Location.....Portage Inlet
 Time on the Air:7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 10 p.m.
 Newspaper Affiliation.....The Daily Colonist
 News Service.....Press News
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities,
 Limited (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. T. Matson
 Station Manager-Publicity
 Director.....C. L. Berry
 Commercial-Sales Promotion
 Manager.....A. R. Smith
 Program Director.....C. R. Smith
 Musical Director.....D. N. Weaver
 Chief Engineer.....J. Sommers

MANITOBA

Population 722,447

Number of Radio Licenses 89,704

Number of Families 153,712

Auto Registrations 87,764

CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Manitoba Telephone System
Address: 8th Street & Princess Ave.
Phone Number: 4532
Transmitter Location: Mental Hospital Grounds
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 10 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: H. N. Stovin & Co.

Personnel

Commissioner of Telephones: J. E. Lowry
Station Manager: W. F. Seller
Commercial Manager: Howard Clarke
Program Director: Eric Davies
Chief Announcer: Norman Nicklewright
Chief Engineer: C. E. R. Collins

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Arctic Radio Corporation
Address: 120 Main Street
Phone Number: 290
Transmitter Location: 120 Main Street
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9:45 a.m. to 7 p.m.
Transcription Service: World Broadcasting System
Representative: H. N. Stovin (Canada); J. H. McGillvra (U.S.A.)

Personnel

President: J. G. Mundie
General Manager: Duke McLeod
Program Director-Chief Announcer: Tom Argue
Continuity Director: George Salverson
Transcription Manager: Ford Warner
Women's Program Director: Dorothy McLeod
Chief Engineer: Raymond Tate

CJRC

WINNIPEG—EST. 1934

CBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: Transcanada Communications, Limited
Business Address: Free Press Building
Phone Number: 8466
Transmitter Location: Middlechurch, Manitoba
Time on the Air: 6:30 a.m. to 12 p.m.; Saturdays, 6:30 a.m. to 1 p.m.
News Service: British UP
Transcription Service: World Broadcasting System; Langworth
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager: F. H. Elphicke
Commercial Manager: P. H. Gayner
Sales Promotion Manager: J. D. Kemp
Program-Musical Director: William Wilson
Production Manager: Essa Ljunghe
Publicity Director: Norman Chamberlain
Chief Announcer: Jack Dennet
Musical Director: W. Wilson
Chief Engineer: Albert Hooper

CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc. Power: 15000 Watts
Owned-Operated By: Manitoba Telephone System
Address: Portage Ave., East
Phone Number: 92191
Transmitter Location: St. Francis Xavier
Time on the Air: 7 a.m. to 12 midnight
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: H. N. Stovin (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Commissioner of Telephones: J. E. Lowry
Station Manager: William Backhouse
Commercial Manager: A. Messner
Program Director: R. H. Roberts
Publicity Director: W. G. Carpentier
Chief Announcer: W. Davidson
Musical Director: P. H. Richardson
Chief Engineer: W. A. Duffield

NEW BRUNSWICK

Population 453,377

Number of Radio Licenses 37,729

Number of Families 105,436

Auto Registrations 37,214

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc. Power: 100 Watts
Owned By Dr. Charles H. Houde
Operated By Radio Station CKNB
Business Address P. O. Drawer 840
Phone Number 8
Studio Address Chateau Restigouche
Transmitter Location Maple Green, N. B.
Time on the Air: 7:55 a.m. to 12 midnight;
Sundays, 8:55 a.m. to 12 midnight
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

Owner-General Manager,

Dr. Charles H. Houde
Station Manager C. S. Chapman
Chief Announcer Dick Dickenson
Chief Engineer L. P. Paquet

CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 550 Kc. Power 1000 Watts
Owned-Operated By James S. Neill &
Sons, Ltd.
Address Queen St.
Phone Number 209
Transmitter Location University of New
Brunswick
Time on the Air: 7:15 a.m. to 12 midnight
News Service British UP
Transcription Service NBC Thesaurus
Representative All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager J. Stewart Neill
Chief Announcer Cleve Stillwell
Chief Engineer E. S. Cassidy

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The Moncton Broad-
casting Company, Limited

Address Knights of Pythias Bldg.
Phone Number 3388
Transmitter Location Harrisville, N. B.
Time on the Air: 7 a.m. to 12 midnight
News Service British UP
Transcription Service World Broadcast-
ing System
Representative Stovin & Wright (Canada);
Joseph McGillvra (U.S.A.)

Personnel

President J. L. Black
Station Manager F. A. Lynds
Sales Manager Clair Chambers
Program Director Earl McCarron
Librarian Margaret Carter
Musical Director Dr. George Ross
Chief Engineer A. J. White

CBA

SACKVILLE—EST. 1939

Frequency: 1070 Kc. Power: 50000 Watts
Owned-Operated By Canadian Broad-
casting Corporation
Address Nova Scotian Hotel, Halifax, N. S.
Phone Number B6188
Transmitter Location Sackville, N. B.
Time on the Air: 7:45 a.m. to 12 midnight
News Service CBC
Transcription Service Langworth
Representative Canadian Broadcasting
Corporation

Personnel

General Manager W. Gladstone Murray
Regional Representative George Young
Program Division J. D. Pringle
Regional Engineer H. M. Smith

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

MARITIME NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By New Brunswick Broad-
casting Company, Limited
Address 14-16 Church Street
Phone Number 3-2307
Transmitter Location Coldbrook, Saint
John, N. B.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: The Telegraph-Journal & The Evening Times-Globe
 News Service: Press News, Limited
 Transcription Service: World Broadcasting System
 Representative: Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Personnel

President: H. P. Robinson
 Station Manager: L. W. Bewick
 Commercial Manager: George Cromwell
 Program Director: Olga Bell
 Publicity Director: Christine Fewings
 Musical Director: Bruce Holder
 Chief Engineer: J. G. Bishop

NOVA SCOTIA

Population 573,190

Number of Radio Licenses 55,796

Number of Families 136,473

Auto Registrations 52,181

CHNS

HALIFAX—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: Maritime Broadcasting Company
 Address: 10 Tobin Street (Broadcasting House)
 Phone Numbers: Bishop 8318; Bishop 7548
 Transmitter Location: Bedford, Nova Scotia
 Time on the Air: 16½ hours daily
 Newspaper Affiliation: The Halifax Herald, Ltd.
 News Service: Canadian Press; British UP
 Transcription Service: Langworth; NBC Thesaurus
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President: Andrew Robb
 General Manager: William C. Borrett
 Commercial-Sales Promotion Manager: F. Fletcher Coates
 Musical Director: R. L. Fry
 Chief Engineer: A. W. Greig

CJCB-CJCX

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By: Eastern Broadcasters, Ltd.
 Address: Radio Bldg.
 Phone Number: 209-1412
 Transmitter Location: South Bar, C. B.
 Time on the Air: 8 a.m. to 12 midnight
 News Service: Transradio

Transcription Service: NBC Thesaurus
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Commercial-Advertising Manager: N. Nathanson
 Chief Announcer: T. C. Robertson
 Sales Manager: C. H. McDougall
 Publicity Director: O. W. Loeb
 Musical Director: Mrs. A. F. McKinnon
 Chief Engineer: Chas. Atkinson

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

Frequency: 1340 Kc. Power: 100 Watts
 Owned By: Gateway Broadcasting Company
 Operated By: Laurie L. Smith
 Address: Radio Building, Main Street
 Phone Number: 500
 Transmitter Location: Radio Building
 Time on the Air: 8 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Lang-Worth
 Representative: Dominion Broadcasting Company

Personnel

President-Station Manager: Laurie L. Smith
 Commercial Manager-Chief Announcer: Richard Irvine
 Sales Promotion Manager-Program Director: Ronald C. Fraser
 Librarian-Director of Women's Programs: Dorothy Smith
 Continuity Director: Elsie Drew
 Chief Engineer: Donald L. Smith

ONTARIO

Population 3,756,632

Number of Radio Licenses 520,503

Number of Families 1,043,508

Auto Registrations 675,899

CKPC

BRANTFORD—EST. 1923

CBC

Frequency: 1380 Kc. Power: 100 Watts
 Owned-Operated By: Telephone City
 Broadcasting, Ltd.
 Address: 49-51 Colborne St.
 Phone Numbers: 625-1646
 Transmitter Location: Glebe Property
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: World Broad-
 casting System
 Representative: J. L. Alexander

Personnel

Commercial Manager: Mrs. J. D. Buchanan
 Chief Engineer: Clayton Anguish

CFCO

CHATHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 100 Watts
 Owned-Operated By: John Beardall
 Business Address: P. O. Box 275
 Phone Number: 2626
 Studio Address: William Pitt Hotel
 Transmitter Location: William Pitt Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 9 a.m. to 11 p.m.
 News Service: British UP
 Transcription Service: Grow & Pitcher, Ltd.

Personnel

Owner-Manager: John Beardall
 Commercial Manager-Program
 Director: P. A. Kirkey
 Publicity Director: Lyle Thackery
 Musical Director: Carl Monk
 Chief Engineer: Gordon Brooks

CKMC*

COBALT

Frequency: 1240 Kc. Power: 50 Watts
 Owned-Operated By: R. L. MacAdam
 Address: Cobalt, Ont.

*No further information available at time of going to press.

CKPR

FORT WILLIAM—EST. 1931

CBC—ONTARIO NETWORK

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By: Dougall Motor Car Co.
 Address: Radio Hall, South May St.
 Phone Number: 515
 Transmitter Location: Memorial Ave.,
 Port Arthur, Ont.
 Time on the Air: 7:45 a.m. to 12 midnight
 Transcription Service: NBC Thesaurus
 Representative: Radio Representatives, Ltd.
 (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President: H. F. Dougall
 Station Manager: R. H. Parker
 Commercial Manager: Jack Downs
 News Editor: Bruce Ogilvie

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By: Maple Leaf Radio Co.,
 Ltd.
 Business Address: 36 James St., South
 Phone Number: 7-1539
 Studio Address: Pigott Building
 Transmitter Location: Saltfleet Township
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 News Service: UP; Press News
 Transcription Service: Standard Radio
 Representative: Joseph Hershey McGillvra

Personnel

President: A. C. Hardy
 Manager: Kenneth D. Soble
 Production Manager: Norm S. Marshall
 Publicity Director-Chief
 Announcer: Stuart G. Kenney
 News Editor: Lou Spector
 Chief Engineer: William Crawford

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Wentworth Radio
Broadcasting Co.

Address: King William & John Sts.
Phone Number: 7-4484

Transmitter Location: Queen Elizabeth
Highway, Cherry Beach

Time on the Air: 6 a.m. to 12:15 a.m.; Sun-
days, 9 a.m. to 12:15 a.m.

Transcription Service: World Broadcasting
System; NBC Thesaurus

Representative: All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

President: H. R. Carson
Station Manager: W. T. Cranston
Assistant Manager: W. A. Speers
Commercial Manager: W. M. Guild
Program Director-Artists' Bureau Head,

J. Lyman Potts
Publicity Director: L. Westmoreland
Continuity Editor: H. Caine
Chief Engineer: Leslie Horton

CKCA

KENORA—EST. 1939

Frequency: 1450 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Kenora Broadcasting
Co.

Address: Kenricia Hotel
Phone Number: 717

Transmitter Location: Jaffray Township
Time on the Air: 8 a.m. to 10 p.m.; Sun-
days, 10 a.m. to 10 p.m.

Personnel

Station Manager: Gerald F. Bourke
Chief Engineer: Russel C. Fawcett

CFRC

KINGSTON—EST. 1923

CANADIAN BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Queens University
& Kingston Whig-Standard

Address: Fleming Hall
Phone Number: 616

Transmitter Location: Queens University
Time on the Air: 8 a.m. to 11 p.m.
Newspaper Affiliation: Whig-Standard

News Service: Canadian Press Association
Transcription Service: Standard Radio
Representative: Weed & Co.

Personnel

Business and Station Manager:
James Annand
Chief Announcer: Charles Miller
Chief Engineer: Prof. H. S. Steward, M.S.

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: Kingston Broadcasting
Co., Ltd.

Address: Whig-Standard Office
Transmitter Location: Wolfe Island

Time on the Air: 6:45 a.m. to 1 a.m.
Newspaper Affiliation: Kingston Whig-
Standard; Peterborough Examiner

News Service: Canadian Press
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

President: W. Rupert Davies
Vice-President: Roy H. Thomson
General Manager: Jack K. Cooke
Assistant General Manager: Arthur L. Davies

CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By: Northern Broadcast-
ing & Publishing, Ltd.

Address: Arcade Building
Phone Number: 27

Transmitter Location: Dane, Ontario
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 8 a.m. to 12 midnight

Newspaper Affiliation: Timmins Daily Press
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President: R. H. Thomson
General Manager: J. K. Cooke
Station Manager: Jack M. Davidson
Commercial-Sales Promotion
Manager: Allan Rogerson

Program Director-Chief
 Announcer Bill Reid
 Publicity Director..... Nirman Child
 Musical Director..... Stuart MacDonald
 Chief Engineer..... Norman Chaplin

CKCR

KITCHENER-WATERLOO—EST. 1926
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Kitchener & Waterloo
 Broadcasting Co.
 Address Waterloo Trust Building
 Phone Number..... Kitchener 2-1246
 Transmitter Location..... 2 miles outside of
 Kitchener
 Time on the Air..... 7 a.m. to 11:30 p.m.
 News Service..... Canadian Press
 Representative..... Stovin & Wright

Personnel

Station Manager..... W. C. Mitchell
 Commercial Manager..... G. Liddle
 Program Director-Chief
 Announcer Phil Clayton
 Chief Engineer..... Ion Hartman

CFPL

LONDON—EST. 1933 (CJGC est. 1922)
 CANADIAN BROADCASTING CORP.
 Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Operated By..... London Free Press
 Printing Co.
 Address Richmond St.
 Phone Number..... Metcalfe 5200
 Transmitter Location..... Sixth Concession,
 Westminster Township
 Time on the Air..... 7:45 a.m. to 11 p.m.
 Newspaper Affiliation London Free Press
 Transcription Service..... NBC Thesaurus
 Representative..... Stovin & Wright (Canada);
 Weed & Co. (U.S.A.)

Personnel

Chief Executive..... Charles Thomas
 Station and Sales Manager..... Philip H. Morris
 Chief Engineer..... Cecil Yorke

CFCH

NORTH BAY—EST. 1931
 CBC
 Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By..... Northern Broadcast-
 ing & Publishing, Ltd.
 Address Capitol Bldg.

Phone Number..... 2400
 Transmitter Location..... Capitol Bldg.
 Time on the Air..... 8 a.m. to 12 midnight
 Newspaper Affiliation..... Timmins Daily Press
 News Service..... Transradio; British UP
 Transcription Service..... NBC Thesaurus
 Representative..... All-Canada Radio Facilities
 Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

President R. H. Thomson
 Station Manager..... Cliff Pickrem
 Commercial Manager..... Hal Cooke
 Program-Musical Director..... Russ Nickle
 Production-Publicity-Traffic
 Manager Ray Doherty
 Chief Announcer..... Gordon Keeble
 Artists' Bureau Head..... Jerry Hill
 Chief Engineer..... Jack Barnaby

CBO

OTTAWA—EST. 1925
 CANADIAN BROADCASTING CORP.
 Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By..... Canadian Broadcast-
 ing Corporation
 Address Chateau Laurier Hotel
 Phone Number..... 2-1151
 Transmitter Location..... Hawthorne, Ontario
 Time on the Air..... 7:25 a.m. to 12 midnight
 News Service: CBC Network News; Canadian
 Press; British UP
 Representative..... Canadian Broadcasting
 Corp.

Personnel

General Manager..... W. Gladstone Murray
 Station Manager..... W. C. Anderson
 Senior Announcer..... T. O'Dell
 Chief Operator..... E. C. Stewart

CKCO

OTTAWA—EST. 1924
 Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Dr. G. M. Gelbert
 Address..... 272 Somerset St., West
 Transmitter Location..... Brickyard Rd., Hull
 Township
 Time on the Air: 8 a.m. to 11 p.m.; Sundays,
 12 noon to 11 p.m.
 Transcription Service..... Associated Music
 Publishers; Lang-Worth
 Representative..... C. W. Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager..... G. M. Geldert

C F O S

OWEN SOUND—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Grey & Bruce Broad-
casting Co.

Address: 904 Second Ave., East
Phone Number: 1940

Transmitter Location: Suydenham Township
Time on the Air: 7:45 a.m. to 9:05 p.m.; Sun-
days, 10 a.m. to 9:30 p.m.

News paper Affiliation: Owen Sound Daily
Sun Times

News Service: AP
Transcription Service: World Broadcasting
System

Representative: H. N. Stovin (Canada); Jos-
eph Hershey McGillvra (U.S.A.)

Personnel

President: Howard Fleming
Station Manager: Ralph Snelgrove
Sales Promotion Manager: Bill Hawkins
Program Director: Stanley Latham
Chief Announcer: Frank Radcliffe
Musical Director: Marie Keenan
Chief Engineer: Alan Harper

C H E X

PETERSBOROUGH—EST. 1942

Frequency: 1340 Kc. Power: 1000 Watts
Owned-Operated By: Peterborough
Broadcasting Co.

Address: Examiner Bldg.
Transmitter Location: Otonabee Town-
ship, Ont.

Time on the Air: 6:45 a.m. to 1 a.m.
Newspaper Affiliation: Peterborough Ex-
aminer; Kingston Whig-Standard

News Service: Canadian Press
Transcription Service: NBC Thesaurus

Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President: W. Rupert Davies
Vice-President: Roy H. Thomson
General Manager: Jack K. Cooke

C F L C

PRESCOTT—EST. 1925

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Radio Association
of Prescott

Address: Hoy Building
Phone Number: 202

Transmitter Location: Prescott, Ontario
Time on the Air: 8 to 10 a.m., 12 to 2 p.m.
and 5 to 7:30 p.m.

Transcription Service: Lang-Worth
Representative: H. N. Stovin (Canada); Jos-
eph Hershey McGillvra (U.S.A.)

Personnel

President-Station Manager: A. G. Halliday
Sales Promotion Manager: F. D. Patterson

CKTB

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Silver Spire
Broadcasting Station, Ltd.

Address: 12 Yates Street
Phone Number: 3900

Transmitter Location: Port Dalhousie, Ont.
Time on the Air: 7:45 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight

Representative: Dominion Broadcasting
Co.; Radio Representatives, Ltd.

Personnel

President: E. T. Sandell
Station Manager: J. B. Mitchell
Program Manager: J. A. McQuillen
Chief Announcer: Bill Wheeler
Chief Engineer: W. H. Allen

C J I C

S S MARIE—EST. 1934

CBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hyland Broadcasting Co.

Address: Windsor Hotel
Phone Number: 3500

Transmitter Location: Korah Township
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.

News Service: British UP
Transcription Service: Lang-Worth
Representative: J. L. Alexander

Personnel

General Manager: J. G. Hyland
Program Manager: J. C. Whitby
Manager, Michigan Office: R. L. Warne
Chief Announcer: C. V. Godwin
Bookkeeper: Mabel M. Whalen
Continuity Director: Basil Scully
Chief Engineer: S. C. Cusack

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc. Power: 50 Watts
 Owned-Operated By: F. M. Squires
 Address: Windsor Hotel
 Phone Numbers: 1675; 1676
 Transmitter Location: Windsor Hotel
 Time on the Air: 7 a.m. to 10 p.m.
 News Service: British UP
 Representative: All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President: F. M. Squires
 Station-Commercial Manager: S. E. Tapley
 Sales Promotion Manager: M. R. Dunseith
 Program-Musical Director: C. W. Trethewey
 Production Manager-Chief
 Announcer: Jack Haney
 Chief Engineer: George Hildebrand

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: Sudbury Daily Star, Ltd.
 Address: 21 Elgin St.
 Phone Number: 77505
 Transmitter Location: Neelon Township
 Time on the Air: 6:45 a.m. to 1:15 a.m.; Sundays, 8 a.m. to 1 a.m.
 Newspaper Affiliation: Sudbury Daily Star
 News Service: Canadian Press
 Transcription Service: World Broadcasting System; NBC Thesaurus
 Representative: All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President: W. E. Mason
 General Manager: W. J. Woodill
 Program Director: Jack McLaren
 Chief Engineer: J. McRae

CKGB

TIMMINS—EST. 1935

CBC

Frequency: 1470 Kc. Power: 1000 Watts
 Owned By: Northern Broadcasting & Publishing, Ltd.
 Operated By: Roy H. Thomson
 Address: Thomson Bldg., (Cedar St.)
 Phone Number: 1500
 Transmitter Location: Mattagami Heights, Mountjoy Township

Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: Timmins Daily Press; Val D'Or Star
 News Service: British UP
 Transcription Service: NBC Thesaurus
 Representative: Gerry Tonkin (Toronto); Bob Leslie (Montreal); Weed & Co. (U.S.A.)

Personnel

President: R. H. Thomson
 Station Manager: Jack K. Cooke
 Commercial Manager: Murray Morrison
 Sales Promotion Manager: Ted Morrow
 Publicity Director-Traffic
 Manager: Sonya Barnett
 Chief Announcer: Gordon Shaw
 News Editor: Delmar Mott
 Musical Director: Bruce Tremere
 Chief Engineer: Ernest Mott

CBL

TORONTO—EST. 1927

CBC—NBC—BBC—MBS

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By: Canadian Broadcasting Corporation
 Business Address: 55 York St.
 Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
 Studio Address: 805 Davenport Rd.
 Transmitter Location: Hornby, Ont.
 Time on the Air: 7 a.m. to 12 midnight
 News Service: CBC News Service
 Transcription Service: NBC Thesaurus
 National Sales Office Address: 55 York St., Toronto
 Representative: Canadian Broadcasting Corp.

Personnel

General Manager: W. Gladstone Murray
 Regional Representative: Dick Claringbull
 Station Manager: Herbert Walker
 Night Supervisor: Nairn Mogridge
 Commercial Manager-Supervisor of Press and Information: E. A. Weir
 Regional Engineer: M. L. Poole
 Chief Operator: W. A. Reid

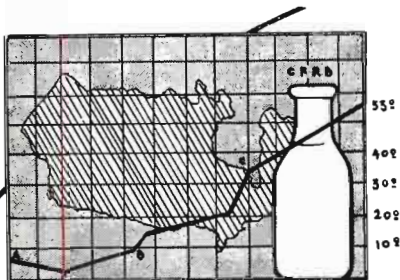
CBY

TORONTO—EST. 1936

CBC—BBC—NBC—MBS

Frequency: 1010 Kc. Power: 1000 Watts
 Owned-Operated By: Canadian Broadcasting Corporation
 Business Address: 55 York St.

The cream is
always at the top!



If you want to reach the cream of the CANADIAN market, you start with Ontario, the richest of Canada's nine provinces. Ontario has 29% of Canada's population and over 36% of the buying power! If you want to reach the cream of the ONTARIO market, you start with CFRB, Toronto, the station that has proven itself to be first choice among a potential audience of 3,000,000 listeners.

Get this fact!

IN THE MOST RECENT OF THE SURVEYS PERIODICALLY CONDUCTED ON BEHALF OF CFRB AND INVOLVING PERSONAL INTERVIEWS, 53.4% OF THE INTERVIEWEES NAMED CFRB AS THEIR FAVORITE STATION! IN FACT CFRB LED THE RUNNER-UP BY ALMOST 2 TO 1!

CFRB, Toronto, is now in its 14th year of continuous operation... before you place your advertising in Ontario, Canada's 2½ billion dollar market, get all the facts concerning CFRB—the key to Ontario sales!

CFRB

TORONTO

THE KEY TO ONTARIO SALES

Advertising Representatives in U.S.A.
Joseph Hershey McGillvra

New York • San Francisco • Chicago
Los Angeles • Boston • Atlanta

• • • ONTARIO • • •

Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address.....805 Davenport Rd.
Transmitter Location.....Dixie, Ont.
Time on the Air.....7:45 a.m. to 12 midnight
News Service.....CBS News Service
Transcription Service.....NBC Thesaurus
National Sales Office Address.....55 York St., Toronto
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....W. Gladstone Murray
Regional Representative....Dick Claringbull
Station Manager.....Herbert Walker
Night Supervisor.....Nairn Mogridge
Commercial Manager-Supervisor of Press and Information.....E. A. Webb
Regional Engineer.....M. L. Poole
Chief Operator.....W. A. Reid

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc.....Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co., Limited
Address.....37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
Transmitter Location.....Aurora, Ontario
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 10 a.m. to 12:30 a.m.
News Service.....British UP; Canadian Press
Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

President.....Harry Sedgwick
Station Manager.....E. L. Moore
Chief Announcer.....Wes McKnight
Musical Director.....Roy Locksley
Chief Engineer.....Jack Sharpe

CKCL

TORONTO—EST. 1925

NBC—CBC (Supplementary)

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Dominion Battery Co., Limited
Address.....444 University Ave.
Phone Number.....Adelaide 1014
Transmitter Location.....Scarboro, Ont.
Time on the Air: 7:30 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 12:05 a.m.

News Service..... British UP
Transcription Service..... World Broadcasting
System; Standard Radio
Representative: H. N. Stovin (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President Henry S. Gooderham
Station and Commercial Manager.. A. E. Leary
Program-Publicity-Musical
Director..... Maurice Dalton Rapkin
Chief Announcer..... J. Edgar Guest
Secretary-Treasurer..... Elsa G. B. Main
Chief Engineer Ernest O. Swan

●

CKLW

WINDSOR—EST. 1932
MUTUAL—CBC

Frequency: 800 Kc..... Power: 5000 Watts
Owned-Operated By..... Western Ontario
Broadcasting Co.
Business Addresses:.. Guaranty Trust Bldg.,
Windsor; Union Guardian Bldg., Detroit,
Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)
Studio Address..... Guaranty Trust Bldg.

CKCL

TORONTO

WAS THE ONLY CANADIAN
STATION TO WIN A VARIETY
SHOWMANSHIP PLAQUE
FOR 1941

Information about CKCL can be obtained by writing, wiring, or phoning, the nearest JOSEPH HERSHEY MCGILLVRA Office in the United States.

CKCL

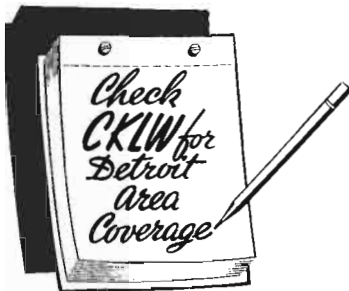
TORONTO

1000 Watts

580 Kc.

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL
MUTUAL BROADCASTING SYSTEM



• • • **ONTARIO - PRINCE EDWARD ISLAND** • • •

Transmitter Location.....Sandwich, South,
Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP
Transcription Service.....World Broadcasting
System
Representative...Joseph Hershey McGillvra

Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Carter
Commercial-Sales Promotion
Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager.....Frank Burke
Artists' Bureau Head.....Joe Gentile
Publicity Director.....Frank Lynch
Chief Announcer-Traffic Mgr., Campbell Ritchie
Chief Engineer.....William J. Carter

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank &
Howard Bedford
Address Fields Bldg.
Phone Numbers.....157; 158
Transmitter Location.....Belgrave
Time on the Air.....7:15 a.m. to 11 p.m.
News Service.....Transradio
Transcription Service.....All-Canada Radio
Facilities
Representative.....J. L. Alexander

Personnel

General Manager.....W. T. Cruickshank
Commercial Manager.....James Maxwell
Sales Promotion Manager-Program
Director.....John Cruickshank
Musical Director.....Harold V. Pim
Chief Engineer.....Scott Reid

PRINCE EDWARD ISLAND

Population 93,919
Number of Families 22,907

Number of Radio Licenses 5,694
Auto Registrations 8,024

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Radio Broad-
casting Co.
AddressBrace Bldg.
Phone Numbers724 (Studio and office);
1303 (transmitter)
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....8 a.m. to 12 midnight
News Service.....British UP
Transcription Service.....Standard Radio;
Lang-Worth
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....K. S. Rogers
General ManagerL. A. McDonald
Chief Engineer.....M. H. F. Young

CHCK

CHARLOTTETOWN

Frequency: 1340 Kc.....Power: 50 Watts
Owned by.....CHCK Broadcasting Co.

Operated By.....Island Radio Broadcasting
Co. (CFCY)
Address4 Brace Bldg.
Phone Number724
Transmitter Location.....4 Brace Bldg.
Time on the Air.....4 to 5 p.m.

Personnel

(Same as CFCY)

CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated ByR. T. Holman, Ltd.
Address Water Street
Phone Number133
Transmitter LocationHolman Building
Time on the Air: 7:30 to 8:30, 10:30 a.m. to
2:30 p.m., 4 p. m. to 9 p.m.

Personnel

PresidentH. T. Holman
Station ManagerR. L. Mollison
Program Director.....C. F. MacCaull
Chief EngineerAngus MacKee

QUEBEC

Population 3,319,640
Number of Families 754,463

Number of Radio Licenses 318,387
Auto Registrations 213,148

C B J

CHICOUTIMI—EST. 1933

CBC

Frequency: 1250 Kc. Power: 250 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Address4 Larouche Avenue
Phone Number 155
Transmitter Location.....4 Larouche Avenue
Time on the Air.....8 a.m. to 12 midnight
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....W. Gladstone Murray
Station Manager.....Vilmond Fortin
Chief Announcer.....J. R. Dallaire
Chief Engineer.....J. E. Roberts

CKCH

HULL—EST. 1932
CBC (AND PROVINCIAL)

Frequency: 1240 Kc. Power: 100 Watts
Owned By Le Droit
Operated ByCKCH Broadcasting Co.
Address85 Champlain Ave.
Phone Number2-1701
Transmitter Location...R.R. No. 1, South Hull
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus

Personnel

President.....M. Therrien
Station Commercial Manager. Georges Bourassa
Musical Director.....A. Groulx
Chief Engineer.....J. L. Champagne

CBF

MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
MBS—NBC

Frequency: 690 Kc. Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address1231 Ste-Catherine, West
Phone Numbers: MArquette 5211; MArquette 8021
Transmitter Location.....Vercheres, P. Q.

Time on the Air.....7:30 a.m. to 12 midnight
News Service....British UP; Canadian Press
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....W. Gladstone Murray
Station ManagerOmer Renaud
Commercial-Sales Promotion
ManagerArthur Dupont
Regional Program
DirectorJean-Marie Beaudet
Publicity Director.....Leopold Houle
Chief Announcer.....Roger Baulu
Assistant Program Director....Gerard Arthur
Director of Educational
BroadcastsAurele Seguin
News Service Editor.....Marcel Ouimet
Musical Director.....Captain J. J. Gagnier
Chief Engineer.....Gordon W. Clive

CBM

MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
MBS—NBC

Frequency: 940 Kc. Power: 5000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address 1231 Ste. Catherine, West
Phone Numbers: MArquette 5211; MArquette 8021
Transmitter Location.....Marieville, P. Q.
Time on the Air.....7:30 a.m. to 12 midnight
News Service....British UP; Canadian Press
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....W. Gladstone Murray
Station Manager.....Omer Renaud
Commercial-Sales Promotion
Manager..... Arthur Dupont
Regional Program
DirectorJean-Marie Beaudet
Publicity Director.....Leopold Houle
Chief Announcer.....Roger Baulu
Assistant Program Director....Gerard Arthur
News Service Editor.....Marcel Ouimet
Musical Director.....Captain J. J. Gagnier
Chief Engineer.....Gordon W. Clive

C F C F

(Short Wave CFCX)
MONTREAL—EST. 1919

NBC (Blue)
Frequency: 600 Kc. Power: 500 Watts
Owned-Operated By Canadian Marconi Company
Address: 1231 St. Catherine St., West
Phone Number: Plateau 2577
Transmitter Location: Mount Royal Hotel, Peel St., Montreal
Time on the Air: 7:45 a.m. to 1 a.m.; Sundays, 9 a.m. to 11 p.m.
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager: J. A. Shaw
General Manager: Reginald M. Brophy
Sales Director: M. J. Humphreys
Sales Promotion Director: E. H. Smith
Program-Musical Director: H. H. Hewetson
Night Supervisor: P. E. Hiltz
Chief Engineer: Jack Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: La Patrie Publishing Co., Ltd.
Address: Sun Life Bldg., Dominion Square
Phone Number: Plateau 5225
Transmitter Location: City of St. Michel
Time on the Air: 8 a.m. to 12 midnight
Newspaper Affiliation: La Patrie, La Presse; Montreal Star; Montreal Gazette; Le Petit Journal; Montreal Herald
Transcription Service: Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Station and Commercial Manager: Marcel Lefebvre
Program Director: Paul Senay
Production Manager: M. Normandin
Publicity Director: Armand Goulet
Chief Engineer: F. F. Tambling

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 5000 Watts

Owned-Operated By: La Cie de Publication de la Presse, Ltee.
Address: 980 St. Catherine Street, West
Phone Number: MARquette 3611
Transmitter Location: St. Hyacinthe, P. Q.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: La Presse
News Service: UP
Transcription Service: World Broadcasting System; Lang-Worth
Representative: William Wright (Canada); Joseph H. McGillvra (U.S.A.)

Personnel

President: P. R. DuTremblay
General Manager: Phil Lalonde
Commercial Manager: Louis Leprohon
Program-Musical Director: Paul Corbeil
Production Service Chief: Ferdinand Biondi
Production Chief: Bernard Gould
News & Traffic Director: Flavius Daniel
Sales Promotion Manager: Andre Daveluy
Chief Announcer: Roy Malouin
Publicity Director: Paul Gelinas
Music Librarian: Marie T. Lenoir
Translation-Script Editor: Armand Gravel
Chief Engineer: Leonard Spencer

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.
QUEBEC & MARITIME NETWORKS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: The Gaspesia Radio Broadcasting Co., Ltd.
Address: New Carlisle, Que.
Phone Number: 38
Transmitter Location: Sea Shore, New Carlisle
Time on the Air: 7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President: Dr. Charles Dumont
Station Manager: Dr. Charles H. Houde
Sales Promotion Manager-Chief Announcer: Viateur Bernard
Chief Engineer: J. R. McGough

CBV

QUEBEC—EST. 1934

CBC

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Broadcasting Corp.
Business Address: Ottawa, Ont.

Phone Number..... 5658 (studio)
 Studio Address.....Chateau Frontenac Hotel
 Transmitter Location.....Charlesbourg, P. Q.
 Time on the Air:.....8 a.m. to 12 midnight
 News Service....CBC Network News Service
 Representative.....Canadian Broadcasting
 Corp.

Personnel

CBC President.....Rene Morin
 General ManagerW. Gladstone Murray
 Station Manager.....Maurice Valiquette
 CBC Publicity Director.....Leopold Houle
 CBC Commercial Manager.....Arthur Dupont
 CBC Musical Director....Captain J. J. Gagnier
 Chief EngineerCharles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 250 Watts
 Owned-Operated By.....CHRC, Ltd.
 AddressVictoria Hotel
 Phone Number.....2-8178
 Transmitter Location.....St. Louis Rd.,
 St. Foy, P. Q.

Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 11:30 a.m. to 12 midnight
 News Service.....British UP
 Transcription Service.....Lang-Worth
 Representative....Joseph Hershey McGillvra

Personnel

Station Manager.....J. N. Thivierge
 Secretary-TreasurerHenri Lepage
 Sales Manager.....J. A. Hardy
 Artists Bureau Head.....A. Pelletier
 Chief Announcer.....T. H. Burham
 Publicity Director.....Maurice Descarreaux
 Musical Director.....Gaston Voyer
 Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....CKVC, Ltd.
 Address142 St. John St.
 Phone Number.....2-1585
 Transmitter Location.....154 Marguerite-
 Bourgeois Ave.
 News ServiceCanadian Press
 Transcription Service.....World Broadcast-
 ing System

Personnel

President.....H. Baribeau
 Station ManagerPaul Lepage
 Sales Promotion Manager.....Paule Vachon
 Chief Announcer.....Gilles Duhamel
 Musical Director.....Edwin Belanger
 Chief Engineer.....Paul Richard

CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Lower St. Lawrence
 Power Co.

Address1 St. John St.
 Phone Number.....396
 Transmitter Location.....Notre-Dame du
 Sacre Coeur

Time on the Air: 8 a.m. to 11:30 p.m.; Sun-
 days, 12 noon to 11:30 p.m.

Newspaper Affiliation....Le Progres du
 Golfe

News Service.....Canadian Press
 Representative....Joseph Hershey McGillvra

Personnel

President.....J. A. Brillant
 ManagerG. A. Lavole

CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....La Cie De Radiodiffu-
 sion Rouyn Noranda, Ltee.

Business Address.....P. O. Box 340
 Phone Number.....1400
 Studio AddressReilly Bldg.
 Transmitter Location.....Reilly Building

Time on the Air.....7 a.m. to 12:15 a.m.
 News ServiceBritish UP

Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities

Personnel

PresidentM. P. Cuddihy
 Managing Director.....J. O. Tardiiff
 Station-Commercial Manager....J. Legault
 Sales Promotion Manager.....Harold Burley
 Program Director.....Don Inslay
 Publicity Director-Chief Announcer,
 E. G. Archibald
 Chief Engineer.....George H. Pope

CHGB

SAINTE ANNE DE LA POCATIERE
EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: CHGB, Registered
Address: Ste. Anne de la Pocatiere, Co.,
Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location: East end of village
Time on the Air: 7 a.m. to 12 midnight
News Service: CBC Network News
Representative: Stovin & Wright

Personnel

Station Manager: G. T. Desjardins
Program Director: Laval Raymond
Publicity Director: Patrice Boudreau
Musical Director: Adrien Dube

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: La Tribune, Limitee
Business Address: Marquette Street
Phone Numbers: 2071; 2072
Studio Address: La Tribune Bldg.
Transmitter Location: Sherbrooke
Time on the Air: 7:45 a.m. to 12 midnight
Transcription Service: Langworth
Representative: Dominion Broadcasting
Company

Personnel

President: Hon. Jacob Nicol
Manager: A. Gauthier
Program Director: Jeanne Tremblay
Publicity Director: Romeo Paquette
Chief Announcer: Roland Bayeur

Musical Director: P. M. Robidoux
Chief Engineer: Julien Dupras

CHLN

THREE RIVERS

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Le Nouvelliste, Ltd.
Address: Chateau de Blois
Transmitter Location: Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11:30 p.m.; Sun-
days, 12 noon to 11:30 p.m.
Newspaper Affiliation: Le Nouvelliste
Transcription Service: World Broadcasting
System
Representative: Radio Centre, Ltd.

Personnel

Station Manager: Leon Trepanier

CKVD

VAL D'OR—EST. 1939

Frequency: 1230 Kc. Power: 100 Watts
Owned By: La Voix d'Abitibi Cie, Ltd.
Operated By: Northern Broadcasting &
Publishing, Ltd.
Address: Val D'Or
Phone Number: 500
Transmitter Location: Val D'Or
Time on the Air: 7:45 a.m. to 9:15 p.m.
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities

Personnel

President: Roy H. Thomson
General Manager: Dan Carr
Program Director: Ernest Courtney
Publicity Director: Norma Austdal
Chief Engineer: Thomas Watson

SASKATCHEWAN

Population 887,747

Number of Radio Lisenses 98,707

Number of Families 177,549

Auto Registrations 118,456

CHAB

MOOSE JAW—EST. 1922

CBC

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By: CHAB, Ltd.
Address: Grant Hall Hotel

Phone Number: 2377
Transmitter Location: Boharm, Sask.
Time on the Air: 6:30 to 12:15 a.m.; Sundays,
7 a.m. to 12:15 a.m.
News Service: British UP
Transcription Service: Lang-Worth
Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President-Chief Engineer.....A. E. Jacobson
 Station Manager.....H. C. Buchanan
 Sales Manager.....L. A. Bourgeois
 Program Director.....J. S. Boyling
 Publicity Director.....Louis Lewry
 Chief Announcer.....Earl Cameron

CKBI

PRINCE ALBERT—EST. 1924

CBC

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....Central Broadcast-
 ing System, Ltd.
 Address.....Sanderson Building
 Phone Numbers.....3133; 2049
 Transmitter Location...7½ miles south of city
 on Highway No. 2
 Time on the Air.....17½ hours daily
 News Service.....British UP
 Transcription Service..World Program Service
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....L. E. Moffat
 Commercial Manager.....E. Parr
 Sales Promotion Manager.....Gerald Prest
 Program-Musical Director.....G. Dobson
 Production Manager.....D. Armstrong
 Chief Announcer.....W. R. Hart
 Chief Engineer.....T. Van Nes

CJRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By Transcanada Communica-
 tions, Limited
 Address.....Saskatchewan Life Bldg.
 Phone Number.....8424
 Transmitter Location...Victoria Plains, Sask.
 Time on the Air.....122 hours per week;
 17½ hours per day
 Newspaper Affiliation...The Regina Leader
 Post; Saskatchewan Farmer
 News Service.....Press News; Transradio
 Representative..All-Canada Radio Facilities,
 Ltd. (Canada); Joseph Hershey McGillvra
 (U.S.A.)

Personnel

President.....Victor Sifton
 Station Manager.....F. V. Scanlan
 Commercial-Sales Promotion
 Manager.....Bruce M. Pirie
 Program Director.....G. B. Quinney

Chief Announcer.....R. B. Hill
 Musical Director.....Sam H. Hillier
 Chief Engineer.....W. McDonald

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc.....Power: 1000 Watts
 Owned By.....The Regina Leader-Post, Ltd.
 Operated By.....All-Canada Radio Facilities,
 Ltd.
 Business Address.....Southam Bldg., Cal-
 gary, Alberta
 Phone Number.....Main 2670 (Calgary);
 8525 (Regina)
 Studio Address.....Leader-Post Bldg.
 Transmitter Location.....Pilot Butte
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....The Regina
 Leader-Post
 News Service.....British UP
 Transcription Service: NBC Thesaurus; Stan-
 dard Radio; All-Canada Radio Facilities
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....Gerry Gaetz
 Commercial Manager.....H. A. Crittenden
 Sales Promotion Manager.....Don Dawson
 Program Director.....Don MacMillan
 Musical Director.....Ross MacRae
 Chief Engineer.....E. A. Strong

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. A. Murphy &
 Sons, Limited
 Address.....261-1st Avenue, North
 Phone Numbers.....7282 and 5374
 Transmitter Location.....Saskatoon, Sask.
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 8:30 a.m. to 11:30 p.m.
 News Service.....British UP
 Transcription Service: NBC Thesaurus; Stan-
 dard Radio; Langworth
 Representative: Radio Representatives, Ltd.
 (Canada); Howard H. Wilson Cc. (U.S.A.)

Personnel

President.....A. A. Murphy
 Station-Commercial Manager...Vernon Dallin
 Sales Promotion Manager.....G. A. Jordan
 Program-Musical Director.....Cy Cairns
 Chief Announcer.....Wilfred Gilby
 Chief Engineer.....S. Clifton

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc. Power: 50000 Watts
Owned-Operated By.. Canadian Broadcasting Corp.

Business Address. Ottawa, Ont.
Studio Addresses: Manitoba Telephone Bldg.,
Portage Ave., East, Winnipeg Manitoba
Transmitter Location. Watrous, Sask.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 7:30 a.m. to 11:30 p.m.
News Service CBC Network News
Representative Canadian Broadcasting Corp.

Personnel

General Manager W. Gladstone Murray
Regional Director. J. M. Kannawin
Regional Engineer. L. J. Marshall

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By. Yorkton Broad-
casting Co.

Address Smith MacKay Bldg.
Phone Number 324
Transmitter Location. Yorkton
Time on the Air. 6:30 a.m. to 11 p.m.
News Service British UP
Transmission Service: World Broadcasting System
Representative. Jack Slater (Canada); In-
land Broadcasting Service (Canada); How-
ard H. Wilson Co. (U.S.A.)

Personnel

Station Manager. A. L. Garside
Commercial Manager. J. W. Hayden
Public Relations Director. P. Whittall

NEWSPAPER-AFFILIATED CANADIAN STATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 960 Kc. V. F. Nielson, manager. CALGARY DAILY HERALD
CJCI—Calgary. 100 Watts; 1230 Kc. I. E. Gerke, manager. CALGARY, ALBERTAN
CJCA—Edmonton. 1000 Watts; 930 Kc. Gordon S. Henry, manager. EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 910 Kc. A. D. R. Homersham, manager. KAMLOOPS SENTINEL
CKLN—Nelson. 250 Watts; 1249 Kc. H. Lethbridge, manager. NELSON DAILY NEWS
CJVI—Victoria. 500 Watts; 1480 Kc. C. L. Berry, manager. VICTORIA COLONIST

NEW BRUNSWICK

CHSJ—Saint John. 1000 Watts; 1150 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CHNS—Halifax. 1000 Watts; 960 Kc. William C. Borrett, manager. HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1490 Kc. James Annand, manager. KINGSTON WHIG-STANDARD
CKWS—Kingston. 1000 Watts; 960 Kc. Jack K. Cooke, general manager,
KINGSTON WHIG-STANDARD; PETERBOROUGH EXAMINER
CJKL—Kirkland Lake. 1000 Watts; 560 Kc. Jack M. Davidson, manager. TIMMINS PRESS
CFPL—London. 1000 Watts; 1570 Kc. Philip H. Morris, manager. LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 1230 Kc. Cliff Pickrem, manager. TIMMINS PRESS
CFOS—Owen Sound. 250 Watts; 1400 Kc. Ralph Snelgrove, manager. OWEN SOUND SUN-TIMES
CHEX—Peterborough. 1000 Watts; 1340 Kc. Jack K. Cooke, general manager,
PETERBOROUGH EXAMINER; KINGSTON WHIG-STANDARD
CKSO—Sudbury. 1000 Watts; 790 Kc. W. J. Woodill, manager. SUDBURY SUN
CKGE—Timmins. 1000 Watts; 1470 Kc. Jack K. Cooke, manager,
TIMMINS DAILY PRESS; VAL D'OR STAR

QUEBEC

CKCH—Hull. 100 Watts; 1240 Kc. George Bourassa, manager. LE DROIT (Ottawa)
CHLP—Montreal. 250 Watts; 1490 Kc. Marcel Lefebvre, manager,
MONTREAL LA PATRIE; MONTREAL STAR; MONTREAL GAZETTE; MONTREAL HERALD
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager. MONTREAL LA PRESSE
CJBR—Rimouski. 1000 Watts; 900 Kc. G. A. LaVoie. LE PROGRES DU GOLFE
CHLT—Sherbrooke. 100 Watts; 1240 Kc. A. Gauthier, manager. SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1450 Kc. Leon Trepanier, manager,
THREE RIVERS LE NOUVELLISTE
CKVD—Val D'Or. 100 Watts; 1230 Kc. Dan Carr, Manager. TIMMINS (ONT.) DAILY PRESS

SASKATCHEWAN

CKCK—Regina. 1000 Watts; 620 Kc. G. Gaetz, manager. REGINA LEADER-POST

CANADIAN ORGANIZATIONS

Association of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
Adelaide 9774

OFFICERS

President.....Robert E. Jones
(General Foods, Ltd.)
Vice-President.....P. K. Abrahamson
(The Borden Co., Ltd.)
Vice-President.....E. F. Millard
(Ford Motor Co. of Canada)
Vice-President.....R. E. Merry
(Lever Bros., Ltd.)
Vice-President.....J. W. Doherty
(Imperial Oil, Ltd.)
Treasurer.....W. O. H. James
(The Dominion Bank)
Secretary-Manager.....Athol McQuarrie

DIRECTORS

C. R. Vint, Colgate-Palmolive-Peet Co., Ltd.; J. E. Mason, Canada Dry Ginger Ale, Ltd.; R. L. Sperber, Sterling Products, Ltd.; Neil B. Powter, Howard Smith Paper Mills, Ltd.; Leslie Choyce, McColl-Frontenac Oil Co., Ltd.; Joseph R. Foster, Courtaulds-Canada, Ltd.; Sydney R. Skelton, Goodyear Tire & Rubber Co.; George Bertram, Swift Canadian Co., Ltd.; S. H. Young, Christie, Brown & Co., Ltd.; G. H. Morgan, Canadian Kodak Co., Ltd.

FUNCTIONS

This association was incorporated in March 1917 for the improvement and promotion of the advertising and sales interests of its members and the exchange of information among its members. "Analysis of Circulation of Canadian Publications" is published every two years.

BMI Canada, Ltd.

1802 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....Neville Miller
Vice-President.....M. E. Thompkins
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

Canadian Association of Broadcasters

1802 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....George C. Chandler
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catherines; George Chandler, CJOR, Vancouver; J. W. B. Browne, CKOV, Kelowna; J. A. Cooke, CKGB, Timmins; Phil LaLonde, CKAC, Montreal; A. A. Murphy, CFQC, Saskatoon; N. Nathanson, CJCB, Sydney; K. S. Rogers, CFCY, Charlottetown; H. R. Carson, CFAC, Calgary.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Canadian Performing Rights Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director.....H. T. Jamieson, F.C.A.
BOARD OF DIRECTORS
Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....E. C. Grimley
Vice-President.....L. A. Young
Executive Secretary.....W. W. Richardson
Chairman of Engineering Committee.....C. J. Irwin

FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

Western Association of Broadcasters

c-o Radio Station CJOR, 846 Howe St., Vancouver,
B. C., Canada
MARine 6464

OFFICERS

President.....G. C. Chandler
(CJOR, Vancouver, B. C.)

DIRECTORS

Alberta: G. R. A. Rice, CFRN, Edmonton; British Columbia: J. W. B. Browne, CKOV, Kelowna; Manitoba: F. H. Elphicke, CJRC, Winnipeg; Saskatchewan: Lloyd Moffat, CKBI, Prince Albert.

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

G. C. Chandler, CJOR, Vancouver, B. C.; H. R. Carson, CFAC, Calgary, Alberta; G. C. Chandler, CJOR, Vancouver, B. C.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

Thanks to the radio industry for making 1941 our biggest year.

Thanks to the many advertising agencies—Ruthrauff & Ryan—BBD&O—Lou Maxon—L. W. Ramsey—Bill Polje—R. A. Moritz—Irv Olian—Mike Ellis—and all the rest for tabbing Ziv “headquarters for open-end transcriptions.”

Thanks to a great array of talent—Alan Courtney, The Korn Kobbler, Charlie Wayne, Tom Slater, Kay Lorraine, The Ranch Boys, Stan Waxman, Sam Balter, et al for making our shows such clickeroos.

Thanks to a swell staff whose sparkling ideas and sound musical and dramatic production have helped us to build such a swell reputation and such gratifying relations with our customers.

frederic . w . **ZIV** . inc.

offices:

2436 READING ROAD—CINCINNATI

485 MADISON AVE.—NEW YORK



★ RADIO ★
PRODUCTION



Producers

•

Transcriptions

•

Libraries

•

Agents

•

Music Section

•

Talent

•

Rules and Regulations

•

Programs

To Radio Daily

In appreciation
for what it has
done for Radio.

•

GROMBACH PRODUCTIONS, INC., EST. 1930

RADIO PROGRAM PRODUCTION

•

JEAN V. GROMBACH INC., EST. 1929

ELECTRICAL TRANSCRIPTIONS

•

Both temporarily suspended Nov. 1st, 1941 for the
duration of our national emergency.

A large, stylized handwritten signature in black ink that reads "Jean V. Grombach". The signature is written in a cursive style with long, sweeping lines.

1941—RADIO PRODUCTION—1941

LARGEST SINGLE OVER ALL FACTOR influencing production in all phases of broadcasting, AM, FM, television and short wave, during 1941 was, of course, National Defense. That was the dominant influence up until Dec. 7—after that Victory became the keynote.

These themes produced something of a revolutionary reorientation in radio programs. From the strictly non-partisan, unbiased attitude of the pre-war days, with the accent entirely on such non-social or political objectives as “pure” entertainment and good music, radio programs throughout the year underwent a gradual evolution as the threat of U. S. involvement became increasingly menacing. More and more radio shows, both commercial and sustaining, veered away from their “ivory tower” detachment and became more closely identified with current events and with the people. Especially was this so when war was declared and the wraps came off entirely, permitting writers and producers to go to town.

From both the producer and listener points of view this had a tremendously vitalizing effect. Programs took on a timeliness and emotional appeal which had been lacking previously, except on a very few experimental or workshop-type shows. And concurrently, new and more realistic production techniques developed.

No Dearth of Ideas

The general calibre of programs continued to rise during the year in all categories, whether quiz, soap opera, comedy or musical. Illustrative of the wealth of new ideas abroad in the industry was RADIO DAILY's annual “Shows of Tomorrow” issue, wherein producers of all types, independents, networks, transcription firms and agencies, showcased a tremendous variety of potential sock radio material.

Activity at the networks continued

strong throughout the year, the separation of the Red and Blue acting as a powerful stimulant to competitive programming. A subsidiary development was increased reliance on shows originated and produced by affiliates to augment network programs.

In television, during the latter part of the year National Defense took over almost entirely. Programs contributing to civilian defense activities, promoting Defense Bond sales and as actual training media for auxiliary defense services assumed an important place on tele program schedules, with further expansion in this field indicated for 1942.

FM Gets Under Way

FM remained something of an unknown factor as far as its production aspects were concerned. While FM was a healthy, even lusty infant, it still was an infant and, lacking the requisite advertising revenue, its possibilities from a production aspect were barely tapped. The full advantages of its differences from AM broadcasting, from a dramatic point of view, still remained to be discovered and developed.

International broadcasting, encouraged by the Government's Good Neighbor policy, made rapid strides. Whole program schedules in Spanish and Portuguese were developed in cooperation with Federal agencies for Latin American consumption, while news—honest news in the American tradition—was beamed to every quarter of the globe in all languages.

Just as defense was the keynote of radio production in 1941, the war effort will lend increasing impetus to this aspect of radio during the current year. Recognizing the job to be done and welcoming the opportunity to serve their country, producers have enlisted for the duration. They will continue to be in the vanguard of the fight on the home front.



Radio In Defense



All Wrapped Up!

**M
A
K
E
L
I
M**

More agencies are buying package shows.

After all, it's one way to—

Keep your clients happy and your overhead down

Every time you audition a complete package show
to your client—

Life becomes more—

Interesting because it gives you more time to
serve—

More clients, better

We build good shows that sell—network—transcribed—
5 minute musicals—dramas—1 minute jingles—and have
plenty of proof of it.

HAL R. MAKELIM PRODUCTIONS

360 NORTH MICHIGAN AVENUE

CHICAGO, ILL.

672

Program Producers

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President, Robert Matthews; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Asst. Secretary-Treasurer, E. B. McCutcheon; Sales Manager, W. Earl Richard. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

J. T. Ainley Co.

360 N. Michigan Ave., Chicago, Ill. Phone, State 1833. President, J. T. Ainley; Script Editor, Courtenay Savage. SERVICES OFFERED: Program production.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen, Karl Way; Writer, Aline Neff. SERVICES OFFERED: Program production.

American Institute of Food Products

75 West St., New York, N. Y. Phone, Whitehall 4-7303. President, Dr. Shirley W. Wynne; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and pro-

duction of programs specializing in food and kindred accounts.

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Vice-President-Treasurer, Maurice Rappel; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

American Royal Productions

605 - 29th St., Oakland, Calif. Phone, 8629. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows.

F. D. Anderson

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production.

Arnaiz Broadcasting Co.

206 S. Spring St., Los Angeles, Calif. Phone, MUtual 8837. President-Manager, R. B. Arnaiz; Secretary, N. P. Iniguez. SERVICES OFFERED: Program production.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Script and Production Director, Thurston Holmes; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

Arthur H. Ashley

457 West 57th St., New York, N. Y. Phone, COLUMbus 5-1348 and 5-8450. Owner, Arthur H. Ashley; General Manager, Gene Falconi; Office Manager, Louise Siesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.

Why not do it the EASY way?



THE ROLL-YOUR-DOWN method is *one* way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.



THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the “Ready-Made” Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.

Who's News. Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week. 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and

banter with interludes featuring “Nellie the Novachord.” Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week. 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week. 156 programs.

Produced at “Broadcasting Headquarters,” these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHACOUSTIC.

*P. S. Don't worry! NBC can help you roll your own ton, if you do not have your own facilities for production. We're ready for all jobs from scriptwriting, casting, producing, right down to shipping the finished pressings.

Write for complete presentations and audition samples



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244, Aberdeen 0184. Director, Frank J. Kovach. SERVICES OFFERED: Script writing, transcriptions, recordings, continuities and recorded library, foreign-language (Hungarian) program production.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, G. Ticktin; Sales Director, R. Wilson; Program Director, S. Vineberg; Script Director, J. Fuller; Talent Director, E. Berkley; French Director, J. O. Denis; French Scripts, R. Desrochers; Recording Department, J. Feldman. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing (Muzak Transcriptions, Inc.), both vertical and lateral.

Associated Radio Programs

Suite 240, Hotel Jefferson, St. Louis, Mo. Phone, Main 4600. Owner, Jameison E. Brinkmeyer. SERVICES OFFERED: Program and spot announcement production.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HOLlywood 2686. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Assistant Manager, Meyer C. Solomon; Writer, Charles Marion. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, custom-built programs, transcriptions, script service.

Ann Barbinel

150 Riverside Drive, New York, N. Y. Phone, SCHuyler 4-5800. SERVICES OFFERED:

Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; Program Director, B. B. Bennett. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones; 6305 Yucca St., Los Angeles, Calif. Phone, Hillside 3137. Paul F. Adler. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; Eastern Representative for Twentieth Century Radio Productions and Edward Sloman Productions.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. SERVICES OFFERED: Program production.

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, R. Castle Brown. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Edgar Belmont

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edgar Belmont. SERVICES OFFERED: Program production.

**Bennett Downie Associates,
Inc.**

1357 North Gordon St., Hollywood, Calif. Phone, Granite 5722. SALES REPRESENTATIVE: 1316 Ridge Ave., Steubenville, Ohio. Sales Manager, Harry R. Jacobs. SERVICES OFFERED: Production of transcribed serial programs.

Herman Bernie, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. SERVICES OFFERED: Program production of package shows, artists' representative.

**John Beverly Hollywood
Radio Playhouse Corp.**

Hollywood Radio Playhouse Bldg., Sunset Blvd. at Highland Ave., Hollywood, Calif. Phone, Hillside 7296. President-General Manager, John Beverly; Vice-President, W. A. Banta; Secretary-Legal Counsel, S. K. Linden; Assistant Secretary, Y. E. Caruso; Treasurer-Comptroller, J. J. Melbourn; Continuity Editor, Ronnie St. Clair; Musical Director, Carl Hajos; Sales Department, Thomas W.

Doswell. SERVICES OFFERED: Radio production, package shows, recordings, spot announcement production, scripts, casting, direction, television production, studio facilities.

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: 673 Monadnock Bldg., San Francisco, Calif. Phone, Garfield 0947. SERVICES OFFERED: Transcriptions, production.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, Hollywood 3981. General Manager, G. C. Bird. SALES REPRESENTATIVE: Basch Radio Productions, 17 East 45th St., New York, N. Y. Phone, Murray Hill 2-8877. SERVICES OFFERED: Production of transcribed serial programs.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, casting.

HENRY SOUVAINÉ INC.

30 ROCKEFELLER PLAZA, NEW YORK CITY

SPECIALISTS FOR RADIO

TALENT

SCRIPTS

PROGRAMS

RECORDINGS

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Program production, studio and line recording.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot; Technician, D. H. Harrell. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service.

Broadcast Service Studios

1115 Denrike Bldg., Washington, D. C. Phone, Republic 6160. Manager, R. J. Coar; Engineer, Gilbert B. Seymour; Secretary, Melissa R. Hill. SALES REPRESENTATIVES: Radio News Reel, 2 West 45th St., New York, N. Y. Manager, Philip A. Waxman; Radio News Reel, 1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. SERVICES OFFERED: Production of transcriptions and recordings, program production, remote pick-ups, field transcriptions.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WISconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

Alexandre Cherrier Recording Studios

625 S. Van Ness Ave., Los Angeles, Calif. Phone, EXposition 7722. Owner, Alexandre Cherrier; Secretary, Antoinette Grenier; Account Executives, Gertrude Huss, Alice Grunden. SERVICES OFFERED: Recordings, transcriptions, spot announcement and program production.

C. K. Recorders

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Secretary-Treasurer, N. K. Clark; Program Director, C. F. Quirk. BRANCH OFFICE: 353 S. W. Morrison St., Portland, Ore. Phone, Be. 1819. SERVICES OFFERED: Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

Leslie Lucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

Russell C. Comer Co.

101 West 11th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, A. M. Rockie; Recording Engineer, Francis Ries. SERVICES OFFERED: Production of syndicated programs and serials.

Commercial Broadcasting Service, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program Department, S. K. Smith; Script

Department; A. D. Wigmore. **SERVICES OFFERED:** Live talent production, syndicate transcriptions, custom recordings, time placements.

●
The Jack L. Cooper Radio Advertising Service

4237 Indiana Ave., Chicago, Ill. Phone, Oakland 2504, Beverly 2056. Producer, Jack L. Cooper; Secretary-Musical director, Gertrude R. Cooper. **SERVICES OFFERED:** Program (Negro) production.

●
Cosmopolitan Broadcasting Co.

7100 Broadway, Cleveland, Ohio. Phone, Diamond 0808. Partners, James J. Rattay and Paul Faut. **SERVICES OFFERED:** Foreign language programs.

●
Paul Cruger

5800 Carlton Way, Hollywood, Calif. Phone, HOLLYWOOD 9352. General Manager, Paul Cruger; Copy Chief, Harry Wendland; Art Director, Elmer Davis; Musical Director, Darrell Calker. **SERVICES OFFERED:** Custom built shows, commercial spots, live and transcribed, contests and merchandising campaigns.

Patrick Michael Cuning Productions

5205 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5915. In-Charge-of-Production, Patrick M. Cuning; Producing Director, Stepa Delys, Frederick Krocaser; Executive Contact, Milan Morgan. **SERVICES OFFERED:** Production of motion pictures and radio and television program, transcriptions.

●
Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner-Chief Recording Engineer, Victor L. Damon; Recording Engineer, Bert W. Powell; Production Men, Cecil Holman, M. H. Straight. **SERVICES OFFERED:** Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

●
Thomas J. Deegan Associates

590 Madison Ave., New York, N. Y. Phone, PLaza 8-0989. Personnel, Thomas J. Deegan, Jr., Joseph D. Pyle, C. M. Deegan. **SERVICES OFFERED:** Program production, scripts.

WILSON, POWELL and HAYWARD, Inc.

444 MADISON AVENUE, NEW YORK CITY



ARTISTS' REPRESENTATIVES

RADIO PRODUCERS

Ken Dolan & Co.

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-1538. President, Ken Dolan; Vice-President, Colton C. Cronin; Associate, Saul Reiss; Secretary, Edith Szabo. BRANCH OFFICE: 8905 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-9185. SERVICES OFFERED: Program production, package shows, Artists' representative.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3883. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Chief Engineer, A. Ewing; Office Manager, Marion Hould. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, recording, direct wire service for auditions, representative for American program producing and transcription firms.

Draesmer Radio Productions

5968 Santa Monica Blvd., Hollywood, Calif. Phones, Walnut 1759; Hillside 0181. Owner-Writer-Producer, Marie Isabel Draesmer. SERVICES OFFERED: Personalized building of shows for sponsors or advertising agencies, talent, coaching of talent, preparation of auditions, continuity conferences.

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood,

Calif. Phone, GLadstone 2555. President, Harry A. Earnshaw; Vice-President, Fenton Earnshaw; Secretary-Treasurer & General Sales Manager, H. Lewis Earnshaw. REPRESENTATIVES: Charles Michelson, 67 West 44th St., New York, N. Y.; Herbert Rosen, 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. SERVICES OFFERED: Transcribed programs, script serial programs.

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, V. E. McCarty; Manager, D. Knowlton; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, airchecks, program production, transcription library.

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

Fanchon & Marco

(F & M Stageshows, Inc.)
133 West 50th St., New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

Marguerite Felber Advertising Agency

Taft Bldg., 1680 N. Vine St., Hollywood, Calif. Phone, GRanite 8367. Marguerite Felber, Harry N. Christiansen. SERVICES OFFERED: Program production, script and transcription library.

Fidelity Recordings

5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. Director, Don Forbes; General Manager, Milton Hurwitz; Chief Engineer, Dale Knight; Advertising Manager, Rudolph Block, Jr.; Musical Director, Jack Riley; Television Director, George T. Saylor. SERVICES OFFERED: Acetate and film recordings; production of radio and television programs, transcriptions, air-checks, personal recordings.

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4651. Owner-Technician, E. R. Arn, Jr.; Sales, R. E. Kelly; Producer, Martha Gowdy; Script Writer, Fred Shelton. SERVICES OFFERED: Transcriptions, air-checks, slide film recording, location recording, sound-on-film recording.

Lucille Fischer & Associates

540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8535. General Manager-Program Director, Lucille Fischer; Continuity Chief, Maurice Fischer. SERVICES OFFERED: Scripts, program and spot announcement production, package shows.

Five-Minute Features

219 Miners Bank Bldg., Joplin, Mo. Director, H. D. Robards; Assistant Director, Howard H. Bell; Secretary, M. A. Smith. SERVICES OFFERED: Program production for specialized businesses.

Irving Fogel & Associates

7373 Melrose Ave., Hollywood, Calif. Phone, WALnut 6485. General Manager, Irving Fogel; Eastern Sales Representative, William H. Holmes. REPRESENTATIVES: Francis J. Sullivan, 69 Yonge St., Toronto, Ont., Canada. Phone, Elgin 4086; William H. Holmes, 1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. Herbert Rosen, 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. SERVICES OFFERED: Production of live and transcribed radio presentations.

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RADIO CITY, N. Y.

Columbus 5-1621

Fox Features Syndicate, Inc.

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. President-Managing Editor, Victor S. Fox; Business Manager, M. Popkin; BRANCH OFFICE: 6305 Yuca St., Hollywood, Calif. Phone, Hillside 6125. Executive-in-Charge, Mitchell J. Hamilburg. SERVICES OFFERED: Transcriptions, production.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Sales Manager, Henry B. Tianhard; Production supervisor, Jason Johnson; Office Manager, M. L. Sander-son. SERVICES OFFERED: Scripts, program production, transcriptions.

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. Sales Manager, A. R. Robertson. SERVICES OFFERED: Program production, sale of air time.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt; Secretary, Gertrude Sobel. SERVICES OFFERED: Syndicated programs, program production.

Tay Garnett Radio Productions

Taft Bldg., Hollywood, Calif. Phone, HOLlywood 2254. Owner, Tay Garnett. SALES REPRESENTATIVE: The James Parks Co., 333 N. Michigan Blvd., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. In-Charge-of-Radio, Frank Cooper; Assistant Manager of Radio Dept., Neal Lang. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-In-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-In-Charge, Art Weems. SERVICES OFFERED: Program production, package shows, artists' representative.

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones;

Vice-President-Sales Manager, Raymond C. Leonard; Production Manager, Russell Murdock. BRANCH OFFICE: Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. Manager, Donald C. Jones. SERVICES OFFERED: Custom - built transcriptions, production, script, recording, talent, off-the-wire and off-the-air recordings.

William Gernannt

521 Fifth Ave., New York, N. Y. Phone, VAnDerbilt 6-1750. SERVICES OFFERED: Package shows.

Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, Wickersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED: Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs; Director, Axel Gruenberg; Casting Director, Betty Connor. BRANCH OFFICE: 221 N. La Salle St., Chicago, Ill. Phone, Randolph 4338. Ted MacMurray. SERVICES OFFERED: Program production, scripts.

Graham Gladwin Radio Productions

6411 Hollywood Blvd., Hollywood, Calif. Phone, Hempstead 6903. Manager-Producer, Graham Gladwin; Chief Engineer, Robert Bell; Scripts, Jerry Lynton; Production, Glenyce Sayre; Drama, Bonnie Binetti; Announcer, George Gates. SERVICES OFFERED: Program and spot announcement production, scripts and script library, transcriptions, artists' representative.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, Wl. 2-3338. Owner, Harry S. Goodman BRANCH OFFICES: Ameri-

can National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production.

●
Gordon Broadcasting & Publishing Co.

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

●
Gordon & Williamson, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-7480. President, Fred C. Williamson; Secretary - Treasurer, Herbert Gordon; Joe Marsolais, Harold Weaver, Jr. SERVICES OFFERED: Production, scripts, talent.

●
Lillian Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-6979. Owner-Manager, Lillian Gordoni; Recording Engineer, Stan Gordoni; Musical Director, Gwynne Kinsley; Dra-

matic Director, Jo Sherman; Voice Coach, Grace Ingram; Dramatic Coach, Lucille Lewis; Talent, Irving Hoffman.

●
Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

●
Grombach Productions, Inc.

(Business suspended for the duration of the war).

●
Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2450. Manager, A. M. Martinez. SERVICES OFFERED: Program production, script library (for use in South American radio stations).

●
Harvey & Howe, Inc.

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LExington 2-6910. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Manager, Irma Heid; Recording Engineer, Joseph J. Jacobs; Musical Director, Max Adkins. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MICHigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

Holden Associates

5855 Hollywood Blvd., Los Angeles, Calif. Phone, Hillside 9211. President, E. J. Holden; Vice-President-Secretary, E. E. Verdier; Sales Manager, R. M. De-Grilla. SERVICES OFFERED: Program production, scripts, package shows.

Jewish Radio Zone Advertising Co.

132 West 43rd St., New York, N. Y. Phone, PENnsylvania 6-0043. President, Benjamin Waxelbaum. SERVICES OFFERED: Production of Jewish-language programs, station representation for Jewish programs and commercials.

Estella Karn

2 West 45th St., New York, N. Y. Phone, VANDerbilt 6-3860. SERVICES OFFERED: Program production.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Florence Fisher, Preston Sandiford. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, airchecks, program production, scripts, talent, air-checks.

Jesse L. Kaufman, Inc.

10 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-2050. President, Jesse L. Kaufman. SERVICES OFFERED: Program production.

Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson; Secretary, Abraham Males. SERVICES OFFERED: Program and spot announcement production.

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-General Manager, Raymond Green; Vice-President, Lucy Gash; Script Editor, Stanley Wolf. BRANCH OFFICES: 6305 Yucca St. Los Angeles, Calif. Phone, Hillside 3137. Manager, Paul F. Adler; 544 Market St., San Francisco, Calif. Manager, Frank Parke Wright. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

Bob Kerr

30 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-8051. SERVICES OFFERED: Program production.

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, David H. Harris. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; Vice-President, John O. Ives. SERVICES OFFERED: Production of live talent programs.

Estelle Lutz Artists Bureau

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President,

C. P. MacGregor; Treasurer, Paul Quan; Sales Manager, Niles Gates. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

Hal R. Makelim Productions

360 N. Michigan Ave., Chicago, Ill. Phone, State 3472. President, Hal R. Makelim. SERVICES OFFERED: Package shows, program production, transcriptions, spot announcement production.

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. General Manager, John H. Part. SERVICES OFFERED: Electrical transcriptions, phonograph recordings.

CRANE WILBUR

Producer-Writer

"BIG TOWN"

The Rinso show starring
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Thursday evenings

CBS

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Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. **SERVICES OFFERED:** Program productions, scripts, research, spot announcements.

Fred C. Mertens & Associates

3926 West Sixth St., Los Angeles, Calif. Phone, Federal 0119. President, Fred C. Mertens; Promotion Department, Sterling H. Flynn; Program Department, Al F. Williams; Script Department, Spark Strueger; Sales, Stuart S. Shackelton, Burton Bunch, Kenneth M. Foote. **SERVICES OFFERED:** Program production, transcriptions.

Metro Artists Bureau

1650 Broadway, New York, N. Y. Phone, Circle 7-2829. Director, Ted Nelson. **SERVICES OFFERED:** Program production, scripts, transcription and live-talent package shows.

Metropolitan Broadcasting Service Limited

21 Dundas Square, Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, Doc Lindsey; Sales Manager, Paul Morris; Program Director, Harvey Dobbs; Chief Engineer, Gordon Ferguson. **BRANCH OFFICE:** 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Manager, Frank Starr. **SERVICES OFFERED:** Program production, scripts, direction, recorded programs, talent.

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MURRAY Hill 2-3376. President, Charles Michelson; E. Francis; Export Manager, A. Michelson. Representative for: Gennett and Speedy-G Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co., Walter Biddick Co., George Logan Price, Inc., Viking Radio Productions, Street & Smith Publications and Fox Feature Syndicate. **REPRESENTATIVES:** 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Harry Gennett, Jr.; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. **SER-**

VICES OFFERED: Transcribed program representative, sound effect record library, program production, transcriptions and transcription library.

Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, BOWLING Green 9-8925-6. President, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. **SERVICES OFFERED:** Exporters of transcription programs and sound effect records.

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. **SERVICES OFFERED:** Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Radiofilm Corp.

7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 9106. President, Loet C. Barnstyn; Vice-President, Herbert R. Ebenstein; Vice-President, Jack Barnstyn; Secretary-Treasurer, George R. Smith. **SERVICES OFFERED:** Studio facilities and equipment for producing radio programs on radiofilm system.

Moonbeams Broadcasts, Inc.

1440 Broadway, New York, N. Y. Phone, PENNSYLVANIA 6-3236. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. **SERVICES OFFERED:** Musical and script programs; transcriptions, talent.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, HEMPSSTEAD 4194. President, Raymond R. Morgan; Manager, R. E. Messer; Program Director, John Nelson. **SERVICES OFFERED:** Program production.

C. D. Morris Associates, Inc.

Hotel Chatham, New York, N. Y. Phone, PLaza 3-4144. President, C. D. Morris; Vice-President, C. M. Widney; Production Director, Leonard Bercovici; Casting Director, Richard Morris. **BRANCH**

OFFICE: 431 S. Dearborn St., Chicago, Ill. Phone, Wabash 4048. **Executive-in-Charge,** C. M. Widney. **SERVICES OFFERED:** Program production.

●
Hoyt Evans Morris

1233 Barlum Tower, Detroit, Mich. Phone, Cherry 6621. **President,** Hoyt Evans Morris; **Transcription-Production,** Richard Andrus. **SERVICES OFFERED:** Program production, transcriptions script and transcription library.

●
William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. **Executive-in-Charge of Radio,** William B. Murray. **BRANCH OFFICES:** 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. **Executive-in-Charge,** Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. **Executive-in-Charge,** George Gruskin. Keith Bldg., Cleveland, Ohio. Phone, Main 1525. **Executive-In-Charge,** Phil Brown. **SERVICES OFFERED:** Production of package shows.

●
Sidney P. Morse

203 N. Wabash Ave., Chicago, Ill. Phone, Dearborn 1863. **Radio Depart-**

ment Manager, Sidney P. Morse; **Associates** E. B. Sligh, Sammy Clark, Martin Whyte, Al Milton; **Counselor,** S. A. Lawson; **Musical Director,** Philip Schwartz. **SERVICES OFFERED:** Program production, artists' representative.

●
Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. **President-Treasurer,** Donald C. Jones; **Vice-President,** Raymond C. Leonard; **Production Manager,** Emmitt Boring; **Sound Engineer,** E. S. Lansing; **Editorial,** Russell Murdock; **Art,** Carl W. Goodsmith; **Training Director,** Dr. R. E. Palmer; **Director,** Juett Box. **BRANCH OFFICES:** General Broadcasting System, Inc., 500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400; 1389 National Press Bldg., Washington, D. C. Phone, Metropolitan 0230. **SERVICES OFFERED:** Program production, mobile and studio recording.

●
Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. **Executive Vice-President,** William R. Goodheart, Jr.;

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Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett; Vice-President, Bart McHugh. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Herman Stein; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. President, Wad-dill Catchings; Vice-President, C. M. Finney; Vice-President & Chief Engineer, K. R. Smith; Sales Manager, David F. Crosier. SERVICES OFFERED: Studio recordings, off-the-line recordings, air-checks, vertical and lateral recordings, program consultants, pressing and processing.

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, Circle 6-3949. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

National Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Pete French; Sales Manager, Vivian Bales; Secretary, Vergene Hendricks. BRANCH OFFICES: Eagles Lodge Bldg., Anderson, Ind.; 203 N. Wabash, Chicago, Ill. Phone, State 2864. Representative, Kermit Dart. SERVICES OFFERED: Program production, scripts.

National Radio Advertising Agency

Hollywood Center Bldg., Hollywood, Calif. Phone, HEMPstead 1551. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

National Recording Co.

351 West 42nd St., New York, N. Y. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

The National Vocarium

610 Fifth Ave., New York, N. Y. Phone, Circle 7-5479. President-Director, Robert Vincent; Chief Engineer, William A. Savory. SERVICES OFFERED: Program production, transcriptions, voice library.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, Robert M. Morris; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-zini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

Nevill & Ross

48 West 48th St., New York, N. Y. Phone, LAckawanna 4-2067. Jack Nevill, Harry Ross, Vernon Delston. SERVICES OFFERED: Program production of package shows, producers and sales representatives of radio and television productions.

New England Cupboard

448 Statler Bldg., Boston, Mass. Phone, HANcock 4460. Director, Connie Stack-pole. SERVICES OFFERED: Production of women's programs, scripts.

Lilian Okun, Inc.

15 Central Park, West, New York, N. Y. Phone, COlumbus 5-0060. President, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y.
Phone, MURray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

James Parks Company

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. Owner, James Parks; Sales Representative, Henry H. Hoople; Office Manager, Carol Bowers. ASSOCIATE: 8511 Sunset Blvd., Hollywood, Calif. Manager, Carleton Alsop. SERVICES OFFERED: Program production, artists' representative.

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Sales Manager, W. E. Hockey. SERVICES OFFERED: Producers of transcription slide films and motion pictures, electrical transcriptions, spot an-

nouncement and program production, scripts, air and line checks.

The Pittsburgh Star

904 Webster Ave., Pittsburgh, Pa. Phone, Court 3797. Director, Antonio Certo; Director of English Programs, Dr. Rocco Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production.

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Literary Director, W. Zadora Szuwalski; Secretary, Dorothy Mikolajczak. SERVICES OFFERED: Program production (Polish).

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph

KEN DOLAN & CO.

AGENCY

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George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif., Phone, EXposition 1960. President, G. L. Price. **SERVICES OFFERED:** Transcribed programs, program production, transcription library.

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Radio Centre Limited

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Arthur Matten. **BRANCH OFFICE:** 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. **SERVICES OFFERED:** Syndicated transcriptions, live-talent program production, recording, air checks, scripts.

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Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. **SERVICES OFFERED:** Production, scripts, casting.

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Radio Features

1536 Connecticut Ave., Washington, D. C. Phone ADams 9318. Director, Caleb O'Connor; Assistant Producer, May Blaisdell. **SERVICES OFFERED:** Program production, script library.

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Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. **SERVICES OFFERED:** Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

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Radio-Field

19 West 44th St., New York, N. Y. Phone, VAnDerbilt 6-2372. Producer, Rudolph Field; Associate Producer, Judith Allen. **SERVICES OFFERED:** Program production, serialized transcriptions.

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Radio House, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. **SERVICES OFFERED:** Building and production of

live talent and transcribed programs, casting, scripts, direction, commercial spots.

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Radio Marketers

538 Fifth Ave., New York, N. Y. Phone, VAnDerbilt 6-0408. General Manager, Albert F. Dykes; Production Manager, Noel A. Rhys; Technical Manager, Louis Belok; Talent Director, Ernest Cutting; Director of Public Relations, David Balfour; Field Manager, Egbert A. Cabble; Sales Promotion Manager, John B. Cooke, Jr. **SERVICES OFFERED:** Program and spot announcement production, instantaneous acetate and plastic recording, consultants, airchecks, talent.

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Radio News Reel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. Producer-Editor, Jimmy Mack; Technician, Parker Cornell; Announcer, Doug Hatton. **SERVICES OFFERED:** Production of news programs, studio and mobile transcriptions.

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Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. OWNER: Lou R. Winston. **SERVICES OFFERED:** Transcribed feature programs.

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Radio Results

864 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. **SERVICES OFFERED:** Program production (foreign language), scripts, translations.

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Radioscript Productions Co.

1775 Broadway, New York, N. Y. Phone, Circle 7-2849. President, Maury Ascher; Production Manager, Stanley M. Ascher. **SERVICES OFFERED:** Program production, scripts.

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Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, B. M. Fink; Office Manager, T. Callison; Traffic Manager, Irwin Liefke. **SERVICES OFFERED:** "Readibuilt" and custom-built transcriptions.

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MURray Hill 3-8246. Editor, Robert A. Ashworth; Managing Editor, Louis Minsky; News Editor, George Dugan. SERVICES OFFERED: Production of weekly religious news scripts.

Lewis Reid

48 W. 48th St., New York, N. Y. Phone, BRyant 9-6121. Owner, Lewis Reid; Associate, Ed Lambert. SERVICES OFFERED: Production, scripts, spot transcriptions.

Resnik-Miller-England, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 6-9740. President, James W. Miller; Secretary, Harry D. Resnik; Treasurer, Gilbert M. England. BRANCH OFFICE: 6 Church St., New Haven,

Conn. Phone, 7-3057. Manager, R. M. Resnik. SERVICES OFFERED: Program production, package shows.

Rockwill Radio Productions

666 Fifth Ave., New York, N. Y. Phone, PLaza 3-8453. SERVICES OFFERED: Program production, live and transcribed.

Rowell Shows for Radio, Inc.

366 Madison Ave., New York, N. Y. Phone, VANDerbilt 6-0867. President, L. J. Rowell; Vice-President, P. F. Rowell; Secretary-Treasurer, M. Lampert. SERVICES OFFERED: Package shows, scripts, program production.

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner; Copy Department, John Pilipauskas, Jeanne Saucunas; Legal Advisor, Charles P. Kal. SERVICES OFFERED: Program production (foreign language).

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Bernard L. Schubert, Inc.

501 Madison Ave., New York, N. Y. Phone, PLaza 8-0771. President, Bernard L. Schubert; Production Director, Jay Hanna; Secretary, Stella Blumenthal. SERVICES OFFERED: Program production.

Script & Talent

360 N. Michigan Ave., Chicago, Ill. Phone, Dearborn 0351. Partners, Lewis Herman, Seymour Keating. SERVICES OFFERED: Scripts, package shows, artists' representatives.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

Service Programs, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, HOLlywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Shaffer-Waible Radio Productions

55 West 46th St., New York, N. Y. Phone, BRyant 9-2682. Associates, Lloyd Shaffer, Fred Waible. SERVICES OFFERED: Custom-built programs, musical and dramatic; talent; scripts.

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Field Manager, Harry Jacobs; Writer, Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Doris Moss. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Control Operator, Irwin Barry;

Sales Representative, H. F. Pursell; Secretary, M. M. Kentata. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

Sound Control

412 Ninth St., Des Moines, Ia. Phone, 4-2994. General Manager, Russell R. McBride; Technical Director, Allan H. Frankle; Production, Edward Truman. SERVICES OFFERED: Recording, spot announcement and program production, syndicated dramatic programs, phonograph records, scripts.

Sound Recording Studios, Inc.

4145 Commerce St., Dallas, Texas. Phone, Union 6-1302. President-Sales Manager, Rex V. Lentz; Secretary-Treasurer, Royal A. Griffin. SERVICES OFFERED: Syndicated programs, air-checks, line-checks, custom-built shows, recording service, program production.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. Business Executives, David Hale Halpern, Archibald U. Braunfeld; F. P. Toolan, Geraldine Souvaine; Executive Producers, Henry Souvaine, Mary Louise Anglin, Maury Lowell, Harry W. Hoff, Jr.; Associated Directors (free lance), Dwight Cooke, Carlo De-Angelo, Basil Loughrane, Chick Vincent. SERVICES OFFERED: Live talent and transcribed programs, scripts, package shows, production.

Irving Strouse

1776 Broadway, New York, N. Y. Phone, COlumbus 5-8198. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6424. President, Myron Zobel; Production Director, Kenneth E. Shaw. SERVICES OFFERED: Package shows for radio and television.

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York, N. Y.
Phone, LOngacre 5-3440. President,
M. E. Moore; Vice-President, Andrew
Schloss; Manager, H. Walden. SER-
VICES OFFERED: Custom-built shows,
spot announcement production, listener
participation transcribed programs.

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone,
Cleveland 1160. Vice-President-Treas-
urer, James W. Gillis, Jr. SERVICES
OFFERED: Transcribed radio pro-
grams, script programs, production,
studio recordings, educational recordings,
remote recording facilities, off-the-air
checks.

Tyro Productions, Inc.

1697 Broadway, New York, N. Y.
Phone, COLUMbus 5-3737. SERVICES
OFFERED: Program production.

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y.
Phone, MUrray Hill 2-0400. Manager,

C. Edmonds Allen. SERVICES OF-
FERED: Production of news service,
news scripts, news research and package
news shows.

United Recording Co.

Suite 10-142, Merchandise Mart, Chi-
cago, Ill. Phone, Delaware 6364. Presi-
dent-Chief Engineer, Lee Stremlau.
SERVICES OFFERED: Electrical tran-
scriptions, production.

Universal Radio Features Syndicate

1119 Freeman St., Santa Ana, Calif.
Phone, 1881. President, Tom E. Dawson;
Secretary-Treasurer, Evangeline Dan-
son; Vice-President, C. R. Danson; Sales
Promotion, Harry Brown. BRANCH OF-
FICES: Palace Hotel, San Francisco,
Calif.; Harry Brown, Dallas, Texas; C.
R. Hayes, Elgin, Ill. SERVICES OF-
FERED: Program production, syndicated
radio log service.

Thomas J. Valentino, Inc.

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ager, Thomas J. Valentino; Secretary-
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Video & Sound Enterprises

P. O. Box 517, Omaha, Nebr. Phone, Atlantic 4200; Jackson 6580. General Manager, Franklin O. Pease; Promotion Director, Arthur Brooks. **BRANCH OFFICE:** 709 Fidelity Bldg., Kansas City, Mo. Phone, Grand 1144. **SERVICES OFFERED:** Program production, script service, television production.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. **SERVICES OFFERED:** Scripts, production, specializing in foreign-language programs.

•

Wells Feature Syndicate

Hollywood Center Bldg., Hollywood, Calif. Phone, GLadstone 4208. Manager, Allan W. Wells; Editor, Douglas Graham. **BRANCH OFFICE:** Baderas 32, Mexico City, Mexico. Phone, L 25-40. Manager, Bill Wells. **SERVICES OFFERED:** Scripts, production, transcriptions.

•

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. **SERVICES OFFERED:** Program production.

•

Roger White Radio Productions

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. President, Roger White; Artists' Bureau, Kermit K. Schafer; Secretary-Publicity, Marilyn Brandt. **SERVICES OFFERED:** Producing, writing, directing and publicizing radio productions.

•

Wilson, Powell & Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, PLaza 5-5480. President, F. Leroy Wilson. **SERVICES OFFERED:** Production of package shows.

•

Witte Radio Productions

4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. Owner, Oscar

Witte. **SERVICES OFFERED:** Program production, transcriptions.

•

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, William Miles; Directors, Carlo De Angelo, Chick Vincent. **BRANCH OFFICE:** 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6676. Manager, L. Wolfe Gilbert. **SERVICES OFFERED:** Production, talent.

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, Wlckersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Advertising Counsel, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr.; Director of Program Bureau, Aaron Steiner; Director of Talent Bureau, Douglas Taussig. **BRANCH OFFICES:** 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, HOLlywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. **SERVICES OFFERED:** Custom-built recordings, processing, pressings, program ideas, production, scripts, talent, transcription program service library, nation-wide transcription network.

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. **BRANCH OFFICE:** 485 Madison Ave., New York, N. Y. Phone, PLaza 3-4147. Vice-President, John L. Sinn. **SERVICES OFFERED:** Live Talent and transcribed programs.



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323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. (For detailed information see listing under Program Producers).

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-4885. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, ELgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7691. President, H. R. Carson; Free Press Bldg., Winnipeg, Manitoba, Canada. Phone, 8-466. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, LANcaster 6400. Manager, Burt Hall; 543 Seymour St., Vancouver, B. C., Canada. Phone, MARine 3344. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOLlywood 5107. Louis I. Goldberg. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

Artists' Recording Service

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0441. Director, Alexander Leftwich, Jr.; Musical Director, Hank Sylvern; Technical Adviser, M. M. Wolsky. SERVICES OFFERED: Complete service in making audition records for artists; production, musical direction, script service and technical advice; studio facilities.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

Asch Recording Studios

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, TRIangle 2244. (For detailed information see listing under Program Producers).

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing (Muzak Transcriptions, Inc.), both lateral and vertical, scripts.

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y.
Phone, Circle 7-7690. Manager, Ezekiel
Rabinowitz. SERVICES OFFERED:
Recordings and electrical transcriptions
at the studio and on-the-spot; library of
voices.

Audisc Transcriptions

1202 Brinckerhoff Ave., Utica, N. Y.
Phone, 4-5250. Business Manager, Don-
ald Gaffney; Technician, George F.
Stein. REPRESENTATIVES: Morris
Distributing Co., 412 S. Clinton St., Syra-
cuse, N. Y. Phone, 3-1153. Resident En-
gineer, William Brown. SERVICES OF-
FERED: Technical recording service for
studio and remote coverage.

Basch Radio Productions

17 East 45th St., New York, N. Y.
Phone, MURray Hill 2-8877. (For de-
tailed information see listing under Pro-
gram Producers).

Beck Recording Studios

1722 Hennepin Ave., Minneapolis,
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tailed information see listing under
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Hollywood Radio Playhouse Bldg.,
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wood, Calif. Phone, Hillside 7296. (For
detailed information see listing under
Program Producers).

Walter Biddick Co.

Chamber of Commerce Bldg., Los An-
geles, Calif. Phone, RICHmond 6184.
(For detailed information see listing
under Program Producers).

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood,
Calif. Phone, HOLLYwood 3981. (For de-
tailed information see listing under
Program Producers).

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill.
Phone, Wabash 0711. (For detailed in-
formation see listing under Program Pro-
ducers).

Broadcasting Program Service

45 West 45th St., New York, N. Y.
Phone, BRyant 9-4324. (For detailed in-
formation see listing under Program Pro-
ducers).

Broadcast Service Studios

1115 Denrike Bldg., Washington, D. C.
Phone, Republic 6160. (For detailed in-
formation see listing under Program Pro-
ducers)

Champion Recording Corporation

1600 Broadway, New York, N. Y.
Phone, COLUMbus 5-4445. President,
Joe J. Pierri. SERVICES OFFERED:
Electrical transcriptions, off-the-air re-
cordings, portables and studio record-

Alexandre Cherrier Recording Studios

625 S. Van Ness Ave., Los Angeles,
Calif. Phone, EXposition 7722. (For de-
tailed information see listing under Pro-
gram Producers).

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone,
CENTral 5275. President, L. S. Toogood;
Secretary, Jane Fogelsanger. SER-
VICES OFFERED: Manufacture of elec-
trical transcriptions.

C. K. Recorders

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. (For detailed information see listing under Program Producers).

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward Wallerstein; Manager Transcription Division, William Schudt; Promotion Director, Patrick Dolan. BRANCH OFFICES: 799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. Executive-in-Charge, William Schudt; 6624 Romaine St., Hollywood, Cal. Granite 4134. Executive-in-Charge, Paul Crowley; Wrigley Bldg., Chicago, Ill. Phone, Whitehall 6000. Executive-in-Charge, Girard Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

Russell C. Comer Co.

101 West 11th St., Kansas City, Mo. Phone, Harrison 3963. (For detailed information see listing under Program Producers).

The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Processing and pressing of transcriptions from acetate masters.

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee, Wis. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurach; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording.

Patrick Michael Cuning Productions

5205 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers).

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

Draesemer Radio Productions

5968 Santa Monica Blvd., Hollywood, Calif. Phones, Walnut 1759; Hillside 0181. Script and transcription. (For detailed information see listing under Program Producers).

Dupli-Kut Record Corp.

236 West 55th St., New York, N. Y. Phone, CIRCLE 6-4288. President, Robert Wagner; Secretary-Treasurer, Herman Yorks. SERVICES OFFERED: Manufacture of transcription and recording duplicates from an acetate.

Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers).

Electrosound Products, Inc.

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1360. President, R. F. Bellack; Vice-President-Secretary, E. E. Gamble; Engineer, A. C. Collette. SERVICES OFFERED: Sound engineering, recordings, recording equipment sales company.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engineer, George Funkey. SERVICES OFFERED: Airchecks, auditions, slide film sound, commercial transcriptions.

Exclusive Radio Features, Ltd.

394 Bay St., Toronto, Ont. Phone Adelaide 3621. President, H. J. Smith; Vice-President, G. J. Carter. SERVICES OFFERED: Distributors of syndicated transcriptions.

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, Caledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Fidelity Recordings

5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. Script. (For detailed information see listing under Program Producers).

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, WALnut 4641. (For detailed information see listing under Program Producers).

Fox Features Syndicate, Inc.

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. (For detailed information see listing under Program Producers).

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers).

Frankay & Harry Jackson, Recording Specialists

153 West 44th St., New York, N. Y. Phone, LONGacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson; Secretary-Treasurer, Mimi Kay; Sales Manager, Harry Kibbee; Manager, Bob Scheuing. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

Gamble Hinged Music Co.

218 South Wabash Ave., Chicago, Ill. Phone, Harrison 1360. Vice-President, E. E. Gamble; Technician, A. C. Collette. SERVICES OFFERED: Recording, transcriptions.

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. (For detailed information see listing under Program Producers).

**General Sound Corp.—
Brinckerhoff Studios**

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. P. Kampf; Vice-President-In-Charge, E. V. Brinckerhoff; Secretary, George J. Cooke, Jr. SERVICES OFFERED: Complete facilities for all types of studio and line recordings and transcriptions.

**Graham Gladwin, Ace
Productions**

6411 Hollywood Blvd., Hollywood, Calif. Phone, Hempstead 6903. (For detailed information see listing under Program Producers).

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338. (For detailed information see listing under Program Producers).

**Lillian Gordoni Radio
Productions**

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-6979. (For detailed information see listing under Program Producers).

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; Vice-President, Elinor Lichtel. SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

H. F. Recording Studio

215 Rhodes Bldg., Atlanta, Ga. Phone, WALnut 6959. Owners, H. C. Hanson, H. H. Fincher; Manager, Mrs. Frederick Fincher; Technician, M. F. Adams. SERVICES OFFERED: Recordings, transcriptions from the studio or off-the-air, air-checks.

Holden Associates

5855 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 9211. (For detailed information see listing under Program Producers).

Hollywood Recording Co.

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-Technician, John Hirsch. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

**Illinois Educational Sound
Service**

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3550. Manager, R. W. Damron; Operator, John Trueman, Jr.; Sound Technician, Frank Roberts. SERVICES OFFERED: Studio, off-the-air and on-location recordings.

**Intercontinental Audio-Video
Corp.**

44 Horatio St., New York, N. Y. Phone, CHelsea 3-3455. President, Mark H. Hawley; Treasurer-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Studidiscs, educational recordings.

**Warren C. Jaynes Recording
Service**

154 East Erie St., Chicago, Ill. Phone, Delaware 1171; WELlington 3743 (night). President & Recording Engineer, Warren C. Jaynes. SERVICES OFFERED: On-location and off-the-air recordings; mobile unit recordings.

G. F. Johnson Music Co.

1022 S. W. Morrison, Portland, Ore. Phone, Beacon 8131. Owner, G. F. Johnson; Manager, C. T. Johnson; Assistant Manager, Rodney Johnson. SERVICES OFFERED: Recordings.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers).

John Keating

614 Studio Bldg., Portland Ore. Phone, Beacon 1009. Personnel, John Keating, James McLoughlin. SERVICES OFFERED: Recordings, transcriptions.

Keenan's Music Service

932 East Main St., Bridgeport, Conn. Phone, 5-9715. Owner, Eddie Keenan; Office Manager, Rita Schlump. SERVICES OFFERED: Recordings.

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y.
Phone, ELdorado 5-5511. (For detailed
information see listing under Program
Producers).

James B. Keysor, Inc.

137 Motor Ave., Salt Lake City, Utah.
Phone, 3-8938. President, J. B. Key-
sor. SERVICES OFFERED: Trans-
cription recordings, processing and
pressing.

LaMar Record Co.

138 Motor Ave., Salt Lake City, Utah.
Phone, 3-4911. Partner-Business Man-
ager, Roy W. Marsh; Partner-Production
Manager, Richard H. Larsen. SERVICES
OFFERED: Disc (acetate) recoating.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif.
Phone, FITzroy 4191. (For detailed in-
formation see listing under Program
Producers).

Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone,
Adelaide 5112. (For detailed information
see listing under Program Producers).

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif.
Phone, Wyoming 0302. Manager, Clif-
ford C. McDonald; Engineer, M. Hamil-
ton Collins. SERVICES OFFERED:
Recording, transcriptions, air-checks, re-
cording studios.

Melotone Recording Studio

25 Central Park, West, New York, N.
Y. Phone, CIrcle 6-1366. Owners, Mera
M. Weinstock, Lola M. Weinstock. SER-
VICES OFFERED: Studio and off-the-
air recordings, transcriptions, process-
ing.

Fred C. Mertens & Associates

3926 West Sixth St., Los Angeles,
Calif. Phone, Federal 0119. (For de-
tailed information see listing under Pro-
gram Producers).

Merville Sound Laboratories

3201 Euclid Ave., Cleveland, Ohio.
Phone, HE 3200. President, E. E. Mer-
ville; Production-Announcing, Lawson
Demming; Engineers, J. F. Kovats, H. D.
Streeter. SERVICES OFFERED: Tran-
scriptions, air-checks, slide film record-
ing.

Charles Michelson

67 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-3376. (For de-
tailed information see listing under Pro-
gram Producers).

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park,
Minn. Phone, Walnut 9131. President,
H. D. Field; Manager-Recording Engi-
neer, K. L. Seuker. SERVICES OF-
FERED: Custom-built programs, com-
plete transcription service, programs,
scripts, talent, production.

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y.
Phone, CIrcle 6-0141. President, James
A. Miller; Secretary-Assistant Treasurer,
E. B. McCutcheon. SERVICES OF-
FERED: Program production, Miller-
tape recording and editing, wax and
instantaneous recording.

Miller Bros.

445 S. La Cienga Blvd., Los Angeles,
Calif. Phone, Bradshaw 2-1233. Part-
ners, Ross Miller and W. H. Miller. SER-
VICES OFFERED: Transcriptions, re-
cordings, air-check service.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland,
Ohio. Phone, Prospect 4900. (For de-
tailed information see listing under Pro-
gram Producers).

Murray Sound Systems

3910 Carnegie Ave., Cleveland, Ohio.
Phone, Endicott 3390. Partners, J. H.
Murray and R. S. Murray. SERVICES
OFFERED: Transcriptions.

Musicraft Records, Inc.

242 West 55th St., New York, N. Y.
Phone, CIrcle 7-0676. President, M. L.
Rein; Vice-President, Paul Puner; Treas-
urer, Henry Cohen; Secretary, Oliver
Sabin. BRANCH OFFICES: 224 W.
Huron St., Chicago, Ill., Manager, A.
Cherney; 1157 S. Hill St., Los Angeles,
Calif., Manager, H. Fox; 55 Warren St.,
Phillipsburg, N. J., Manager, H.
Schwartz. SERVICES OFFERED: Re-
cording, processing and pressing of tran-
scriptions, commercial records.

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

National Recording Co.

351 West 42nd St., New York, N. Y. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

The National Vocarium

610 Fifth Ave., New York, N. Y. Phone, CIRCLE 7-5479. (For detailed information see listing under Program Producers).

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIRCLE 7-8300. Vice-President, C. Lloyd Egner; Business Manager, Robert M. Morris; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOLLYWOOD 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

Nye Sound Studio

6233 S. Calumet Ave., Chicago, Ill. Phone, Wentworth 3706. Owner-Operator, C. A. Nye. SERVICES OFFERED: Disc recording, off-the-air recording, location recording.

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop; Chief Operator, Charles Hastings. SERVICES OFFERED: Lateral transcriptions.

Paramount Record Shop

1519 South St., Philadelphia, Pa. Phone, Pennypacker 4780. Partners, Samuel R. Harris, Felix Valdera, Gwendella Harris, Ernestine Valdera. SERVICES OFFERED: Recording, studio facilities.

Pfau Sound & Recording Studios

2993 S. Delaware Ave., Milwaukee, Wisc. Phone, Sheriden 0349. Harold O. Pfau, Leo E. Pfau, Ruben Schultz. SERVICES OFFERED: Velocity and amplitude recordings, studio and off-the-air.

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

Ralph L. Power

407 Van Nuys Bldg., Los Angeles, Calif. Phone, Madison 5617. Owner, Ralph L. Power; Assistant Manager, Morse Peterman; Secretary, D. H. Camerob. SERVICES OFFERED: Exporter and importer of transcribed programs.

Premier Radio Enterprises, Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. (For detailed information see listing under Program Producers).

Radio Centre, Limited

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio House, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

Radio Marketers

538 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-0408. (For detailed information see listing under Program Producers).

Radio News Reel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. (For detailed information see listing under Program Producers).

Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

Radio Recorders, Inc.

932 North Western Ave., Hollywood, Cal. Phone, HOLlywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COLumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 3545. (For detailed information see listing under Program Producers).

RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, George L. Keane. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. (For detailed information see listing under Program Producers).

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Charles Campbell; Purchasing Agent, Max Jones; Shop Engineer, Stanley Krainin; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonographs, records, off-the-air recording, location recording.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Directors, Charles Roth, Cecil Berdun; Engineer, Bob Gault. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, Harry W. Boyd; Recording Engineer, Robert Hyndman; Accompanist-Coach-Vocalist, Rea Reynolds. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. (For detailed information see listing under Program Producers).

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. (For detailed information see listing under Program Producers).

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

Sound Control

412 Ninth St., Des Moines, Ia. Phone, 4-2994. (For detailed information see listing under Program Producers).

Sound Recording Service

199 Brett Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions.

Sound Recording Studios, Inc.

4145 Commerce St., Dallas, Texas. Phone, Union 6-1302. (For detailed information see listing under Program Producers).

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, COLUMBUS 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A.

Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

Speedy-Q Sound Effects

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson, New York. South First & B Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Recorded sound effects.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOLLYWOOD 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

Star Record Co.

17 West 60th St., New York, N. Y. Phone, Circle 6-2799. Manager, Dorothy Vanston. SERVICES OFFERED: Off-the-air, studio and portable recording service.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

Studio & Artists Recorders

CBS Bldg., Hollywood, Calif. Phone, Hillside 8241. General Manager, Lewis Finston; Engineer, Bunny Robyn. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Presi-

dent, James M. Althouse; General Manager, Charles E. Harrison; Secretary, Polly Hoyer. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions.

•
Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

•
Transray Recording & Production Co.

10-18 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. General Manager, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

•
Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

•
Tullen Sound Recording Studios

31 Manchester St., Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

•
United Artists Bureau, Inc.

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcriptions, studio and on-location recordings.

•
United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Ralph Epstein. SERVICES OFFERED: Transcriptions, studio, off-the-air and off-the-line recordings.

•
United Recording Co.

142 Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. (For detailed in-

formation see listing under Program Producers.)

•
United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. President, Louise Noonan Miller; Commercial Manager, Joseph Tait. SERVICES OFFERED: Transcriptions, air-checks, recording service.

•
Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

•
Urab Recording Studio

245 West 34th St., New York, N. Y. Phone, CHickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens. REPRESENTATIVES: Harriet Jane Sams, 1426 N. Dakota Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, songwriting services.

•
Thomas Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. (For detailed information see listing under Program Producers).

•
Witte Radio Productions

4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. (For detailed information see listing under Program Producers).

•
World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. (For detailed information see listing under Program Producers).

•
Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers).

**Keystone Broadcasting
System**

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers

President.....Michael M. Sillerman
Vice-President.....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President.....Michael M. Sillerman
Director of Station Relations,
Mort Adams
Salesman.....Albert F. Dykes
Salesman.....Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolfe
Accountant-Statistician,
Leonard H. Davidson
Salesman.....Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.

Phone, Hempstead 0460

Program Director.....P. Waring

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. All stations are linked together by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 160 affiliated stations, with the network supplying its stations with 26 fully scripted sustaining shows per week filling 4 hours per day, seven days each week. All music included in these KBS sustaining programs is delivered tax-free to member stations.

Keystone is continuing to increase its facilities and the number of its affiliates, all over the country, with activities directed from its main offices in New York City.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to invade the secondary markets through group deals in single transactions.

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THE
RED
CROSS

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ADVERTISING AGENCY RADIO SCRIPT LIBRARY

535 Fifth Avenue

New York, New York

affiliated with

Radio Events, Inc., The Script Library, Radioteca,

American Radio Syndicate

to serve

*the script and continuity needs of regional and
local advertising agency radio departments*

LIBRARIES

Script—Transcription

American Institute of Food Products

75 West St., New York, N. Y. Phone, WHitehall 4-7303. Script. (For detailed information see listing under Program Producers).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

American Radio Syndicate

1 East 44th St., New York, N. Y. Phone, MURray Hill 6-3488. General Manager, Horton Hards. SERVICES OFFERED: Monthly script syndicate.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HOLlywood 2886. Script and transcription. (For detailed information see listing under Program Producers.)

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, LANcaster 9572. Script. (For detailed information see listing under Program Producers).

Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. Director, Frank J. Kovach. Transcription. (For detailed information see listing under Program Producers).

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, ATLantic 8901. Script. (For detailed information see listing under Program Producers).

Broadcasters Mutual Transcription Service

818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Script and transcription. (For detailed information see listing under Program Producers).

Russell C. Comer Co.

101 West 11th St., Kansas City, Mo. Phone, HArrison 3964. Script and transcription. (For detailed information see listing under Program Producers).

Draesemer Radio Productions

5968 Santa Monica Blvd., Hollywood, Calif. Phone, WALnut 1759; Hillside 0181. (For detailed information see listing under Program Producers).

Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Ray Johnson. Script and transcription. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. Transcrip-

EXCLUSIVE IN NBC THESAURUS...

"names" like these ...



ROSARIO BOURDON and his Symphony Orchestra...



ALLEN ROTH and the "Symphony of Melody"...



SAMMY KAYE and his "Swing and Sway" music.



DR. EDWIN FRANKO GOLDMAN and world-famous Goldman Band...

These famous artists will record *exclusively* for THESAURUS and your station in 1942, along with Norman Cloutier and his 25-piece String Orchestra, Xavier Cugat, Dick Jurgens, Vincent Lopez, Lawrence Welk and his "Champagne Music," Richard Leibert at the Radio City Music Hall organ and many others.

plus complete program service

THESAURUS SCOPE

Swing to symphony—for every taste—in balanced, complete musical *programs* . . . not just "selections."

THESAURUS RANGE

Over 2600 selections in present basic library—and approximately 1000 new selections scheduled for 1942, with weekly continuity for more than 20 program series.

THESAURUS PRODUCTION

By men with both local station and network experience—with the facilities of "Broadcasting Headquarters."

THESAURUS SALES-HELPS

Colorful, dramatic presentations for *each* of your salesmen; sales manual, photos, mats, news stories!

THESAURUS RECORDING

NBC Orthacoustic, to air your shows with all the flavor of *live* broadcasts.

THESAURUS ECONOMY

Available to sponsors at a cost so low that even the shyest prospect won't fear the dotted line! *Write for the whole story—information on rates, availability, presentation, audition samples.*



"A Treasure House of Recorded Programs"

RADIO RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

NEW YORK CITY • CHICAGO • WASHINGTON, D. C. • HOLLYWOOD

tion. (For detailed information see listing under Program Producers).

●

Marguerite Felber Advertising Agency

Taft Bldg., 1680 N. Vine St., Hollywood, Calif. Phone, GRanite 8367. Script and transcription. (For detailed information see listing under Program Producers).

●

Fidelity Recordings

5968 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 7333. (For detailed information see listing under Program Producers).

●

Lucille Fischer & Associates

540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8535. Script. (For detailed information see listing under Program Producers).

●

Fox Features Syndicate, Inc.

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-0100. Transcription. (For detailed information see listing under Program Producers).

●

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-7550. (For detailed information see listing under Program Producers).

●

Graham Gladwin, Ace Productions

6411 Hollywood Blvd., Hollywood, Calif. Phone, Hempstead 6903. Script. (For detailed information see listing under Program Producers).

●

Lillian Gordon Radio Productions

Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phone, Calumet 6700. (For detailed information see listing under Program Producers).

●

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y.

Phone, Circle 7-2450. Script. (For detailed information see listing under Program Producers).

●

Intercontinental Audio-Video Corp.

44 Horatio St., New York, N. Y. Phone, CHelsea 3-3455. Transcription. (For detailed information see listing under Transcription Firms).

●

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. Transcription. (For detailed information see listing under Program Producers).

●

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers).

●

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. (For detailed information see listing under Program Producers).

●

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. Transcription. (For detailed information see listing under Program Producers).

●

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Script. (For detailed information see listing under Program Producers).

●

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

Hoyt Evans Morris

1233 Barlum Tower, Detroit, Mich. Phone, Cherry 6621. Script and transcription. (For detailed information see listing under Program Producers).

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Script and transcription. (For detailed information see listing under Program Producers).

National Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Script. (For detailed information see listing under Program Producers).

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers).

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. Script and transcription. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. Transcription. (For detailed information see listing under Program Producers).

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MURray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

Radio Features

1536 Connecticut Ave., Washington, D. C. Phone, ADams 9318. Script. (For

detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. Transcription. (For detailed information see listing under Program Producers).

Radio Program Associates

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4228. President, Bernard Zisser. SERVICES OFFERED: Transcription.

Radio Script & Transcription Exchange

(Federal Radio Education Committee)
U. S. Office of Education, Washington, D. C. Phone, Republic 1820, Extension 2225. Director, John Gordon Studebaker. SERVICES OFFERED: Script and transcript libraries.

Radioscript Productions Co.

1775 Broadway, New York, N. Y. Phone, Circle 7-2849. Script. (For detailed information see listing under Program Producers).

Radioteca Intercontinental Publishers' Service, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2435. President, Melchor Guzman; Manager, T. Perez. SERVICES OFFERED: Spanish scripts.

Radio Writers Laboratory

51 Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Special Features, Richard B. Gehman; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

Ready-To-Air Service

P. O. Box 1057, New London, Conn. Phone, 2-2864. Partners, Robert Howell,

Herbert Hicks. Script. **SERVICES OFFERED:** Weekly "man-in-the-street" program, children's program.

•

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MURray Hill 3-8246. Script. (For detailed information see listing under Program Producers).

•

The Script Library

535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3488. Station Contact, Martin Lawrence; General Manager, Genevieve Pace. **SERVICES OFFERED:** Script.

•

Script & Talent

360 N. Michigan Ave., Chicago, Ill. Phone, Dearborn 0351. Script. (For detailed information see listing under Program Producers).

•

Sound Control

412 Ninth St., Des Moines, Ia. Phone, 4-2994. Transcription. (For detailed information see listing under Program Producers).

•

Sound Recording Studios, Inc.

4145 Commerce St., Dallas, Texas. Phone, Union 6-1302. Transcription. (For detailed information see listing under Program Producers).

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. Script. (For detailed information see listing under Program Producers).

•

Speedy-Q Sound Effects

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gannett, Jr. **REPRESENTATIVE:** Charles Michelson, 67 West 44th St., New York, N. Y.; South First & B Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. Transcription.

•

Standard Radio

6404 Hollywood Blvd., Hollywood, Calif. Phone, HOLlywood 0188. Tran-

scription. (For detailed information see listing under Transcription Companies.)

•

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Manager, Daniel C. Studin; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. **REPRESENTATIVES:** All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) **SERVICES OFFERED:** Script.

•

Technisonic Recording Laboratories

818 Suth Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Script. (For detailed information see listing under Transcription Companies.)

•

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Transcription. (For detailed information see listing under Program Producers).

•

Video & Sound Enterprises

P. O. Box 517, Omaha, Nebr. Phone, ATLantic 4200; JACKson 6580. Script. (For detailed information see listing under Program Producers).

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. Transcription. (For detailed information see listing under Program Producers).

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Program Producers).

MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago*



NEW YORK



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A · S · C · A · P

By **E. C. MILLS**

Chairman, Administrative Committee

UNDER the Copyright Law of the United States enacted in 1909, the public performance for profit of a copyrighted musical composition is lawful only if done under license of the copyright owner. Any performance without such license is illegal and an infringement of the copyright, subject under the law to minimum statutory damages of \$250 per performance.

A proprietor of a public amusement enterprise or broadcasting station which utilizes copyrighted music in its programs is thus confronted with the necessity of securing a license from owners of the copyrights of the musical compositions to be included in his programs. There are many thousands of different copyright owners and almost every musical program includes the works of many different such owners. A proprietor confronted with the necessity of negotiating licenses with separate, individual, musical copyright owners would find himself in a difficult position indeed.

Throughout the world, therefore, equally to properly police and protect the rights of the copyright owners, and to afford a convenient central source of supply of music licenses for proprietors, there has been organized in each country a so-called "performing rights society." In the United States the principal such society is the American Society of Composers, Authors and Publishers (Ascap), organized by Victor Herbert and a group of associates in 1914, and presently representing a membership of some 153 publishers and 1,269 composers and authors. The membership includes the leading composers and authors and publishers in the fields of standard, production, motion picture and popular music. Ascap is an unincorporated, non-profit, voluntary association. Its earnings are distributed among its members at quarterly intervals. Through reciprocal agreements and treaties it represents in the United States the copyright rights of the members of similar societies in European and other performing rights societies.

License agreements are in effect between Ascap and some 30,000 public amusement enterprises throughout the United States.

Its agreements with broadcasters expired at the end of 1940 and negotiations for a renewal were not successfully concluded until October of 1941. During the ten-month interval most of the broadcasting stations operated without an Ascap license. Under conditions established by a Consent Decree between the Federal Government and Ascap, entered in March 1941, the principle of "payment at the source" in respect of network broadcasts was established. Previously the practice had been for each station in the network broadcast to pay its individual fees, but under the new rule as to such broadcasts of copyrighted music, fees are paid by the station originating the network broadcast. The inter-connected stations thus need no license in respect of music received on network programs "cleared at the source." Individual stations, however, need to have licenses covering copyrighted music used in programs which they originate and broadcast.

★ ★ ★ *Radio In Defense* ★ ★ ★

Prior to 1941 a number of individual states had enacted legislation declaring as unlawful and forbidding operations within the state, of any "combination" of musical copyright owners, the purpose of which was to fix prices for public performance licenses.

Federal Courts held several of such laws to be unconstitutional, but in 1941 as to certain aspects thereof, a law enacted by Florida was upheld by the Supreme Court of the United States. The decision, however, did not cover the entire subject matter of the law involved and the status of this situation is currently a matter of negotiation and discussion with the state authorities.

During 1941 more than one hundred new members were elected to Ascap. The organization continued its sponsorship of creative musical activities, such as fellowships for collegians writing musical plays, a national competition for amateur musical playwrights, and the Nathan Burkan Memorial Competition in which all well-established law schools of the United States have been entered for the past several years.

Principal officers of Ascap are: Gene Buck, president; Louis Bernstein and Otto Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; E. C. Mills, chairman of administrative committee; John G. Paine, general manager.

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By **MERRITT E. TOMPKINS**

Vice-President-General Manager

IN ONE YEAR of intensive application to the music problem, Broadcast Music, Inc., achieved freedom from music monopoly for every broadcaster. Through BMI, every broadcaster is securing the benefits of an open market for music.

Organized in September, 1939, by the broadcasting industry to provide an independent source of music supply for radio stations and other users of music, BMI has built up over 500,000 titles of music of all types. In working toward its objectives, BMI has (1) bought and published original music; (2) coordinated and licensed performance rights to music published by over 350 affiliated publishers and five performing right societies; (3) provided equal opportunity of recognition for the authors, composers and publishers of meritorious work.

BMI stock and licenses are held by stations of every classification in 48 states, Alaska, Puerto Rico and Hawaii. Station members are divided into three groups, (1) independents; (2) network affiliates; (3) stations managed or operated by the national networks. Stock holdings of the networks in BMI is 18.5 per cent of the total. The three groups of station stockholders elect their own representatives to the Board of Directors.

STATION SUBSCRIBERS

(As of January 6, 1942)

Alabama

WHMA, Anniston
WAPI, Birmingham
WBRC, Birmingham
WSGN, Birmingham
WMSL, Decatur
WAGF, Dothan
WJBY, Gadsden
WALA, Mobile
WMOB, Mobile
WCOV, Montgomery
WSFA, Montgomery
WHBB, Selma
WJRD, Tuscaloosa

Arizona

KSUN, Lowell
KOY, Phoenix
KPHO, Phoenix
KTAR, Phoenix
KYCA, Prescott
KGLU, Safford
KTUC, Tucson
KVOA, Tucson
KYUM, Yuma

Arkansas

KLCN, Blytheville
KELD, Eldorado
KFPW, Fort Smith
KFFA, Helena
KTHS, Hot Springs
KBTM, Jonesboro
KARK, Little Rock
KGHI, Little Rock
KLRA, Little Rock
KOTN, Pine Bluff
KUOA, Siloam Springs

California

KERN, Bakersfield
KPMC, Bakersfield
KRE, Berkeley
KMPC, Beverly Hills
KHSL, Chico
KXO, El Centro
KIEM, Eureka
KARM, Fresno
KFRF, Fresno
KMJ, Fresno
KIEV, Glendale
KFOX, Long Beach
KECA, Los Angeles
KFAC, Los Angeles

KFI, Los Angeles
KFSG, Los Angeles
KFVD, Los Angeles
KGFJ, Los Angeles
KHJ, Los Angeles
KMTR, Los Angeles
KNX, Los Angeles
KMYC, Marysville
KYOS, Merced
KTRB, Modesto
KDON, Monterey
KLS, Oakland
KROW, Oakland
KVCV, Redding
KPRO, Riverside
KFBK, Sacramento
KROY, Sacramento
KFXM, San Bernardino
KFMB, San Diego
KFSD, San Diego
KGB, San Diego
KFRC, San Francisco
KGEI, San Francisco
KGO, San Francisco
KJBS, San Francisco
KPO, San Francisco
KSAN, San Francisco
KSFO, San Francisco



Radio In Defense



• • • **BMI STATION SUBSCRIBERS** • • •

KYA, San Francisco
KQW, San Jose
KVEC, San Luis Obispo
KVOE, Santa Ana
KDB, Santa Barbara
KTMS, Santa Barbara
KGDM, Stockton
KWG, Stockton
KTCC, Visalia
KHUB, Watsonville

Colorado

KVOR, Colorado Springs
KFEL, Denver
KLZ, Denver
KMYR, Denver
KOA, Denver
KVOD, Denver
KIUP, Durango
KFXJ, Grand Junction
KFKA, Greeley
KGHF, Pueblo

Connecticut

WICC, Bridgeport
WNAB, Bridgeport
WDRG, Hartford
WTHH, Hartford
WTIC, Hartford
WNBC, Hartford
WELI, New Haven
WNLC, New London
WSRR, Stamford
WATR, Waterbury
WBRY, Waterbury

Delaware

WDEL, Wilmington
WILM, Wilmington

District of Columbia

WINX, Washington
WJSV, Washington
WMAL, Washington
WOL, Washington
WRC, Washington
WWDC, Washington

Florida

WMFJ, Daytona Beach
WFTM, Fort Myers
WRUF, Gainesville
WJAX, Jacksonville
WJHP, Jacksonville
WMBR, Jacksonville
WLAK, Lakeland
WWPG, Lakeworth
WIOD, Miami
WQAM, Miami
WKAT, Miami Beach

WTMC, Ocala
WBDO, Orlando
WLOF, Orlando
WDLP, Panama City
WCOA, Pensacola
WFOY, St. Augustine
WSUN, St. Petersburg
WTSP, St. Petersburg
WTAL, Tallahassee
WDAE, Tampa
WKGA, Tampa
WFLA, Tampa
WJNO, West Palm Beach

Georgia

WALB, Albany
WGPC, Albany
WAGA, Atlanta
WATL, Atlanta
WGST, Atlanta
WSB, Atlanta
WGAC, Augusta
WRDW, Augusta
WMOG, Brunswick
WGAA, Cedartown
WRBL, Columbus
WKLI, Dalton
WKEU, Griffin
WLAG, La Grange
WBML, Macon
WMAZ, Macon
WMGA, Moultrie
WSAV, Savannah
WTOG, Savannah
WPAX, Thomasville
WRLC, Toccoa
WAYX, Waycross
WDAK, West Point

Idaho

KIDO, Boise
KRLL, Lewiston
KFXD, Nampa
KSEI, Pocatello
KTFI, Twin Falls

Illinois

WMRO, Aurora
WKRO, Cairo
WDWS, Champaign
WAAF, Chicago
WAIT, Chicago
WBBM, Chicago
WCRW, Chicago
WEDC, Chicago
WENR, Chicago
WGN, Chicago
WJJD, Chicago
WLS, Chicago
WMAQ, Chicago
WMBI, Chicago
WHFC, Cicero
WDAN, Danville

WSOY, Decatur
WTMV, East St. Louis
WEBQ, Harrisburg
WJPF, Herrin
WLDS, Jacksonville
WCLS, Joliet
WMBD, Peoria
WTAD, Quincy
WROK, Rockford
WHBF, Rock Island
WCBS, Springfield
WTAX, Springfield
WDZ, Tuscola
WILL, Urbana

Indiana

WHBU, Anderson
WTRC, Elkhart
WEOA, Evansville
WGBF, Evansville
WGL, Fort Wayne
WOWO, Fort Wayne
WIND, Gary
WFBM, Indianapolis
WIBC, Indianapolis
WIRE, Indianapolis
WISH, Indianapolis
WKMO, Kokomo
WLBC, Muncie
WSBT, South Bend
WBOW, Terre Haute

Iowa

WOI, Ames
KBUR, Burlington
WMT, Cedar Rapids
KROS, Clinton
WOC, Davenport
KRNT, Des Moines
KSO, Des Moines
WHO, Des Moines
KDTH, Dubuque
WKBB, Dubuque
KVFD, Fort Dodge
WSUI, Iowa City
WFJB, Marshalltown
KGLO, Mason City
KBIZ, Ottumwa
KMA, Shenandoah
KSCJ, Sioux City
KTRI, Sioux City

Kansas

KGFF, Coffeyville
KGNO, Dodge City
KTSW, Emporia
KVGB, Great Bend
KWBW, Hutchinson
KCKN, Kansas City
KFKU, Lawrence
WREN, Lawrence
KOAM, Pittsburgh
KSAL, Salina

WIBW, Topeka
KANS, Wichita
KFBI, Wichita
KFH, Wichita

Kentucky

WCMI, Ashland
WBKY, Beattyville
WLBJ, Bowling Green
WHLN, Harlan
WSO, Henderson
WHOP, Hopkinsville
WLAP, Lexington
WAVE, Louisville
WGRC, Louisville
WHAS, Louisville
WINN, Louisville
WOMI, Owensboro
WPAD, Paducah

Louisiana

KALB, Alexandria
WJBO, Baton Rouge
KVOL, Lafayette
KPLC, Lake Charles
KMLB, Monroe
WDSU, New Orleans
WNOE, New Orleans
WSMB, New Orleans
WWL, New Orleans
KRMD, Shreveport
KTBS, Shreveport
KWKH, Shreveport

Maine

WRDO, Augusta
WLBZ, Bangor
WCOU, Lewiston
WCSH, Portland
WGAN, Portland

Maryland

WBAL, Baltimore
WCAO, Baltimore
WCBM, Baltimore
WFBR, Baltimore
WITH, Baltimore
WJEJ, Hagerstown
WTBO, Cumberland
WBOC, Salisbury

Massachusetts

WAAB, Boston
WBZ, Boston
WBZA, Boston
WCOP, Boston
WEEL, Boston
WHDH, Boston
WMEX, Boston
WNAC, Boston
WORL, Boston

WSAR, Fall River
WEIM, Fitchburg
WHA1, Greenfield
WHYN, Holyoke
WLAW, Lawrence
WLLH, Lowell
WNBH, New Bedford
WBRK, Pittsfield
WMAS, Springfield
WSPR, Springfield
WOCB, West Yarmouth
WORC, Worcester
WTAG, Worcester

Michigan

WELL, Battle Creek
WBCM, Bay City
WHDF, Calumet
WJBK, Detroit
WJLB, Detroit
WJR, Detroit
WWJ, Detroit
WXYZ, Detroit
WFDF, Flint
WASH-WOOD, Grand Rapids
WLAV, Grand Rapids
WKZO, Kalamazoo
WJIM, Lansing
WDMJ, Marquette
WKBZ, Muskegon
WCAR, Pontiac
WHL, Port Huron
WSAM, Saginaw
WSOO, Sault Ste. Marie
WTCM, Traverse City

Minnesota

KATE, Albert Lea
KDAL, Duluth
WEBC, Duluth
KGDE, Fergus Falls
WMFG, Hibbing
KYSM, Mankato
WCCO, Minneapolis
WDGY, Minneapolis
WLOL, Minneapolis
WTNC, Minneapolis
KVOX, Moorhead
WCAL, Northfield
KROC, Rochester
KFAM, St. Cloud
KSTP, St. Paul
WMIN, St. Paul
WHLB, Virginia
KWLM, Willmar
KWNO, Winona

Mississippi

WCBI, Columbus
WJPR, Greenville
WFOR, Hattiesburg
WJDX, Jackson

WSLI, Jackson
WAML, Laurel
WSKB, McComb
WCOC, Meridian
WMIS, Natchez
WQBC, Vicksburg

Missouri

KFVS, Cape Girardeau
KFRU, Columbia
KHMO, Hannibal
KWOS, Jefferson
WMBH, Joplin
KCMO, Kansas City
KMBC, Kansas City
WDAF, Kansas City
WHB, Kansas City
KWOC, Poplar Bluff
KFEQ, St. Joseph
KFUO, St. Louis
KMOX, St. Louis
KSD, St. Louis
KWK, St. Louis
KXOK, St. Louis
WEW, St. Louis
WIL, St. Louis
KGBX, Springfield

Montana

KGHL, Billings
KRBM, Bozeman
KGIR, Butte
KFBB, Great Falls
KPFA, Helena
KGEZ, Kalispell
KRJF, Miles City
KGVO, Missoula

Nebraska

KORN, Fremont
KMMJ, Grand Island
KHAS, Hastings
KGFW, Kearney
KFAB, Lincoln
KFOR, Lincoln
WJAG, Norfolk
KGNF, North Platte
KOIL, Omaha
KOWH, Omaha
WOW, Omaha
KGKY, Scottsbluff

Nevada

KENO, Las Vegas
KOH, Reno

New Hampshire

WKNE, Keene
WLNH, Laconia
WFEA, Manchester
WMUR, Manchester
WHEB, Portsmouth

BMI STATION SUBSCRIBERS

New Jersey

WBAB, Atlantic City
 WSNJ, Bridgeton
 WHOM, Jersey City
 WPAT, Paterson
 WTNJ, Trenton

New Mexico

KGGM, Albuquerque
 KOB, Albuquerque
 KAVE, Carlsbad
 KICA, Clovis
 KFUN, Las Vegas
 KGFL, Roswell
 KVSF, Santa Fe
 KTNM, Tucumcari

New York

WABY, Albany
 WOKO, Albany
 WMBO, Auburn
 WBNF, Binghamton
 WBBR, Brooklyn
 WCNW, Brooklyn
 WBEN, Buffalo
 WEBR, Buffalo
 WGR, Buffalo
 WKBW, Buffalo
 WSVS, Buffalo
 WCAD, Canton
 WENY, Elmira
 WGBB, Freeport
 WHCU, Ithaca
 WJTN, Jamestown
 WKNY, Kingston
 WGNV, Newburgh
 WABC, New York
 WBNX, New York
 WBYN, New York
 WCNW, New York
 WEAF, New York
 WHN, New York
 WINS, New York
 WJZ, New York
 WNBI, New York
 MNBT, New York
 WNEW, New York
 WNYC, New York
 WOR, New York
 WOV, New York
 WQXR, New York
 WRCA, New York
 WWRL, New York
 WHLD, Niagara Falls
 WSLB, Ogdensburg
 WHDL, Olean
 WMFF, Plattsburg
 WKIP, Poughkeepsie
 WHAM, Rochester
 WHEC, Rochester
 WNBZ, Saranac Lake
 WGEA, Schenectady

WGEO, Schenectady
 WGY, Schenectady
 WRGB, Schenectady
 WAGE, Syracuse
 WFBL, Syracuse
 WOLF, Syracuse
 WSYR, Syracuse
 WHAZ, Troy
 WTRY, Troy
 WIBX, Utica
 WWNY, Watertown
 WFAS, White Plains
 WWRL, Woodside

North Carolina

WISE, Asheville
 WWNC, Asheville
 WBBB, Burlington
 WBT, Charlotte
 WSOC, Charlotte
 WDNC, Durham
 WFNC, Fayetteville
 WGNC, Gastonia
 WGBR, Goldsboro
 WBIG, Greensboro
 WGTC, Greenville
 WHKY, Hickory
 WMFR, High Point
 WFTC, Kinston
 WPTF, Raleigh
 WRAL, Raleigh
 WCBT, Roanoke Rapids
 WEED, Rocky Mount
 WSTP, Salisbury
 WMFD, Wilmington
 WGTM, Wilson
 WAIR, Winston-Salem
 WSJS, Winston-Salem

North Dakota

KFYR, Bismarck
 KDLR, Devils Lake
 WDAY, Fargo
 KRMC, Jamestown
 KGCU, Mandan
 KLPM, Minot

Ohio

WADC, Akron
 WAKR, Akron
 WJW, Akron
 WICA, Ashtabula
 WHBC, Canton
 WCKY, Cincinnati
 WCPO, Cincinnati
 WKRC, Cincinnati
 WLW, Cincinnati
 WSAI, Cincinnati
 WCLE, Cleveland
 WGAR, Cleveland
 WHK, Cleveland
 WTAM, Cleveland

WBNS, Columbus
 WCOL, Columbus
 WHKC, Columbus
 WOSU, Columbus
 WHIO, Dayton
 WING, Dayton
 WFIN, Findlay
 WLOK, Lima
 WMAN, Mansfield
 WMRN, Marion
 WPAY, Portsmouth
 WIZE, Springfield
 WSTV, Steubenville
 WSPD, Toledo
 WTOL, Toledo
 WRRN, Warren
 WFMJ, Youngstown
 WKBN, Youngstown
 WHIZ, Zanesville

Oklahoma

KADA, Ada
 KVSO, Ardmore
 KCRC, Enid
 KSWO, Lawton
 KBIX, Muskogee
 KOCY, Oklahoma City
 KOMA, Oklahoma City
 KTOK, Oklahoma City
 WKY, Oklahoma City
 KHBG, Okmulgee
 KGFF, Shawnee
 KOME, Tulsa
 KTUL, Tulsa
 KVOO, Tulsa

Oregon

KWIL, Albany
 KAST, Astoria
 KBND, Bend
 KBKR, Baker
 KOAC, Corvallis
 KORE, Eugene
 KUIN, Grants Pass
 KFJI, Klamath Falls
 KLBK, La Grande
 KOOS, Marshfield
 KMED, Medford
 KWRC, Pendleton
 KALE, Portland
 KEX, Portland
 KGW, Portland
 KOIN, Portland
 KXL, Portland
 KRNR, Roseburg
 KSLM, Salem
 KODL, The Dalles

Pennsylvania

WCBA-WSAN, Allentown
 WFBG, Altoona
 WISR, Butler

WCED, Du Bois
WEST, Easton
WERC, Erie
WLEU, Erie
WIBG, Glenside
WHJB, Greensburg
WHP, Harrisburg
WKBO, Harrisburg
WAZL, Hazleton
WJAC, Johnstown
WGAL, Lancaster
WMRF, Lewiston
WKST, New Castle
WKPA, New Kensington
KYW, Philadelphia
WCAU, Philadelphia
WDAS, Philadelphia
WFIL, Philadelphia
WHAT, Philadelphia
WIP, Philadelphia
WPEN, Philadelphia
KDKA, Pittsburgh
KQV, Pittsburgh
WCAE, Pittsburgh
WJAS, Pittsburgh
WWSW, Pittsburgh
WEEU, Reading
WRAW, Reading
WARM, Scranton
WGBI, Scranton
WPIC, Sharon
WKOK, Sunbury
WMBS, Uniontown
WBAX, Wilkes-Barre
WBRE, Wilkes-Barre
WRAK, Williamsport
WORK, York

Rhode Island

WFCl, Pawtucket
WEAN, Providence
WJAR, Providence
WPRO, Providence

South Carolina

WAIM, Anderson
WCSC, Charleston
WTMA, Charleston
WCOS, Columbia
WIS, Columbia
WOLS, Florence
WFBC, Greenville
WMRC, Greenville
WCRS, Greenwood
WORD, Spartanburg
WSPA, Spartanburg
WFIG, Sumter

South Dakota

KABR, Aberdeen
KFDY, Brookings
KOBH, Rapid City

WCAT, Rapid City
KELO, Sioux Falls
KSOO, Sioux Falls
KUSD, Vermillion
WNAX, Yankton

Tennessee

WOPI, Bristol
WAPO, Chattanooga
WDEF, Chattanooga
WDOO, Chattanooga
WJZM, Clarksville
WHUB, Cookeville
WTJS, Jackson
WJHL, Johnson City
WKPT, Kingsport
WBIR, Knoxville
WNOX, Knoxville
WROL, Knoxville
WHBQ, Memphis
WMC, Memphis
WMPS, Memphis
WREC, Memphis
WLAC, Nashville
WSIX, Nashville
WSM, Nashville

Texas

KRBC, Abilene
KFDA, Amarillo
KGNC, Amarillo
KNOV, Austin
KTBC, Austin
KFDM, Beaumont
KRIC, Beaumont
KBST, Big Spring
KBWD, Brownwood
WTAW, College Station
KRIS, Corpus Christi
KAND, Corsicana
KRLD, Dallas
KSKY, Dallas
WFAA, Dallas
WRR, Dallas
KFPL, Dublin
KROD, El Paso
KTSM, El Paso
KFJZ, Fort Worth
KGKO, Fort Worth
WBAP, Fort Worth
KLUF, Galveston
KGBS, Harlingen
KPRC, Houston
KTRH, Houston
KXYZ, Houston
KOCA, Kilgore
KPAB, Laredo
KFRO, Longview
KFYO, Lubbock
KRLH, Midland
KNET, Palestine
KPDN, Pampa
KPLT, Paris

KIUN, Pecos
KPAC, Port Arthur
KGKL, San Angelo
KABC, San Antonio
KONO, San Antonio
KTSA, San Antonio
WOAI, San Antonio
KRRV, Sherman
KTEM, Temple
KCMC, Texarkana
KGKB, Tyler
KVWC, Vernon
WACO, Waco
KRGV, Weslaco
KWFT, Wichita Falls

Utah

KLO, Ogden
KVNU, Logan
KEUB, Price
KOVO, Provo
KDYL, Salt Lake City
KSL, Salt Lake City
KUTA, Salt Lake City

Vermont

WCAX, Burlington
WSYB, Rutland

Virginia

WCHV, Charlottesville
WJMA, Covington
WBTM, Danville
WSVA, Harrisonburg
WLVA, Lynchburg
WMVA, Martinsville
WGH, Newport News
WTAR, Norfolk
WPID, Petersburg
WMBG, Richmond
WRNL, Richmond
WRVA, Richmond
WDBJ, Roanoke
WSLS, Roanoke
WLPM, Suffolk

Washington

KXRO, Aberdeen
KWSC, Pullman
KVOS, Bellingham
KIRO, Seattle
KJR, Seattle
KOL, Seattle
KOMO, Seattle
KRSC, Seattle
KXA, Seattle
KFIO, Spokane
KFPY, Spokane
KGA, Spokane
KHQ, Spokane
KMO, Tacoma
KVI, Tacoma

BMI STATION SUBSCRIBERS

KVAN, Vancouver
 KUJ, Walla Walla
 Wenatchee
 KIT, Yakima

West Virginia

WJLS, Beckley
 WHIS, Bluefield
 WCHS, Charleston
 WGKV, Charleston
 WBLK, Clarksburg
 WMMN, Fairmont
 WSAZ, Huntington
 WLOG, Logan
 WAJR, Morgantown
 WPAR, Parkersburg
 WBRW, Welch
 WKWK, Wheeling
 WWVA, Wheeling

Wisconsin

WHBY, Appleton
 WEAU, Eau Claire
 KFIZ, Fond du Lac
 WTAQ, Green Bay
 WCLO, Janesville
 WKBH, La Crosse
 WHA, Madison
 WIBA, Madison
 WEMP, Milwaukee
 WISN, Milwaukee
 WTMJ, Milwaukee
 WOSH, Oshkosh
 WRJN, Racine
 WHBL, Sheboygan
 WLBL, Stevens Point
 WDSM, Superior

Wyoming

KDFN, Casper
 KFBC, Cheyenne
 KPOW, Powell
 KVRB, Rock Springs
 KWYO, Sheridan

Alaska

KINY, Juneau

Hawaii

KHBC, Hilo
 KGMB, Honolulu
 KGU, Honolulu
 KTOH, Lihue

Puerto Rico

WPAB, Ponce
 WIAC, San Juan
 WKAQ, San Juan
 WNEL, San Juan

**—FM, TELEVISION & SHORT-WAVE
 STATION SUBSCRIBERS—**

California

K-45-LA, Los Angeles
 W6XYZ, Los Angeles
 W6XLA, Los Angeles
 KGEI, San Francisco

Connecticut

W-65-H, Hartford
 W-53-H, Hartford

District of Columbia

W3XWT, Washington

Illinois

W9XBK, Chicago
 W9ZBT, Chicago
 W-51-C, Chicago

Indiana

W-45-V, Evansville

Massachusetts

W-43-B, Boston

Michigan

W-45-D, Detroit

New Hampshire

W-39-B, Mt. Washington

New Jersey

W2XWV, Passaic
 W2XVT, Passaic

New York

W-71-NY, New York City
 W10XKT, New York City
 WNBT, New York City
 WNBI, New York City
 WRCA, New York City

W-51-R, Rochester

W-47-A, Schenectady

WGEA, Schenectady

WGEO, Schenectady

W2XOY, Schenectady

W2XWG, Schenectady

WRGB, Schenectady

Ohio

W-45-CM, Columbus

Pennsylvania

W-47-P, Pittsburgh

Wisconsin

W-55-M, Milwaukee



S · E · S · A · C

By PAUL HEINECKE

President

SESAC has grown during the past ten years from a small group of publishers to one of the largest music performing rights organizations in the United States. SESAC now controls the catalogs of 130 publishers of the best music in America. This virtually unlimited storehouse of program material including everything from Swing to Symphony and Hillbilly to Opera gives broadcasters a complete answer to the music needs of the radio station.

SESAC Music is used by more radio stations than any other music because—

—SESAC has licenses with 830 commercial radio stations.

—SESAC music is American music, our 130 publishers being located from coast to coast.

—SESAC publishers dominate their respective fields and include the largest publisher of American standard music—the largest publisher of American cowboy, western and hillbilly music—the largest publisher of American band and patriotic music—the largest publisher of accordion music—the largest publishers of gospel and religious music for every denomination, etc.

—SESAC music includes many of the best known compositions of such American composers as Edward MacDowell, Mrs. H.H.A. Beach, Bruno Huhn, Victor Herbert, Rudolf Friml, etc., etc.

A SESAC tune always becomes the outstanding number of the year. “Intermezzo” was the leading song on the Hit Parade in 1941 and “The Shrine of St. Cecilia” is leading the field in 1942.

SESAC music is used extensively by advertising agencies on hundreds of commercial transcriptions. It is contained in the library services of all of the transcription companies, it is used extensively in motion pictures and on phonograph records.

SESAC exclusively pioneered every major advance in the music copyright field including clearance at the source on network programs, a competitive supply of diversified music, on restriction list, reasonable rates, negotiation of licenses by a station relations staff with actual broadcasting experience, a program service department and friendly cooperation. SESAC licenses performance rights as well as the mechanical and film rights.

SESAC, its publishers, Program Service Department and station relations staff are at your service. You know the SESAC station relations representative in your area. He is there to help you—call on him:

CLAUDE C. J. CULMER

Eastern States

GUS HAGENAH

Central States

BURT SQUIRE

Middle West

EMILE J. GOUGH

Western States

With 830 commercial radio stations carrying blanket SESAC licenses, SESAC leads the field and we are determined to merit this fine support by maintaining our established policy of cooperation and continuing to supply broadcasters with the best music in America.

Publisher Affiliates

- Accordion Music Publishing Co., New York
 Deiro, Pietro
 Adler (see Edition Adler)
 Albright Music Company (see National Music Co.)
 Alford, Harry L.; Chicago
 Eddie Alkire Publications; Easton, Pa.
 Altschuler, J.; Warsaw
 American Music, Inc., Portland, Ore.
 Master Music Makers
 Westmore Music Corporation
 Arct, M.; Warsaw
 Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
 Augsburg Publishing House; Minneapolis
 Barnes, A. S. and Company, Inc.; New York
 C. L. Barnhouse; Oskaloosa, Iowa
 Barwicki, K. T.; Poznan
 Beirly Company (See Chart Music Publishing House, Inc.)
 Berge Music Co. (See McLaughlin & Reilly Co.)
 Braun, Hubert J.; Chicago
 Braun Music Co. (See Braun, Hubert J.)
 Braun Organization, The (See Braun, Hubert J.)
 Broadcast Music Publishers (See National Music Company, Inc.)
 Bryant Music Company; New York
 Calbo, N.; Barcelona
 Catholic Music Publishing Company (See McLaughlin & Reilly Co.)
 Central Music Company (See Will M. Ramsey)
 Chart Music Publishing House, Inc.; Chicago
 Beirly Company, Alfred
 Coanacher, B.
 Huffer, Fred. K.
 Littig Music Publishing Co., Frank
 Warde, Harry
 Warner, F. Eugene
 Western Accordion Music Company
 Coanacher, B. (See Chart Music Publishing House, Inc.)
 Colombo, Alberto; Hollywood
 Composers Press, Inc., The; New York
 Cross & Winge, Inc. (See American Music, Inc.)
 Culla, Antonio; Barcelona
 Deiro, Pietro (See Accordion Music Publishing Co.)
 Denison & Co., T. S.; Chicago
 Di Bella, O.; New York
 Ediciones Fermata (See Ediciones Internacionales Fermata)
 Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
 Ediciones Musicales Pampa, Buenos Aires
 Ediciones Internacionales Fermata, Warsaw (European Publications)
 Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
 Ediciones Rodoch (C. Rodriguez); Bilbao
 Ediciones A. Urmeneta; Barcelona
 Edition Adler; Berlin
 (See Heinrichshofen's Verlag)
 Edition "Jastrzab"; Warsaw
 Rudnicki, Walery; Warsaw
 "W.J.R."; Warsaw
 Rzepecki, J.; Warsaw
 Editions "Olympia"; Warsaw
 Editions Pro Arte; Lwow - Warsaw
 Eulenburg, Ernst; London
 Fairbank Company, H. W. (See National Music Co.)
 Fermata (See Ediciones Internacionales Fermata)
 Foerster, Joh. (See Reinecke)
 Forberg, Rob.; Leipzig
 International Edition; Leipzig
 Jurgenson, P.; Leipzig
 Gebethner & Wolff; Warsaw
 Gehrmans Musikforlag, Carl; Stockholm
 Gilbert Music Company (See McLaughlin & Reilly Co.)
 Gornston, David; New York
 Gospel Music Publications (See Hathaway, Franklin Earl)
 Grabczewski, F.; Warsaw
 Haberer-Helasco, Hermann; Madrid-Lisbon
 Hall & McCreary Co.; Chicago
 Hanson, E. Eddy (See National Music Company, Inc.)
 Harmonica Edition Publishing Co., New York
 Harmonie-Verlag
 Rondo-Verlag
 Hartford Music Company; Hartford, Ark.
 Hart's Music Company (See National Music Co.)
 Haslinger, Carl T. (See Lienau)
 Haslinger Musikverlag (See Lienau)
 Hathaway, Franklin Earl, Music Publisher; Chicago
 Gospel Music Publications; Chicago
 Haushahn, G. (See Reinecke)
 Heinrichshofen's Verlag Edition Adler
 Helasco (See Haberer-Helasco)
 J. M. Henson Music Company; 120 Hunter St., S.E., Atlanta, Ga.
 Hoffman Company, Raymond A.; Chicago
 Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
 Idzikowski, Leon; Warsaw
 Idzikowski, M.; Warsaw
 International Edition (See Forberg)
 Jastrzab (See Edition "Jastrzab")
 Jewel Music Publishing Co.; New York
 Jurgenson, P. (See Forberg)
 Keene, Inc., Hank; South Coventry, Conn.
 Kelman Music Corp.; New York
 King Music House, Inc.; K. L.; Fort Dodge, Ia
 Kjos Music Co., Neil A.; Chicago (including Beatrice and Max Krone)
 Koester, A. (See Lienau)
 Krentzlin, H. R. (See Lienau)
 Lebendiger, Henryk (See Ediciones Internacionales Fermata)

• • • **SESAC PUBLISHERS** • • •

- Lienau'sche Musikverlage
 Carl Tobias Haslinger
 H. R. Krentzlin
 Musikverlag Haslinger
 Musikverlag Adolf Koester
 Schlesinger'sche Buch & Musikhdlg
 Otto Wernthal
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Loebel, J. (See Reinecke)
- McLaughlin & Reilly Co.; Boston, Mass.
 Liturgical Music Company; Boston, Mass.
 Catholic Music Publishing Company; Boston, Mass.
 including composition taken over from
 Wm. E. Ashmall Company; Boston, Mass.
 Berge Music Company; New York, N. Y.
 John Singenberger; St. Francis, Wisc.
 Otto Singenberger; Mundelein, Ill.
 Gilbert Music Company; Chicago, Ill.
- Mora, Jose; Barcelona
- Music Products Corporation; Chicago
- National Music Company; Fort Worth, Texas
- National Music Company, Inc.; Chicago
 Albright Music Company; Chicago
 Broadcast Music Publishers; Chicago
 (See E. Eddy Hanson)
 Fairbank Company, H. W.; Chicago
 Hart's Music Company; Chicago
 Popular Music Publications; Chicago
 Select Music Company; Chicago
 Standard Music Company; Chicago
 (See Eddie Hanson)
 Standard Songs; Chicago
 (See Eddie Hanson)
 Windsor Music Company; Chicago
 including compositions taken over from:
 E. Eddy Hanson
- Natgrass-Schenck, Inc.; New York
- Noske, R. (See Reinecke)
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona
- Pagani, O., & Bro.; New York
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Polskie Towarzystwo Muzyki Wspolczesnej;
 Warsaw
- Popular Music Publications (See National Music Company)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers);
 Warsaw
- Radio City Guitar Studio; New York
- Will M. Ramsey (including Central Music Co.);
 Little Rock, Ark.
- Reinecke, Gebrauder
 Joh. Foerster
 Gustave Haushahn
 J. Loebel
 Rich. Noske
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo-Verlag (See Harmonia Edition)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sajewski, W. H.; Chicago
- Schlesinger (See Lienau)
- Schmidt Co., The Arthur P.; Boston
- Schmitt Music Company, Paul A.; Minneapolis
- Schuberth, Edward, & Co., Inc.; New York
- Schuberth, Jr., Fritz
- Select Music Company (See National Music Co.)
- Seyfarth, G.; Lwow
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Stahl, Wm. C.; Milwaukee
- Stamps-Baxter Music Company, Dallas, Texas;
 Chattanooga, Tenn.; Pangborn, Ark.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Steingraeber Verlag
- Tennessee Music & Printing Company; Cleveland Tenn.
- Thorsings Musikforlag, Alfred; Copenhagen
- Towarzystwo Wydawnicze Muzyki Polskiej;
 Warsaw
- Union de Compositores; Barcelona, Spain
- Urgelles, J.; Barcelona
- Urmeneta (See Ediciones A. Urmeneta)
- James D. Vaughan Music Publishers; Lawrenceburg, Tenn.
- Vieweg, Chr. Friedr.; Berlin
- Vitak-Elsnic Co.; Chicago
- Warde Company, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Wernthal, Otto (See Lienau)
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Westmore Music Corporation (See American Music, Inc.)
- Whitney Blake Music Publishers; New York
- Windsor Music Company (See National Music Co.)
- R. E. Winsett; Dayton, Tenn.
- "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid
- "Zaiks" Związku Autorow, Kompozytorow i Wydawcow; Warsaw
 (Authors-Composers and Publishers Association of Poland)
- Zalewski, B. J.; Chicago

MUSIC PUBLISHERS

A NATION-WIDE LISTING

— A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.
 ABC Music Corp., 799 Seventh Avenue, New York City.
 Accordion Music Publishing Co., 46 Greenwich Avenue, New York City.
 Acme Music Co., 1674 Broadway, New York City.
 Advanced Music Corp., 1250 Sixth Avenue, New York City.
 Affiliated Music Corp., 23 West 47th Street, New York City.
 Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.
 Alfred Music Co., 145 West 45th Street, New York City.
 Alford, Harry L., 190 North State Street, Chicago, Ill.
 Alkire Publications, Eddie, Easton, Pa.
 Allen, Thornton W., Co., 67 West 44th St., New York City.
 Allied Music Corp., 7608 Reading Road, Cincinnati, Ohio.
 Alpha Music Co., 110 West 42nd Street, New York City.
 Alvin Music Corp., 1650 Broadway, New York City.
 American Academy of Music, Inc., 1619 Broadway, New York City.
 American Music, Inc., Studio Bldg., Portland, Ore.
 American Music Publishing Co., 1695 Broadway, New York City.
 Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.
 Apollo Music Co., 301 West 41st Street, New York City.
 Appleton, D., Century Co., 35 West 32nd Street, New York City.
 Arberne Music Co., 20 West 40th Street, New York City.
 Art Music Co., 853 Broadway, New York City.
 Art-I-So Music, 1270 Sixth Avenue, New York City.
 Artists Music Corp., 8 West 49th Street, New York City.
 Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
 Ascot Publishing House, 1674 Broadway, New York City.
 Associated Music Publishers, Inc., 25 West 45th Street, New York City.
 Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
 Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Back Bay Music Co., 168 Tremont St., Boston, Mass.
 Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.
 Barnhouse Co., C. L., Oskaloosa, Ia.
 Baron, M., Inc., 8 West 45th St., New York City.
 Beacon Music Co., 1587 Broadway, New York City.
 Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.
 Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
 Belwin, Inc., 43 West 23rd Street, New York City.

Berklay Music Co., 615 East 33rd Street, Baltimore, Md.
 Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
 Best Music, Inc., 498 Boylston Street, Boston, Mass.
 Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.
 Blake, Whitney, Music Publisher, 1585 Broadway, New York City.
 Blank, S., 190 East Second Street, New York City.
 Block, Martin, 501 Madison Ave., New York City.
 Blue Circle Music Publications, 1595 Broadway, New York City.
 Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
 Boone Publishing Co., Box 200, Des Moines, Ia.
 Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
 Boston Music Co., 3 East 43rd Street, New York City.
 Brashear Music Co., Trinity Court, Boston, Mass.
 Braun Music Co., 1619 Broadway, New York City, and 609 South Paulina Street, Chicago, Ill.
 Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.
 Brechn Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
 Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
 Brill, D. Dudley, 61 Broadway, New York City.
 Broadcast Music, Inc., 580 Fifth Ave., New York City.
 Broadway Music Corp., 1619 Broadway, New York City.
 Brown & Edwards, Wilmington, Dela.
 Brown & Henderson, Inc., 1619 Broadway, New York City.
 Bryant Music Co., 113 West 57th Street, New York City.
 Bucher, Roland C., 166 Montague St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
 Caesar, Irving, 1619 Broadway, New York City.
 Cameron Music Co., 48 West 48th Street, New York City.
 Campbell Music Co., 136 West 55th Street, New York City.
 Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.
 Carlton, Joseph, 313 West 51st Street, New York City.
 Casivant, Eugene, 58 Canal Street, Waterbury, Conn.
 Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.
 Century Music Publishing Co., 231 West 40th Street, New York City.
 Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
 Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
 Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
 Cherio Music Publishers, 1585 Broadway, New York City.
 Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.

Cinema Songs, Inc., 1270 Sixth Ave., New York City.

Cine-Mart Music Publishing Co., Hollywood, Calif.

Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.

Clark, Kenneth S., 1657 Broadway, New York City.

Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.

Clow, O. B., 319 N. Eye Street, Tacoma, Wash.

Coast to Coast Music Corp., 8 West 49th Street, New York City.

Cole, M. M., Publishing House, 2611 S. Indiana Avenue, Chicago, Ill.

Coleman, Robert H., Burt Bldg., Dallas, Texas.

Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.

Collwill Corp., 1819 Broadway, New York City.

Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.

Colonial Music Publishing Co., 168 West 23rd St., New York City.

Composers Music Corp., 120 Broadway, New York City.

Composers Press, Inc., 853 Seventh Avenue, New York City.

Concord Music Publishing Co., 20 West 47th Street, New York City.

Cooper Music, Inc., 1650 Broadway, New York City.

Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.

Crawford Music Corp., 1270 Sixth Ave., New York City.

Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

Dash Connelly, Inc., 1619 Broadway, New York City.

Davis, Joe, Music Co., 1619 Broadway, New York City.

Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.

DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.

Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.

Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.

Denton & Haskins Corp., 1658 Broadway, New York City.

Desmoni, Martin J., 1501 Broadway, New York City.

Di Bella, O., 162 East 116th Street, New York City.

Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.

Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.

Doraine Music Publishing Co., 1619 Broadway, New York City.

— E —

Edition, Adler, 113 West 42nd Street, New York City.

Edition Musicus—New York, 23 West 47th Street, New York City.

Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.

Embassy Music Corp., 1250 Sixth Avenue, New York City.

Empire Music Publishing Co., 1587 Broadway, New York City.

Encore Music Publishing Co., 1674 Broadway, New York City.

Ensemble Music Press, Drawer K, East Northport, N. Y.

Essex Publishing Co., Dover, N. J.

Evans Music Co., 86 Essex Street, Boston, Mass.

Excelsior Music Publishing Co., 1674 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.

Feist, Leo, Inc., 1629 Broadway, New York City.

Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.

Fischer, Carl, Inc., 56 Cooper Square, New York City.

Fischer, J., & Bro., 119 West 40th Street, New York City.

Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.

Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.

Flammer, Harold, Inc., 10 East 43rd Street, New York City.

Flaschner, O., Music Co., 47 West 43rd Street, New York City.

Foley, Charles, 4 East 46th Street, New York City.

Foreign & Domestic Music Corp., 126 West 46th Street, New York City.

Forster Music Publisher, Inc., 218 South Wabash, Chicago, Ill.

Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.

Freeman Associates, 140 Roseville Avenue, Newark, N. J.

— G —

Gaal & Fillie Music Publishers, 1587 Broadway, New York City.

Galaxy Music Corp., 17 West 46th Street, New York City.

Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.

Gem Music Corp., 1619 Broadway, New York City.

Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.

Gerrod Music Co., 1619 Broadway, New York City.

Gershwin, George, Publishing Corp., 1270 Sixth Avenue, New York City.

Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.

Goodman Music Co., 42 Thayer St., Rochester, N. Y.

Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.

Gornston, David, 117 West 48th Street, New York City.

Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.

Gray, H. W., Co., Inc., 159 East 48th Street, New York City.

Green Bros. & Knight, Inc., 1619 Broadway, New York City.

Greene-Revel, Inc., North Vine Street, Hollywood, Calif.

G. V. C. Music Publishing Co., 152 West 42nd Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.

Hall-Mack Co., Winona Lake, Ind.

Handy Bros. Music Co., Inc., 1587 Broadway, New York City.

Harman Music, Inc., 1619 Broadway, New York City.

Harmonia Edition Publishing Co., 202 West 83rd Street, New York City.

Harmony House, 1595 Broadway, New York City.

Harms, Inc., 1250 Sixth Avenue, New York City.

Harms, T. B., Co., 1270 Sixth Avenue, New York City.

Harrington, Clare, 120 Cabrini Blvd., New York City.

Harris, Charles K., 701 Seventh Avenue, New York City.

Hartford Music Co., Hartford, Ark.

• • • **MUSIC PUBLISHERS** • • •

Harvest Songs Co., 1595 Broadway, New York City.
 Hathaway, Franklin Earl, 7814 Bennett Ave., Chicago, Ill.
 Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.
 Henson Music Co., J. M., 120 Hunter Street, S. E., Atlanta, Ga.
 Hill, James F., & Co., 8 West 45th Street, New York City.
 Hill Music Publishing Co., 101 E. Leigh Street, Richmond, Va.
 Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue, New York City.
 Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.
 Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.
 Hope Publishing Co., 5707 W. Lake Street, Chicago, Ill.
 Huntzinger, Inc., R. L., 137 West 4th Street, Cincinnati, Ohio.

Leads Music, Inc., 1270 Sixth Avenue, New York City.
 Leslie, Inc., Edgar, 59 West 46th Street, New York City.
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
 Lincoln Music Corp., 1619 Broadway, New York City.
 Lindenschmidt, William, 103 Maple St., Salina, Mich.
 Loeb Lissauer, Inc., 1619 Broadway, New York City.
 London Music Corp., 608 Fifth Ave., New York City.
 Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
 Luz Bros., 1674 Broadway, New York City.

— I —

Imperial Music Publishing Co., 1587 Broadway, New York City.
 Independent Music Publishers, 205 East 42nd Street, New York City.
 Indigo Music, Inc., 1501 Broadway, New York City.
 Italian Book Co., 1619 Broadway, New York City.

— J —

Jacobs, Walter, Inc., 120 Boylston Street, Boston.
 Jenkins Music Co., 1270 Sixth Ave., New York City.
 Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.
 Jones Music Corp., Isham, 1619 Broadway, New York City.
 Jungnickel, Inc., Ross, 200 West 85th Street, New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway, New York City.
 Kanner Music Publishing Co., 343 West 87th Street, New York City.
 Korczag Publishing Co., 62 West 45th Street, New York City.
 Koy & Kay Music Publishing Corp., 1658 Broadway, New York City.
 Keane, Michael, Inc., 113 West 57th Street, New York City.
 Keane, Inc., Hank, South Coventry, Conn.
 Kelman Music Corp., 1674 Broadway, New York City.
 Kendis Music Corp., 1587 Broadway, New York City.
 Keystone Music Co., 1619 Broadway, New York City.
 King Music House, Inc., K. L., Fort Dodge, Iowa.
 Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.
 Knickerbocker Music Publishing Co., 1619 Broadway, New York City.
 Krachtus, John, 1574 North Halsted Street, Chicago, Ill.

— L —

Lopham, Clude, Music Publications, 1674 Broadway, New York City.
 Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.

— M —

MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
 Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
 M & F Music Publishers, 40 East Oak St., Chicago, Ill.
 Majestic Music Co., 48 West 48th St., New York City.
 Mann Music Publishing Co., 1585 Broadway, New York City.
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
 Marlo Music Corp., 1270 Sixth Ave., New York City.
 Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
 Mayfair Music Co., 1619 Broadway, New York City.
 McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.
 McClure Music Co., 6047 1/2 Hollywood Blvd., Hollywood, Calif.
 McFarlane, Thomas M., 40 Court Street, Boston, Mass.
 Melo-Art Music Publishers, 1674 Broadway, New York City.
 Melody Lane, Inc., 1509 N. Vine Street, Hollywood, Calif.
 Melrose Music Corp., 1619 Broadway, New York City.
 Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
 Mercer & Morris, Inc., 1619 Broadway, New York City.
 Mercury Music Co., 231 West 40th Street, New York City.
 Merit Music Publishing Co., 6012 Indiana Avenue, Kansas City, Mo.
 Metro Music Co., 64 Second Avenue, New York City.
 Metropolitan Music Co., 222 Fourth Ave., New York City.
 Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
 Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
 Milburn Music Publishers, 74 West 50th Street, New York City.
 Miller, Bob, Inc., 1619 Broadway, New York City.
 Miller Music, Inc., 1629 Broadway, New York City.
 Mills Music, Inc., 1619 Broadway, New York City.
 Missud, Jean M., 580 Fifth Avenue, New York City.
 Modern Melodies Publishing Co., 1587 Broadway, New York City.
 Movietone Music Corp., 1250 Sixth Avenue, New York City.

— R —

Mumil Publishing Co., 1140 Broadway, New York City.
 Murray Music Co., 1585 Broadway, New York City.
 Musette Publishers, 113 W. 57th Street, New York City.
 Musicana, Inc., 25 W. 54th Street, New York City.
 Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.
 Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
 Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
 Music Service Co., 170-A Tremont Street, Boston, Mass.
 Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

National Association Blind Composers, Inc., Winnebago, Ill.
 National Music Co., 306 South Wabash Avenue, Chicago, Ill.
 The Nationwide Songs, 366 Madison Ave., New York City.
 Natrass-Schenck, Inc., 145 West 45th Street, New York City.
 Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
 Nelrad-Music Publishers, 1420 Clarkson Street, Denver, Colo.
 New Era Music Corp., 17 East 49th Street, New York City.
 New World Music Corp., 1250 Sixth Avenue, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
 Olman Music Corp., 1619 Broadway, New York City.
 O. Pagani & Bro., 289 Bleecker Street, New York City.

— P —

Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
 Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
 Paramount Music Corp., 1501 Broadway, New York City.
 Parks Company, J. A., City National Bldg., York, Nebr.
 Paull-Pioneer Music Corp., 1657 Broadway, New York City.
 Peer International Corp., 1619 Broadway, New York City.
 Peer, Ralph S., 1619 Broadway, New York City.
 Perry's Sons, A. W., Sedalia, Mo.
 Photo Play Music Co., 1674 Broadway, New York City.
 Picadilly Music Co., 1472 Broadway, New York City.
 Piedmont Music Co., Inc., 156 West 44th Street, New York City.
 Plymouth Music Co., 1619 Broadway, New York City.
 Pond & Co., William, 15 Euclid Avenue, Ridgefield, N. J.
 Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
 Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
 Prosser Music Publishing Co., 1587 Broadway, New York City.

— Q —

Quincke, W. A., & Co., 48 West 48th Street, New York City.

Radio City Guitar Studio, 134 West 91st Street, New York City.
 Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
 Rainbow Melodies, 1658 Broadway, New York City.
 Ramsey, Will M., Little Rock, Ark.
 Record Music Publishing Co., 245 West 55th Street, New York City.
 Redskin Publishing Co., 113 West 57th Street, New York City.
 Red Star Songs, Inc., 1619 Broadway, New York City.
 Regent Music Co., 1619 Broadway, New York City.
 Reis & Taylor Co., 1619 Broadway, New York City.
 Remick Music Corp., 1250 Sixth Avenue, New York City.
 Republic Music Corp., 730 Fifth Ave., New York City.
 Rex Music Publishers, 315 Seneca Street, Seattle, Wash.
 Rialto Music Publishing Corp., 1674 Broadway, New York City.
 Ricordi, G. & Co., 12 West 45th Street, New York City.
 Ringle, Dave, 1585 Broadway, New York City.
 Robbins Music Corp., 799 Seventh Avenue, New York City.
 Rodehever Co., The, Winona Lake, Ind.
 Roe & Krippene, 1650 Broadway, New York City.
 Rosetti, Joseph, 14 Viets St., New London, Conn.
 Roslyn Music Co., 190 N. State Street, Chicago, Ill.
 Rossi, Edward & Louis, 127 Mulberry Street, New York City.
 Rossiter, Will, 173 West Madison Street, Chicago.
 Rousseau Publishing Co., 203 East 43rd Street, New York City.
 Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
 Roy Music Co., 1619 Broadway, New York City.
 Royal Music Publisher, Royal Hawaiian Hotel, Honolulu, T. H.
 Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
 Ruby Music Co., 1587 Broadway, New York City.
 Ruebush-Keiffer Co., Dayton, Va.
 Russell, Willard, 2321 Merced Street, Fresno, Calif.
 Russian Music Co., Inc., 121 Lexington Avenue, New York City.
 Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.

— S —

Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
 Salamanca Music Publishers, Salamanca, N. Y.
 Santly-Joy-Select, Inc., 1619 Broadway, New York City.
 Saunders Publications, 6425 Hollywood Blvd., Hollywood, Calif.
 Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
 Schirmer, G., Inc., 3 East 43rd Street, New York City.
 Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
 Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
 Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
 Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
 Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
 Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
 Schuster & Miller, Inc., 1619 Broadway, New York City.
 Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
 Sesac, Inc., 113 West 42nd Street, New York City.

• • • **MUSIC PUBLISHERS** • • •

Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.

Sheldon-Mitchell Publishing Corp., 1619 Broadway, New York City.

Shisler-Benkhardt Publications, 4233 Osage Avenue, Philadelphia, Pa.

Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.

Simon, Frank, Box 368, Middletown, Ohio.

Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.

Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.

Smith, William J., Music Co., 254 West 31st Street, New York City.

Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.

Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.

Song Shop, The, 11 West Division Street, Chicago, Ill.

Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.

Sorkin Music Co., 251 Fourth Avenue, New York City.

Southern Music Publishing Co., 1619 Broadway, New York City.

Spencer, Norman & Son, 145 West 45th Street, New York City.

Spier, Larry, Inc., 1270 Sixth Avenue, New York City.

Sprague-Coleman, 62 West 45th Street, New York City.

Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.

Stamps-Baxter Music Co., Dallas, Texas.

Stan-Host Melodies, 301 Wyana Street, Brooklyn, N. Y.

Stasny Music Corp., 1619 Broadway, New York City.

Stevens Music Co., 54 West Randolph Street, Chicago, Ill.

Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.

Sudlik & Siegel, 1650 Broadway, New York City.

Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.

Sun Music Co., 1619 Broadway, New York City.

Superior Music, Inc., 42 Broadway, New York City.

Symbolic Music Publishing Co., 1595 Broadway, New York City.

— T —

Televise Music Co., 54 W. Randolph Street, Chicago, Ill.

Tennessee Music Printing Co., Cleveland, Tenn.

Tenny, Harry, Inc., 1619 Broadway, New York City.

Tesio, P., & Sons, 353 Eighth Avenue, New York City.

Timberland Publishing Co., Forest City, Ia.

Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.

Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.

Top Music Publishers, 343 W. 87th Street, New York City.

Transcontinental Music Co., 113 West 57th Street, New York City.

Treasure Chest Publications, Inc., 303 Fourth Avenue, New York City.

Triangle Music Corp., 1619 Broadway, New York City.

Tullar-Meredith Co., 91 Seventh Avenue, New York City.

Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 1452 Broadway, New York City.

— V —

Vanguard Songs, 1509 N. Vine St., Hollywood, Calif.

Van Reesema, Yolande, 7 Washington Square, New York City.

Vaughn, James D., Lawrenceburg, Tenn.

Vernon Music Publishers, Danbury, Conn.

Victoria Publishing Co., 1250 Sixth Avenue, New York City.

Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.

Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.

Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.

Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

Von Tilzer, Will, 1619 Broadway, New York City.

— W —

Wald Music, Inc., 70 West 40th St., New York City.

Warner, Charles E., 210 Manilla Street, Jefferson City, Mo.

Warren Publications, 349 East 49th Street, New York City.

Weaner, Maxwell, 117 West 48th Street, New York City.

Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.

Western Music Publishing Co., 6351 Selma Avenue, Hollywood, Calif.

Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.

White-Smith Music Publishing Co., 1619 Broadway, New York City.

Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.

Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.

Willis Music Co., 3 East 43rd Street, New York City.

Wilson Music Publishing Co., 444 Madison Avenue, New York City.

Winsett, R. E., Dayton, Tenn.

Witmark, M., & Sons, 1250 Sixth Avenue, New York City.

Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.

Words and Music, Inc., 1697 Broadway, New York City.

World Music, Inc., 607 Fifth Avenue, New York City.

— Y —

York Music Co., 67 West 44th Street, New York City.

— Z —

Zalawski, B. J., 1505 W. Thomas, Chicago, Ill.

Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.



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RADIO ARTISTS AND THEIR WORK DURING 1941



— A —

ABBOTT, BUD
NBC. Chase & Sanborn Program.

ABELL, MARY
WOPI, Bristol, Tenn. Personal Shopper.

ACCARDI, AL
KROW, Oakland, Calif. The Fish Finder.

ACE, GOODMAN
NBC. Easy Aces.

ACE, JANE
NBC. Easy Aces.

ADAMS, BILL
CBS. Hilltop House.

ADAMS, FELIX
WCBI, Columbus, Miss. Your Next Door Neighbor.

ADAMS, FRANKLIN P.
NBC. Information Please.

ADAMS, TED
CKTB, St. Catharines, Ont. Songs And Sonnette.

ADDY, WESLEY
CBS. Honest Abe.

ADONIS, HAROLD JOHN
WINS, New York, N. Y. Know Your Government.

AILS, ROSCOE
WPAV, Portsmouth, Ohio.

ALDERMAN, VIRGINIA A.
WDAE, Tampa, Fla. Bridge Forum.

ALDRICH, DARRAGH
WCCO, Minneapolis - St. Paul. Minn. Yours Truly Darragh Aldrich.

ALEXANDER, A. L.
WHN, New York, N. Y. Board of Mediation.

ALEXANDER, BEN
NBC. Little Ol' Hollywood. This Moving World. Chase And Sanborn Program.

ALLAN, MRS. W. N.
CJLS, Yarmouth, N. S. Words And Music.

ALLEN, BARBARA JO
NBC. The Signal Carnival, Chase And Sanborn Program.

ALLEN, CHARME
NBC. David Harum.

ALLEN, FRED
CBS. Texaco Star Theatre.

ALLEN, GRACIE
NBC. Burns and Allen.

ALLENBY, PEGGY
Life Can Be Beautiful, CBS and NBC. David Harum, NBC. Adventures of Ellery Queen, CBS.

ALLISON, JONE
NBC. The Aldrich Family, The Light of the World.

ALLMAN, ELVIA
NBC. Bob Hope Show.

AMECIE, JIM
NBC. Hollywood Playhouse.

AMES, ADRIENNE
WEN, New York, N. Y. Fan Magazine of the Air.

ANDERSON, EDDIE "ROCHESTER"
NBC. The Jell-O Program.

APPLEBY RAY
CBS. Young Doctor Malone.

ARMS, BILL
WBAP, Fort Worth, Texas. Texas School of the Air.

ARNALL, CURTIS
NBC. Pepper Young's Family.

ARNOLD, BETTY
NBC. Guiding Light, Wings of Destiny.

ARNOLD, GENE
KGKO, Fort Worth, Texas. Fifteen Minutes With You.

ARNOLD, OREN
KOY, Phoenix, Ariz. Love Story Time.

ARRINGTON, WILLIAM T.
WGBR, Goldsboro, N. C. The Poet's Corner.

ATCHER, BOB
WIND, Chicago, Ill. Smitin' Bob And Bonnie.

AUERBACH, ARTIE
CBS. Al Pearce And His Gang.

AUTRY, GENE
CBS. Melody Ranch.

— B —

BARRYMORE, JOHN
NBC. Rudy Vallee - Sealtest Program.

BARROWS, RICHARD
CBS. Young Doctor Malone.

BARUCH, ANDRE
CBS. News For Women.

BASCH, FRANKIE
WMCA, New York, N. Y. Success Stories, Roving Reporter, Street Forums, Vanishing New Yorkers, Make Up Your Mind, Pet Peeves, Your Confidential Counselors, Gangplanks, Broadway Meets Park Avenue, Special Events.

BATENBURG, SHIRLEY
WRJN, Racine, Wis. The Theatre Guild.

BAUER, CHARITA
NBC. Orphans Of Divorce, Set Sail.

BAXTER, BEE
KSTP, St. Paul - Minneapolis, Minn. The Household Forum.

BEATY, BESSIE
WOR, New York, N. Y. Woman's Hour.

BEATY, ROBERTA
CFCF, Montreal, Que. For Ladies Only.

BECK, JACKSON
CBS. Kate Smith, Young Dr. Malone, Helen Hays.

BEEGHLY, GERTRUDE
WBLK, Clarksburg, W. Va. Around The Town.

BEHRENS, FRANK
Romance of Helen Trent, CBS. Road of Life, NBC. Arnold Grimm's Daughter, NBC. Jack Armstrong, NBC.

BELCHER, JERRY
WCKY, Cincinnati, Ohio. Jerry Belcher's Neighbors.

BELCHER, RED
WIND, Chicago, Ill. Red And Pauly.

BELL, ORTH
WCAU, Philadelphia, Pa. Bellzapoppin.

BELUNAS, NELLIE
WJBK, Detroit, Mich. Lithuanian Hour.

BENNETT, MYRON J.
KWK, St. Louis, Mo. The MJB Show.

BENNY, JACK
NBC. The Jell-O Program.

BENTLEY, SPENCER
CBS. Hilltop House.

BERG, GERTRUDE
NBC-CBS. The Goldbergs.

BERGEN, EDGAR
NBC. The Chase and Sanborn Program.

BERLE, MILTON
Bluc. Three Ring Time.

BERRY, BEVERLY
KSO, Des Moines, Ia. Evening Funnies.

BERWIN, BERNICE
NBC. One Man's Family.

BACKUS, GEORGIA
NBC. One Man's Family.

BACON, MILTON
WCKY, Cincinnati, Ohio. Cities Worthwhile And Folks Worth Knowing.

BAER, PARLEY
KSL, Salt Lake City, Utah. The Bates Boys.

BAKER, ART
KFI, Los Angeles, Calif. Today At Bullock's.

BAKER, JEFF
WTAR, Norfolk, Va. Jack Pot.

BAKER, NELSON
WFBR, Baltimore, Md. Bugle Call Jamboree.

BAKER, PHIL
CBS. Take It Or Leave It.

BAKER, SHERIDAN
KSRO, Santa Rosa, Calif. The Farm Quarter Hour.

BALDWIN, R. W.
WNBH, New Bedford, Mass. Morning Devotions.

BANG, HULDA
KFUO, St. Louis, Mo. The Poet's Corner.

BANGS, MAYNARD
KVCV, Redding, Calif.

BANKS, JOAN
NBC. This Small Town, Manhattan-At-Midnite.

BARHAM, THEODORE
WJBK, Detroit, Mich. Egyptian Hour.

BARNETT, SONYA
CKGB, Timmins, Ont. The Stork Club.

BARRETT, PAT
NBC. Uncle Ezra's Radio Station EZRA.

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- BEVERLY, JOHN**
KFWB, Los Angeles, Calif.
Hollywood Radio Playhouse,
John Doe News of Tomorrow,
Big Time Air Reviews.
- BINGHAM, LESLIE**
NBC. Against The Storm.
- BINYON, CONRAD**
NBC. One Man's Family.
- BISSON, F. C.**
WLS, Chicago, Ill.
- BLAINE, JOAN**
NBC. The Valiant Lady.
- BLAND, AL**
WKCY, Cincinnati, Ohio. Morn
Patrol.
- BLOCK, MARTIN**
WNEW, New York, N. Y. Make
Believe Ballroom.
- BLOCK, VIVIAN**
NBC. The Aldrich Family.
- BLONDELL, RICHARD**
WAAT, Jersey City, N. J. Thru
Magic Doors.
- BLOOM, M. J.**
WGNV, Newburgh, N. Y. World
Bookman.
- BOLES, JAMES**
Kate Smith, CBS. O'Neills,
NBC. March of Time, NBC.
- BOOTH, DONNA MAE**
KELO, Sioux Falls, S. D. Wo-
men's World.
- BOOTH, SHIRLEY**
CBS. Duffy's Tavern.
- BOWES, MAJOR EDWARD**
CBS. Major Bowes' Original
Amateur Hour.
- BOYD, ELEANOR**
WMOD, Mobile, Ala. In A
Women's World, Books and
Authors.
- BOYER, JOHN**
KDKA, Pittsburgh, Pa. Missus
Goes A Shopping, Friendly
Neighbors.
- BOYSELL, JIM**
WAAT, Jersey City, N. J. Be
Of Good Cheer.
- BRADEN, BERNARD**
CJOR, Vancouver, B. C. Blue
Monday Jamboree.
- BRADLEY, RICHARD**
WHIP, Hammond, Ind. Service
Men's Jamboree.
- BRADLEY, TRUMAN**
NBC. Union Oil Program,
Hollywood Playhouse.
- BRADY, BEN**
WMCA, New York, N. Y.
Brooding With Brady.
- BRAHAM, HORACE**
CBS. Woman Of Courage.
- BRAYTON, MARGARET**
Al Pearce and His Gang CBS,
Little Ol' Hollywood NBC.
- BRENNAN, ROLINE**
KEEW, Brownsville, Texas.
- BRICE, FANNY**
NBC. Good News of 1940. Max-
well Party.
- BRICKERT, CARLTON**
NBC. The Story of Mary Mar-
lin, Girl Alone, Houseboat
Hannah, Show Boat, Thunder
Over Paradise.
- BRITT, ELTON**
WOR, WNEW.
- BRIGGS, RHINELANDER**
WJSV, Washington, D. C.
- BROSKEY, CHARLES**
KDKA, Pittsburgh, Pa. We're
All Americans.
- BROWN, CLARENCE**
KFH, Ichita, Kans.
- BROWN, ESTHER SIMON**
WDAE, Tampa, Fla. Current
Magic.
- BROWN, JOHN**
Fred Allen, CBS. Johnny Pre-
sents, NBC.
- BROWING, BETSY**
KBIX, Muskogee, Okla. Listen
Ladies.
- BRUCE, NIGEL**
NBC. The Adventures of Sher-
lock Holmes.
- BRUCE, NIGEL**
NBC. Sherlock Holmes.
- BRUSTIK, JOSEPH**
WJBK, Detroit, Mich. Czecho-
slovak Hours.
- BRYAN, ARTHUR Q.**
CBS. Al Pearce and His Gang.
- BRYAN, WARREN**
CBS. Our Gal Sunday.
- BRYANT, GEOFFREY**
NBC. Death Valley Days.
- BRYSON, LYMAN**
CBS. The People's Platform.
- BUFFUM, JESSE**
WEEI, Boston, Mass. Farmers'
Almanac of the Air.
- BUNCE, ALAN**
CBS. Young Doctor Malone.
- BURDICK, CORNELIA**
KPO, San Francisco, Calif. Dr.
Kate.
- BURDICK, HAL**
KPO, San Francisco, Calif.
Night Editor.
- BURNS, BOB**
The Arkansas Traveler CBS,
Kraft Music Hall NBC.
- BURNS, GEORGE**
NBC. Burns and Allen.
- BURTON, SARAH**
Manhattan-at-Midnight, NBC;
Kate Smith, CBS.
- BUTLER, JAMES W.**
WGBR, Goldsboro, N. C. Town
News And Views.
- BUTLER, WARDE**
WHIZ, Zanesville, Ohio. Num-
bers Please.
- BUTTERFIELD, ERSKINE**
MBS. Philco Transcriptions.
- BUTTERFIELD, HERBERT**
NBC. Kitty Keene, Jack Arm-
strong, Girl Alone, Tom Mix.
- BUTTERWORTH, WALLY**
CBS. Vox Pop.
- BUTTRAM, PAT**
WLS, Chicago, Ill.
- BYERS, BILLIE**
NBC. Hawthorne House.
- C —
- CABOT, CAROLINE**
WEEI, Boston, Mass. Caroline
Cabot Shopping Service.
- CAIRNS, HUNTINGTON**
CBS. Invitation To Learning.
- CAMPBELL, PATSY**
Manhattan At Midnight NBC,
Mr. Keen, Tracer of Lost Per-
sons NBC, Great Artists MBS,
Etc.
- CANTOR, CHARLIE**
Johnny Presents, NBS. Fred
Allen, CBS.
- CANTOR, EDDIE**
NBC. Time To Smile.
- CANTRELL, GRADY**
KWK, St. Louis, Mo.
- CARD, KATHRYN**
NBC. The Story Of Bud Bar-
ton, Uncle Walter's Doghouse,
Girl Alone.
- CAREY, MacDONALD**
NBC. Ellen Randolph, Stella
Dallas, Linda Dale.
- CARL, CLIFF**
WHO, Des Moines, Ia. Cliff
And Helen.
- CARL, MRS. WALTER D.**
NBC. The Story of Mary Mar-
lin, The Story of Bud Barton,
Girl Alone, Thunder Over
Paradise.
- CARLON, LINDA**
NBC. The O'Neills, The Parker
Family.
- CARLTON, DEAN**
CBS. Adventures of Ellery
Queen.
- CARLYLE, CATHRYN**
KTUL, Tulsa, Okla. Interest-
ing To Women.
- CARNEY, DON**
MBS. Uncle Don.
- CARNEY, GRACE**
CBS. Hilltop House.
- CARPENTER, CLIFF**
CBS. Woman Of Courage, We
The Abbotts.
- CARSON, JACK**
NBC. The Signal Carnival.
- CARSON, PAUL**
NBC. One Man's Family.
- CASKIN, HELENE**
KYW, Philadelphia, Pa. The
Story Lady.
- CASTLE, BOB**
WSFA, Montgomery, Ala. Dol-
lar Bill's Jukebox Jubilee.
- CHALMERS, THOMAS**
NBC. Pepper Young's Family.
- CHASE, BOB**
WIL, St. Louis, Mo. Dawn Pa-
trol.
- CHASE, EDDIE**
WAAF, Chicago, Ill. Mythical
Ballroom.
- CHASE, ILKA**
CBS. Penthouse Party.
- CHESHIRE, HARRY**
KMOX, St. Louis, Mo. Ozark
Varieties, Barn Dance, Jolly
Jamboree.
- CHIMES, MICHAEL**
Columbia Workshop, American
School of the Air.
- CHOATE, Helen**
CBS. By Kathleen Norris
- CHRISTIAN, BUNNY**
KVCV, Redding, Calif
- CLAIRE, HELEN**
CBS-NBC. The O'Neills.
- CLARK, CLIFF**
NBC. The Gilmore Circus.
- CLARK, DON**
KFI, Los Angeles, Calif. When
Presses Roar.
- CLARK, HERBERT**
KDKA, Pittsburgh, Pa.
- CLOS, JEAN**
WVNY, Watertown, N. Y. May
I Come In.
- COHAN, LUCILLE**
WJSV, Washington, D. C.
Shopping News.
- COLBERT, JEAN**
CBS. Young Doctor Malone.
- COLBY, ETHEL**
WMCA, New York, N. Y. Mr.
& Mrs. Playgoer.
- COLBY, JULIUS**
WMCA, New York, N. Y. Mr.
& Mrs. Playgoer.
- COLEMAN, NANCY**
CBS. Young Doctor Malone.
- COLLINS, RAY**
Cavalcade of American NBC,
Martha Webster CBS.

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RADIO ARTISTS

COLLINS, TED
CBS, Kate Smith Hour.

COLLYER, CLAYTON
CBS, Kate Hopkins, Second Husband.

COLONNA, JERRY
NBC, The Pepsodent Show.

COLTON, KINGSLEY
CBS, My Son And I.

COLTON, TOM
WWSR, St. Albans, Vt. Yawn Patrol.

COMPTON, WALTER
MBS, Double or Nothing.

CONKLIN, PEGGY
CBS, Big Sister.

CONRAD, RICHARD
WHBL, Sheboygan, Wis. Demon of Darkness, Heide File, Moments of Life.

CONTE, JOHN
CBS, It Happened in Hollywood.

COOGAN, RICHARD
Young Doctor Malone CBS, Lone Journey NBC.

COOK, DONALD
Martha Webster CBS, Mother of Mine NBC.

COOK, PHIL
WABC, New York, N. Y. Morning Almanac.

COOPER, MADGE
WMRN, Marion, Ohio. Women In The News.

CORLEY, BILL
WBNS, Columbus, Ohio. Candid of the Air.

CORRELL, CHARLES J.
CBS, Amos 'n Andy.

COSTELLO, JOHN
KDRO, Sedalia, Mo. 1490 Club.

COSTELLO, LOU
NBC, Chase & Sanborn Program.

COTT, TED
WMCA, 45 Questions from B'way.

COLE, HELEN
Hilltop House CBS, Ellen Randolph NBC.

COULEHAN, MARGARET E.
WTBO, Cumberland, Md. Eleventh Hour.

COURTNEY, ALAN
WOV, "1280 Club."

COWAN, IRENE
WCAE, Pittsburgh, Pa. Four O'Clock Frolic.

COWAN, IRENE
WCAE, Pittsburgh, Pa. Four O'Clock Frolic.

CRAIG, NANCY BOOTH
NBC, The Woman of Tomorrow, The Wanderer Hour.

CRANDALL, BRAD
WDAF, Kansas City, Mo. Footlights of the Air, Cuddles and Tuckie.

CRANSTON, PATSY
WBAP, Fort Worth, Texas. We Who Are Young.

CRASWELL, JEAN
WMIN, St. Paul - Minneapolis, Minn. Musical Time Piece.

CROCKER, BETTY
NBC, Betty Crocker Program.

CROMWELL, RICHARD
CBS, Those We Love.

CROSBY, BING
NBC, Kraft Music Hall.

CROSS, PAT
KMA, Shenandoah, Ia. Early Morning Roundup.

CROSS, SKEET
KMA, Shenandoah, Ia. Early Morning Roundup.

CROWLEY, MATTHEW
CBS, Life Can Be Beautiful.

CRUMIT, FRANK
NBC, Battle of the Sexes.

CUMMINGS, ANTHONY
KDKA, Pittsburgh, Pa. We're All Americans.

CURLEY, JOHN
WHIP, Hammond, Ind. Chicago At Work.

CURRIER, THEADORE
WSIX, Nashville, Tenn. The Scene Changes, Pro And Con.

CURTIN, JOE
Second Husband CBS, Bess Johnson NBC.

CURTIS, MARGARET
CBS, Hilltop House

CUTHBERTSON, JOHN
KGO, San Francisco, Calif. Saunders of the Circle X.

— D —

DALTON, JANE
WSPA, Spartanburg, S. C. Women In The News.

DAMERON, CHARLES WAYNE
WKY, Cincinnati, Ohio. The Real McCoy.

DAMON, LESTER
NBC, Lone Journey.

DARBY, JUNE
WMBH, Joplin, Mo. Woman To Woman.

DAVANT, MARY
WBT, Charlotte, N. C. Dixie Noveltyco.

DAVID, TOBEY
WMAL, Washington, D. C. Morning Musical Clock.

DAVIDSON, GRETCHEN
CBS, Martha Webster.

DAVIES, GWEN
CBS.

DAVIS, JOAN
NBC, Rudy Vallee - Sealtest Program.

DAVIS, MAUDE
CBS, Kate Smith Hour.

DAVIS, WATSON
CBS, Adventures In Science.

DE CAMP, ROSEMARY
CBS, Dr. Christian.

DE KOVEN, ROGER
Life Can Be Beautiful CBS-NBC, The Light of the World NBC, Against the Storm NBC.

DE MILLE, CECIL B.
CBS, Lux Radio Theatre.

DENNY, JR., GEORGE W.
NBC, America's Town Meeting of the Air.

DE POLENZKE, BARONEE H.
WBYN, Brooklyn, N. Y. Women in The News.

DEVINE, ANDY
CBS, Al Pearce And His Gang.

DEVITT, ALAN
NBC, Against the Storm, The Man I Married.

DI CORSIA, TED
Adventures of Ellery Queen CBS, Joe & Mabel NBC.

DIELMAN, LYSLE
KFUO, Clayton-St. Louis, Mo. Home-makers' Chat.

DILLON, JANE
WTIC, Hartford, Conn. Women of Connecticut.

DINSDALE, SHIRLEY
KGO, San Francisco, Calif. Judy Splinters.

DIXON, MASON
WNOX, Knoxville, Tenn. March of Dimes.

DIXON, NANCY
KDKA, Pittsburgh, Pa. News In The Stores.

DIXON, ROBERT
WHYN, Holyoke, Mass. The Scene Below.

DOANE, IRENE
KBIX, Muskogee, Okla. The Eleventh Hour.

DOLPH, EDWARD A.
WGNY, Newburgh, N. Y. Stock Market Trends.

DONALD, PETER
Bright Ideas Club NBC, Ask Me Another WOR.

DONNELLY, JIMMY
Hilltop House CBS, The O'Neills CBS-NBC, Martha Webster.

DOOLITTLE, HIRAM
KGKL, San Angelo, Texas. Twentieth Century Hiram.

DOUGLAS, DON
American School of Air, CBS, Lincoln Highway, NBC, March of Time, NBC, Keep 'Em Flying, NBC, Five Star Final, WMCA, Friend in Need, NBC, Grand Central Station, NBC, Dialects, Impersonations.

DOWHAN, WILLIAM
WJBK, Detroit, Mich. Ukrainian Hour.

DOWLING, EDDIE
CBS, We The People.

DOWLING, JEANNETTE
NBC, Road of Life.

DOYLE, LEONARD
NBC, Mr. District Attorney.

DUDLEY, CLARA
CBS, The New England Home.

DUDLEY, DONALD
NBC, Hawthorne House, Mine To Cherish.

DUDLEY, DORIS
CBS, Meet Mister Meek.

DUGGAN, GRACE
CKUA, Edmonton, Alta. Your Home And You.

DUMAS, HELENE
NBC, Ellen Randolph.

DUMKE, RALPH
NBC, Studio X.

DUNLAP, PATRICIA
CBS, Bachelor's Children.

DUTTON, MYRON
NBC, I Love A Mystery, One Man's Family, Who Sang It, Musical Soiree, Speaking of Glamour.

— E —

EARL, CRAIG, (Prof. Quiz)
CBS, Professor Quiz.

EAST, ED
CBS, Colgate Ask-It-Basket, Colgate Spotlight.

EASTMAN, CARL
Life Can Be Beautiful CBS-NBC, This Small Town NBC, The Light of the World NBC.

ECOLA, JOHN
WJBK, Detroit, Mich. Minnish Hour.

EDEN, ANN
Lincoln Highway, NBC. They Live Forever, CBS.

EDGE, BOB

CBS. Outdoors With Bob Edge.

EDMONDS, CORKY

KVCV, Redding, Calif.

EDWARDS, PHIL

WIBG, Philadelphia, Pa.

EDWARDS, RALPH

Truth or Consequences, NBC.

EDWARDS, SONNY

NBC. One Man's Family.

EGAN, AUDREY

CBS. We The Abbotts.

EIGEN, JACKWMCA, New York, N. Y.
Hollywood Gossip.**ELDERS, HARRY**

CBS. Woman In White

ELLEN, MINETTA

NBC. One Man's Family.

ELMAN, DAVE

CBS. Hobby Lobby.

ELMER, ARTHUR

Meet Mr. Meek CBS. Fred Allen Program NBC. Myrt and Marge CBS. Columbia Workshop CBS. Valiant Lady CBS. Dialects, Impersonations.

ELSON, ISABEL

CBS. Young Doctor Malone.

ELSTER, REINHARDT

WHIP, Hammond, Ind. Musical Masterpieces.

ELSTNER, ANNE

NBC. Stella Dallas.

EMERY, BOB

Go Get It WOR. Rainbow House WOR.

ENGL, CLIFF

NBC. Good Morning Tonite. Mine To Cherish.

EVERETT, ETHEL

CBS. We The Abbotts.

F**FADIMAN, CLIFTON**

NBC. Information Please.

FALLING, KEITH

WGNV, Newburgh, N. Y. Under the Wing.

FARNUM, WILLIAM

NBC. Speak Up America. Wings of Destiny.

FARNWORTH, SCOTT

CBS. Jones And I.

FAY, FRANK

NBC. Frank Fay Show.

FEAGAN, ANN LOUISE

WSGN, Birmingham, Ala. Comic Club.

FENGER, AUSTINKSFO, San Francisco, Calif.
KSFO Farm Journal.**FENNELLY, PARKER**

Ellen Randolph NBC. Valiant Lady NBC. Kate Smith Hour CBS.

FIDLER, JIMMY

CBS.

FIELDS, JOE

WTOL, Toledo, Ohio. Navy on the Air.

FILLBRANDT, LAURETTE

NBC. Lt' Abner. Girl Alone. Thunder Over Paradise.

FISCHLER, AL

KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh.

FISHER, MARGARET

WSTV, Steubenville, Ohio. Your Society And Fashion Reporter.

FITZGERALD, ED & PEGEEN

WOR.

FITZMAURICE, MICHAEL

CBS. When A Girl Marries. Myrt and Marge.

FLAGLER, CHARLIE

KRNT, Des Moines, Ia. Charlie Flagler Kiddie Revue.

FLECK, G. DARE

KDKA, Pittsburgh, Pa. Bookworm.

FLEMING, JAMES

CBS. Gold If You Find It.

FLINT, LARRY

WFMJ, Youngstown, Ohio. Old Family Almanac.

FLYNN, BERNARDINE

Vic And Sade NBC. Right To Happiness CBS.

FLYNN, BESS

CBS. Martha Webster.

FORTESCUE, PRISCILLA

WEEL, Boston, Mass. Good Morning Ladies, Hollywood Snapshots.

FOSTER, JANE

WTMV, East St. Louis, Ill. Woman's Magazine of the Air. Menus And Melodies.

FOX, LUACINE CLARK

KSL, Salt Lake City, Utah. Story Telling Time.

FOX, TEMPLETON

CBS. Kate Hopkins.

FRAKER, MEREDITH

KPH, Wichita, Kans.

FRANCIS, DOROTHY

Road of Life CBS. Backstage Wife NBC. The Story of Bud Barton.

FRASER, RON

CJLS, Yarmouth, N. S. Race For Ice Cream.



MARY MARGARET McBRIDE



• • • **RADIO ARTISTS** • • •

FREDERICK, JOHN T.
CBS. Of Men And Books.
FREEMAN, FLORENCE
NBC. Young Widder Brown.
FRITZ, DOROTHY
KFH, Wichita, Kans.
FROST, ALICE
CBS. Big Sister.
FULTON, JOHN
WGST, Atlanta, Ga. Sidewalk
Snoopers.

— **G** —

GABEL, MARTIN
CBS. Big Sister.
GADDIS, JESS
WMBD, Peoria, Ill. Illinois
Valley Jamboree.
GAITHER, FRANK
WGST, Atlanta, Ga. Sidewalk
Snoopers.
GALDSTON, DR. IAGO
CBS. Highways To Health.
GALE, DOLORES
WATN, Watertown, N. Y. Wo-
men In the News.
GANNON, JOE
WMSL, Decatur, Ala. Coffee
Club. Spelling Bee.
GANNON, JOHN
NBC. Jack Armstrong.
GARCIA, HENRY
WOAI, San Antonio, Texas.
Latin-Americana.
GARDE, BETTY
CBS. My Son and I.
GARDINER, EVELYN
KDKA, Pittsburgh, Pa.

GARDNER, BOB
WMIN, St. Paul - Minneapolis.
Minn. Matinee Wham.
GARDNER, ED
CBS. Duffy's Tavern.
GARRIGUS, F. H.
WEEL, Boston, Mass. Young
Americans in the Making.
GARVIN, Ada Mabel
WNBH, New Bedford, Mass.
Morning Glory.
GAY, CAROL
KWK, St. Louis, Mo. This Wo-
man's World.
GERKARD, CHARLES
NBC. Hawthorne House, Mine
To Cherish.
GERSON, BETTY LOU
Woman In White CBS, The
Story of Mary Marlin.
GIBB, LUCILLE
WOI, Ames, Ia. Current Fic-
tion
GILBERT, DICK
WHN, New York, N. Y.
GILBERT, JANICE
Second Husband CBS, Step-
mother CBS, Hilltop House
CBS, The O'Neills NBC-CBS.
GILLIS, REV. JAMES
NBC, The Catholic Hour.
GILLMORE, MARGALO
CBS. Big Sister.
GILMAN, TONI
CBS. Martha Webster.
GIRARDIN, R. G.
WEEL, Boston, Mass. Top of
the Morning.
GODFREY, ARTHUR
WJSV, Washington, D. C. -

WABC, New York, N. Y. Sun
Dial.
GOLDBERG, RUBIN
WBYN, Brooklyn, N. Y. Mir-
ror of Life.
GOLDSMITH, VIRGINIA
KFH, Wichita, Kans.
GOODIN, ED
KOB, Albuquerque, N. M. Un
Poco Tiempo.
GOODMAN, HERALD
WHO, Des Moines, Ia. Iowa
Barn Dance Frolic.
GORDON, RICHARD
WCOL, Columbus, Ohio. The
Morning Caller.
GORDON, RICHARD
NBC. The Bishop And The
Gargoyle.
GOSDEN, FREEMAN F.
CBS. Amos 'n' Andy.
GOSS, JAMES
NBC. Jack Armstrong.
GOULD, JAY
WGL-WOVO, Ft. Wayne, Ind.
GOULD, MITZI
Life Can Be Beautiful CBS-
NBC, The Parker Family
NBC, Raising A President NBC.
GOUBAUD, POWERS
WCAU, Philadelphia, Pa
GRAHAM, VIRGINIA
WIBA, Madison, Wisc. Wo-
men's News, Here's An Idea.
Quest of the Week.
GRANGER, SHARON
NBC. Arnold Grimm's Daugh-
ter, The Story of Bud Barton,
The Story of Mary Marlin.

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RADIO ARTISTS

GRAVES, VIRGINIA
 WGTM, Wilson, N. C.

GRAY, CLIFF
 WSPA, Spartanburg, S. C.

GRAY, KELIN
 Workshop Players WATL,
 Atlanta: A Date With Ken And
 Kay, WATL, Atlanta: Dramatic
 Players, WSB, Atlanta:
 Hollywood Bound, WAGA,
 Atlanta: WDOD Playhouse.

GREAZA, WALTER
 CBS, Adventures of Ellery
 Queen.

GREEN, ART
 WMCA, New York, N. Y.
 Magic Carpet.

GREEN, CARLETON
 WGY, Schenectady, N. Y.
 Dreamin' Time.

GREEN, EDDIE
 CBS, Duffy's Tavern.

GREEN, JANE
 NBC, Painted Dreams.

GREEN, ROBERTA
 WEEL, Boston, Mass. WEEL
 Food Fair.

GREEN, WML
 CBS, Romance of Helen Trent.

GREENWOOD, NEVA
 WDNC, Durham, N. C.

GREY, NAN
 CBS, Those We Love.

GRIFFIN, BOB
 Woman In White CBS, The
 Story of Mary Marlin NBC.

GRIFFIN, KEN
 CBS, Road of Life.

GRIGGS, ELIZABETH
 WLPB, Suffolk, Va. Women
 In The News.

GROVES, PAUL
 WIND, Chicago, Ill. Red And
 Pauly.

— H —

HAEBERLE, ARLETH
 WTCN, Minneapolis, Minn.
 Time Out.

HAESLEY, BLANCHE
 WBAP, Fort Worth, Texas.
 We Who Are Young.

HAGEN, HARRY DR.
 NBC, True or False.

HAID, ALLEN L.
 WHIZ, Zanesville, Ohio. Pol-
 locks Calling.

HAID, MARY BRANAS
 WHIZ, Zanesville, Ohio. Mother
 Hubbard's Cupboard.

HAILEY, EVELYN
 WAPO, Chattanooga, Tenn.
 Story Dramas.

HALL, FRAN
 CBS, Young Doctor Malone.

HALL, FRED
 NBC, Fields and Hall.

HALL, MRS. GERALD
 CHAB, Moose Jaw, Sask. Kid-
 dies Show.

HALL, WILLARD
 KFI, Los Angeles, Calif. Tune
 Out Time.

HALLE, KAY
 WGAR, Cleveland, Ohio. Kaye
 Halle Speaking.

HAMP, CHARLES W.
 WAAF, Chicago, Ill.

HANNON, MARJORIE
 CBS, Bachelor's Children.

HANSEN, MARK
 KFEL, Denver, Colo. 950 Club,
 Let's Talk It Over.

HARDIE, JIM
 KFH, Wichita, Kans.

HARDING, JOAN
 WMAL, Washington, D. C.
 News For Women.

HARMAN, JEAN
 KBUR, Burlington, Ia. Jean
 Harman's Home Hour.

HARRIS, ARLENE
 CBS, Al Pearce and His Gang.

HARRIS, BLISS
 KVOO, Tulsa, Okla.

HARRIS, HARRIET
 WOW, Omaha, Nebr. Story of
 Robert Clayton.

HASSETT, FRANK
 WPAR, Parkersburg, W. Va.
 Melody Time.

HAWK, BOB
 How'm I Doin' CBS.

HAWKINS, MARCELLE
 WMRC, Greenville, S. C. Here's
 Marcelle.

HAWKINS, JR., VICTOR
 KFH, Wichita, Kans.

HAWLEY, ADELAIDE
 WABC, New York, N. Y. Wo-
 man's Page of the Air.

HAY, GEORGE DEWEY
 WSM, Nashville, Tenn. Grand
 Ole Opry.

HAYES, HELEN
 CBS, Helen Hayes Theatre.

HAYWARD, JOYCE
 Manhattan At Midnight NBC.



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NBC. Calling all Stamp Col-
lectors, Capt. Tim Healy Stamp
Club.

HEATER, GABRIEL
CBS. We The People

HECKSCHER, ELIZABETH
CBS. Woman Of Courage.

HEDGE, RAY
CBS. Hyrt and Marge.

HEGDEM, RUTH
WMIN, St. Paul - Minneapolis,
Minn. Finder's Keepers.

HENRY, BILL
CBS. By The Way.

HEREFORD, ROBERT
WIL, St. Louis, Mo. Mr. Fixit.

HERSHOLT, JEAN
CBS. Dr. Christian.

HERSKIND, ELMER
WEEI, Boston, Mass. Uncle
Elmer's Song Circle, Uncle
Elmer's Pleasantville.

HEWITT, ALAN
CBS. My Son and I.

HEWSON, ISABEL MANNING
NBC. Shopping Advice.

HIGBY, MARY PANE
CBS. When A Girl Marries.

HIGGINS, JOSH
KBUR, Burlington, Ia. Josh
Higgins of Finchville.

HIGGINSON, FRED
KFH, Wichita, Kans.

HILL, ALICE
NBC. Backstage Wife, Painted
Dreams.

HILLIARD, HARRIET
NBC. Red Skelton Program.

HINDS, BILL
KDKA, Pittsburgh, Pa. Quiz
of Two Cities.

HITCHCOCK, MRS. A. S.
WTIC, Hartford, Conn. How To
Enter a Contest And Win.

HITTENMARK, GORDON
WRC, Washington, D. C. Time-
keeper.

HOFFA, PORTLAND
CBS. Texaco Star Theatre.

HOFFMAN, HOWARD
CBS. Romance of Helen Trent.

HOLBROOK, JOHN
Life Can Be Beautiful CBS-
NBC.

HOLLAND, CHARLOTTE
CBS. Joyce Jordan-Girl Internie.

HOLLAND, RICHARD
NBC. Bud Barton.

HOLMES, LILLIAN
KSFO, San Francisco, Calif.
Our Sebastopol Neighbor.

HOPE, BOB
NBC. The Pepsodent Show.

HOPKINS, Chickie
WDZ, Tuscola, Ill. Chickie
Sings The News.

HOPPER, HEDDA
CBS. Hedda Hopper's Holly-
wood.

HOSMER, DAN
KSO, Des Moines, Ia. Brandin'
Time.

HOWARD, EUNICE
NBC. Pepper Young's Family,
Death Valley Days.

HOWARD, JOE
CBS. Gay Nineties Revue.

HOWARD, RUTH
WJJD, Chicago, Ill. Listen
Ladies.

HOWE, EVELYN
WKNE, Keene, N. H. Vitamins
For Victory, Here's Howe.

HOWE, LOUISE HILL
KSL, Salt Lake City, Utah.
Radio Backstage, KSL Players.

HUBBARD, ALAN
KOME, Tulsa, Okla. Radio
Playhouse.

HUDDLESTON, K. E.
WNOX, Knoxville, Tenn. Farm
Flashes.

HUGHES, ARTHUR
NBC. Just Plain Bill.

HUGHES, LINDSAY
WDAF, Kansas City, Mo. Will-
iam Rockhill Nelson Gallery of
Art Series.

HUGHES, TOMMY
CBS. Young Doctor Malone.

HULICK, BUDD
NBC. Studio X.

HULL, JOSEPHINE
CBS. The O'Neills.

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WKRC, Cincinnati, Ohio. Dawn
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Woman In White CBS, Girl Alone NBC, Uncle Sam's Forest Rangers NBC, Thunder Over Paradise NBC, The Story of Bud Barton NBC, Wings of Destiny NBC, Arnold Grimm's Daughter NBC.

HURD, BETTY

WCAU, Philadelphia, Pa. Hurd in Hollywood.



INGRAM, Rex

NBC. Against the Storm.

IRVINE RICHARD

CJLS, Yarmouth, N. S. Name The Artist, Uncle Bob.

IVES, ANICE

WFIL, Philadelphia, Pa. Every Woman's Hour.

IVES, RAYMOND

CBS. Portia Faces Life.



JACKSON, DALE

KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh, Bookshelf.

JACKSON, HARRY

KMPC, Beverly Hills, Calif. Uncle Harry.

JACKSON, JAY

WBNS, Columbus, Ohio. Night-mare.

JACKSON, JOSEPH HENRY

KGO, San Francisco, Calif. Bookman's Notebook.

JAMES, JIMMY

WLS, Chicago, Ill.

JAMESON, HOUSE

NBC. The Aldrich Family.

JANAVER, RICHARD

CBS. Myrt and Marge.

JANNEY, LEON

NBC. The Parker Family.

JARMAN, FRANCES

WDNC, Durham, N. C. To The Ladies.

JASPER, LEON

CBS. Hilltop House.

JELLISON, ROBERT

NBC. The Story of Mary Martin, Girl Alone.

JENNINGS, AL

WMSL, Decatur, Ala. Man on the Street.

JEROME, ED

Second Husband CBS, When A Girl Marries CBS, Cavalcade of America NBC, The Man I Married NBC.

JOHNSON, BESS

NBC. Story of Bess Johnson.

JOHNSON, EDWARD

NBC. Metropolitan Opera Auditions of the Air.

JOHNSON, PARKS

CBS. Vox Pop.

JOHNSON, RAY

CBS. Joyce Jordan—Girl Interne.

JOHNSTONE, BILL

NBC. Cavalcade of America, Valiant Lady.

JOHNSTONE, FRED

WATN, Watertown, N. Y.

JONES, GINGER

CBS. Romance of Helen Trent.

JORDAN, CORRINE

KSTP, St. Paul - Minneapolis, Minn. Star Dust.

JORDAN, JACK

NBC. The O'Neills.

JORDAN, JIM

NBC. Fibber McGee and Molly.

JORDAN, MARION

NBC. Fibber McGee and Molly.

JORGENSEN, E. W.

KFPY, Spokane, Wash. This Business of Farming.

JOSEPHY, JR., ALVIN M.

MBS. Legends of Latin America. Special Features.

JUSTYN, JAY

Hilltop House CBS, Second Husband CBS, Mr. District Attorney NBC, The Parker Family NBC, This Small Town NBC.

JOYCE, BETTY

WBMS, Uniontown, Pa. Rock-abye Lady, The Voice of Letters.

JOYNER, FRANCES

WLPM, Suffolk, Va. WLPM Radio Theatre Group.

JUDY, GENEVIEVE

WGN, Newburgh, N. Y. Homemaker's Hour.

JULIAN, JOE

CBS. Bright Horizon.

JUVELIER, JEANNE

NBC. Arnold Grimm's Daughter, Guiding Light.



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WJBK, Detroit, Mich. Serbian Hour.

KACKLEY, OLIVE
WCKY, Cincinnati, Ohio. Goodwill Ambassador.

KAMMON, LEIGH
WMIN, St. Paul - Minneapolis, Minn. Matinee Wham.

KANE, JOHN
NBC, Pepper Young's Family.

KARBA, MARLA
WJBK, Detroit, Mich. Greek Hour.

KAUFMAN, BOB
WISR, Butler, Pa. From Out This Land.

KAUFMAN, IRVING
WOR, Commercial Spots.

KAY, BONITA
NBC. The Story of Bud Barton, Houseboat Hannah, Arnold Grimm's Daughter, Backstage Wife.

KEITH, IAN
NBC. The Story of Bud Barton. Thunder Over Paradise. Kitty Keene, Girl Alone.

KELK, JACKIE
Hilltop House CBS, Coast to Coast On A Bus NBC, The Aldrich Family NBC, Ellen Randolph NBC, Mother of Mine NBC.

KELLER, JOSEPHINE
WICC, Bridgeport, Conn. Your Part in Defense.

KELLY, JOE

NBC, The National Barn Dance, Quiz Kids.

KENDALL, GEORGE
WCAR, Pontiac, Mich. Morning In Michigan.

KENNEDY, HORACE
KCMC, Texarkana, Texas.

KENNEL, EDNA
WEBR, Buffalo, N. Y. Today With Amanda.

KENT, ALAN
WNEW, New York, N. Y.

KENT, HELEN
WMRN, Marion, Ohio. The Homemaker.

KERMAN, DAVID
Claudia & David NBC, Myrl & Marge CBS, Aldrich Family NBC.

KIERAN, JOHN
NBC. Information Please.

KILGALLEN, ELEANOR
Superman MBS, Society Girl CBS, Meet Miss Julia MBS, Listener's Playhouse NBC, Angel of Mercy MBS, Command Performance MBS, Bishop and the Gargoyle NBC.

KILGALLEN, DOROTHY
CBS. Voice of Broadway

KILPACK, BENNETT
NBC. Mr. Keen Tracer of Lost Persons. Young Widder Brown.

KING, JEAN
NBC. Death Valley Days. Set Sail.

KING, EARL
KMA, Shenandoah, Ia.

KING, HELEN
WEBR, Buffalo, N. Y. Your

Handwriting, Prize Contests.

KING, JOHN REED
WABC, New York, N. Y. Misus Goes A Shopping, CBS. This Is Life, What's New At The Zoo.

KINNEY, ERLE
KROW, Oakland, Calif.

KINNEY, ROGER
CBS. Johnny Presents.

KINSELLA, WALTER
CBS. Woman Of Courage.

KITCHELL, ALMA
NBC. Alma Kitchell's Brief Case. Streamline Journal.

KLEIN, ADELAIDE
CBS. Life Can Be Beautiful. Meet Mister Meek.

KLEIN, ETHEL
CBS. We The Abbotts.

KLINE, DICK
KMPC, Beverly Hills, Calif.

KNUDSEN, JOHN
WOW, Omaha, Nebr.

KOBLERS, KORN
NBC, CBS, WOR.

KOLLMAR, RICHARD
CBS. Claudia and David, Bright Horizon.

KONSTANTYNOWICH, EUGENE
WJBK, Detroit, Mich. Morning Polish Hour.

KOPF, REV. CARL HEATH
WEEL, Boston, Mass. From A Window on Beacon Street.

KRAMER, MANDEL
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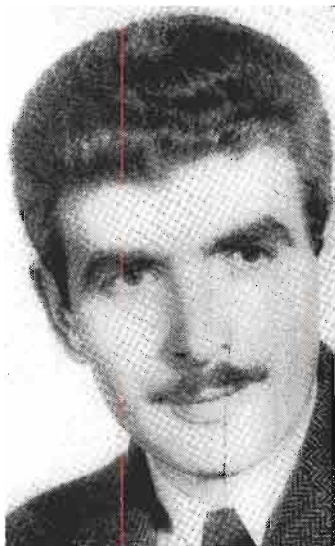
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tan At Midnight NBC, Gangbusters CBS, Mr. Keen Tracer of Lost Persons NBC, Just Plain Bill NBC, Our Gal Sunday NBC.

KRASN, GERTRUDE

KTNM, Tucumvari, N. M. Little Girl With the Market Basket.

KUMMER, ELOISE

CBS, Dear Mom.

KYLE, SALLY HESTER

WGLO, Janesville, Wis. Shopping With Sally.

KYSER, KAY

NBC, Kay Kyser's College of Musical Knowledge.

— **L** —

LADD, HANK

Old Gold, Blue.

LAKE, ARTHUR

CBS, Blondie.

LAKE, FLORENCE

NBC, David Harum.

LALLI, MARIE

WJBK, Detroit, Mich. Italian Hour.

LA MONTE, MITZI

WOW, Omaha, Nebr. Story of Robert Clayton.

LANE, DICK

CBS, Al Penrec and his Gang.

LARKIN, JOHN

KDKA, Pittsburgh, Pa. We're All Americans.

LATHAM, JOSEPH

NBC, Just Plain Bill.

LATIMER, ED

Gangbusters CBS, Mr. District Attorney NBC, Pepper Young NBC, Valiant Lady NBC, Second Husband CBS, Big Sister CBS.

LA VALLE, GENE

WCKY, Cincinnati, Ohio, Uncle Bud's General Store.

LAWRENCE, DAN

KRNT, Des Moines, Ia. Organ Poems.

LAWRENCE, JERRY

WOR, New York, N. Y. Moonlight Saving Time.

LEE, EDNA

KWLC, Decorah, Ia. Poetry Corner.

LEEDS, KATHRYN ROYCE

WICC, Bridgeport, Conn. Listeners' Theatre.

LESCOULE, JACK

WHN, New York, N. Y. The Grouch Club.

LESTER, JERRY

NBC, Kraft Music Hall.

LEVANT, OSCAR

NBC, Information Please.

LEVITSKY, MITCHELL

WEVD, Transcriptions.

LEVY, ESTELLE

CBS.

LEWIS, HELEN

CBS, Matinee At Meadowbrook, Kate Hopkins.

LEWIS, LEROY

WDNC, Durham, N. C. Better Speech Program.

LIND, ALMA

KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh.

LISS, RONALD

Hiltop House CBS, Fred Allen CBS, Kate Smith, CBS, Gang Busters, CBS, Arch Oboler, NBC, Easy Aces NBC.

LITTELL, PATTI

KDKA, Pittsburgh, Pa. Bernie Armstrong At the Organ, We're All Americans, Greater Pittsburgh.

LIVINGSTONE, MARY

NBC, The Jello Program.

LLYOD, RHONA

WFL, Philadelphia, Pa.

LOCKE, RALPH

NBC-CBS, Life Can Be Beautiful.

LODGE, KARYL

WKAT, Miami Beach, Fla.

LOFFLER, GENE

KSO-KRNT, Des Moines, Ia. Sum Fun, Evening Funnies.

LOGAN, DON

KROW, Oakland, Calif.

LOGAN, JANET

CBS, Stepmother.

LONGWELL, ROBERT

WCAR, Pontiac, Mich.

LORD, PHILIP

Kitty Keene NBC, The Story of Mary Marlin NBC, Woman In White CBS.

LORE, M.

KWLC, Decorah, Ia. Poetry, Lore of Luther.



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LOWRY, JUDITH
Woman In White CBS, The Story of Mary Marlin NBC, Arnold Grimm's Daughter NBC, Uncle Sam's Forest Rangers NBC, Guiding Light.

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LUXFORD, NOLA
British American Ambulance Corps Shows.

LYNCH, MARGARET F.
WTBO, Cumberland, Md. Vanity Fair.

LYONS, RUTH
WKRC, Cincinnati, Ohio, Woman's Hour, Open House.

— M —

MABRY, ROBERT
WCAR, Pontiac, Mich. Michigan Speaks Its Mind, Win Cash Program, Tangled Tune Titles.

MAC, GILBERT
Arch Oboler's Plays NBC, Kate Smith Hours CBS, Manhattan at Midnight NBC, Ellery Queen

CBS, My Son and I CBS, We, the People CBS, Abbott and Costello NBC.

MacBRYDE, JOHN
NBC, Death Valley Days, Set Sail.

MacDONALD, MARGARET
CBS, Kate Hopkins.

MacDONALD, W. E.
WCAR, Pontiac, Mich. Auditions of the Air.

MacDONNELL, DAN
WLAW, Lawrence, Mass. Story Telling Time.

MACK, GILBERT
Arch Oboler's Plays, Kate Smith CBS, Inner Sanctum, Eddie Cantor NBC.

MACKEY, DAVID
KFG, Wichita, Kans.

MacQUARRIE, HAVEN
CBS, Your Marriage Club.

MALONE, FLORENCE
Our Gal Sunday CBS, Against The Storm NBC, Mr. Keen Tracer of Lost Persons NBC.

MALONE, POLLY
WCAE, Pittsburgh, Pa. Polly Entertains.

MALONE, TED
NBC, Between the Bookends, Pilgrimage of Poetry.

MANCILL, JANE
Stephens Colleg Plays KRFU-KMBC-KWOS, Poetry Recordings, etc., Your Hit Parade CBS, etc.

MANIER, JR., WILL R.
WSIX, Nashville, Tenn. Let's Think.

MANNERS, ZEKE
WNEW-WMCA, New York, N. Y.

MANNING, JACK
The Aldrich Family NBC, Ellery Queen CBS, American School of the Air CBS, The Parker Family NBC, David Hartm NBC, King Arthur Jr. NBC, New Walls for China NBC.

MANNING KNOX
CBS, Stars Over Hollywood, Find That Woman.

MANSON, CHARLOTTE
Stepmother CBS.

MARCO, DON
WCKY, Cincinnati, Ohio, Between Friends.

MARINE, LARRY
WMAL, Washington, D. C. Morning Musical Clock.

MARKEY, ENID
CBS, Woman Of Courage.

MARKEY, RAYMOND D.
WNBH, New Bedford, Mass. Opinions Wanted.

MARKHAM, G. E.
WGY, Schenectady, N. Y. WGY Farm Paper of the Air, Science Forum, WGY Farm Forum.

MARKS, CHARLES F.
WFBL, Syracuse, N. Y. Mr. Pixit.

MARLOWE, HUGH
CBS, Adventures of Ellery Queen.

MARSHALL, S. L. A.
WWJ, Detroit, Mich. Military Maneuvers.

MARSHMAN, J. T.
WRJN, Racine, Wis. What Price Security.

MARTIN, DOLPHE
WEEL, Boston, Mass. March of Youth.

MARTIN, IAN
CBS, Life Can Be Beautiful.



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MASON MARY
CBS, Maudie's Diary.

MASSEY, LOUISE AND THE WESTERNERS
NBC, The Plantation Party.

MAYA, DON
WHIP, Hammond, Ind. Hemisphere Harmony.

McBRIDE, MARY MARGARET
NBC.

McCLENNY, MAJOR W. E.
WLPN, Suffolk, Va. Ramblin' Around Suffolk.

McCLURE, HELEN
WHO, Des Moines, Ia. Prairie Melodies.

McCONAUGHY, DR. JAMES L.
WTIC, Hartford, Conn. Airing All Opinions.

McCORMICK, MYRON
CBS. Joyce Jordan—Girl Interne, Portia Faces Life.

McCUNE, CATHERINE
CBS. Scattergood Baines.

McGORTY, EILEEN
WTAG, Worcester, Mass. Fairy Tale Time.

McDONNELL, CRAIG
NBC. David Harum, Valiant Lady.

McINTIRE, JOHN P.
Lincoln Highway NBC. Ellen Randolph NBC. Cavalcade of America NBC. Big Sister CBS. We The Abbotts CBS.

McINTYRE, JACKIE
KSL, Salt Lake City, Utah. Turning the Pages with Marilyn Day.

McKEAN, EDDY
KFH, Wichita, Kans.

McKEE, BLANCHARD
KFJZ, Fort Worth, Texas. Neighbors.

McLENDON, LEE
KROW, Oakland, Calif. Trader Fred.

McNAMEE, GRAHAM
NBC. Behind the Mike.

McNEILL, DON
NBC. The Breakfast Club.

McKANEY, BOB
WCBI, Columbus, Miss. Parling Shop Calling.

McWILLIAMS, JIM
CBS. Ask-It-Basket.

MEARS, MARTHA
CBS. It Happened in Hollywood.

MEEDER, WILLIAM
NBC. The O'Neills. Pepper Young's Family. Road of Life. Life Can Be Beautiful. Vic And Sade, This Small Town, Truth Or Consequences.

MEHREN, GRACE
KOY, Phoenix, Ariz. Tovera's Love Story Time. Women's Magazine of the Air.

MEIGHAN, JAMES
By Kathleen Norris CBS. Just Plain Bill NBC. Lone Journey NBC.

MELROSE, EDYTHE FERN
WCAR, Pontiac, Mich. Lady of Charm.

MELTON, JAMES
NBC. The Telephone Hour.

MENKEN, HELEN
CBS. Second Husband.

MEREDITH, BURGESS
CBS. We The People, Spirit of '41.

MERRIMAN, RANDY
KSTP, St. Paul - Minneapolis, Minn. The Avern Trooper.

MEYERS, ETHEL JANE
KFH, Wichita, Kans.

MILLER, ALLAN
WTOL, Toledo, Ohio. Home Builders Program, Pantheon Theatre Quiz, Lure of Labels.

MILLER, LEROY
KYW, Philadelphia, Pa. KYW Musical Clock.

MILLS, MILDRED
WMRN, Marion, Ohio. Club Calendar.

MILLSOM, HOWARD
CKCL, Toronto, Ont. CKCL Workshop.

MINIUM, JAMES
WHEZ, Zanesville, Ohio. 1240 Club.

MITCHELL, ED. W.
WGY, Schenectady, N. Y. Crossroad Comment.

MITCHELL, EVERETT
NBC. National Farm and Home Hour.

MOHN, MONTY
KPO, San Francisco, Calif. Dr. Kac.

MOORE, CARL
WEEI, Boston, Mass. Top of the Morning, Rowdy Revue.

MOORE, JOHN
CBS. Hilltop House.



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MORGAN, CLAUDIA
NBC. Against the Storm, Lone Journey.

MORGAN, FRANK
NBC. Maxwell House Party.

MORGAN, GENE
WBOW, Terre Haute, Ind. Si And Ezra.

MORGAN, HENRY
WOR, New York, N. Y. Here's Morgan.

MORRAL, MAXINE
WWRN, Marion, Ohio. Maxine And Her Golden Hour.

MORRIS, IRENE
WGBR, Goldsboro, N. C. Story Time Lady.

MORRISON, JEAN
KEX - KGW, Portland, Ore. Charming We Live.

MORRISON, STU
KTNM, Tucumcari, N. M.

MORRINSEY, WILLIAM
WLS, Chicago, Ill.

MORSE, TED
WLS, Chicago, Ill.

MORTON, KAY
WIL, St. Louis, Mo. Kay Morton's Program.

MOSHIER, BILL
KIRO, Seattle, Wash. Farm Forum.

MOSS, ARNOLD
Bib Sister CBS. Helen Hayes CBS. By Kathleen Norris CBS. Wheaton Playhouse NBC. Grand Central Station NBC.

MOSS, RUTH
WNAC-WAAB, Boston, Mass.

MOTT, DELMAR
CKGB, Timmins, Ont. Sincerely Yours.

MOYLE, TED
KWNO, Winona, Minn. Hunters' Special.

MUELLER, MARVIN
CBS. Dear Mom.

MUNSON, ONA
CBS. Big Town.

MURPHY, PAT
Girl Alone NBC. Painted Dreams NBC. The Story of Mary Marlin NBC. The Story of Bud Barten NBC. Thunder Over Paradise NBC. Right to Happiness CBS.

MURRAY, JOHNNY
KFI, Los Angeles, Calif. Calling All Cars.

MURRAY, MILDRED
NBC. Television. Tim Healy NBC. Betty & Bob. Commercial NBC. Little Orphan Annie WOR. Ten Musical Comedies and Operettas.

MURRAY, RITA
CBS. Voice of Friendship.

MYERS, CLAUDE E.
KFH, Wichita, Kans. Scrapbook of Familiar Poems.

— N —

NAGEL, CONRAD
CBS. Silver Theatre.

NARAMORE, SHIRLEY
WICC, Bridgeport, Conn. Fireside Tales.

NASH, REG
WWSR, St. Albans, Vt. Hash With Nash.

NAYLOR, DON
WGST, Atlanta, Ga. Chuck Wagon, The Jack Pot.

NAYLOR, ELEANOR
WKY, Oklahoma City, Okla. Dark Fantasy.

NELSON, DOLPH
CBS. Dear Mom.

NELSON, HERBERT
NBC. Ellen Randolph.

NELSON, J. A.
KWLC, Decorah, Ia. American Biographies.

NELSON, KARL
WTOL, Toledo, Ohio. Home Builders Program. Town Crier. Voice of Youth. Union Station.

NELSON, MARGARET
KDKA, Pittsburgh, Pa. Treasure Trails.

NELSON, RAY
NBC. Morning Reveries.

NELSON, ROY
WOPI, Bristol, Tenn. Roy's Radio Column.

NELSON, SHIRLEY
KDKA, Pittsburgh, Pa. Bernie Armstrong At the Organ.

NESBITT, JOHN
NBC. The Passing Parade.

NIESSEN, CLAIRE
The O'Neills CBS-NBC. Pepper Young's Family NBC.

NILES, WENDELL
CBS. Al Pearce And His Gang.

NOLAN, BOB
Dr. Pepper's 10-2-4 Ranch.

NOLAN, JEANETTE
CBS. Big Sister.

NORMAN, BETH
KGO, San Francisco, Calif. Lotta Noyes.

NORMAN, NEIL
WIL, St. Louis, Mo. Today's Winners.

NUSSBAUM, MORT
WSAY, Rochester, N. Y. 1240 Club.

— O —

OAKES, GARDNER
WKNE, Keene, N. H. Sage of Peaceful Valley.



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O'BRIEN-MOORE, ERIN

NBC. John's Other Wife.

O'DAY, JUNIOR

CBS. Big Sister.

OLIVER, SHERLING

NBC. Valiant Lady.

O'NEILL, FRANCIS (TIP)

News.

ORTEGA, SANTOS

CBS. When A Girl Marries, Hilltop House, Adventures Of Ellery Queen.

ORWALL, Styrk

KWLC, Decatur, Ia. Concert Hall.

O'SHEA, OSCAR

CBS. Those We Love.

OWEN, ETHEL

NBC. Valiant Lady, Ellen Randolph, The Man I Married.

OWEN, GORDON

KSFO, San Francisco, Calif. Home Service Council.

— **P** —

PAGE, GALE

NBC. Hollywood Playhouse.

PALMER, E. L.

WHCU, Ithaca, N. Y. World of Nature.

PALMER, EFFIE

NBC. Just Plain Bill, Orphans of Divorce.

PALMER, MARIA

Big Sister CBS, Woman of Courage CBS, Manhattan at Midnight NBC.

PALMER, MURIEL

WWSR, St. Albans, Vt. Johnny Potpoint Presents.

PALOS, ERNEST

WJBK, Detroit, Mich. Hungarian Hour.

PARKER, ANN

WLS, Roanoke, Va. Radio Bookshelf.

PARKER, CHARLES

KFH, Wichita, Kans.

PARKER, FRANK

CBS. Frank Parker In Treasury of Song.

PARKER, MARIE

WPAR, Parkersburg, W. Va. Strictly For Women.

PARKS, BERT

NBC. Camel Cigarettes Presents.

PARLEE, REV. F. H.

CJLS, Yarmouth, N. S. Mid-Week Evangel News.

PARRISH, JOHN

CBS. Life Can Be Beautiful.

PARSONS, LUELLA

CBS. Hollywood Premiere.

PASSELL, HARRY

KVCV, Redding Calif.

PATTON, MARY

NBC. Arnold Grimm's Daughter.

PAYNE, VIRGINIA

NBC. Oxydol's Own Ma Perkins.

PEARCE, AL

NBC. Al Pearce and His Gang.

PEARSON, PATRICIA

NBC. Orphans of Divorce.

PEARL, MINNIE

WSM, ashville, Tenn. N River Boat Revels.

PEARY, HAROLD

NBC. Fibber McGee and Molly, The Great Gildersleeve.

PEATTIS, VVONNE

KPO, San Francisco, Calif. Hawthorne House.

PEOPLES, EDITH

KGKL, San Angelo, Texas. Story Book Lady.

PELLETIER, PAUL

WMAS, Springfield, Mass. Songs That You Like To Hear, Springfield Presents.

PERCY, HUGH

CFAR, Elm Flon, Man.

PETERSON, ARTHUR

NBC. Guiding Light, The Story of Mary Marlin, Story of Bud Barton, Oxydol's Own Ma Perkins, Girl Alone.

PETERSON, EVELYN

CKUA, Edmonton, Alta. Gateway News.

PETERSON, NANCY

CBS. Hilltop House.

PETERSON, RUTH

NBC. Hawthorne House.

PHILSON, BETTY

CBS. Martha Webster.

PHILLIPS, BETTY

WATN, Watertown, N. Y. Bargain Hunters.

PICON MOLLY

WHN, New York, N. Y. Nancy From D'Gancey.

PIERCE, MADELAINE

Big Sister CBS, Our Gal Sunday CBS, Popper Young's Family NBC, Raising A President NBC.



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STAGE

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PITTS, DICK
WBT, Charlotte, N. C.

POLK, OSCAR
CBS. Big Sister.

POOLE, JIM
WLS, Chicago, Ill.

PORTER, JANE
KMOX, St. Louis, Mo. KMOX
Magic Kitchen.

POST, JR., WILLIAM
NBC. John's Other Wife.

POULTON, LIONEL
KDKA, Pittsburgh, Pa.

PRENTISS, ED
Road of Life CBS, Guiding
Light NBC, Painted Dreams
NBC.

PRESCOTT, ALLEN
NBC. The Wife Saver.
Prof. Quiz CBS

PRYOR, ROGER
CBS. Gulf Screen Guild Theatre.

— **Q** —

QUINN, BILL
CBS. When A Girl Marries,
Woman of Courage.

— **R** —

RADCLIFFE, CLAUDE
WMIN, St. Paul-Minneapolis.

RAE, NAN
CBS. Kate Smith Hour.

RAHT, KATHERINE
NBC. The Aldrich Family.

RAINEY, BUD
WTIC, Hartford, Conn. Day
Dream.

RALSTON, ESTHER
CBS. Woman of Courage.

RAND, RUBY
KFIO, Spokane, Wash.

RANDOLPH, ISABEL
NBC. Fibber McGee and Molly.

RANDS, STANLEY
CKUA, Edmonton, Alta. Cur-
rent Events.

RANSOM, GLENN
KVOO, Tulsa, Okla.

RATCHKOWSKY, O. H.
WSAY, Rochester, N. Y. Car-
van of Dreams.

RATHBONE, BASIL
NBC. Sherlock Holmes.

RAYMOND, CARL
WGY, Schenectady, N. Y.
Children's Theatre of the Air.

READICK, FRANK
CBS. Meet Mister Meek.

REED, ALAN
Easy Aces NBC, The O'Neills
NBC, Col. Stoopnagles Quixic-
Doodles CBS, Fred Allen.

REED, LORENA B.
KFH, Wichita, Kans.

REED, MELBA
KROW, Oakland, Calif. Girl
Reporter.

REED, PATRICIA
KFH, Wichita, Kans.

REED, TOBE
NBC. Fitch Bandwagon.

REED, VERNON E.
KFH, Wichita, Kans.

REID, TED
NBC. The Parker Family.

REILLY, SHERMAN
WICC, Bridgeport, Conn. How-
land's Inside Story.

REINHEART, ALICE
NBC-CBS. Life Can Be Beau-
tiful.

RELLER, ELIZABETH
CBS. Young Doctor Malone.

REVELL, NELLIE
NBC. Meet the Artist.

REYNOLDS, CONGER
WHIP, Hammond, Ind. News
of the Mills.

RHODES, DOROTHY
WDEV, Waterbury, Vt. Home
Service Program.

RICE, FRANK
WGTM, Wilson, N. C. Mustard
And Gravy.

RICH, IRENE
NBC. Irene Rich for Welch.

RICKER, BILL
WDEV, Waterbury, Vt. Musi-
cal Almanac.

RIDEOUT, E. B.
WEEI, Boston, Mass. E. B.
Rideout Weather Service.

RIGGS, TOMMY
Kate Smith CBS.

RIPLEY, ROBERT
CBS. Believe It Or Not.

RISK, SYDNEY
CKUA, Edmonton, Alta. Cur-
tain Going Up.

**ROBB, CHARLOTTE
UMBERGER**
WBLK, Clarksburg, W. Va.
Orchids To You, Hats Off.
What's It.

ROBINSON, EDWARD G.
CBS. Big Town.

ROBINSON, NEIL
WATN, Watertown, N. Y.
WATN Radio Workshop.

ROECKER, EDWARD
CBS. Pipe Smoking Time.

ROESE, RAY
WBNS, Columbus, Ohio. Hired
Hands, Harinny Haven.

ROLF, ERIK
CBS. Joyce Jordan — Girl In-
terne.

RONSON, ADELE
CBS. Adventures of Ellery
Queen.

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ROSS, BILL

KBIZ, Ottumwa, Ia. News Parade.

ROSS, DAVID

CBS. Take It Or Leave It.

ROSS, JANET

KDKA, Pittsburgh, Pa. Shopping Circle.

ROY, CECILE

Scattergood Baines CBS, King Arthur Jr. NBC.

ROYLE, SELENA

CBS. Woman of Courage.

RUBIN, JACK

CBS-NBC. The O'Neills.

RUHLE, PAUL

WCLO, Janesville, Wis. Rural Roundup.

RUNIONS, NORMAN

KIRO, Seattle, Wash. Musical Memoranda.

RUSH, FORD

WSM, Nashville, Tenn. Grand Ole Opry, Whiz Quiz, Lullaby Time.

RUTH, JEAN

KFEL, Denver, Colo. A Date At Reveille.

RUYSDAEL, BASIL

NBC. Kay Kyser College of Musical Knowledge.

RYAN, PATRICIA

CBS. Claudia and David.

— S —

SALE, VIRGINIA

CBS. Those We Love.

SANDERS, RICHARD

Light of the World NBC, Mr. D. A. NBC, Valiant Lady NBC.

SANDERSON, JULIA

NBC. Battle of the Sexes.

SCHAUGHENCY, ED

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SCHLIANO, JOHN

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SCHREIBER, HELEN WATTS

KSO, Des Moines, Ia.

SCHREINER, FREDERICK

WJBK, Detroit, Mich. German Hour.

SCHUYLER, HELEN B.

KOMA, Oklahoma City, Okla. Turning the Leaves.

SCOTT, COLEMAN

WTMV, East St. Louis, Ill. Cozy Corners, Diary of Time.

SCOTT, FRANCES

It Takes A Woman, CBS, What Burns You Up YN, Personality Parade WWJ, Fact or Fantasy WSPR.

SCOTT, HAZEL

WMCA.

SCRIBNER, JIMMY

WKRC, Cincinnati, Ohio. Johnson Family.

SETH, BILL

WFVA, Fredericksburg, Va. Miniature Minstrels.

SEVAREID, ERIC

CBS. Your Town And Ours.

SHANNON, PAUL

KDKA, Pittsburgh, Pa. Treasure Trails, Dream Weaver, Story of Fur.

SHARLAND, REGINALD

NBC. Frank Watanabe and the Honorable Archib.

SHARP, FERN

WBNS, Columbus, Ohio. Round Robin Review.

SHARP, HERB

WCAE, Pittsburgh, Pa. Farm Forum.

SHARPE, TONY

WTRY, Troy, N. Y. Strings And Things.

SHAW, STAN

WNEW, New York, N. Y. Milkman's Matinee.

SHEPHERD, ANN

CBS. Joyce Jordan — Girl Intern.

SHERMAN, FLOYD

CBS. Johnny Presents.

SHERMAN, RANSOM

CBS.

SHIELD, BOB

KDKA, Pittsburgh, Pa. Oddities in the News.

SHIELDS, HELEN

NBC. Linda Dale.

SHORES, LEURS

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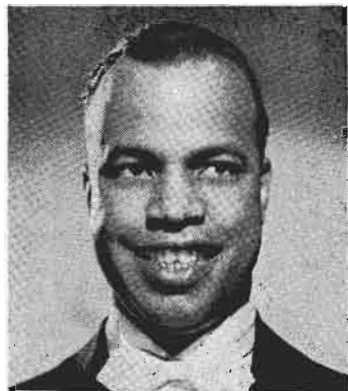
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CBS, The Goldbergs.

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KFEL, Denver, Colo. The Women's Edition.

SINGLETON, PENNY
CBS, Blondie.

SKELTON, RED
NBC, Red Skelton Program.

SLATER, AUSTINE
WPAR, Parkersburg, W. Va. Betty Mae's Home Chats.

SLATTERY, BART
WLB, St. Louis, Mo. Breakfast Club.

SLAUGHTER, JANE ANN
WKY, Oklahoma City, Okla. Postrophe Time.

SMITH, KATE
CBS, Kate Smith Hour, Kate Smith Speaks.

SMITH, WONDERFUL
NBC, Red Skelton Programs.

SMITHERMAN, ROSS
WMOB, Mobile, Ala.

SMOLEN, VIVIAN
NBC, Stella Dallas.

SOUTHERN, JEAN
NBC, Pepper Young's Family.

SPAULDING, ALBERT
CBS, Pause That Refreshes On the Air.

SPELLMAN, JERRY
NBC, Ma Perkins, Story of Bud Barton, Story of Mary Marlin, Tom Mix.

SPENCER, EDITH
CBS, Second Husband.

SPRAGUE, RUTH
KPO, San Francisco, Calif. Hawthorne House.

SQUIER, LLOYD
WDEV, Waterbury, Vt. Birthday Party.

STAFFORD, HANLEY
Blondie CBS, Good News of 1940 and 1941 NBC, Hollywood Playhouse NBC.

STANDER, LIONEL
CBS, Life of Riley.

STANG, ARNOLD
CBS, Meet Mr. Meek, The Goldbergs, Johnny Presents NBC.

STANLEY, R. J.
WFBL, Syracuse, N. Y.

STAPLETON, BUD
WATN, Watertown, N. Y. 1240 Club.

STARK, CHARLES
CBS, My Son and I.

STEELE, TED
NBC, Ted Steele Variety Show, The Wife Saver, Ted Steele's Music, Thesaurus ETs.

STEIN, HANNAH
CBS, Adventures of Ellery Queen.

STEINHARDT, JACK
WAAT, Jersey City, N. J. A Voice In the Night.

STEPHENS, WILLIAM
WPAR, Parkersburg, W. Va. P. T. A. Programs.

STEWART, BLANCHE
NBC, The Pepsodent Show.

STEWART, PAUL
CBS, The Goldbergs.

STONE, DAVID
WINS, New York, N. Y. De-lense At Work.

STONE, EZRA
NBC, Aldrich Family.

STOOKEY, CHARLEY
KMOX, St. Louis, Mo. CBS Country Journal.

STREICH, EVELYN
CBS, Hilltop House.

STRONG, JERRY
WINX, Washington, D. C.

STROZZI, KAY
NBC, Linda Dale.

STUDEBAKER, HUGH
CBS, Road of Life.

SULLIVAN, ED.
CBS, Silver Theatre Summer Show.

SULLIVAN, KAY
WLAW, Lawrence, Mass. Story Telling Time.

SWENSON, KARL
Our Gal Sunday CBS, Joyce Jordon Girl Interne CBS, Lorenzo Jones NBC, Vavaleade of America NBC.

— T —

TANNER, PEARL KING
KPO, San Francisco, Calif. Hawthorne House.

TANSEY, JIMMIE
CBS-NBC, The O'Neills.

TATE, ALLEN
CBS, Invitation to Learning.

TAYLOR, DEEMS
Prudential Family Hours CBS, Information Pleace NBC, New York Philharmonic Symphony Concerts CBS.

TAYLOR, FREDERICK CHASE (COL. STOOPNAGLE)
CBS, Col. Stoopnagle's Quixedoodles.

TAYLOR, MARY LEE
CBS.

TEMPLETON, ALEC
NBC, Alec Templeton Time.

TERRISS, TOM
NBC, Adventure Stories.

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THOMPSON, KAY
CBS. Kay Thompson Festival.

THOMPSON, TOMMY
KSO. Des Moines, Ia. Brandin' Time.

TOBIN, LOU
KGO. San Francisco, Calif. Saunders of the Circle X.

TORROU, LEON G.
WHN, New York, N. Y. Enemies Within America.

TRACKMAN, HERB
KFEL, Denver, Colo. Music In A Mellow Mood.

TREMAINE, LES
CBS. First Nighter.

TROUT, BOB
CBS. Professor Quiz, Saturday Night Serenade.

TUCKER, MADGE
NBC. Coast to Coast On a Bus, Our Barn.

TUTTLE, LURENE
Rudy Vallee Program NBC. Big Town CBS. One Man's Family NBC.

TUTTLE, LYNN
NBC. One Man's Family.

TYLER, BETTY JANE
CBS. Joyce Jordan Girl Interne, Myrt and Marge, We The Abbotts.

UNGER, STELLA
NBC. Hollywood News Girl.

UTTAL, FRED
CBS. You're The Expert.

— V —

VAIL, MYRTLE
CBS. Myrt and Marge.

VALENTINE, GRACE
CBS. My Son and I.

VALENTINE, LEW
NBC. Doctor I. Q.

VALLEE, RUDY
NBC. Scalliest — Rudy Vallee Hours.

VAN DOREN, MARK
CBS. Invitation To Learning.

VAN DYKE, BETTY
NBC. Television.

VINICK, NELL
WABC, New York, N. Y. Lessons In Loveliness.

VINTON, ARTHUR
NBC. The Aldrich Family, Ellen Randolph, Johnny Presents, Mr. District Attorney.

VOLA, YICKI
NBC. Mr. District Attorney.

VON ZELL, HARRY
CBS. We The People, William Shirer, Helen Hayes Theatre, Time to Smile.

— W —

WAGES, JACK
KOY, Phoenix, Ariz. Love Story Time.

WALL, LUCILLE
Life Can Be Beautiful CBS. Portia Faces Life CBS. Lorenzo Jones NBC.

WALLACE, TOM
NBC. Uncle Walter's Dog House, Show Boat.

WALSH, JOHN
CBS. Dear Mom.

WALTMAN, ELMER
KDKA, Pittsburgh, Pa. Musical Clock Farm Hour, Let's Meet And Be Friends.

WARD, COLLEEN
Big Town CBS, Mr. Keen, Tracer of Lost Persons NBC, Front Page Farrell MBS, Great Plays NBC, Orphans of Divorce NBC, Lorenzo Jones NBC.

WARNER, GERTRUDE
The O'Neills CBS-NBC, Ellen Randolph NBC.

WATERS, JAMES P.
CBS. The Goldbergs.

WATSON, ERNIE
NBC. Behind the Mike.

WAYNE, PRISCILLA
KRNZ, Des Moines, Ia. A Woman's Views of the News.

WEBSTER, CHARLES
By Kathleen Norris CBS, Life Can Be Beautiful CBS-NBC, Linda Dale NBC, The Light of the World NBC.

IVAN BLACK

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Raymond Edward Johnson
John Kirby's Band
Arch Oboler (3rd yr.)
Russian War Relief
Hazel Scott (2nd yr.)
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The Balsams Hotel
(Dixville Notch, N. H.)

In Behalf of

Hazel Scott
Eddie South
Golden Gate Quartet
John Kirby's Band

of

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Albert Ammons
Pete Johnson
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• • • **RADIO ARTISTS** • • •

WEINBERG, HARRY
WJBK, Detroit, Mich. Jewish Hour.

WEIST, DWIGHT
NBC, Valiant Lady.

WELDON, MARTIN
WINS, New York, N. Y. On the Cuff.

WELDY, ARTHUR
KDKA, Pittsburgh, Pa. Starlets on Parade.

WELLES, ORSON
CBS, Lady Esther Presents Orson Welles.

WELLS, BILL
WCKY, Cincinnati, Ohio. Midnight Club.

WELLS, LINTON
CBS, Ford Summer Hours.

WELLS, SARAJANE
Right to Happiness CBS, Jack Armstrong NBC, Guiding Light.

WEST, JANE
CBS-NBC, The O'Neills.

WHEELER, BERT
Old Gold Show Blue.

WHEELER, JACKSON
CBS, Matinee At Meadowbrook.

WHITE, BOB
NBC, The Light of the World.

WILEY, FLETCHER
CBS, Talks.

WILLIAMS, TOM
CBS, The Old Dirt-Dobber.

WILLIAMSON, GRACE M.
WTIC, Hartford, Conn. Your Neighbor.

WILIS, RICHARD
Here's Looking at You, WOR.

WILLSON, PARKER
WBAP, Fort Worth, Texas. We Who Are Young.

WILSON, DON
NBC, Jello Program, Starring Jack Benny, Good News of 1940 & 1941, Maxwell House Party.

WILSON, KATHLEEN
NBC, One Man's Family.

WINCHELL, WALTER
Blue, Jergen's Journal.

WINKLER, BETTY
NBC, Girl Alone, Abie's Irish Rose.

WINSTON, IRENE
Valiant Lady NBC, When A Girl Marries CBS.

WILCOTT, EMOGINE
WOR-Mutual.

WOLF, JOHN ALLEN
CBS, America In Transition.

WOOD, BARRY
CBS, Your Hit Parade.

WOOD, HELEN
CBS, Those We Love.

WOOD, LESLEY
Road of Life CBS-NBC, Backstage Wife NBC.

WOODBURY, FRANCES
CBS, Hilltop House, When A Girl Marries, Portia Faces Life.

WOODS, DONALD
CBS, Those We Love.

WOODS, WILLIAM SEAVER
WEBR, Buffalo, N. Y. Personalities and Books of This War.

WORTH, BETTY
NBC, The Man I Married.

WRAGGE, ELIZABETH
NBC, Pepper Young's Family, The Aldrich Family.

WYATT, EUSTACE
CBS, Adventures of Ellery Queen.

— Y —

YORKE, RUTH
Life Can Be Beautiful CBS-NBC, Mother of Mine.

YOUNG, CARLETON
CBS, Martha Webster, Second Husband, Ellery Queen.

YOUNG, J. W.
KDKA, Pittsburgh, Pa. We're All Americans, Greater Pittsburgh.

YOUNG, MARION
WOR, New York, N. Y. Martha Deane.

ZERBE, LAWSON
Manhattan at Midnight NBC, Against the Storm NBC, Valiant Lady NBC, We the People CBS, Honest Abe CBS, Lone Journey NBC, This Small Town NBC, My Son and I CBS, Young Doctor Malone CBS.

IRENE BEASLEY

VOCAL ARTISTS AND THEIR WORK DURING 1941



— A —

ABBOTT, JERRY
WHEW, New York, N. Y.

ACERS, ART
WBAP-KGKO, Fort Worth, Texas, Bob and Art.

ADAMS, JIM
WLAM, Lawrence, Mass. Hymns And Verses With Jimmy And Bob.

AESKEW, LOIS
WATL, Atlanta, Ga. Lois Aeskew Songs.

ALAN, PAT
WCLO, Janesville, Wisc. Pat's Bulletin Board.

ALDRICH, EARL
KWOC, Poplar Bluff, Mo. Lush'us Gospel Singers.

ALEXANDER, DURELLE
WBAP Fort Worth, Texas.

ALLEN, STUART
WMCA, New York, N. Y.

ALLISON, LYNN
WMAL-WRC, Washington, D. C. Musicade.

ANDERSON, EINAR
WJTN, Jamestown, N. Y. Swedish Revue.

ANDERSON, ELIZABETH
KOB, Albuquerque, N. M. Sunday Night Serenade.

ANDREWS SISTERS
NBC.

ARCHER, GENE
WMAL-WRC, Washington, D. C. Housewives Music Room.

ARLAND, JEAN
KSTP, St. Paul - Minneapolis, Minn. Shell Football Time.

ARNOLD, BUDDY
MBS.

ARRES, DON
MBS.

ARTHUR, JACK
NBC. Lincoln Highway, Echoes of New York.

ARVIZU, JUAN
CBS.

ASHBY, BOB
KADA, Ada, Okla.

ATCHER, BOB
WIND - WJJD, Chicago, Ill. What's Your Opinion, Smilin' Bob And Bonnie.

ATCHER, BONNIE
WIND - WJJD, Chicago, Ill. What's Your Opinion, Smilin' Bob And Bonnie.

ATCHER, RANDALL
WIND, Chicago, Ill. Smilin' Bob And Bonnie.

AUSTIN, GENE
NBC. Melody Time.

AUTRY, GENE
CBS. Melody Ranch.

AXTON, BAILEY
WAAB, Boston, Mass.

AYERS, MARLENE
KOY, Phoenix, Ariz. Soldier's Serenade.

— B —

BABBITT, HARRY
NBC. Kay Kyser's College of Musical Knowledge.

BAGGIORE, ATTILIO
WGN, Chicago, Ill. Pageant of Melody, The Chicagoland Hour, The Chicago Theatre of the Air.

BAKER, DICK
WIND - WJJD, Chicago, Ill. Mystery Melodies.

BAKER, JACK
NBC. Breakfast Club.

BAKER, JERRY
WMCA, New York, N. Y.

BAKER, KENNY
CBS. Texaco Star Theatre.

BALDWIN, ROLLAND
WMAS, Springfield, Mass.

BANGS, MAYNARD
KVCV, Redding, Calif.

BARBER, BETTE
KVOO, Tulsa, Okla.

BARCLAY, MARILYN
WHBF, Rock Island, Ill. Quad Cities In Review.

BARFIELD, JOHNNY
WRBL, Columbus, Ga. WRBL Barn Dance.

BARLOW, OLIVE
CKOC, Hamilton, Ont. Garden of Melody.

BARTELL, ED
WCAE, Pittsburgh, Pa. Airliners, Muted Music, Figures In Brass.

BARTON, BETTY
MBS. Betty and Buddy.

BARTON, CLARA MAE
WDZ, Tuscola, Ill. The Barton Family.

BARTON, JOHN
WDZ, Tuscola, Ill. The Barton Family.

BARTON, VERA
CBS.

BARUCH, YVETTE
WINS, New York, N. Y.

BAVE, LOUISE
WHAS, Louisville, Ky.

BAXTER, JEANNE
WCAE, Pittsburgh, Pa. Airliners, Muted Music, Sophisticated Ladies.

BAXTER, RUTH
WMBD, Peoria, Ill. Illinois Valley Jamboree.

BEASLEY, IRENE
NBC-CBS. "Hitch-hike"

BERK, GLADYS
WITH, Baltimore, Md. Sunshine Sweetheart.

BECKMAN, ZEKE
KOA, Denver, Colo. The Sunshine Boys.

BEEBE, BARBARA
KPAS, Pasadena, Calif.

FOUR BELLES, THE
NBC.

BENNETT, KEN
KPDN, Pampa, Texas. Songs of Ken Bennett, Vesper Verses.

BERCH, JACK
NBC. Jack Berch and His Boys.

BICKNELL, JAMES
WGL-WOVO, Ft. Wayne, Ind.

BIGGS, JOHN W.
KTNM, Tucumcari, N. M.

BINDER, JONAH
WBYN, Brooklyn, N. Y.

BLACKWOOD BROTHERS
KMA, Shenandoah, Ia. KMA Country School.

BLECHER, RED
WIND, Chicago, Ill. Red And Pauly.

BOBBITT, JACKIE
KMJ, Fresno, Calif. Right Time For Listening.

BOHLEN, RUTH
KBUR, Burlington, Ia.

BOLIN, CHANNON
WJSV, Washington, D. C. Church News.

BOND, JOHNNY
CBS. Melody Ranch.

BORDEN, PHYLLIS
WMUR, Manchester, N. H.

BOSWELL, CONNIE
NBC. Kraft Music Hall

BOSWELL, TOM
KLCN, Blytheville, Ark. The Lone Rambler.

BOURQUE, ALINE
CHLT, Sherbrooke, Que. Les Chansons d'Alaine.

BOVAY, DON
WLAV, Grand Rapids, Wisc.

BOVETTE, QUEENY
CFRN, Edmonton, Alta.

BRADLEY, JOW
NBC. Club Matinee.

BRADON, LLOYD
KGFF, Shawnee, Okla. Lloyd And Thelma.

BRAGDON, THELMA
KGFF, Shawnee, Okla. Lloyd And Thelma.

BRICKELL, ROY
KWOC, Poplar Bluff, Mo. Song Stylings.

BRIGODE, EDYTHE HILL
WCHS, Charleston, W. Va. Song Shadows.

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Tap Time. Treasure Trails.

BRITT, ELTON
WOR, WNEW, New York, N. Y. The Singing Cowboy.

BROOKS, JOAN
NBC.

BROOKS, KIRBY
WHIO, Dayton, Ohio.

BROWN, CLARENCE
KFH, Wichita, Kans.

BROWN, JACK
KMYR, Denver, Colo. Tune Troubadour.

BROWN, ORLO
CKCW, Moncton, N. B. Getting the Most Out of Life.

BRUCE, CAROL
NBC. Ben Bernie's Musical Quiz.

BRYAN, ELEANOR
WBT, Charlotte, N. C. Leisure Time, Radio Question Box.

BRYANT, LOBBY
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four, Barn Dance, Georgia Wildcats.

BRYANT, SLIM
KDKA, Pittsburgh, Pa. Friendly Neighbors, Friendly Four, Barn Dance, Georgia Wildcats.

BULLINGTON, LOIS
WHO, Des Moines, Ia. Uncle Stan And Ken.

BUNN, JIMMIE
WOW, Omaha, Nebr.

BURKE, LARRY
KMPC, Beverly Hills, Calif. Chef Milani Time.

BURKE, PAT
WCKY, Cincinnati, Ohio. Top Hat Serenade.

BURKLAND, GLEN
WHIO, Des Moines, Ia. The Iowa Roundtable.

BURNS, EARLINE
WMSD, Muscle Shoals City, Ala. Singing Lady.

BURRACCHIO, FRANCES
WSTV, Steubenville, Ohio. Your Songs.

BURY, CHESTER
WHFC, Cicero, Ill. Polish Barn Dance.

BUSH, DEN
WGL-WOWO, Ft. Wayne, Ind.

BUSH, HELEN
WGL-WOWO, Ft. Wayne, Ind.

BUTCHER, DWIGHT
KGKO, Fort Worth, Texas. Chuck Wagon Gang.

BUTLER, CLEO
WLPN, Suffolk, Va. Songs By Cleo.

BUTTERFIELD, ERSKINE
WOR-Mutual, Decca Records.

BYRON, BOB
WHN, New York, N. Y. The Byron Hour.

— C —

CALEN, BOB
WBAP-KGKO, Fort Worth, Texas. Bob And Art.

CALLOWAY, GLENNA
WSIX, Nashville, Tenn. Words And Music.

CAMERON, ELIZABETH REYNOLDS
CKUA, Edmonton, Alta. Interlude.

CAMP, ARMAND
WIP, Philadelphia, Pa.

CARL, MRS. WALTER D.
KINY, Juneau, Alaska.

CARLAY, RACHEL
NBC, Manhattan Merry-Go-Round.

CARLISLE, KAY
WSM, Nashville, Tenn. River Boat Revels.

CARLTON, RUTH
WGST, Atlanta, Ga. Chuck Wagon.

CAROLL, FRANCES
WIP, Philadelphia, Pa.

CARPENTER, BERT
KSUB, Cedar City, Utah. Familiar Melodies.

CARR, PAULA
WPAR, Parkersburg, W. Va. Women's 1450 Club.

CARROLL, GENE
NBC, Gene And Glenn.

CARROLL, NORM
WGL-WOWO, Ft. Wayne, Ind.

CARROLL SISTERS
WPAY, Portsmouth, Ohio

CARTER, BOB
KDKA, Pittsburgh, Pa. Treasure Trails, Tap Time. Home Forum Program.

CASEY, CLAUDE
WBT, Charlotte, N. C. Hollywood Headliners.

CASEY, LEE
WIGM, Medford, Wis. Meet Lee Casey.

CAVALL, JEAN
NBC.

CHAMBERLAIN, CHARLES
CFCY, Charlottesville, P.E.I. The Singing Islander.

CHAPIN, PATTI
WTIC, Hartford, Conn. Patti Chapin Sings For You.

CHESHIRE, HARRY
KMOX, St. Louis, Mo. Ozark Varieties, Barn Dance, Jolly Jamboree.

CHOISSER, HAL
KMOX, St. Louis, Mo. The Smiling Cowboy.

CHRISTIAN, BUNNY
KVCV, Redding Calif.

CHRISTY, QUENTIN
WTAG, Worcester, Mass. Radio Theatre Matinee.

CHURCHILL, STUART
NBC. Fred Waring in Pleasure Time.

CLARIE, JOAN
WFHR, Wisconsin Rapids, Wis. Song Styling.

CLAIRE, MARION
WGN, Chicago, Ill. The Chicago Theatre of the Air. The Chicagoand Hour.

CLARK, BUDDY
CBS. Treat-Time.

CLARK, CONNIE
WWSR, St. Albans, Vt. Melodie Moments.



DINAH SHORE

•

My deepest appreciation to
THE RADIO EDITORS of AMERICA
for their kindness to me

•

My greatest gratitude to
BRISTOL-MYERS
and
EDDIE CANTOR
without whom the editors would
not have known me.

• • • **VOCALISTS** • • •

— **D** —

- CLARK, JOHN**
KYW, Philadelphia, Pa. The Happy Clarks.
- CLARK, MRS. JOHN**
KYW, Philadelphia, Pa. The Happy Clarks.
- CLARKE, HARRY**
KSL, Salt Lake City, Utah. Songs of Harry Clarke.
- CLORE, CHARLENE**
WFBM, Indianapolis, Ind. Songs by Charlene.
- COCHRAN, BARBARA**
KDKA, Pittsburgh, Pa. Friendly Neighbors, Georgia Wildcats, Barn Dance.
- COELHO, OLGA**
CBS.
- COLLINS, JEAN**
WEEL, Boston, Mass. Rowdy Revue, A Boy, A Girl And A Song.
- COLOMARIO, VICKI**
WGY, Schenectady, N. Y. Electric City Almanac.
- COLTON, CLARENCE**
CKTB, St. Catharines, Ont. Morning Melodies Club.
- COMENZIND, ROSIE**
KGO, San Francisco, Calif. Rosie And Archie.
- COMO, PERRY**
NBC. Beat The Band.
- CONDON, MAX**
KVOA, Siloam Springs, Ark. Cathedral of the Ozarks.
- COOK, BARBARA**
WHBC, Rochester, N. Y. WHBC Swingsters, Keyboard And Console.
- COOKE, FOREST**
WHBF, Rock Island, Ill.
- COON, ANNE**
WHO, Des Moines, Ia. Keyboard Kinetics.
- COOPER, ELLA**
WFCL, Pawtucket, R. I.
- CORBITT, THELMA**
WSIX, Nashville, Tenn. Hymn Time.
- COTTON, LARRY**
NBC. Pot O'Gold, Horace Treasure Chest.
- COURTNEY, DIANE**
NBC. "Chamber Music of Lower Basin St."
- COURY, ROSELE**
WCOU, Lewiston, Me. Saturday Shopping Tour.
- COVENTRY, JACQUELINE**
WCOU, Lewiston, Me. Gas Girl.
- CRAVEN, OPAL**
NBC. Carnation Contented Program.
- CRAWFORD, NAOMI**
KWK, St. Louis, Mo.
- CREIGHTON, VIRGINIA**
WHLN, Niagara Falls, N. Y. Songs America Loves.
- CROOKS, RICHARD**
NBC. Voice of Firestone.
- CROSBY, BING**
NBC. Kraft Music Hall.
- CURZI, HARRY**
KROW, Oakland, Calif. Newspaper of the Air.
- DAE, DONNA**
NBC. Fred Waring in Pleasure Time.
- DALTON, JACK**
WBZ - WBZA, Boston - Springfield, Mass. Sunrise Rodeo.
- DAMERON, CHARLES WAYNE**
WCKY, Cincinnati, Ohio. The Real McCoy.
- DANA, JOE**
KOY, Phoenix, Ariz.
- DANIELS, BETTY**
WELI, New Haven, Conn. Song Hits.
- DARRELL, ELAINE**
KLO, Ogden, Utah, This Is Elaine.
- DAVIES, GWEN**
CBS. Wherever You Are.
- DAVIS, ART**
KDKA, Pittsburgh, Pa. Pioneer Quartet.
- DAY, DENNIS**
NBC. The Jello Program.
- DEEP RIVER BOYS**
NBC.
- DE LEATH, VAUGHN**
WKY, Oklahoma City, Okla. Cain's Coffee Time.
- DELLER, JEANETTE**
WIBX, Utica, N. Y. Milady Meanders.
- DE MOSS, LYLE**
WOW, Omaha, Nebr. Lyle And Eddie.

The **ANDREWS SISTERS**



Maxene • Patty • LaVerne

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DENISON, HELEN
WTAG, Worcester, Mass. Radio Theatre Matinee.

DENNIS, CLARK
NBC.

DENNIS, LOUIS
KFH, Wichita, Kans.

DENNIS, MARJORIE
WAPL, Birmingham, Ala.

DE NOIA, DICK
WNLC, New London, Conn. Rhythm Rascals.

DEOBLER, MARY JANE
WMBD, Peoria, Ill. Window Shopper.

DICKENSON, JEAN
NBC. American Album of Familiar Music.

DICKSON, DONALD
NBC. Chase And Sanborn Program.

DIMEL, PATTY
WPAY, Portsmouth, Ohio. Portsmouth's Own Quiz.

DINNING SISTERS
NBC. Breakfast Club. Club Matinee.

DIVEN, ALFRED
KDKA, Pittsburgh, Pa. Home Forum Program.

DOCHERTY, IA
CKUA, Edmonton, Alta. Song Recital.

DOOLEY, ANN
WMBD, Peoria, Ill. Songs By Ann.

DOTY, ART
KMMJ, Grand Island, Nebr.

DOUGLAS, BOB
NBC.

DOWD, MICHAEL
WKY, Oklahoma City, Okla. Time For Charm.

DOWDLE, WOODROW
WCBI, Columbus, Miss.

DRAGONETTE, JESSICA
CBS. Saturday Night Serenade.

DUFRESNE, MARCEL
CHLT, Sherbrooke, Que.

DULANEY, CARL
WMBS, Uniontown, Pa. Summit Serenade.

DUNCAN, TOMMY
KVOO, Tulsa, Okla.

DUNN, PAT
WDAF, Kansas City, Mo. Remember the Song. Nutreua Mills Program.

DURRELL, JEANNE
KMPC, Beverly Hills, Calif. Linger Awhile.

DUTIET, ULDENE
WPAY, Portsmouth, Ohio. Star of Tomorrow.

DUTTON, LAURA DEANE
CBS.

DYER, DOROTHY JEAN
KOME, Tulsa, Okla. A Lass And A Lyric.

— E —

EASTMAN, MARY
CBS. Saturday Night Serenade.

EBERLEY, RAY
CBS. Glenn Miller and His Orchestra.

EDGERTON, JEWEL CONRAD
Cal Moments.

EDMONDS, CORKY
KYCV, Redding, Calif.

EDWARDS, JOAN
CBS. Girl About Town, Your Hit Parade.

EILERS, MERRY
WCAO, Baltimore, Md.

ELDRIDGE, CARLTON
WKAR, East Lansing, Mich.

ELLIOTT, BILL
WEEL, Boston, Mass. The Singing Cop, A Boy, A Girl And A Song, Rowdy Revue.

EMERSON, JOE
CBS. Hymns of All Churches.

ENNIS, SKINNAY
NBC. The Pepsodent Show.

ETON BOYS, THE
NBC.

EYANS, DALE
CBS. News And Rhythm.

EYANS, SARA
WDBJ, Roanoke, Va.

EWING, BILL
WMBD, Peoria, Ill. A Woman's World.

— F —

FAIN, LORRAINE
WFCL, Pawtucket, R. I. Songs And Patterns.

FALL, PETE
WGL-WOVO, Ft. Wayne, Ind.

FEENEY, JACK
WINS, New York, N. Y.

FELL, HARRY
CHML, Hamilton, Ont.

FELTITA, MAMIE
WFLA, Tampa, Fla.

FIELDS, ARTHUR
CBS. Pipe Smoking Time.

FISHER, DICK
KDKA Pittsburgh Pa. Keystone Quartet.

FLAGLER, CHARLIE
KRNT, Des Moines, Ia. Charlie Flagler Kiddie Revue.

FLATH, DORIS
WHJB, Greensburg, Pa. Souvenirs of Song.



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LOT — 10 BY 10:15 A.M.

ACROSS THE BOARD

**ESTABLISHED CROSSLEY
TOP MAIL COUNT**

VOCALISTS

- FLOWERS, SALLY**
WGH, Newport News, Va.
Songs By Sally Flowers.
- FOLEY, RED**
WLS, Chicago, Ill.
- FORD, JOHN**
KPAS, Pasadena, Calif.
- FORREST, FRANK**
Double or Nothing MBS.
- FORSTER, GERTRUDE**
NBC. The Peerless Trio, Tone Pictures, Seth Parker.
- FORSYTH, MELVA**
WPBR, Baltimore, Md. Military Matinee.
- FOSTER, SALLY**
KMOX, St. Louis, Mo. The Girl With a Smile In Her Voice.
- FOUR SHOWMEN, THE**
NBC. Vocal Vogues.
- FOWLER, MILDRED**
KADA, Ada, Okla. Farm Front.
- FOWLER, PATSY**
WJTN, Jamestown, N. Y. Patsy Sings.
- FREISE, BERNICE**
KMOX, St. Louis, Mo. The Harmonettes.
- FRITZ, BETTY**
WLOK, Lima, Ohio. Songs of Betty Fritz.
- FRITZ, DOROTHY**
KFH, Wichita, Kans.
- FRYE, BYDLER**
WSVA, Harrisonburg, Va.
Pioneer Pal, Smiles, Valley Roundup, Jingle Jamboree.
- FULLEN, GENE**
KSAL, Salina, Kans. Dad Gooch And The Feedlot Boys, Modern Millers, Afternoon Party.
- FULTON, DICK**
KDKA, Pittsburgh, Pa. Pioneer Quartet.
- G —
- GAINNEY, ANDREW**
KOA, Denver, Colo. Rhapsody of The Rockies, Golden Melodies.
- GALLOWAY, BOB**
WLAW, Lawrence, Mass. Hymns And Verses With Jimmy And Bob.
- GAMACHE, RITA**
WCOU, Lewiston, Me. Gas Girl.
- GARDNER, KENNY**
Guy Lombardo Palm - Olive Show.
- GARLAND, JUDY**
NBC. The Pepsodent Show.
- GARRETT, PATSY**
NBC. Fred Waring in Pleasure Time.
- GARY, EL**
WMAL-WRC, Washington, D. C. Hemisphere Matinee.
- GAUTHIER, LOUISE**
CHLT, Sherbrooke, Que.
- GEORGE, RUSSELL**
WTCN, Minneapolis, Minn.
- GIBBS, TROY**
WDZ, Tuscola, Ill. George And Troy.
- GIBSON, FREDDA**
CBS. Meet The Music.
- GILL, CECIL**
KGKO, Fort Worth, Texas. Here's Luck.
- GOODMAN, GORDON**
NBC. Fred Waring in Pleasure Time.
- GORDON, JOE**
WATL, Atlanta, Ga.
- GOWEN, CHET**
KSAL, Salina, Kans. Dad Gooch And The Feedlot Boys, Modern Millers, Afternoon Party.
- GRAHAM, HARLAN**
KTNM, Tucumcari, N. M.
- GRAHAM, LOUISE**
WRJN, Racine, Wise. Songs By Louise Graham.
- GRAHAM, ROSS**
Cities Service Concert NBC. Prudential Family Hour CBS.
- GRANT, ROBERT**
WRBL, Columbus, Ga. Tunc Time.
- GRASHEL, BILL**
WPAY, Portsmouth, Ohio. Brothers In Harmony.
- GRASHEL, DON**
WPAY, Portsmouth, Ohio. Brothers In Harmony.
- GREEN, BOB**
WTCM, Traverse City, Mich. Kellogg Kowboy.
- GRIFFIN, GEORGE**
NBC. Spot Program.
- GRISANTI, DORIS**
WAVE, Louisville, Ky. Jewel Box.
- GRISE, TONY**
WTCN, Minneapolis, Minn.

Lucy Monroe

DIRECTOR
PATRIOTIC MUSIC
RCA-VICTOR

GROSCH, ELLSWORTH
WDBJ, Roanoke, Va.
GROVES, PAUL
WIND, Chicago, Ill. Red And
Pauly.
GRUPPA SISTERS
WHLI, Niagara Falls, N. Y.
Merry Madcap Trio.
GULLEY, PHIL
WCBI, Columbus, Miss. Phil
Gulley At the Piano.

— H —

HADEN FAMILY
KMA, Shenandoah, Ia. Sports-
men's Timetable.
HAGIN, ETHEL
KASA, Elk City, Okla. Carter
Melody Threc.
HAINES, HAPPY
WHBF, Rock Island, Ill. Pig-
skin Patter.
HALEY, PAT
KDKA, Pittsburgh, Pa. The
Old Smoothies, The Picker-up-
per, Reflections in Rhythm,
Teeh Triplets, Farm Hour.
HALL, MRS. GERALD
CHAB, Moose Jaw, Sask, Kid-
dies Show.
HALL, JIMMY
KFH, Wichita, Kans.
HALL, MARY
WSVA, Harrisonburg, Va. Bill
And Mary.
HAMILTON, ANN
WLBj, Bowling Green, Ky. Ann
Hamilton Time.
HAMP, CHARLES W.
WAAF, Chicago, Ill.
HANEY, LESTER
WLBj, Bowling Green, Ky.
Dixie Troubador.

HANNEN, BOB
CBS, NBC. Frank Fay Show.
HARDIN, HOWARD
KPO, San Francisco, Calif.
Beautiful Music.
HARNE, EULA LEE
WSLS, Roanoke, Va.
HARRIS, RUTH
KGA-KHQ, Spokane, Wash.
Sweethearts Forever.
HART, DICK
WSVA, Harrisonburg, Va. The
Lone Texan.
HARTMAN, BETTY
WGY, Schenectady, N. Y.
Gordie Randall's Orchestra.
HARTUNG, OPAL
KFGQ, Boone, Ia.
HARTWELL, ELSIE
WSLS, Roanoke, Va.
HAWTHORNE, PEPPER
WLS, Chicago, Ill.
HAYES, GEORGE
WATN, Watertown, N. Y.
George Hayes Sings.
HEIFNER SISTERS
KMA, Shenandoah, Ia.
HEMINGHAUS, LEO
KSTP, St. Paul - Minneapolis,
Minn. Shell Football Time.
HENRICKS, GLADYCE
KFPY, Spokane, Wash. Studio
Party.
HENRY, MARGARET
CJOR, Vancouver, B. C. String
Time.
HIGLEY, WILLIS
KFQD, Anchorage, Alaska.
HILLIARD, HARRIET
NBC. Red Skelton Program.
HI, LO, JACK AND THE DAME
NBC.
HINES, HUGH
WGL-WOVO, Ft. Wayne, Ind.

HOBACK, NANCY
WDBJ, Roanoke, Va.
HODGES, JOY
CBS.
HOFFMAN, JACK
KTUL, Tulsa, Okla. Imperial
Serenade.
HOLLEY, DAVE
WGPC, Albany, Ga. Quiz Vari-
eties.
HOLSTEIN, CHICK
KMA, Shenandoah, Ia.
HONIG, MAX
WBVN, Brooklyn, N. Y. The
International Singer.
HOOD, ADELYN
KDKA, Pittsburgh, Pa. Aunt
Petunia And Miss Betsy, Farm
Hour.
HOUSE, ED
KROW, Oakland, Calif. Hay-
loft Party, Songs By House.
HOVEY, CHARLES
CJOR, Vancouver, B. C. In The
Gloaming.
HUBBARD, J. H.
KXOX, Sweetwater, Texas.
Time And Tunes.
HUDSON, ERIC
KLZ, Denver, Colo.
HUFSMITH, FRED
NBC. The Armchair Quartet.
National Radio Pulpit, Na-
tional Vespers.
HUGGINS, HARLEY
KVOO, Tulsa, Okla.
HUGHES, BOB
KDKA, Pittsburgh, Pa. Key-
stone Quartet.
HUME, THELMA
CFAR, Flin Flon, Man. Shut
in Hour.
HUTTON, BETTY
NBC. Bob Hope Program.

BARRY WOOD

CBS

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VICTOR
RECORDS

'' ANY BONDS TODAY ''



Lucille Manners

STARRING

6th Year

CITIES SERVICE CONCERTS

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VOCALISTS

— I —

- INK SPOTS, THE**
NBC. Spot Programs.
- IRONS, ROY**
KSTP. St. Paul - Minneapolis,
Minn. Shell Football Time.
- IVERS, KAY**
WBZ - WBZA. Boston - Spring-
field, Mass. Two Men And A
Girl. Dance Concert.
- IVES, BURL**
CBS.

— J —

- JANTZ, ROBERT**
WHLI. Niagara Falls. N. Y.
Songs America Loves.
- JENNINGS, FRANK**
WDZ. Tuscola, Ill. George And
Troy.
- JENSEN, ANNABELLE**
KSAL. Salina, Kans. Dad Gooch
And The Feedlot Boys. Modern
Millers. Afternoon Party.
- JENSEN, FRANCIS**
KSAL. Salina, Kans. Dad Gooch
And The Feedlot Boys. Modern
Millers. Morning Hymnal.
- JOHN, VIVIAN**
KDKA. Pittsburgh, Pa. Home
Forum Program.
- JOHNSON, AILYNNE**
KADA. Ada, Okla.
- JOHNSON, BOB**
WSM. Nashville, Tenn. WSM
Orchestra Program.
- JOHNSON, CURTIS**
KYSM. Mankato. Minn. Ac-
cordiana.

- JOHNSON, DICK**
WSVA. Harrisonburg. Va.
Pioneer Pal. Smiles. Valley
Roundup. Jingle Jamboree.
- JOHNSON, HOWIE**
WDAS. Philadelphia, Pa. Cow-
boy Serenades.
- JOHNSON, SYBIL**
KFH. Wichita, Kans.
- JONES, DORIS**
KFH. Wichita, Kans.
- JONES, JIMMIE**
WSFA. Montgomery, Ala. Sil-
ver's Spotlight.
- JORDAN, CORRINE**
KSTP. St. Paul - Minneapolis.
Minn. Star Dust.
- JORDAN, JANET**
KGO. San Francisco, Calif.
Etchings In Brass.
- JOUBERT, ROLAND**
CHLT. Sherbrooke. Que.
- JUAREZ, JUANITA**
NBC.
- JULIAN, BERT**
WDZ. Tuscola, Ill. Betty And
Her Batchelors.

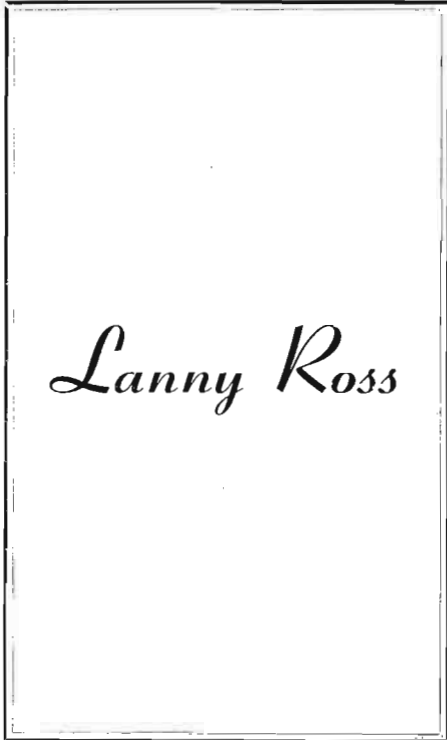
— K —

- KAUFMAN, IRVING**
MBS and ET.
- KAY, BEATRICE**
CBS. Gay Nineties Revue.
- KEEBLE, MELBA**
WLAG. La Grange. Ga. Music
For Sunday.
- KELSO, MARIE**
KGD. Stockton, Calif.
- KENNEDY, REED**
KDKA-WCAE. Pittsburgh, Pa.

- Melody Magic. Song Sampler.
- KENNBREW SISTERS**
KTNM. Tucumcari, N. M.
- KIDDER, WALTER**
WNAC. Boston. Mass.
- KINDER, BARBARA**
KDKA. Pittsburgh, Pa. Treas-
ure Trails. Sports And Music.
Reflections In Rhythm.
- KINDER, ELAINE**
KDKA. Pittsburgh, Pa. Treas-
ure Trails. Sports And Music.
Reflections In Rhythm.
- KINDER, SHIRLEY**
KDKA. Pittsburgh, Pa. Treas-
ure Trails. Sports And Music.
Reflections In Rhythm.
- KING, BONNIE**
KMOX. St. Louis, Mo. Those
Were The Days.
- KING, EARL**
KMA. Shenandoah, Ia.
- KING, GRETA**
WWSR. St. Albans, Vt. Vocal
Varieties.
- KING, LOUISE**
CBS. Your Hit Parade.
- KIRBY, FRED**
KMOX. St. Louis, Mo.
- KLINE, HAROLD**
WJAG. Norfolk, Nebr.
- KLINE, MORRIS**
WMRN. Marion, Ohio. Melodic
Moments.
- KLINE, TED**
KSTP. St. Paul - Minneapolis.
Minn. Shell Football Time.
- KNIGHT, EVELYN**
WMAL-WRC. Washington, D.
C. Song And Story.



BEA WAIN



Lanny Ross

KNIGHT, FELIX
NBC, Schaefer Revue.
KNIGHT, MARY
WIGM, Medford, Wis. Song
Time.
KNOX, JACKIE
WCBI, Columbus, Miss. Crosley
Personality Girl.
KYSER, LEE
WIP, Philadelphia, Pa.

— L —

LA CENTRA, PEG
NBC, The Golden Serenaders.
LACEY, MARCELLA
WHAG, Norfolk, Nebr.
LAKE, DON
WGL-WOVO, Ft. Wayne, Ind.
LANE, BETTY
WAVE, Louisville, Ky. Friend-
ly Tavern.
LANE, DAVE
CBS.
LANE, ELEANOR
WBZ - WBZA, Boston - Spring-
field, Mass. Two Men And A
Girl.
LANE, JEAN
KMOX, St. Louis, Mo. The
Harmonettes.
LANGFORD, FRANCES
CBS, Bob Hope Programs,
Southern Cruise.
LARSEN, AL
WMBD, Peoria, Ill. Romance
Is In The Air.
LARSEN, MURIEL
WRJN, Racine, Wis. Songs By
Muriel Larsen.
LAWRENCE, LARRY
WHKC, Columbus, Ohio.
LEACH, WANDA
WPAR, Parkersburg, W. Va.
Starlit Hour.

LEE, BOB
WKLC, Decorah, Ia. Hymns
We Love, Sing Me A Song.
LEE, MARY
KBIZ, Ottumwa, Ia. Roundup
Time With Mary Lee.
LEE, SAIR
CKCL, Toronto, Ont. Songs By
Sair.
LEE, WILMA
KBUR, Burlington, Ia.
LEONARD, CIEL
WBYN, Brooklyn, N. Y.
LEONARD, JACK
CBS, Meet The Music.
LETHIN, ANITA
WHBF, Rock Island, Ill. Let-
ters From The Camps.
LEWIS BILL
CKLW, Windsor, Ont.
LEWIS, WELCOME
CBS, Singing Bee.
LINDEN, ESTHER
KLZ, Denver, Colo.
LINGHAM, LEE
WOLS, Florence, S. C. Lee
Lingham Sings.
LINWOOD, LUCILLE
WBNS, Columbus, Ohio. Har-
mony Haven.
LITTELL, EDWARD A.
KTNM, Tucumcari, N. M.
Homestead Harmony.
LLOYD, RHONA
WFIL, Philadelphia, Pa.
LODEN, SONNY BOY
KLCN, Blytheville, Ark. Sonny
Boy and The Loden Family.
LOFT, MARGARET
WTAG, Worcester, Mass. Radio
Theatre Matinee.
LOGAN, PETE
KVI, Tacoma, Wash. Sunrise
Club. Twilight Trails.

LOGSDON, CLYDE
KMA, Shenandoah, Ia.
LOGSDON, HELEN
KMA, Shenandoah, Ia.
LORCH, BETTY
WMBD, Peoria, Ill. Singing
Strings.
LORRANE, KAY
NEW, New York, N. Y. NBC.
Basin St.
LOUISE, LORETTA
KOA, Denver, Colo. Serenade
in the Night.
KMA, Shenandoah, Ia.
LOWE, FRANCES
WLSL, Roanoke, Va. Present-
ing Frances Lowe.
LUNSFORD BROTHERS
KMMJ, Grand Island, Nebr.
LUTHER, FRANK
NBC, Luther-Layman Singers.
Luncheon At The Waldorf.
LYNNE, EVELYN
NBC, Breakfast Club, Club
Matinee, Roy Shield Revue.

— M —

MacARTHUR, JUNE
WRJN, Racine, Wis. Songs By
June MacArthur.
MacCALLUM, JOHN
KDKA, Pittsburgh, Pa. Key-
stone Quartet.
MacGREGOR, ROB ROY
WLaw, Lawrence, Mass. Songs
And Stories of Bonnie Scot-
land.
MacHUGH, EDWARD
NBC, The Gospel Singer.
MacPHERSON, JOSEPH
WSM, Nashville, Tenn. Sunday
Down South. z
MALLOT, STANLEIGH
WIOD, Miami, Fla.

Jerry

WAYNE



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of
"REGENT TIME"

REGENT CIGARETTES



GWEN DAVIES



Singing Star of
"WHEREVER YOU ARE"

Featured three times a week
on "Happy Meeting Time," transcribed,
with Frank Luther and Harry Von Zell

VOCALISTS

MANNERS, LUCILLE
NBC. Cities Service Concert.

MARSH, AUDREY
CBS. Johnny Presents.

MARSH, LINDA
WIOD, Miami, Fla.

MARSHALL, ARNOLD
KBST, Big Spring, Texas.

MARSHALL, KAY
WAPO, Chattanooga, Tenn.
Dream Serenade.

MARTIN, EDDIE
WRLC, Toccoa, Ga. Musical
Grab Bag.

MARTIN, MARY
NBC. Kraft Music Hall.

MARTIN, PERRY
WMAL-WRC, Washington, D.
C. Music By Moonlight.

MARTIN, TONY
NBC. Tony Martin From Hol-
lywood.

MATNEY, ARTHUR
KGBU, Ketchikan, Alaska.
Unuk River Ramblers.

MATNEY, OLIVE
KGBU, Ketchikan, Alaska.
Unuk River Ramblers.

MATTHEWS, MILLER
WGY, Schenectady, N. Y.
Gordie Randall's Orchestra.

MATTYE, TEXAS
WCBI, Columbus, Miss. Round-
up Specials.

MATYAS, MARIA
WHCU, Ithaca, N. Y.

MAXEDON, DEAN
WGL-WOVO, Ft. Wayne, Ind.

MAXWELL, BETTY
KFNF, Shenandoah, Ia. The
Maxwell Sisters.

MAXWELL, HAZEL
KFNF, Shenandoah, Ia. The
Maxwell Sisters.

MAYA, DON
WHIP, Hammond, Ind. Classi-
cal Interlude.

McCLESKEY, FRED
KVOA, Siloam Springs, Ark.

McCONNELL, ED
NBC. Smilin' Ed McConnell.

McCONNELL, GRACE
WLPW, Suffolk, Va. Melody
Time.

McCORD, BERNARD
WVNY, Watertown, N. Y.
Songs By Bernard McCord.

McCUBBIN, BOB
KDRO, Sedalia, Mo. Morning
Mirth.

McCULLOUGH, ANNETTE
WGY, Schenectady, N. Y. Your
Neighbor.

McDONALD, HAROLD
KLCN, Blytheville, Ark. The
McDonald Stamps Baxter Quar-
ette.

McDOWELL, ROY
WMSD, Muscle Shoals City,
Ala. Your Singer of Songs.

McELROY, JACK
KTUL, Tulsa, Okla. Little
Church At the Side of the
Road, Hi Neighbor.

McKEAN, EDDY
KFH, Wichita, Kans.

McKOWN, FROSTY
KFH, Wichita, Kans.

McQUAIN, WANDA
KBST, Big Spring, Texas.

McVEY, PAT
KLZ, Denver, Colo.

MELTON, JAMES
NBC. The Telephone Hour.

MEN ABOUT TOWN, THE
NBC. Manhattan Merry-Go-
Round.

MERRY MACS
Old Gold, Blue.

METCALF, JOHN
WAAB, Boston, Mass.

MEYER, ANNE
WMAS, Springfield, Mass.

MILES, MAJESSIE
WDBJ, Roanoke, Va.

MISSEL, GLORIA
WCSB, Charleston, S. C.

MITCHELL, RUSSELL
KDKA, Pittsburgh, Pa. Pioneer
Quartet.

MONROE, LUCY
CBS.

MONTGOMERY, CAROLYN
WJJD, Chicago, Ill. Symphony
in Swing.

MOORE, CARL
WEEI, Boston, Mass. Top of
the Morning, Rowdy Revue.

MORGAN, JIMMY
KFNF, Shenandoah, Ia.

MORRIS, BETTY ELLEN
WCAE, Pittsburgh, Pa.

MORRIS, JACK
KTUL, Tulsa, Okla. Jack Mor-
ris Sings.

MORRIS, ROBERT
KVOO, Tulsa, Okla.



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BILL DAYS THURL RAVENSCROFT
MAX SMITH JOHN RARIG
NBC MBS CBS

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ART RUSH, INC.
Beverly Hills, Calif.

MORSE, CLAIRE

WLaw, Lawrence, Mass. Song
Revue.

MORTENSON, ELIZABETH

KATE, Albert Lea, Minn.

MOSS, IRENE

KFH, Wichita, Kans.

MOSS, LUCILLE

KFH, Wichita, Kans.

MOSS, MAMIE JO

KFH, Wichita, Kans.

MOURRE, ALICE

CKOK, Regina, Sask. Songs of
Alice Mourre.

MUNN, FRANK

NBC, Waltz Time, American
Album of Familiar Music.

MURRAY, MILDRED

NBC, Television.

MURRAY, WYNN

CBS, Texaco Star Theatre.

— N —**NAYLOR, DON**

WGST, Atlanta, Ga. Chuck
Wagon, The Jack Pot.

NEGRETTE, JORGE

NBC.

NELSON, CHRISTENE

KSAL, Salina, Kans. Dad
Gooch And The Feedlot Boys,
Modern Millers, Afternoon
Party.

NEWTON, KENNY

KDKA, Pittsburgh, Pa. Friend-
ly Neighbors, Friendly Four,
Barn Dance, Georgia Wildcats.

NOBLE, WENDELL

KOY, Phoenix, Ariz.

NOLAN, JAMES

KEX-KGW, Portland, Ore. The
Quack of Dawn, Stars of To-
day.

NORMAN, BARBARA

KPO, San Francisco, Calif. The
Aristocrats.

NORMAN, JACK

KCRC, Enid, Okla.

NORSEMAN, THE

NBC, Vocal Vogues.

NORTON, BOB.

WGH, Newport News, Va. Tips
And Tunes.

NORTON, LEE

WKY, Oklahoma City, Okla.
Southwestern Stars, Noonday
Serenade.

NUSENT, HELEN

WKRC, Cincinnati, Ohio. Just
For You.

— O —**O'BRIEN, SMILEY**

WGTM, Wilson, N. C. Arasona
Yodler.

O'CONNOR, BILL

WLS, Chicago, Ill.

O'DELL, DOYE

WTIC, Hartford, Conn. Rev-
eille.

O'HEREN, DICK

WHK-WCLE, Cleveland, Ohio.
Meet the Ladies, Wayne and
Dick Birthday Party, Wayne
And Dick Evening Serenade.

OVERSATAKE, EVELYN

WLS, Chicago, Ill.

— P —**PAGE, BOB**

WJSV, Washington, D. C.

PALOS, FLORENTINA

WHBF, Rock Island, Ill. Quad
Cities in Review.

PARKER, FAYE

KDKA, Pittsburgh, Pa. Tap
Time, Reflections in Rhythm.

PARKER, FRANK

CBS, Frank Parker In Treasury
of Song.

PARSONS, JOE

WLS, Chicago, Ill.

PASSELL, HARRY

KVCV, Redding, Calif.

PATTEN, CHARLOTTE

WBZ-WBZA, Boston, Spring-
field, Mass. Two Men And A
Girl.

PAVLOVA, OLGA

WBZ-WBZA, Boston, Spring-
field, Mass. Dance Concert.

PEARSON, DIMPY

WOLS, Florence, S. C. Songs
By Pearson.

PEERCE, JAN

NBC, Radio City Music Hall of
the Air.

PENCE, INEZ

KLZ, Denver, Colo.

PENNELL, DAN

KDRO, Sedalia, Mo. Music Box
Review.

PENNINGTON, MICKEY

KFH, Wichita, Kans.

PERRY, BILL

CBS, Saturday Night Serenade.

PICKERING, PAUL

WLaw, Lawrence, Mass. Mem-
ory Time.

PICKENS, PATTI

NBC.

POLKA DOTS, THE

NBC.

POWELL, DICK

CBS, Southern Cruise.

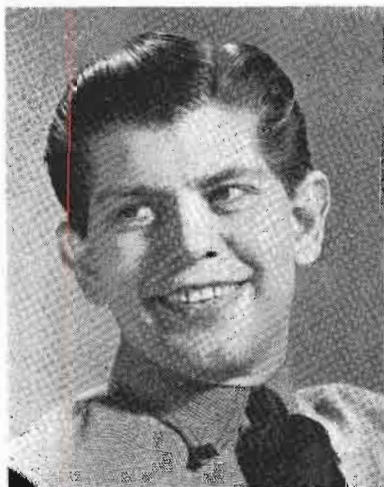
PRICE, HOWARD

WCAE, Pittsburgh, Pa. A Boy,
A Girl, and A Band, Song
Sampler.

PRIMROSE, BUD

(FAR, Flm Flon. Man. Friend-
ly Cowboy.

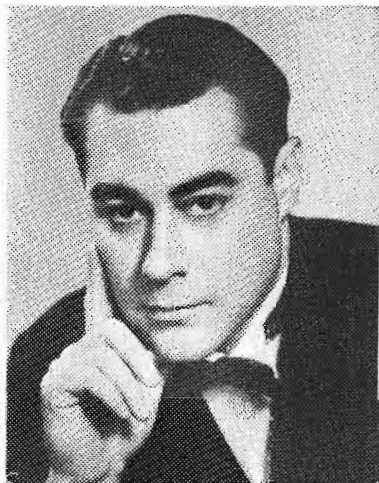
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Elton Britt

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"Saturday Night Serenade"

Heard over a CBS network
totaling 52 stations

VOCALISTS

PLYE, TOM

WBT, Charlotte, N. C. Swing-opators.

— R —

RAMIREZ, JOSE

KPO, San Francisco, Calif. Music of the Americas.

RAMONA

WOR, New York, N. Y.

RAY, MARJORIE

KDYL, Salt Lake City, Utah. Reminiscing, Ed Stoker Presents.

REED, BILL

KONO, San Antonio, Texas. Colorado Cowboy.

REED, PATRICIA

KFH, Wichita, Kans.

REEGAN, ALICE

WIP, Philadelphia, Pa.

REESE, ROBERT

KDYL, Salt Lake City, Utah. Reminiscing, Ed Stoker Presents.

REID, BILL

WSYA, Harrisonburg, Va. Bill And Mary.

REILLY, BERNICE

WFGL, Pawtucket, R. L. Bernice Sings.

REILLY, MATT

WESX, Salem, Mass.

REINHART, DICK

CBS, Melody Ranch.

REMSEN, ALICE

NBC, The Land of Make Believe.

RIHODES, SYLVIA

WCKY, Cincinnati, Ohio. Songs By Sylvia.

RHYTHM FOUR

WGSN, Birmingham, Ala.

RISLING, ROBERT

WTAG, Worcester, Mass. Radio Theatre Matinee, The Gospel Caroler.

ROBERTS, TONY

WAAT, Jersey City, N. J. For You.

ROECKER, EDWARD

CBS, Pipe Smoking Time.

ROESE, RAY

WBNS, Columbus, Ohio. Hired Hands, Harmony Haven.

ROPA, HOWARD

WGL-WOVO, Ft. Wayne, Ind.

ROSS, LANNY

CBS, Lanny Ross.

ROE, GENEVIEVE

CBS.

RUSH, FORD

WSM, Nashville, Tenn. Grand Ole Opry, Whiz Quiz, Lullaby Time.

— S —

SATTERFIELD, DOROTHY

WPAR, Parkersburg, W. Va. Lullaby Lady.

SAUCIER, GERALD

WCOU, Lewiston, Me. Songs By Gerald Saucier.

SAVARIA, MADELINE

WBZ-WBZA, Boston-Springfield, Mass. Dance Concert.

SAXON, ION

KWK, St. Louis, Mo.

SCHOPF, ARTHUR

KUSD, Vermillion, S. D. Arthur Schoep Sings.

SCHROEDER, CHARLES

WBBF, Rock Island, Ill.

SCHULER, ELLA

WPAY, Portsmouth, Ohio. Listen Ladies.

SCOTT, MARY EVELYN

WAPI, Birmingham, Ala.

SEAMON, ADE

WDGY, Minneapolis, Minn. Pearl And Ade.

SHAW, SONIA

KGO, San Francisco, Calif. Songs By Sonia.

SHERMAN, FLOYD

NBC, Johnny Presents. The Telephone Hour.

SHERMAN, LILLIAN

WHK-WGLE, Cleveland, Ohio. Music By Willard, Songs By Lillian.

SHORE, DINAH

NBC, Time to Smile, Dinah Shore.

SIGNALEERS, THE

NBC, The Signal Carnival.

SIMMONS, BOB

NBC.

SIMMS, GINNY

CBS, Kay Kyser's College of Musical Knowledge NBC.

SINATRA, FRANK

NBC, Fame And Fortune.

SIX HITS AND A MISS

NBC, The Pepsodent Show.

SMILEY, BETTY

WCAE, Pittsburgh, Pa.

SMITH, BRONCH

WWRL, Woodside, N. Y.

SMITH, FRANCES

WCAU, Philadelphia, Pa.

SMITH, JERRY

WHO, Des Moines, Ia. Evening Serenade.

SMITH, KATE

CBS, Kate Smith Hour.

SMITH, WHISPERING JACK

WMCB, New York, N. Y.

SNOW, AMANDA

KSTP, S. t. Paul-Minneapolis, Minn. The Singing Dairymaid.

SORENSON, RUSSELL

KATE, Albert Lea, Min.

SPEARS, ROBERT

WHEC, Rochester, N. Y.

SPEAKS, MARGARET

NBC, Voice of Firestone.

SPORTSMEN, THE

NBC, CBS, MBS.

SPRAY, ROY

WGTC, Greenville, N. C. The Singing Cowboy.

STANLEY, JACK

WNAC, Boston, Mass.

STEELE, TED

NBC, Ted Steele Variety Show.

STETS, BOB

WMRN, Marion, Ohio. Melodic Moments.

STEWART, FRANKLYN

WCKY, Cincinnati, Ohio. Franklyn Stewart Entertains.

STEWART, JOHN

WMSL, Decatur, Ala. Morning Roundup.

STONE, CHRISTINE

KGKO, Ft. Worth, Texas. Songs By Christine.

STRAGGAND, THOMAS

WGL-WOVO, Ft. Wayne, Ind.

STRATON, MICHAEL

CBS, Columbia Workshop.

STRICKLAND, CARLTON

WLSL, Roanoke, Va.

STUART, BONNIE

KYW, Philadelphia, Pa. We Present, Bonnie Stuart Entertains.

SUMMA, ANDY

WIOD, Miami, Fla.

SWARTHOUT, GLADYS

CBS, Prudential Family Hour.

SWENSON, NELS

KSTP, St. Paul-Minneapolis, Minn. Shell Football Time.

SWIGART, CURT

WRJN, Racine, Wisc. Songs By Curt Swigart.

SWING FOURTEENN, THE

NBC, Johnny Presents.

— T —

TAYLOR, BETTY

KROW, Oakland, Calif. Newspaper of the Air.

TAYLOR, DELORES

KFH, Wichita, Kans.

TAYLOR, LEOTTA

KOAM, Pittsburg, Kans. Goodwill Program.

TAYLOR, SYLVIA

WLPM, Suffolk, Va. Sylvia Sings.

TENNYSON, JEAN

CBS, Great Moments in Music.

THOMAS, MARY LOUISE

WSLS, Roanoke, Va.

THOMAS, RUTH RODEHEAVER

WDBJ, Roanoke, Va.

THOMPSON, COTTON

KVOO, Tulsa, Okla.

THOMPSON, TOMMY

KSO, Des Moines, Ia. Brandin' Time.

TILTON, MARTHA

CBS, Ransom Sherman Program.

TILTON, WEB

WNAC, Boston, Mass.

TIMIN, ALLEN

WEMP, Milwaukee, Wisc.

TODD, DICK

NBC, Show Boat.

TOMPKINS, JOHN

WDAF, Kansas City, Mo. Show-walter's Shoe Program.

TRACY, ARTHUR

NBC, Street Singer.

TUBB, ERNEST

KGKO, Fort Worth, Texas. Gold Chain Troubadour.

TIGGLE, JOHN

WAPI, Birmingham, Ala. Clo and Ray.

TURLEY, AGATHA

KGO, San Francisco, Calif. Chansonette.

TURNER, JESSIE

WLAW, Lawrence, Mass. In the Music Room.

— U —

UTZMAN, SARANNE

WBLK, Clarksburg, W. Va. Blue Plate Special.

— V —

VALLE, RUDY

NBC, Sealtest — Rudy Vallee Program.

VAN DERWEKEN, JAMES

KEVE, Everett, Wash.

VERRILL, VIRGINIA

NBC, Uncle Walter's Dog House, Show Boat.

VICTORY, FRED

KFH, Wichita, Kans.

VICTORY TWINS

NBC.

VOCALISTS

VROMAN, JUNE
KSTP, St. Paul-Minneapolis,
Minn. Sunrise Roundup Gang.

— W —

WACKER, PHILLIP
KGA-KHQ, Spokane, Wash.

WADLEY, SISTERS
CHAB, Moose Jaw, Sask.
Pleasant Memories.

WAIN, BEA
Monday Merry-Go-Round,
NBC.

WAKELY, JIMMY
CBS, Melody Ranch.

WALKER, LARRY
WIOD, Miami, Fla.

WALLACE, JERRY
KDKA, Pittsburgh, Pa. Friend-
ly Neighbors, Friendly Four,
Barn Dance, Georgia Wildcats.

WALLACE, JIMMY
KOME, Tulsa, Okla. Songs of
the Saddle.

WALLER, FRED
WSM, Nashville/Tenn. Music
In the Moonlight.

WARD, JOHN
KGFF, Shawnee, Okla. The
Hymn Singer.

WARD, MADELYN
KDKA, Pittsburgh, Pa. Home
Forum Program.

WARREN, JEAN
WVOA, Tucson, Ariz. The
Cocktail Hour.

WARREN, SHORTY
WAAT, Jersey City, N. J.
Warren's Roundup.

WAYNE, JERRY
Mutual "Regent Time."

WEIGEL, FRAN
WLAV, Grand Rapids, Mich.
Open House.

WEISENSTEIN, VIVIAN
WISR, Butler, Pa. Vivian En-
tertains, Three Guys And A
Gal.

WELLS, DUSTY
KWK, St. Louis, Mo.

WEST, BLONDIE
WMAS, Springfield, Mass.

WEST, WAYNE
WHK-WCLE, Cleveland, Ohio,
Meet The Ladies, Wayne And
Dick Birthday Party, Wayne
And Dick Evening Serenade.

WESTBROOK, SI
KOA, Denver, Colo. The Sun-
shine Boys.

WESTERFIELD, NADINE
KFBI, Wichita, Kans. Songs
By Nadine.

WHITE, DON
WIND, Chicago, Ill. Chuck-
wagon Time.

WHITE, FRANCIA
NBC. The Telephone Hour.

WHITE, LYNN
WIP, Philadelphia, Pa.

WHITING, MARGARET
CBS. Your Hit Parade.

WHITNEY, CASS
KDKA, Pittsburgh, Pa. Pio-
neer Quartet.

WHITTED, NORFLEY
WDNC, Durham, N. C. South-
ern Plantation.

WILLIAMS, HANK
WSFA, Montgomery, Ala. Hank
Williams Singers.

WILSON, GRACE
WLS, Chicago, Ill.

WINTERLEY, JANE
KMPC, Beverly Hills, Calif.
Chef Milani Time.

WITT, ESTHER
KMOX, St. Louis, Mo. The
Harbonettes.

WOOD, BARRY
CBS. Your Hit Parade.

WORKMAN, DICK
WFBL, Syracuse, N. Y. Musi-
cal Clock.

WRIGHT, BILL
KVOO, Tulsa, Okla.

— Y —

YANEY, CLYDE
KMOX, St. Louis, Mo. Skeets
And Frankie.

YEASLEY, TED
KDKA, Pittsburgh, Pa. Key-
stone Quartet.

YOUNG, GEORGIA
WLS, Chicago, Ill.

— Z —

ZAPPALA, CLOTILDE
WNAC, Boston, Mass.



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ORCHESTRA LEADERS AND MUSICAL CONDUCTORS

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— A —

ALEXANDER, MYER

Choral Director. Schaefer Revue WJZ. We The People CBS. 26 By Corwin CBS. Forecast Program CBS. School of the Air CBS. NBC Thesaurus ETs.

ANDERSON, DON

WFBL. Syracuse. N. Y. Musical Clock.

ARMBRUSTER, ROBERT

NBC. The Chase and Sanborn Program.

ARMSTRONG, BERNIE

KDKA. Pittsburgh. Pa. Reflections In Rhythm. Melody Magic. Bernie Armstrong At The Organ. Today's Football. Dream Weaver.

ASTON, BUZZ

WWSW. Pittsburgh. Pa. Pigskin Prevue.

ATCHESON, TEX

WMBD. Peoria. Ill. Illinois Valley Jamboree.

— B —

BAER, MORGAN

WMAL - WRC. Washington. D. C.

BALL, FRANCES

KTNM. Tucumcari. N. M. The Jiving Ten.

BARLOW, HOWARD

CBS. Columbia Concert Orchestra.

BARNETT, RANDY

KMMJ. Grand Island. Nebr.

BARON, PAUL

CBS. Penthouse Party.

BARRON, BLUE

WOR. Mutual. NBC.

BAUGH, GENE

WBAP-KGKO. Fort Worth. Texas.

BELLIZIA, FRANK

WEET. Boston. Mass. Rowdy Revue. Music Box.

BENVENUTI, DICK

WNLC. New London. Conn.

BERCHEL, SID

CFRN. Edmonton. Alta.

BERGEN, DICK

KELA. Centralia - Chehalis. Wash. Ole Bergen And Company.

BERNIE, BEN

NBC & CBS. Just Entertainment.

BLACK, FRANK (DR.)

NBC. Cities Service Concert. String Symphony.

BLANCHARD, RED

WPFR. Wisconsin Rapids. Wisc. Coon County Jamboree.

BLANCO, L. M.

KGBI. Ketchikan. Alaska. Paradise Island Boys.

WOODY HERMAN



AND HIS ORCHESTRA



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BLAUFUSS, WALTER
NBC, Breakfast Club, National Farm And Home Hour, Venetian Ensemble.

BLOCH, RAY
NBC-CBS, Johnny Presents, Great Moments From Great Plays, The Philip Morris Playhouse.

BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa. Treasure Trails, Sports And Music, Reflections in Rhythm.

BONIME, JOSEF
NBC, Death Valley Days, Echoes of New York.

BOWMAN, JOHNNY
WCKY, Cincinnati, Ohio, WCKY Hayride.

BOYD, CURLY
KSOO, Sioux Falls, S. D.

BOYETTE, AND
WQAM, Miami, Fla. Echoes From the Hills.

BRADLEY, OSCAR
CBS, Gulf Screen Guild Theatre.

BRADLEY, WILL
CBS, Silver Theatre Summer Show.

BRANDT, GEORGE
WTOL, Toledo, Ohio, Men of Music.

BRESCIA, PIETRO
WSM, Nashville, Tenn. River Boat Revels, Music In The Moonlight.

BRING, LOU
CBS, Al Pearee And His Gang.

BROOKS, JACK
WHAS, Louisville, Ky. A Song And A Dance.

BROWN, ROY
CKX, Brandon, Man.

BYER, SY
WELL, New Haven, Conn. Continental Trio.

BYLER, JERRY
KBIX, Muskogee, Okla. Southerners.

BYRD, PAUL
WGHR, Goldsboro, N. C. Farm And Home Hour.

— C —

CARLISLE, CLIFF
WNOX, Knoxville, Tenn. Merry-Go-Round.

CESNER, CHARLES
WCOL, Columbus, Ohio. Corner Swinglet.

CHAVEZ, SENOR
KPHO, Phoenix, Ariz.

CHERNIAVSKY, JOSEF
WEEI, Boston.

CHESNEY, ROLLIE
KLZ, Denver, Colo.

CLOUTIER, NORMAN
NBC, Song for Saturday.

COCKEREL, LARRY
KVOA, Tucson, Ariz. Larry's Sunset Riders.

COLLINS, JERRY
WNOX, Knoxville, Tenn. Tomorrow's Music.

COOK, BOB
WPAR, Parkersburg, W. Va. Bob Cook and the Saddle Pals.

COOPER, JUNIE
KASA, Elk City, Okla. Clinton Hot Shots.

COUGHLIN, ROLLA
KWK, St. Louis, Mo.

CRAIG, FRANCIS
WSM, Nashville, Tenn. Francis Craig's Serenade.

CROSBY, BOB
NBC, Bob Crosby's Dixieland Music Shop, Milton Berle.

CUGAT, XAVIER
NBC, Camel Cigarettes Present.

CURBELLO, FAUSTO
NBC.

CYPRIS, OTTOMAR
CKUA, Edmonton, Alta.

— D —

DAMROSCH, WALTER (DR.)
NBC, NBC Music Appreciation Hour.

DANT, CHARLES
NBC, Remember This Song, Musical Choice, Parade of the Years, Charles Dant's Music.

DAVIS, CY
WDNC, Durham, N. C. The Hayloft Jamboree.

The advertisement features a black and white portrait of a man with dark hair, looking slightly to the left. To his right is a large, three-dimensional illustration of a record box. The box is tilted, showing its top, front, and right side. On the top of the box, a black banner with white text reads "MADE IN U.S.A.". The front face of the box has the text "MUSIC OF YESTERDAY AND TODAY" at the top. Below this, in a decorative script, it says "For Mr. & Mrs. America (and Family) Everywhere U.S.A.". At the bottom of the front face, it says "Via RADIO STAGE SCREEN". The right side of the box is the most prominent, with the words "Styled BLUE BARRON'S WAY" written in a large, bold, stylized font. The background of the advertisement is filled with faint, artistic sketches of musical instruments, including saxophones and trumpets, scattered around the central box and portrait.

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WORC, Springfield, Mass.

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WIAC, San Juan, Puerto Rico.

DICKEY, TOM
Tom Dickey And His Show-
WOAI, San Antonio, Texas.
boys.

DIERCKS, LOUIS
WOSU, Columbus, Ohio. Ohio
State University Symphonic
Choir, Ohio State University
Chorus.

DONNIE, DON
NBC, Manhattan Merry Go-
Round.

DORMAN, DAVE
WJEJ, Hagerstown, Md.

DORSEY, JIMMY
NBC.

DORSEY, TOMMY
NBC, Tommy Dorsey and His
Orchestra, Fame And Fortune.

— E —

EBENER, FREDDIE
WOW, Omaha, Nebr.

ELSTER, REINHARDT
WHIP, Hammond, Ind. Club
Matinee.

ENNS, SKINNEY
NBC, The Pepsodent Show.

ESQUER, MANUEL
KTAR, Phoenix, Ariz.

EVANS, JACK
CKCL, Toronto, Ont.

EVANS, ROLAND
KVCV, Redding, Calif.

— F —

FAITH, PERCY
NBC, Carnation Contented Pro-
gram.

FAULKNER, BOB
KTAR, Phoenix, Ariz. Four
Shades of Swing.

FELD, BEN 7
KMOX, St. Louis, Mo. Those
Were The Days, Syncopation
Piece, Ben Feld Show.

FELL, HARRY
CHML, Hamilton, Ont.

FERRY, ANTHONY
WHJB, Greensburg, Pa.

FIRMAN, PAUL
CKCL, Toronto, Ont.

FITE, BUSTER
KOY, Phoenix, Ariz. Western
Playboys.

FLINDT, EMIL
WIND, Chicago, Ill.

FOLKS, CLARENCE
KTNM, Tucumcari, N. M.
Tucumcari Playboys.

FORTIER, MARCEL
CHLT, Sherbrooke, Que. Le
Petit Choeur.

FRABRO, WALLY
CFAR, Flin Flon, Man.
Rhythm Kings Orchestra.

FRANCISCO, DON
WFLA, Tampa, Fla.

FURMAN, CLARENCE
KYW, Philadelphia, Pa. Cam-
pus Capers, Dhythmaires.

— G —

GALLICCHIO, JOSEPH
NBC, Joseph Gallicchio and
his Orchestra, Breakfast Club.

GARZA, MEMI
KEEW, Brownsville, Texas.

GILLIS, DON
WBAP, Fort Worth, Texas.
Swing For Supper.

GOODMAN, AL
CBS, Texaco Star Theatre,
Prudential Family Hour, Treas-
ury Hour.

GOODMAN, BENNY
NBC.

GOODMANSON, MINDI
CFAR, Flin Flon, Man. Legion
Old Timers.

GOULD, GEORGE
CKUA, Edmonton, Alta.

GOULD, MORTON
CBS.

GRANT, LEE
WBVN, Brooklyn, N. Y.

GRASSO, FRANK
WFLA, Tampa, Fla.

GROSS, WALTER
CBS, Kay Thompson Festival.
Wherever You Are.

— H —

HAENSCHEN, GUSTAVE
Saturday Night Serenade CBS,
American Album of Familiar
Music NBC.

HAMBLEEN, STUART
KFVD, Los Angeles, Calif. Cov-
ered Wagon Jubilee.

HANNIGAN, CHARLES
CKCL, Toronto, Ont. The
Mountaineers.



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HARRIS, PHIL
NBC, The Jello Program.

HATHAWAY, CHARLES
CBS, Colgate Spotlight.

HAZELIP, F. G.
WLBJ, Bowling Green, Ky.
Hazelip Old Time Band.

HEIDT, HORACE
NBC, Pot O'Gold, Horace
Heidt's Treasure Chest.

HENDLEY, FISHER
WIS, Columbia, S. C. Balen-
tine Aristocratic Pigs.

HERBERT, ALBERT
CKCW, Moncton, N. B. The
Pioneers.

HERMAN, WOODY
CBS, MBS, NBC.

HERR, CHIC
WADC, Akron, Ohio.

HERRMANN, BERNARD
CBS, Columbia Workshop,
Columbia Concert Orchestra.

HICKS, CURLY
WGST, Atlanta, Ga. Chick
Wagon.

HILL, EDDIE
WNOX, Knoxville, Tenn.
Mountain Boys.

HINES, EARL
WIND, Chicago, Ill.

HISER, RUSTY
WHIZ, Zanesville, Ohio. Green
Valley Boys.

HOFF, CARL
CBS, Al Pearce and His Gang.

HOGAN, HARLAN
WSBT, Terre Haute, Ind.

HORLICH, HARRY
NBC, Romance And You.

HOVEY, DAN
WHO, Des Moines, Ia. The
Foursome.

HOWARD, C.
CBO, Ottawa, Ont. Western
Five.

HOWARD, PAPPY
WNBC, New Britain, Conn.
Pappy Howard's New England
Hill Billies.

HUTSELL, ROBERT
WHAS, Louisville, Ky.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wisc.

— J —

JACOBSON, ANDY
WNAC, Boston, Mass.

JACOBY, ELLIOTT
NBC, The Parker Family.

JENKINS, GORDON
CBS, Ransom Sherman Pro-
gram.

JOHNSON, ALBERT
CKX, Brandon, Man.

JOHNSON, JOHN
WFHR, Wisconsin Rapids,
Wisc. WFHR Old Timers.

JOHNSON, KEN
CFAC, Calgary, Alta. Vagabond
Cowboys.

JOHNSTON, HERBERT L.
WDZ, Tuscola, Ill. Screw-Ball
Club.

— K —

KANOFF, BILLY
WGTC, Greenville, N. C. Dance
With Kanoff.

KARNS, JACK
WWSR, St. Albans, Vt. Jack
Karns And His Kentucky
Ramblers.

KEVAN, A.
CFRN, Edmonton, Alta.

KIEFER, THOMAS R.
WTRY, Troy, N. Y. WTRY
String Trio.

KING, MANUEL
KEEW, Brownsville, Texas.

KING, WAYNE
CBS, Wayne King And His
Orchestra.

KIRBY, JOHN
CBS, Duffy's Tavern.

KIRSTUFEK, GEORGE
KRNT, Des Moines, Ia. Satur-
day Shindig.

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1941

Bell "Telephone Hour"

Du Pont "Cavalcade of
America"

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KNICK, WALTER
WBNS, Columbus, Ohio, Hired Hands.

KOREY, REX
KMPC, Beverly Hills, Calif. Chief Milani Time, Marie Melodies.

KORN KOBLERS
NBC.

KOSTENANETZ, ANDRE
CBS. Pause That Refreshes On the Air.

KRUPA, GENE
NBC.

KYSER, KAY
NBC, Kay Kyser's College of Musical Knowledge.

— **L** —

LaBOUNTY, RAY
WATN, Watertown, N. Y.

LARKIN, ART
KBUR, Burlington, Ia.

LAUGHTON, CHARLIE
KTUL, Tulsa, Okla. Imperial Serenade, Hi Neighbor.

LAYAL, PAUL
NBC, Basin Chamber Music Society, Melody in the Night, Dinah Shore.

LAWSON, HANK
KYW, Philadelphia, Pa. Hank Lawson And His Knights of the Road.

LEE, BOB
WJAG, Norfolk, Nebr.

LEVINE, HENRY
NBC, Basin Street Chamber Music Society, Strictly From Dixie.

LINVILLE, CHARLES
WCKY, Cincinnati, Ohio. Hay-makers.

LOMBARDO, GUY
CBS, Guy Lombardo And His Orchestra.

LONG, JOHNNY
NBC, MBS, CBS.

LOWE, RUSSEL L.
KFH, Wichita, Kans.

LUKESH, JOE
KMMJ, Grand Island, Nebr.

LUNCEFORD, JIMMIE
NBC.

LYMAN, ABE
NBC, Waltz Time.

— **M** —

MANNERS, ZEKE
WNEW, New York, N. Y. Zeke Manners' Gang.

MARTIN, DOLPHE
WEEI, Boston, Mass. March of Youth.

MARTIN, DUDE
KYA, San Francisco, Calif.

MARTIN, FREDDY
NBC.

MARTIN, PAUL
NBC, Paul Martin And His Music.

MARTINEZ, FERNADO
KPBA, Laredo, Texas. Spanish Interpretations.

MAUTHE, CHICK
WKRC, Cincinnati, Ohio, Treasure Hunt, Mystree Tunes.

McGEE, GERRY
PATN, Watertown, N. Y. Singing Cowboys.

McINTYRE, HAL
NBC.

McKINSTRY, DIXIE
KFNE, Shennandoah, Ia. Cornfield Hawaiians.

McOLGEN, EMMETT
KBUR, Burlington, Ia.


MEADE, LYMAN
WWSR, St. Albans, Vt. Broncho Busters.

MERLE, BILLY
WHJB, Greensburg, Pa. Billy Merle And His Trio.

MILLER, GLENN
CBS, Glenn Miller And His Orchestra.

MILLER, IRVING
NBC, The Band Goes To Town, Streamline Journal, Meet the Artist, NBC Dance Orchestra, Easy Does It, Fun With The Revuers.


MILLER, JACK
Kate Smith Hour CBS, The Al-drich Family NBC.



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 and others

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WEEI, CBS in BOSTON

MILLER, JOE
WELI, New Haven, Conn.

MILLS, BILLY
NBC, Fibber McGee and Molly.

MILLS, BOB
WDZ, Tuscola, Ill.

MILLS, FELIX
NBC, The Gilmore Circus. Hollywood Playhouse.

MOORE, TINY
KPAC, Port Arthur, Texas. Tiny Moore And His Jubileers.

MORGAN, BUSTER
CFAC, Calgary, Alta. Radio Revellers.

MORRIS, WELCOME
CFAR, Flin Flon, Man. Elks Old Timers.

MOWRY, FERDE
CKCL, Toronto, Ont.

MUNOZ, RAFAEL
WIAC, San Juan, Puerto Rico.

MUNROE, VAUGHN
CBS, How'm I Doin'.

MURRAY, LYN
CBS, Meet The Music.

— N —

NAMARO, JAMES
CKCL, Toronto, Ont. Recipe For A Cocktail.

NELSON, OZZIE
NBC, Red Skelton Program.

NICHOLSON, FABE
WAAT, Jersey City, N. J. Thinking of You.

NOBLE, RAY
NBC, Alec Templeton Time.

NYDEGGER, VERNE
KFBI, Wichita, Kans. The Plainsmen.

— P —

PAIGE, RAYMOND
NBC, Musical Americana.

PAQUETTE, ARTHUR
WFCL, Pawtucket, R. I. WFCL—1420 Club.

PARANOV, MOSHE
WTIC, Hartford, Conn. Music For Everyone.

PARKER, BYRON
WIS, Columbia, S. C. Black Draught Hillbillies. Good Enuf Hillbillies, Seiberling Hillbillies.

PELLETIER, WILFRED
NBC, Metropolitan Opera Auditions of the Air.

PETERSON, HARVEY
KGO-KPO, San Francisco, Calif. Beautiful Music, Music of the Americas, Rhythms By Ricardo, Ricardo's Rhapsodies.

PINE, JESSE
WFVA, Fredericksburg, Va.

PITT, MERLE
WNEW, New York, N. Y.

POPLIN, SAM
WIS, Columbia, S. C. Adlth Musical Millers, Royal Crown Rangers.

POTT, WILLARD
WHK-WGLE, Cleveland, Ohio. Reminiscing In Rhythm, Music By Willard, Riverboat Shufflers.

POWELL, W. E.
WDBJ, Roanoke, Va.

PRESTON, LEW
WKY, Oklahoma City, Okla. Nash Coffee Presents.

— Q —

OAKES, POP
WGPC, Albany, Ga. Jamboree.

O'HARA, BOB
WVNY, Watertown, N. Y. Tea Time Melodies, Sophisticated Swingsters, Lazy Melodies.

O'NEILL, JOE
KVOO, Tulsa, Okla.

— R —

RAKOV
WBZ-WBZA, Boston - Springfield, Mass. Dance Concert.

RAND, ELLIS
WNLC, New London, Conn. Ellis Rand and His Sisters.

RANDALL, GORDIE
WGY, Schenectady, N. Y. Club Conga.

RAPEE, ERNO
NBC, Radio City, Music Hall of the Air.

REED, RUSTER
KGKL, San Angelo, Texas.

REULEAUX, WALTER
WFBM, Indianapolis, Ind. Songs By Charlene, Three-Quarters Time.

RHODES, SLIM
KWOC, Poplar Bluff, Mo. Mother's Best Mountaineers.

RICE, EDWARD A.
WGY, Schenectady, N. Y. Silver Strings.

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Hotel Syracuse, Syracuse, N. Y.
Hotel Peabody, Memphis, Tenn.
Plantation, Dallas, Tex.
Meadowbrook Country Club, St. Louis
Eastwood Gardens, Detroit
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ROBERT, MARSHALL
WHAS, Louisville, Ky.

ROBERTS, WILLIAM
WTAR, Norfolk, Va. WTAR
String Quartet.

ROMANELLI, LUIGI
CBS. The Ontario Show.

ROSE, CECIL
CKCW, Moncton, N. B. Cecil
Rose Presents.

ROSE, DAVE
CBS.

ROTH, ALLEN
NBC. The Schaefer Revue.

RUSSELL, HOWARD
CKCK, Regina, Sask.

— S —

SALTER, HARRY
Hobby Lobby CBS, Frank Fay
Show NBC.

SARDONI, LAWRENCE
KFJ, Grand Junction, Colo.

SCHEEL, B. A.
KONO, San Antonio, Texas.

SHAFFER, ROY
KWK, St. Louis, Mo. Roy
Shaffer And His Gang.

SHAW, ARTIE
NBC. Burns & Allen.

SHIELD, ROY
NBC. Roy Shield Revue.

SHINKOSKEY, EARL
KGA-KHQ, Spokane, Wash.

SIMMS, JOHNNY
WHJB, Greensburg, Pa. Polish
Marshalls.

SLAYTON, JOHNNY
WBIG, Greensboro, N. C.

SMITH, BEASLEY
WSM, Nashville, Tenn. Sunday
Down South.

SMYTHE, PETE
KMYR, Denver, Colo. Meet The
Boys In The Band.

SPITALNY, PHIL
NBC. The Hour of Charm.

SPIVAK, CHARLIE
NBC.

STAFFORD, JOHN
WGBR, Goldsboro, N. C. Top
of the Morning.

STANLEY, BOB
WOR, Mutual.

STEELE, TED
NBC. The Ted Steele Show. The
Wife Saver, Ted Steele's Music,
Thesaurus ETs.

STEGALL, L. D.
KASA, Elk City, Okla. The
Stegall Family.

STEINBERG, SIGMUND
CKCL, Toronto, Ont. The
Dream Painters.

STEVENS, LEITH
CBS. Big Town.

STOKES, LEONARD
NBC. The Telephone Hour.

STREATER, TED
CBS. Kate Smith Hour.

STRICKLER, EDDIE
KOAM, Pittsburg, Kans.

STRONG, BOB
NBC. Uncle Walter's Dog
House, Show Boat.

STRYKER, ELLSWORTH
KTAR, Phoenix, Ariz. Music
Makers.

— T —

TAYLOR, JAKE
WSAZ, Huntington, W. Va.
Jake Taylor's Railsplitters.

TEAGARDEN, JACK
NBC.

THOMAS, MORGAN
CHML, Hamilton, Ont.

THOMPSON, AL
KSAL, Salina, Kans. Dad Gooch
And The Feedlot Boys, Mod-
ern Millers, Afternoon Party.

THOMSON, H.
CBO. Ottawa, Ont. Songs For
Today.

THORNHILL, CLAUDE
NBC.

TOMPKINS, BOB
WTCM, Traverse City, Mich.
Novelty Band Hour.

TOSCANINI, ARTURO
NBC. NBC Symphony Orches-
tra.




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TRENDLER, BOB

WGN, Chicago, Ill. Affairs of Tom, Dick, and Harry, Great Guns, Accent on Rhythm, Sun-mer-time Review.

TROTTER, JOHN SCOTT

NBC. Kraft Music Hall.

TRUXELL, EARL

WCAE, Pittsburgh, Pa. Air-liners, Muted Music, Figures in Brass.

— V —

VAN STEEDEN, PETER

NBC. Mr. District Attorney.

VARNNEY, JOHN

WCAO, Baltimore, Md.

VIAU, RENE

WFCT, Pawtucket, R. I. Rene Viau Melodies.

VOLEK, MITZ

WMBS, Uniontown, Pa. Inter-national Novelties.

VOORHIES, DON

NBC. Cavalcade of America, The Telephone Hour.

— W —

WALLENSTEIN, ALFRED

Voice of Firestone NBC. Sin-fonietta MBS, NBC Symphony Program NBC.

WARING, FRED

NBC. Fred Waring in Pleasure Time.

WARNOW, MARK

CBS. Your Hit Parade, Helen Hayes Theatre, We The People.

WEBER, HENRY

WGN, Chicago, Ill. Chicago Theatre of the Air, Chicago-land Hour, Pageant of Melody.

WEBSTER, BUDDY

WHO. Des Moines, Ia. Bargain Counter.

WEBSTER, HOWARD

WLBJ, Bowling Green, Ky. Hawaiian Trio.

WEEMS, TED

NBC. Beat The Band.

WEIGEL, EUGENE J.

WOSU, Columbus, Ohio. Ohio State University Symphony

WHITCOMB, MANLEY R.

WOSU, Columbus, Ohio. Ohio State University Symphony Orchestra.

WHITEHEAD, HENRY COWLES

WTAR, Norfolk, Va. WTAR Salon Orchestra, Norfolk Sym-phony Orchestra.

WHITEMAN, PAUL

NBC. Burns And Allen.

WILLIAMS, GALEN

KFBI, Wichita, Kans. Trail Blazers.

WILLIAMS, JOEY

WSLB, Ogdensburg, N. Y. Sun-rise Serenade.

WILLIAMS, MAHLON

WHO, Des Moines, Ia. Jerry And Zella.

WILLIAMS, OZZIE

CKCL, Toronto, Ont.

WILLIAMS, ZEKE

KFBI, Wichita, Kans. Rambling Cowboys.

WILLS, BOB

KVOO, Tulsa, Okla. Bob Wills and His Texas Playboys.

WILLS, JOHNNY LEE

KVOO, Tulsa, Okla. Fiddlin' Time.

WILLSON, MEREDITH

NBC. Good News of 1940 & 1941, Maxwell House Party.

WILSON, BERT

CFAR, Ftin Flon, Man. CFAR Old Timers.

— Y —

YOUNG, RALPH

KONO, San Antonio, Texas. Fritz And His Little Band.

— Z —

ZELIFF, KENDALL

WAYX, Waycross, Ga. Recital Hour.

ZEPP, ARTHUR

KFPY, Spokane, Wash. Music of Tomorrow, A Song To You, Studio Party, On Strings of Song, This Woman's World.



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NEWS COMMENTATORS

AND THEIR WORK DURING 1941



— A —

AAROE, ALDEN
WCHV, Charlottesville, Va.

ABBE, JAMES
KWYO, Sheridan, Wyo.

ABELS, RICHARD
WPAR, Parkersburg, W. Va.

ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.

ACHOR, DAVE
WBLJ, Dalton, Ga.

ACKLEY, WAYNE
KSO, Des Moines, Ia.

ADAMS, CEDRIC
WCCO, Minneapolis - St. Paul, Minn.

ADAMS, CHARLES
WMVA, Martinsville, Va.

ADAMS, GARRET
WRJN, Racine, Wisc.

AKERS, BOB
KRIC, Beaumont, Texas.

ALBINGER, ALBERT
WKWK, Wheeling, W. Va.

ALCOTT, CARROLL
WLW-WSAI, Cincinnati, Ohio.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALDRICH, DARRAGH
WCCO, Minneapolis - St. Paul, Minn.

ALEXANDER, BEN
Old Gold Show, Union Oil, Little Ol' Hollywood.

ALEXANDER, JOHN
KFBB, Great Falls, Mont.

ALEXANDER, VINCENT
KGER, Long Beach, Calif.

ALY, CARL JACK
WGTC, Greenville, N. C.

ALEN, ED
WGN, Chicago, Ill.

ALEN, HERB
KECA-KFI, Los Angeles, Calif.

ALEN, MEL
CBS.

ALEN, PHIL
KIDO, Boise, Ida.

ALEN, SPENCER
WGN, Chicago, Ill.

ALSUP, CHARLES C.
KICA, Clovis, N. M.

AMAULI, GULLIO
WHOM, Jersey City, N. J.

ANDERSEN, BOB
KSFO, San Francisco, Calif.

ANDERSON, SAM W.
KFFA, Helena, Ark.

ANDRE, PIERRE
WGN, Chicago, Ill.

ANDREGG, DON
KSLM, Salem, Ore.

ANGLE, MEL
KRKD, Los Angeles, Calif.

ANSLEY, BRAD
WIOD, Miami, Fla.

APPLEGATE, GEORGE
KMJ, Fresno, Calif.

ARENA, VINCENT
ARENA, VINCENT

ARENA, VINCENT
KEEW, Brownsville, Texas

ASCARELLI, GULLIO
WHOM, Jersey City N. J.

ASHLEY, CHARLES
WEEL, Boston, Mass.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

ATWATER, GILBERT
WCNW, Brooklyn, N. Y.

AURANDT, PAUL H.
WKZO, Kalamazoo, Mich.

AYA, BILL
KEVE, Everett, Wash.

— B —

BABBE, OWEN
KMPC, Beverly Hills, Calif.

BABCOCK, CHARLIE
WTAW, College Station, Texas.

BAHAKEL, CY
WJRD, Tuscaloosa, Ala.

BAIN, LESLIE
WJOD, Miami, Fla.

BAIRD, DORWIN
CJOR, Vancouver, B. C.

BALDWIN, P. J.
CKMO, Vancouver, B. C.

BALFE, KIERAN
WISR, Butler, Pa.

BALSAM, DR. SOL
WCNW, Brooklyn, N. Y.

BAITIN, CHARLES
WHOM, Jersey City, N. J.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARBOSA, PERFECTO
KMCA, San Antonio, Texas.

BARCKROFT, WENDELL
KGGM, Albuquerque, N. M.

BARNES, PAUL
WHJB, Greensburg, Pa.

BARNES, RUSSELL
WWJ, Detroit, Mich.

BARRINGTON, CHARLES
KOB, Albuquerque, N. M.

BARRY, ALICE
KTSM, El Paso, Texas.

BARRY, LEE
KBUR, Burlington, Ia.

BARRY, NORMAN
WMAQ-WENR, Chicago, Ill.

BARRY, PHIL
WFBR, Baltimore, Md.

BARSKY, TED
WILM, Wilmington, Del.

BATSON, CHARLES
WFNY, Fayetteville, N. C.

BAUKHAGE, H. R.
NBC, National Farm and Home Hour.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEAL, GEORGE
WIO, Ames, Ia.

BEARDSLEY, LEONARD
KINY, Juneau, Alaska.

BEATTY, MORGAN
WRC - WMAL, Washington, D. C.

BECK, ALBIN
WKEZ, Muskegon, Mich.

BECK, CARLTON
KOMA, Oklahoma City, Okla.

BECKNER, RAY
KIUP, Durango, Colo.

BEEBOUT, GEORGE
WHKC, Columbus, Ohio.

BEIGHLEY, SIDNEY
WJAX, Jacksonville, Fla.

BELL, HOWARD
KRKD, Los Angeles, Calif.

BEMPT, ELIZABETH
WLW-WSAI, Cincinnati, Ohio.

BENDER, LEONA
WOAI, San Antonio, Texas.

BENNETT, RUSSELL
KXOX, Sweetwater, Texas.

BENOIT, J. T.
WFEA, Manchester, N. H.

BENSON, BOB
WDAS, Philadelphia, Pa.

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERCOVICI, B. S.
WSAY, Rochester, N. Y.

BERDING, ANDRUE
WEBR, Buffalo, N. Y.

BERKOWITZ, MILTON
WNBC, Hartford-New Britain, Conn.

BEST, MARVIN
WTZP, St. Petersburg, Fla.

BEZOFF, BEN
KMYR, Denver, Colo.

BIGLER, LYNN
KWFT, Wichita Falls, Texas.

BIRCH, RAY
KPRO, Riverside, Calif.

BISHOP, PAT
KECA-KFI, Los Angeles, Calif.

BORNSON, VAL
KSTP, St. Paul - Minneapolis, Minn.

BLACK, JOHN
KGGF, Coffeyville, Kans.

BLACKWELL, BURT
WAVE, Louisville, Ky.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BOHN, HAL
WGN, Chicago, Ill.

BOOTON, FRAN
WDZ, Tuscola, Ill.

BORWICK, HARRY
WLNK, Washington, D. C.

BOSWORTH, BOB
WAPO, Chattanooga, Tenn.

BOURGOIS, CLAUDE A.
CKAC, Montreal, Que.

BOWEN, T. O.
WFIG, Sumter, S. C.

BOWERS, BILL
WJZM, Clarksville, Tenn.

BOWERS, JEROME
WJHO, Opelika, Ala.

BOWIN, MARTIN
KWK, St. Louis, Mo.

BOWMAN, ROY JOE
KGFF, Shawnee, Okla.

BOYD, ELEANOR
WMOB, Mobile, Ala.

BOYER, JOHN
KTSA, San Antonio, Texas.

BOYER, JOHN C.
KDKA, Pittsburgh, Pa.

BRACKEN, W.
CFRN, Edmonton, Alta.

BRADY, ED
KOA, Denver, Colo.

BRANCH, TAYLOR
WRR, Dallas, Texas.

BRANDT, DEL
KPOW, Powell, Wyo.

BRANDT, LYNN
WMAQ-WENR, Chicago, Ill.

BRENNAMAN, HUGH
WTCM, Traverse City, Mich.

BREWSTER, ED
WHOP, Hopkinsville, Ky.

BREWSTER, EUGENIA
WGGG, Gainesville, Ga.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRITTON, J. A.
KGBU, Ketchikan, Alaska.

BROWN, DAVID A.
WKAQ, San Juan, P. R.

BROWN, W. J.
CFCY, Charlottetown, P. E. I.

BROWNE, BILL
KPDN, Pampa, Texas.

BRUCE, OLIVE
CKCR, Kitchener, Ont.

BRYAN, BILL
WHAS, Louisville, Ky.

BRYAN, WRIGHT
WSB, Atlanta, Ga.

BRYANT, CHARLES
KVI, Tacoma, Wash.

BRYANT, PRESSLEY
WBAP, Fort Worth, Texas.

BUCKLEY, BILL
KGGM, Albuquerque, N. M.

BUENNING, PAUL
KTOK, Oklahoma City, Okla.

BULL, CLARENCE
WETA, Batavia, N. Y.

BULLEN, REED
KVVU, Logan, Utah.

BURKE, J. FRANK
KFVD, Los Angeles, Calif.

BURKLUND, TED
WEDC, Chicago, Ill.

BURLINGAME, BOB
WHO, Des Moines, Ia.

BUTLER, HOMER
WEBQ, Harrisburg, Ill.

BYERS, HALE
WCCO, Minneapolis - St. Paul, Minn.

BYRON, JIMMIE
WBAP, Fort Worth, Texas.

BYRUM, HOWARD
WLBJ, Bowling Green, Ky.

— C —

CADE, MARVIN
WFBM, Indianapolis, Ind.

CAJANO, PASQUALE
WHOM, Jersey City, N. J.

CALDWELL, JR., BOB
WHB, Kansas City, Mo.

CALDWELL, FRED
KTBC, Austin, Texas.

CALDWELL, JO C.
WRDW, Augusta, Ga.

CALLAN, R. L.
WHKY, Hickory, N. C.

CAMERON, PHIL
WENY, Elmira, N. Y.

CAMPBELL, CRAIG
WOC, Davenport, Ia.

CAMPBELL, DICK
KGGF, Coffeyville, Kans.

CAMPBELL, HOWARD
KDNT, Denton, Texas.

CAMPBELL, VANN
WDEF, Chattanooga, Tenn.

CANADAY, EWING
KELD, El Dorado, Ark.

CAPOZUCCHI, JAMES
WHOM, Jersey City, N. J.

CAPPELLINI, EDGAR
KALB, Alexandria, La.

CARBUTT, J.
CKMO, Vancouver, B. C.

CARGILL, JOHN
WHB, Kansas City, Mo.

CARL, WALTER R.
KINY, Juneau, Alaska.

CARLSON, W. RICHARD
WELI, New Haven, Conn.

CARLYLE, CATHRYN
KTUL, Tulsa, Okla.

CARMICHAEL, LES
WJZM, Clarksville, Tenn.

CARR, GENE
WHBQ, Memphis, Tenn.

CARRAWAY, HOWARD
KFKO, Fort Worth, Texas.

CARROLL, FLOYD
WEIM, Fitchburg, Mass.

CARROLL, RAY
WHOP, Hopkinsville, Ky.

CARTER, BOAKE
WOR-Mutual.

CHAN, GUS
WWRL, Woodside, N. Y.

CHAPPEL, JOHN K.
KROW, Oakland, Calif.

CHASE, BOB
WIL, St. Louis, Mo.

CHASE, JACK
WNAX, Yankton, S. D.

CHASTAIN, TONY
KRIC, Beaumont, Texas.

CHILDS, RALPH
KMA, Shenandoah, Ia.

CHITTIK, H. R.
KGEZ, Kalispell, Mont.

CHUMLEY, CHARLES
KRBC, Abilene, Texas.

CIECUCH, LEON
WHOM, Jersey City, N. J.

CIVILLE, ROY
KFIO, Spokane, Wash.

CLAPPER, RAYMOND
WMAL, Washington, D. C.

CLARE, VAL
CKLW, Windsor, Ont.

CLARK, CARL
WINN, Louisville, Ky.

CLARK, J. B.
WDNC, Durham, N. C.

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WOW, Omaha, Nebr.

CLARK, ROCKY
WICC, Bridgeport, Conn.

CLARK, SIM
KFDM, Beaumont, Texas.

CLINE, CALDWELL
WWNC, Asheville, N. C.

CLOUGH, EDWIN M.
KOY, Phoenix, Ariz.

CLOUGH, FORREST
KFJZ, Fort Worth, Texas.

COBB, TY
KRGV, Weslaco, Texas.

COBB, WILTON
WMAZ, Macon, Ga.

COFFIN, FRANK
KWLK, Longview, Wash.

COLE, HARRY
WJAX, Jacksonville, Fla.

COLTON, TOM
WWSR, St. Albans, Vt.

COMBS, JR., GEORGE H.
WHN, New York, N. Y. The
Editorial Slant of the News.

COMPTON, WALTER
WOL, Washington, D. C.

CONDON, GLENN
KTUL, Tulsa, Okla.

CONDON, MAURICE
WGAR, Cleveland, Ohio.

CONGRESS, JOE
WBYN, Brooklyn, N. Y.

CONNALLY, BROOKS
WIND, Gary, Ind.

CONNELL, JAMES
WHDL, Olean, N. Y.

CONNELLY, JOHN
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WJSV, Washington, D. C.

CONRAD, STAN
WMFR, High Point, N. C.

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WMAQ-WENR, Chicago, Ill.

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KIRO, Seattle, Wash.

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WBNS, Columbus, Ohio.

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KDKA, Pittsburgh, Pa.

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KFBC, Cheyenne, Wyo.

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WCAU, Philadelphia, Pa.

COWAN, STEVE
KGKL, San Angelo, Texas.

COX, HOUSTON
WTJS, Jackson, Tenn.

CRANDALL, PAUL
WDEF, Chattanooga, Tenn.

CRANS, RICHARD
WGNV, Newburgh, N. Y.

CRAVENS, KATHRYN
WNEW, New York, N. Y.
News Thru a Woman's Eyes.

CRAWFORD, GENE
WBEQ, Harrisburg, Ill.

CRAWFORD, SAM
KGY, Olumpia, Wash.

CREAGH, ED
WHDL, Olean, N. Y.

CREAMER, ART
WGOV, Valdosta, Ga.

CREASMAN, JIMMY
KTAR, Phoenix, Ariz.

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WISN, Milwaukee, Wisc.

CRONAN, CAREY F.
WELI, New Haven, Conn.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CULL, RICHARD
WHIO, Dayton, Ohio.

CULLINAN, W. H.
WEEI, Boston, Mass.

CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.

— D —

DADY, RAY E.
KWK, St. Louis, Mo.

DALE, HAROLD
WGTC, Greenville, N. C.

DALY, JOHN CHARLES
WJSV, Washington, D. C.

DANIELS, GRANT
WSLB, Ogdensburg, N. Y.

D'AREZZO, BUDDY
KROW, Oakland, Calif.

DAVIES, BILL
WDOD, Chattanooga, Tenn.

DAVIES, JACK
KSL, Salt Lake City, Utah.

DAVIES, LYNN
WAIR, Winston-Salem, N. C.

DAVIS, ELMER
CBS.

DAVIS, GARY
WMFR, High Point, N. C.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, REX
WCKY, Cincinnati, Ohio.

DAVIS, ROBERT
KVOR, Colorado Springs, Colo.

DAVIS, WILLARD
KRKD, Los Angeles, Calif.

DAWSON, JAMES
WFBC, Greenville, S. C.

DEAN, AUSTIN
WGGG, Gainesville, Ga.

DERNAM, W. E.
WPTF, Raleigh, N. C.

DELAJE, GERARD
CKAC, Montreal, Que.

DENISON, CLIFFORD B.
WMRC, Greenville, N. C.

DENNIS, MARJORIE
WAPI, Birmingham, Ala.

DEVINE, OTT
WSM, Nashville, Tenn.

DeWEENE, TEX
KPDN, Pampa, Texas.

DICKEY, MILTON
KDRO, Sedalia, Mo.

DICKSON, BILL
KFDA, Amarillo, Texas.

DIGHTON, JOHN
WJRD, Tuscaloosa, Ala.

DILLON, MICHAEL
KVOR, Colorado Springs, Colo.

DINSDALE, ALFRED
WATN, Watertown, N. Y.

DONNELL, DARRELL
KYA, San Francisco, Calif.

DOREY, RAY
WBRK, Pittsfield, Mass.

DORSEY, HOWARD
WHAS, Louisville, Ky.

DORSEY, ROD
WOL, Florence, S. C.

DOUGLAS, FRANCIS P.
KMOX, St. Louis, Mo.

DRAKE, JOHN
KCKN, Kansas City, Kans.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DROHLICH, ROBERT
KDRO, Sedalia, Mo.

FRYFOOS, LEON
WLEU, Erie, Pa.

DUNLAP, WALLACE
WMOB, Mobile, Ala.

DUNN, JACK
WDAY, Fargo, N. D.

DUNNING, HARLAN
KFRC, San Francisco, Calif.

DURKIN, RALPH SHERWOOD
WMT, Cedar Rapids-Waterloo,
Ia.

— E —

EASTCOTT, M. ELMITT
WOOD-WASH, Grand Rapids,
Mich.

EATON, RICHARD
WOL, Washington, D. C.

EDDY, ELMER NEWTON
WESX, Salem, Mass.

EDDY, RALPH
WGN, Chicago, Ill.

EDWARDS, DOUG
WSB, Atlanta, Ga.

EDWARDS, FRED
KRLD, Dallas, Texas.

EGENROAD, CHARLES
WSBT, South Bend, Ind.

ELEAZER, J. M.
WFIG, Sumter, S. C.

ELLIOT, TIM
WCPO, Cincinnati, Ohio.

ELLIOTT, FRANCIS
WGNC, Elizabeth City, N. C.

ELLIOTT, IRWIN
WFB, Baltimore, Md.

EMERICK, FRANK
KEVR, Seattle, Wash.

EMMETT, GEORGE
KMJ, Fresno, Calif.

ENGLER, BILL
WNAD, Norman, Okla.

ERWIN, BOB
KROS, Clinton, Ia.

ESTES, BERNARD
WINS, New York, N. Y.
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EVANS, CHARLES N.
WTSP, St. Petersburg, Fla.

EVANS, FRANKLIN
WDNC, Durham, N. C.

EVANS, VIRGIL
WCOA, Pensacola, Fla.

EWING, CHARLES
WBR, Knoxville, Tenn.

EYBERG, MEL
KFNF, Shenandoah, Ia.

— F —

FACENDA, JOHN
WIP, Philadelphia, Pa.

FALCONNIER, HAROLD
WTSP, St. Petersburg, Fla.

FALK, ED
KABR, Aberdeen, S. D.

FALLON, FRANK
WMEX, Boston, Mass.

FARR, FLOYD
KGO-KPO, San Francisco, Calif.

FEAGIN, ROBERT
WBML, Macon, Ga.

FEISTEL, JOHN
WHOM, Jersey City, N. J.

FENDER, WILLIAM
WHOM, Jersey City, N. J.

FIELDING, CAPTAIN MICHAEL
WIND, Gary, Ind.

FIELDS, JOE
WTOL, Toledo, Ohio.

FINCH, H. K.
WJEM, Lansing, Mich.

FISCHER, DICK
WHAS, Louisville, Ky.

FISHER, JERRY
KNOW, Austin, Texas.

FITZPATRICK, AIDEN
WSM, Nashville, Tenn.

FITZPATRICK, JACK
KLL, Denver, Colo.

FLETCHER, GRAEME
KFH, Wichita, Kans.

— G —

FLYNN, PAUL
WFBA, Manchester, N. H.

FOGARTY, JOHN
WCPO, Cincinnati, Ohio.

FORBES, DON
NBC, Richfield Reporter.

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FOSTER, CEDRIC
WAAB, Boston, Mass.

FOSTER, DAY
KORE, Eugene, Ore.

FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.

FOWLER, CECIL
WGPC, Albany, Ga.

FOWLER, FRED
WATL, Atlanta, Ga.

FRANDSEN, TOM
KECA-KFI, Los Angeles, Calif.

FRANK, BEECHER
KFMB, San Diego, Calif.

FRANK, VAL
WAAT, Jersey City, N. J.

FRANKISH, GRANT
WJAX, Jacksonville, Fla.

FRANKLIN, TOMMY
KLS, Oakland, Calif.

FREEMAN, DR. DOUGLAS S.
WRNL, Richmond, Va.

FRENCH, KEN
WHEC, Rochester, N. Y.

FRIEDLANDER, PERCY
WINN, Louisville, Ky.

FROGGE, JOHN E.
WGBB, Freeport, N. Y.

FRONT, WILLIAM
WISH, Indianapolis, Ind.

FULLER, MARTIN
KOMA, Oklahoma City, Okla.

FYLER, THEDA
WSYR, Syracuse, N. Y.

GADBERRY, BOB
KFBI, Wichita, Kans.

GAILLEY, GEORGE
WSTV, Steubenville, Ohio.

GAINES, BILL
WFBC, Greenville, S. C.

GARNES, CLARENCE
KOMA, Oklahoma City, Okla.

GARRETSON, JOSEPH
WKRC, Cincinnati, Ohio.

GATES, TED
KROD, El Paso, Texas.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Ia.

GEIS, BOB
WHBC, Canton, Ohio.

GEORGE, CARL
WGAR, Cleveland, Ohio.

GETHING, MAJOR PETER
WTMA, Charleston, S. C.

GHNEY, J. B.
WRBL, Columbus, Ga.

GIBSON, JIM
KGB, San Diego, Calif.

GILMORE, BING
KOMA, Oklahoma City, Okla.

GLENN, WARD
WTOL, Toledo, Ohio.

GODDARD, DON
NBC.

GODT, GENE
WHO, Des Moines, Ia.

GODWIN, EARL
NBC.

GOLDER, HARRY
WXYZ, Detroit, Mich.

GOODIN, DEL
KSRQ, Santa Rosa, Calif.

GORSUCH, KEN
KFXJ, Grand Junction, Colo.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, DOUGLAS B.
WMT, Cedar Rapids-Waterloo, Ia.

GRANT, JOSEPH
WMEX, Boston, Mass.

GRANT, TAYLOR
KWK, St. Louis, Mo.

GRAY, AL
WSTV, Steubenville, Ohio.

GRAY, DICK
WGNC, Gastonia, N. C.

GRAY, JOHN
WDOD, Chattanooga, Tenn.

GREBE, EARL
WSPD, Toledo, Ohio.

GREENHOW, THOMAS V.
KINY, Juneau, Alaska.

GREENWOOD, WARREN
WHAI, Greenfield, Mass.

GREGORY, KEITH
WBLJ, Dalton, Ga.

GREYSON, CARL
KSL, Salt Lake City, Utah.

GRIFFITH, ROBERT
KVAK, Atchinson, Kans.

GRIM, GEORGE
KSTP, St. Paul - Minneapolis, Minn.

GRIMES, WALDO
KSAC, Manhattan, Kans.

GRISWOLD, GEORGE R.
WTMA, Charleston, S. C.

GROSS, H. R.
WLW-WSAI, Cincinnati, Ohio.

GROVE, HARRY
KBIZ, Ottumwa, Ia.

GUERRA, HENRY
WOAI, San Antonio, Texas.

GUEST, BUD
WJR, Detroit, Mich.

GUNDAKER, ED
WHP, Harrisburg, Pa.

RAYMOND GRAM SWING



EDWIN C. HILL

• • • NEWS COMMENTATORS • • •

— H —

- HAGEMAN, HAROLD**
WADC, Akron, Ohio.
- HAID, ALLEN**
WHIZ, Zanesville, Ohio.
- HALE, ARTHUR**
WOR, New York, N. Y.
- HALPIN, JOSEPHINE**
KMOX, St. Louis, Mo.
One Woman's Opinion.
- HAMILTON, JIM**
WLEU, Erie, Pa.
- HAMMOND, FRED**
KONO, San Antonio, Texas.
- HANDRICH, FRED**
WQAM, Miami, Fla.
- HANNA, TED**
WGAR, Cleveland, Ohio.
- HANNON, STUART**
KROW, Oakland, Calif.
- HANSEN, CARROLL**
KJBS, San Francisco, Calif.
- HANSEN, VERN**
WGN, Chicago, Ill.
- HANSON, MAJOR JOSEPH**
WPID, Petersburg, Va.
- HARDEN, FRANK**
WCOS, Columbia, S. C.
- HARDEN, REGINALD**
WMVA, Martinsville, Va.
- HARDMAN, B. E.**
WLOL, Minneapolis - St. Paul,
Minn.
- HARMON, MARION**
WGOV, Valdosta, Ga.
- HARPER, HERBERT**
WMC, Memphis, Tenn.
- HARRINGTON, JACK**
WSPD, Toledo, Ohio.
- HARRIS, BILL**
WJZM, Clarksville, Tenn.
- HARRIS, BOB**
WMCA.
- HARRIS, BUDDY**
WRB, Dallas, Texas.
- HARRIS, HERBERT**
WSB, Atlanta, Ga.
- HARRIS, WINDER R.**
WTAR, Norfolk, Va.
- HATFIELD, LARRY**
WOLS, Florence, S. C.
- HAYRILLA, ALOIS**
WOR, New York, N. Y.
- HAWLEY, MARK**
CBS.
- HAYES, LARRY**
KSRQ, Santa Rosa, Calif.
- HAZAN, MAURICE**
KGER, Long Beach, Calif.
- HEALEY, JAMES**
WGY, Schenectady, N. Y.
- HEATTER, GABRIEL**
WOR.
- HEINEMANN, STUART**
KFEL, Denver, Colo.
- HELBY, H. R.**
WBDL, Olean, N. Y.
- HELTON, BERNIE**
WACO, Waco, Texas.
- HEMENWAY, NORMAN**
WPAR, Parkersburg, W. Va.
- HENDERSON, BROOKS**
KSTP, St. Paul - Minneapolis,
Minn.
- HENDERSON, WINSTON**
WOI, Ames, Ia.
- HENDRIX, JIM**
WAPQ, Chattanooga, Tenn.
- HENRY, MICHAEL**
WTMV, East St. Louis, Ill.
- HEREFORD, BOB**
WIL, St. Louis, Mo.
- HERNE, CAPTAIN E. D. C.**
NBC.
- HERRIN, WELDON**
WTQC, Savannah, Ga.
- HERSHEY, BURNET**
WMCA, New York, N. Y.
- HESSLER, WILLIAM H.**
WLW-WSAI, Cincinnati, Ohio.
- HICKS, JOHN**
KGKO, Fort Worth, Texas.
- HILL, EDWIN C.**
CBS, The Human Side of The
News.
- HILL, D. G.**
CKMO, Vancouver, B. C.
- HILLMAN, WILLIAM**
WMAL, Washington, D. C.
- HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
- HINN, WILLIAM**
WMRC, Greenville, S. C.
- HODGE, TED**
WNLC, New London, Conn.
- HODGES, CHARLES**
WNEW, New York, N. Y.
- HOESTETTER, JOHN**
WOI, Ames, Ia.
- HOFFMAN, HOWARD**
WHJB, Greensburg, Pa.
- HOGAN, JOHN**
WMAZ, Macon, Ga.
- HOLBROOK, JOHN**
WGN, Chicago, Ill.
- HOLCOMB, GRANT**
KPRO, Riverside, Calif.
- HOLM, BILL**
WEED, Rocky Mount, N. C.
- HOLMAN, AL**
WALA, Mobile, Ala.

JOHANNES STEEL

HOLMES, THURSTON S.
WHOM, Jersey City, N. J.

HOLT, RUSS
WOLS, Florence, S. C.

HORN, ARTHUR VAN
WOR, New York, N. Y.

HOWARD, BESSE
KYW, Philadelphia, Pa.

HOWE, HAROLD
KSAC, Manhattan, Kans.

HOWE, LEN
WHO, Des Moines, Ia.

HOWE, QUINCY
WQXR, New York, N. Y.

HOWELL, REX
KFJX, Grand Junction, Colo.

HUBER, RUSSELL
WKBH, La Crosse, Wis.

HUDDLESTON, PAUL
WBBB, Burlington, N. C.

HUGHES, LON
KYA, San Francisco, Calif.

HUNT, FRAZIER
CBS.

HUNT, PAUL
WJW, Akron, Ohio.

HUNTER, JIM
CFRB, Toronto, Ont.

HUNTER, TODD
CBS, News and Rhythm.

HUTCHENSON, KENNETH
KGA-KHQ, Spokane, Wash.

— I —

IOVINO, CHARLES R.
WLAW, Lawrence, Mass.

IRWIN, GEORGE
KFJZ, Fort Worth, Texas.

ISRAEL, ABNER
WGPC, Albany, Ga.

IZZARD, WES
KGNC, Amarillo, Texas.

— J —

JACKSON, JR., A. B.
KVOO, Tulsa, Okla.

JACKSON, FRANK
KGEF, Shawnee, Okla.

JACOB, HANS
WAAT, Jersey City, N. J.

JAFFE, ARNOLD
WHOM, Jersey City, N. J.

JAMES, SYLVIA
WCAM, Camden, N. J.

JAMESON, KEITH
WKBN, Youngstown, Ohio.

JANES, DOLPH
KORE, Eugene, Ore.

JARZEBOWSKI, CASIMIR
WHOM, Jersey City, N. J.

JAY, HARRY
WLOK, Lima, Ohio.

JENNINGS, AL
WMSL, Decatur, Ala.

JENNINGS, AL
WTMC, Ocala, Fla.

JENSEN, ALLAN
KUTA, Salt Lake City, Utah.

JOB, FENWICK
CKCL, Toronto, Ont.

JOHNSON, CHARLES
KEVE, Everett, Wash.

JOHNSON, ELMER
WHIP, Hammond, Ind.

JOHNSON, HAROLD B.
WWNY, Watertown, N. Y.

JOHNSON, JOHN B.
WWNY, Watertown, N. Y.

JOHNSON, LEONARD
KBWD, Brownwood, Texas.

JOHNSON, MARTIN
WFBM, Indianapolis, Ind.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSON, WOLFRED
KTKC, Visalia, Calif.

JOHNSTONE, FRED
WLSL, Roanoke, Va.

JONES, E. Z.
WBBB, Burlington, N. C.

JONES, ELLIOTT
WPIC, Sharon, Pa.

JOY, DICK
KNX, Los Angeles, Calif.

— K —

KABER, RUSS
KGGU, Mandan, N. D.

KALTENBORN, H. V.
NBC, Kaltenborn Edits the News.

KAMPE, MEL
WIL, St. Louis, Mo.

KARPINSKI, STEPHAN
WHOM, Jersey City, N. J.

KARSON, LEE
KTAR, Phoenix, Ariz.

KAUFMAN, ROBERT
WISR, Butler, Pa.

KAY, BOB
WAVE, Louisville, Ky.

KECKI, MICHAEL
WHOM, Jersey City, N. J.

KEEBLE, GORDON
CFCH, North Bay, Ont.

KELLEY, BOYD
KRLH, Midland, Texas.

KELLY, CHARLES
WJHL, Johnson City, Tenn.

KELY, ROGER S.
WMBS, Uniontown, Pa.

KELSEY, JOHN
WHOM, Jersey City, N. J.

KENNEDY, BOB
WDSM, Superior, Wis.

KENNEDY, JOHN B.
WNEW, New York, N. Y.
Knowing the News.

Gabriel Heatter



Kathryn
CRAVENS



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9:45 to 10:00 A. M. Mon. thru Sat.

KENNEDY, RALPH
KUROA, Siloam Springs, Ark.

KENT, JR., CARL
WAKR, Akron, Ohio.

KETHLEY, AGNES
KRGV, Weslaco, Texas.

KIERMAN, RAY
WEEI, Boston, Mass.

KILMER, BILL
WSGN, Birmingham, Ala.

KIMBALL, FREDERICK
WWNY, Watertown, N. Y.

KIMBRELL, FRITZ
KDNT, Denton, Texas.

KING, CY
WEBR, Buffalo, N. Y.

KING, CYRIL
CJKL, Kirkland Lake, Ont.

KING, EDDIE
KGO-KPO, San Francisco, Calif.

KING, JACK
WJR, Detroit, Mich.

KING, JULIUS
WJTN, Jamestown, N. Y.

KING, NORMAN
WTAQ, Green Bay, Wisc.

KINSEY, MARK
WHO, Des Moines, Ia.

KIRKPATRICK, JESS
WGN, Chicago, Ill.

KISTER, GEORGE
KMMJ, Grand Island, Nebr.

KITERMAN, BOB
WWSR, St. Albans, Vt.

KLEIN, DON
KEVR, Seattle, Wash.

KNELL, JACK
WBT, Charlotte, N. C.

KNOERNSCHILD, ELMER
KFUO, Clayton-St. Louis, Mo.

KOCH, RICHARD
WIOD, Miami, Fla.

KONOPACKI, FELIX
WHOM, Jersey City, N. J.

KOSOWICZ, EDWARD
WHOM, Jersey City, N. J.

KRAMER, BEN
WDEF, Chattanooga, Tenn.

KRASIN, LESTER Q.
KTNM, Tucumcari, N. M.

KREGELOW, HUBERT
WSPR, Springfield, Mass.

KROEN, EDWARD J.
WKPA, New Kensington, Pa.

KRUPP, LARRY
WJW, Akron, Ohio

KRUPP, ROGER
WTCN, Minneapolis, Minn.

KYLLINGSTAD, BOB
KGOU, Mandan, N. H.

— L —

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LaMAR, LEW
WGN, Chicago, Ill.

LAMB, RUSS
KFJZ, Fort Worth, Texas.

LAMBERT, KEN
WJPF, Herrin—WLDS, Jacksonville, Ill.

LAMBERT, SALLY
WGBB, Freeport, N. Y.

LANDI, ERBERTO
WHOM, Jersey City, N. J.

LONDON, HARRY F.
WWNY, Watertown, N. Y.

LANE, DRURY
KICA, Clovis, N. M.

LANE, TOM
WLOF, Orlando, Fla.

LANG, FRED
WNAC, Boston, Mass.

LANGFORD, PAUL
KRRD, Los Angeles, Calif.

LANGSAM, DR. WALTER C.
WGY, Schenectady, N. Y.

LANIER, SIDNEY
WJAX, Jacksonville, Fla.

LANSING, HAL
WTCN, Minneapolis, Minn.

LANSING, LARRY
KVEC, San Luis Obispo, Calif.

LANTZ, STANLEY
WJBC, Bloomington, Ill.

LaPLANTE, ROY
WPTL, Philadelphia, Pa.

LARIMER, DAN
WDAF, Kansas City, Mo.

LAUB, KENNETH
WWJ, Detroit, Mich.

LAUGHLIN, KEN
KFQD, Anchorage, Alaska.

LAURIE, BILL
KONO, San Antonio, Texas.

LAUX, ED
WAAT, Jersey City, N. J.

LA VALLE, AL
WEDC, Chicago, Ill.

LAVERY, DON F.
WEDC, Chicago, Ill.

LAW, GLEN
KRNT, Des Moines, Ia.

LeBRUN, HARRY
WHEC, Rochester, N. Y.

LEE, BERNARD
WRBL, Columbus, Ga.

LEE, BOB
KFFA, Helena, Ark.

LEEFERS, ROBERT
WMT, Cedar Rapids-Waterloo, Ia.

LEIGHTEN, BEN
WHLB, Virginia, Minn.

LELLMAN, JACK
WISH, Indianapolis, Ind.

LESICK, EDWARD MICHAEL
WXYZ, Detroit, Mich.

LEVINE, HERSHEL
WHOM, Jersey City, N. J.

LEVITSKY, MITCHELL
WEVD Jewish News.

LEWIS, DON
WWL, New Orleans, La.

LEWIS, ERVIN
WLS, Chicago, Ill.

LEWIS, JR., FULTON
MBS-NBC, New York City, N. Y.

LEWIS, JACK
WALA, Mobile, Ala.

LEWIS, STANFORD
WIP, Philadelphia, Pa.

LEWIS, WALTER
WTNJ, Trenton, N. J.

LEY, MARTHA
WHOM, Jersey City, N. J.

LIBBY, ED
WJMA, Covington, Va.

LIGHTBODY, CHARLES
WSLB, Ogdensburg, N. Y.

LILES, MARDI
WWNC, Asheville, N. C.

LINFOOT, VICTOR
CKLW, Windsor, Ont.

LINN, ART
KTBI, Tacoma, Wash.

LIPPINCOTT, ELWOOD
KELA, Centralia - Chehalis, Wash.

LITTLE, GORDON
CFOS, Owen Sound, Ont.

LITTLE, JAMES
WTAG, Worcester, Mass.

LIVERENCE, ROBERT
WMVA, Martinsville, Va.

LLOYD, VINCENT
WMBD, Peoria, Ill.

LONDON, JOE
KTOCK, Oklahoma City, Okla.

LONG, DEANE S.
WAKR, Akron, Ohio

LONG, HARRY
KVI, Tacoma, Wash.

LONG, RUSSELL
WCSO, Charleston, S. C.

LORIG, M. C.
WGPC, Albany, Ga.

LOUGHRAIN, DICK
WDEV, Waterbury, Vt.

LOWREY, MEADOR
KRLD, Dallas, Texas.

LUCAS, BEN
WRBL, Columbus, Ga.

LUCAS, SILAS
WGTM, Wilson, N. C.

LUKINS, HARRY
WAVE, Louisville, Ky.

LUMMIS, DAYTON
WCAM, Camden, N. J.

LUND, EINAR
KWLC, Decorah, Ia.

LUND, VICTOR H.
WAOV, Vincennes, Ind.

LYNCH, "BUDD"
CKLW, Windsor, Ont.

LYNTON, PELHAM
WKAT, Miami Beach, Fla.

LYON, EDDIE
KTUL, Tulsa, Okla.

LYON, LEONARD
KBST, Big Spring, Texas.

LYON, RUSS
WBCM, Bay City, Mich.

LYONS, JIM
KVOE, Santa Ana, Calif.

— M —

MacARTHUR, LEE
KIEV, Glendale, Calif.

MACK, WAYNE
WGAR, Cleveland, Ohio.

MacMASTERS, DAN
WWNY, Watertown, N. Y.

MacMURRAY, PHIL
KCAE-KFI, Los Angeles, Calif.

MacKEA, ROSS
CKCK, Regina, Sask.

MAGUIRE, WALT
WCAM, Camden, N. J.

MAHANAY, ROBERT
WIBX, Utica, N. Y.

MALIWONS, JANE
KVCV, Redding, Calif.

MALONE, FRANK
WIOD, Miami, Fla.

MALONEY, JAMES
WBRK, Pittsfield, Mass.

MANECCHIA, I. A.
WHOM, Jersey City, N. J.

MANNING, KNOX
CBS-KNX, Los Angeles, Calif.

MANSFIELD, MIKE
KGVO, Missoula, Mont.

MARCHANT, ALEX
KALB, Alexandria, La.

MARION, RUSSEL
WMFR, High Point, N. C.

MARKS, GARNETT
WKRC, Cincinnati, Ohio.

MARSH, LOUIS T.
WMRN, Marion, Ohio.

MARSHALL, DON
KFIZ, Fond du Lac, Wisc.

MARSHALL, GENE
WBML, Macon, Ga.

MARSHALL, JOHN
WLAV, Grand Rapids, Mich.

MARSHALL, RAY
WHOM, Jersey City, N. J.

MARTIN, BUD
KVCV, Redding, Calif.

MARTIN, GEORGE
KEEW, Brownsville, Texas.

MARTIN, HARRIS
WRRN, Warren, Ohio.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, JACK
WOPJ, Bristol, Tenn.

MARTIN, MARIAN
KMOX, St. Louis, Mo. News for Women.

MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.

MASON, ROY
KEVE, Everett, Wash.

MATHEWS, JOE
WGKV, Charleston, W. Va.

MATTS, WARREN
KOB, Albuquerque, N. M.

MAXWELL, JAMES
CKNX, Wingham, Ont.

MAY, EARL E.
KMA, Shenandoah, Ia.

MAY, FOSTER
WOW, Omaha, Nebr.

MAYHEW, F. E. "TINY"
KASA, Elk City, Okla.

McBRIDE, LESTER
KGLC, Safford, Ariz.

McBRIDE, W. G.
WDBO, Orlando, Fla.

McCAIN, BILL
WBRC, Birmingham, Ala.

McCALLISTER, PAUL
KFDA, Amarillo, Texas.

McARTHUR, TOM
WCPO, Cincinnati, Ohio.

McARTHUR, BURL
WTSP, St. Petersburg, Fla.

McCLANAHAN, STEELE
KGGM, Albuquerque, N. M.

McCLURE, KEN
KGKO, Fort Worth, Texas.

McCORMACK, JERRY
WBAX, Wilkes-Barre, Pa.

McCOY, BOB
KHMO, Hannibal, Mo.

McCRARY, REAGAN "TEX"
WMCA, New York, N. Y.

McCREARY, DOUG
KTRB, Modesto, Calif.

McDONALD, BOB
KGNC, Amarillo, Texas.

McDONALD, L. A.
CFCY, Charloittetown, P. E. I.

McDONALD, NORMAN
WJLS, Beckley, W. Va.

McDONNEL, GENE
KELO-KSOO, Sioux Falls, S. D.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McEWEN, CHARLES
WOPJ, Bristol, Tenn.

McFARLANE, ION ROSS
WJEJ, Hagerstown, Md.

McGAY, BOB
KPRO, Riverside, Calif.

McGENTY, DENIS
WJMC, Rice Lake, Wisc.

McGIVERN, FRANK
WJBC, Bloomington, Ill.

McHUGH, PHIL
KPMC, Bakersfield, Calif.

McINTOSH, EZRA
WWNC, Asheville, N. C.

McINTYRE, FRANK
KRBC, Abilene, Texas.

McKEY, WIBBY
WJMJ, Cordale, Ga.

McKIERNAN, JERRY
WRRN, Warren, Ohio

McKINNEY, CARL
WGTC, Greenville, N. C.

McKNIGHT, JOHN
WDDO, Chattanooga, Tenn.

McKNIGHT, WES
CFRB, Toronto, Ont.

McKOWN, DAVID A.
WBMS, Uniontown, Pa.

McLEOD, DUKE
CFAR, Flin Flon, Man.

McMAHON, CHARLES
WGSC, Charleston, S. C.

McMARTIN, COLE
KVFD, Fort Dodge, Ia.

McMORAN, LYNN
KEVE, Everett, Wash.

McNAY, IONE
WGI, Ames, Ia.

McNELL, IDA A.
KGFX, Pierre, S. D.

McPHERSON, G. A.
WBLJ, Dalton, Ga.

McSWAIN, PAT
WGNC, Gastonia, N. C.

MELTON, FRANK
WJZM, Clarksville, Tenn.

MELTON, ORRIN
KYSM, Mankato, Minn.

MENCHACA, JOSE
WHOM, Jersey City, N. J.

MENESEE, BOB
WSLS, Roanoke, Va.

MERNA, JOHN
WIBX, Utica, N. Y.

MERRILL, PAUL
KGLU, Safford, Ariz.

MERROW, CHESTER
WHEB, Portsmouth, N. H.

METCALF, DEAN
KARM, Fresno, Calif.

MEYERS, TED
KECA-KFI, Los Angeles, Calif.

MEYERS, WENDEL S.
KFIZ, Fond du Lac, Wisc.

MILLER, DAVID
WAAT, Jersey City, N. J.

MILLER, KEN
KVOO, Tulsa, Okla.

MILLER, RUSSELL
KTOK, Oklahoma City, Okla.

MILLS, KEN
WPIC, Sharon, Pa.



GEORGE HAMILTON COMBS, JR.

*Fifth year as featured
News Commentator—WHN.*

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JOHN B. KENNEDY

*News Commentator
WNEW*

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WOL, Ames, Ia.

MITCHELL, JAMES
WCLS, Joliet, Ill.

MITCHELL, MILFORD
KAND, Corsicana, Texas.

MITCHELL, S. W.
KBUR, Burlington, Ia.

MONDAY, RAY
KPDN, Pampa, Texas.

MONROE, JAMES
KCMO, Kansas City, Mo.

MOONEY, DOW
WLAC, Nashville, Tenn.

MOORE, JIMMIE
KBWD, Brownwood, Texas.

MOORE, VERN
KIDO, Boise, Ida.

MORGAN, JOHN
WTAR, Norfolk, Va.

MORGRAGE, DICK
WABI, Bangor, Me.

MORRIS, COLTON
WBZ-WBZA, Boston, Springfield, Mass.

MORRIS, DUDLEY
KOAM, Pittsburg, Kans.

MORRIS, PAUL
WCAO, Baltimore, Md.

MORRISON, STU
KTNM, Tucumcari, N. M.

MORROW, DAVID
WCAP, Asbury Park, N. J.

MOSBY, A. J.
KGVO, Missoula, Mont.

MOSES, JOHN
WHKC, Columbus, Ohio

MOSELEY, SYDNEY
WMCA, New York, N. Y.

MOYLE, PAUL
WGNC, Elizabeth City, N. C.

MULLIGAN, WILLIAM E.
KFPY, Spokane, Wash.

MULREADY, MERRILL
WNAX, Yankton, S. D.

MURRAY, TOM
WHAM, Rochester, N. Y.

MURPHY, DAVID
WKNY, Kingston, N. Y.

MURPHY, ROBERT
KSTP, St. Paul - Minneapolis, Minn.

MURRIE, DAVID H.
WTBO, Cumberland, Md.

MVERS, GEORG N.
KFAR, Fairbanks, Alaska.

— N —

NAISETH, FRANZ
WMFG, Hibbing, Minn.

NAUMAN, DICK
KWFT, Wichita Falls, Texas.

NEAL, JAMES
KOME, Tulsa, Okla.

NEFF, ERNIE
WHJB, Greensburg, Pa.

NELSEN, MEL
WLB, Minneapolis, Minn.

NELSON, DICK
WPIC, Sharon, Pa.

NELSON, KARL
WTOL, Toledo, Ohio.

NELSON, ROSS
WOPI, Bristol, Tenn.

NEWKIRK, AL
WICA, Ashtabula, Ohio.

NEWLAND, DWIGHT
WWSR, St. Albans, Vt.

NIEBLING, ED
KOME, Tulsa, Okla.

NORMAN, ERIC
WRRN, Warren, Ohio.

NOVASOI, PIETRO
WHOM, Jersey City, N. J.

OATES, WILLIAM
WLBJ, Bowling Green, Ky.

O'CONNOR, JOHN
WLDS, Jacksonville, Ill.

O'DONNELL, WILLIAM M.
KDON, Monterey, Calif.

OFFHAUS, RUSS
WCOP, Boston, Mass.

OLSEN, FREDERIC
WHEB, Portsmouth, N. H.

ORAM, RICHARD
WMAN, Mansfield, Ohio.

ORBACH, HENRY
KARK, Little Rock, Ark.

O'NEILL, FRANCIS P. (TIP)
News.

O'SHEA, JAMES
WLEU, Erie, Pa.

OURSLEER, FULTON
WHN, New York, N. Y.

— P —

PAGE, MAURICE O.
WIBU, Poyntette, Wis.

PAGLIARI, GINO
WHOM, Jersey City, N. J.

PARKS, DARYLE
WRJN, Racine, Wis.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PARSONS, PEG
WLEU, Erie, Pa.

PASCHALL, WALTER
WSB, Atlanta, Ga.

PAULIN, PIERRE
KDKA, Pittsburgh, Pa.

PAYNE, LARRY
WJR, Detroit, Mich.

PAYNE, ROBERT I.
WCOU, Lewiston, Me.

PEARSON, AL
KFQD, Anchorage, Alaska

PEARSON, DREW
NBC, Sunday Evening News of the World.

PEARSON, FORT
WMAQ-WENR, Chicago, Ill.

PEARSON, WILLIAM
WVNY, Watertown, N. Y.

PEEBLES, ROBERT
WJTN, Jamestown, N. Y.

PEEPLER, EDITH
KGKL, San Angelo, Texas.

PENNER, R. C.
WGKV, Charleston, W. Va.

PETERSON, DAVID
KRLL, Lewiston, Ida.

PETERSON, ELMER
WCCO, Minneapolis-St. Paul, Minn.

PETERSON, WALTER
WHIP, Hammond, Ind.

PEYTON, STANLEY
WAKR, Akron, Ohio.

PFABLER, FRED
WROL, Knoxville, Tenn.

PHELPS, STUART
KFOX, Long Beach, Calif.

PHIPPS, JOE
KTBC, Austin, Texas.

PHREANER, BULL
KFIO, Spokane, Wash.

PICKETT, ROY
KATE, Albert Lea, Minn.

PIERCE, EDWIN
WDLP, Panama City, Fla.

PLUMLEE, PAUL
KGLJ, Safford, Ariz.

POLLOCK, REED
KDON, Monterey, Calif.

PORTER, WINSLOW
WNAB, Bridgeport, Conn.

POURNELLE, EUGENE
WHBQ, Memphis, Tenn.

POWELL, JIMMY
KVOA, Tucson, Ariz.

PRINGLE, NELSON
CBS.

PROVENCE, BOB
WKBN, Youngstown, Ohio.

PRYCE, KENNETH
WALB, Albany, Ga.

P'UTNAM, GEO. F.
NBC.

PYLE, J. HOWARD
KTAR, Phoenix, Ariz.

PYLE, JACK
WGNC, Elizabeth City, N. C.

— Q —

QUAAL, WARD
WGN, Chicago, Ill.

QUAYE, MORRIS
WDOD, Chattanooga, Tenn.

— R —

RAFFERTY, TOM
CKCR, Kitchener, Ont.

RALPH, DONALD T.
KGDM, Stockton, Calif.

RAMSEY, WAYMOND
KFDA, Amarillo, Texas.

RANDALL, JOHN
WNAX, Yankton, S. D.

RANDALL, PORTER
KFJZ, Fort Worth, Texas.

RAWLINGS, JULIAN
WGOX, Valdosta, Ga.

READE, JOHN C.
CFRB, Toronto, Ont.

REDFIELD, FRANK
KWJB, Globe, Ariz.

REDMOND, A. K.
WHP, Harrisburg, Pa.

REED, DELIS
KNEL, Brady, Texas.

REEF, WALLY
KFEL, Denver, Colo.

REEVES, BILL
WHUB, Cookeville, Tenn.

REEVES, GEORGE
KCRC, Enid, Okla.

REID, BILL
CJKL, Kirkland Lake, Ont.

REID, JIM
WPTF, Raleigh, N. C.

REID, JOSEPH
WRVA, Richmond, Va.

REINHARDT, FRED
WJPF, Herrin, Ill.

REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.

REYNOLDS, CARTER L.
WMT, Cedar Rapids-Waterloo, Ia.

RHODES, JOHN
WHUB, Cookeville, Tenn.

RICE, MAURICE
WDAF, Kansas City, Mo.

RICKER, WILLIAM
WDEF, Waterbury, Vt.

RIDDELL, CORWIN
WOAL, San Antonio, Texas.

ROARK, C. A.
KRLH, Midland, Texas.

ROBERTS, CLETE
KMPC, Beverly Hills, Calif.

ROBERTS, PETER
WHAM, Rochester, N. Y.

ROBINSON, MAJOR GEORGE
WSUN, St. Petersburg, Fla.

ROBINSON, PRES'COTT
WOR, New York, N. Y.

ROBINSON, TOM
KBWD, Brownwood, Texas.

ROBISCHON, TOM
KGEZ, Kalispell, Mont.

RODDY, ED
KBIX, Muskogee, Okla.

RODGERS, RINHOLD
WFLA, Tampa, Fla.

RODRIGUEZ, MATEO
WHOM, Jersey City, N. J.

ROETTER, FRIEDRICH
WIBA, Madison, Wisc.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROGERS, LEW
WIBG, Glenside, Pa.

ROLL, RICHARD
WTOL, Toledo, Ohio.

ROSALAK, BOLESLAW
WHOM, Jersey City, N. J.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, NORMAN
WMAQ-WENR, Chicago, Ill.

ROSS, S.
CFRN, Edmonton, Alta.

ROSS, M. P., TOM
CHML, Hamilton, Ont.

ROTH, EMMENUEL
WNBH, New Bedford, Mass.

ROTH, GORDON
KSRO, Santa Rosa, Calif.

ROTHRUM, W.
WSYR, Syracuse, N. Y.

ROUDYBUSH, FRANKLIN
WING, Washington, D. C.

ROUNTREE, GEORGE
KUOA, Siloam Springs, Ark.

RUDDOCK, MERRITT
WRNL, Richmond, Va.

RUGH, VIC
KOIL, Omaha, Nebr.

RUHLE, PAUL
WCLO, Janesville, Wisc.

RUNIONS, NORMAN
KIRO, Seattle, Wash.

RUNNION, GUY
KMOX, St. Louis, Mo.

RUSSEY, HAROLD
WHMA, Anniston, Ala.

RUTLEDGE, JACK
KGBS, Harlingen, Texas.

— S —

SAERCHINGER, CESAR
NBC, The Story Behind the Headlines.

SAFFORD, VIRGINIA
WCCO, Minneapolis-St. Paul, Minn.

SAGMASTER, JOSEPH
MBS.

SALVERSON, GEORGE
CFAR, Fijn Flon, Mau.

SAND, NORMAN
WMFR, Lewistown, Pa.

SANDERS, WILLIAM I.
WHIO, Dayton, Ohio.

SANFORD, BILL
KMJ, Fresno, Calif.

SAUERESSIG, STANLEY
KFOX, Long Beach, Calif.

SAVALLI, JOSEPH
WHOM, Jersey City, N. J.

SCEARCE, BOB
WJBO, Baton Rouge, La.

SCHACHER, DR. GERHARD
WIND, Gary, Ind.

SCHALANGER, BERT
WCBT, Roanoke, N. C.

SCHAUGHENCY, EDWIN I.
KDKA, Pittsburgh, Pa.

SCHENKER, PROF. ANDRE
WTIC, Hartford, Conn.

SCHORER, ANNETTE
KCMO, Kansas City, Mo.

SCOFFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, COLEMAN
WTMV, East St. Louis, Ill.

SCOTT, DAVID
WCOL, Columbus, Ohio.

SCOTT, JOHN W.
KABC, San Antonio, Texas.

SCOTT, LES
KTEM, Temple, Texas.

SCOTT, GULLIO
WHOM, Jersey City, N. J.

SCOVILLE, GREER
WQAM, Miami, Fla.

SESELE, JIM
WMIN, St. Paul-Minneapolis, Minn.

SELAH, BILL
KFBI, Wichita, Kans.

SELLERS, DON
WFEA, Manchester, N. H.

SERGIO, LISA
WQXR, New York, N. Y.

SETH, BILL
WFVA, Fredericksburg, Va.

SEVAREID, ERIC
WJSV, Washington, D. C.

SEVILLIER, JEAN
KSLM, Salem, Ore.

SEXTON, MARION
KVAN, Vancouver, Wash.

SHANKLE, DREW
WCBI, Columbus, Miss.

SHANNON, BOB
WBHY, Appleton, Wisc.

SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.

SHARLAND, EARL
WNBZ, Saranac Lake, N. Y.

SHAW, CHARLES C.
K TSA, San Antonio, Texas.

SHAW, GORDON
CKGB, Timmins, Ont.

SHAW, GORDON
WJR, Detroit, Mich.

SHELLEY, JACK
WHO, Des Moines, Ia.

SHELTON, JIM
WCMI, Ashland, Ky.

SHEPARDSON, ROWLAND
KGMB, Honolulu, Hawaii.

SHUTE, JR., ELDEN H.
WCOU, Lewiston, Me.

SIMON, GEORGE
WJAC, Johnstown, Pa.

SIMPSON, JR., J. D.
WGTC, Greenville, N. C.

SIMS, JAY
WOR, WLW.

SIMS, RALPH
WJBO, Baton Rouge, La.

SINGISER, FRANK
WOR, New York, N. Y.

SMALL, MARSHALL
KUTA, Salt Lake City, Utah.

SMITH, B. A.
WHOP, Hopkinsville, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, BRAD H.
KRGV, Weslaco, Texas.

SMITH, CAL
KROC, Rochester, Minn.

SMITH, ED
WHP, Harrisburg, Pa.

SMITH, HERB
KOH, Reno, Nev.

SMITH, KATE
Kate Smith Speaks, CBS.

SMITH, N. PRATT
KSUB, Cedar City, Utah.

SMITH, STAN
WHLS, Port Huron, Mich.

SMITH, TOM
WKST, New Castle, Pa.

SMITH, DR. W. T.
KBUR, Burlington, Ia.

SMITHERMAN, ROSS
WMOB, Mobile, Ala.

SOHM, BILL
WTAD, Quincy, Ill.

SOWARD, OLAF
KCKN, Kansas City, Kans.

SPEARS, CHARLES
WORD, Spartanburg, S. C.

SPENCE, ROBERT
KIRO, Seattle, Wash.

SPRAGUE, EDGAR A.
WKWK, Wheeling, W. Va.

SQUIER, LLOYD
WDEV, Waterbury, Vt.

STAINBROOK, EDWARD
WDNC, Durham, N. C.

STARLING, DAVE
KECA-KFI, Los Angeles, Calif.

STAVROPOLOS, CONSTANTINOS
WHOM, Jersey City, N. J.

STEARNS, PHIL
KFRC, San Francisco, Calif.

STEEL, JOHANNES
WMCA, New York, N. Y.

STEPHEN, JOHN
KTBC, Austin, Texas.

STEPHENSON, PAUL
KGGM, Albuquerque, N. M.

STERN, DAISY PIERCE
WLBJ, Bowling Green, Ky.

STERNBERGER, ESTELLE M.
WQXR, New York, N. Y.

STEVENS, AL
WFIL, Philadelphia, Pa.

STEWART, RUSSELL
KSL, Salt Lake City, Utah.

STILLE, BERT
WMBN, Marion, Ohio.

STOCKWELL, DICK
WFHR, Wisconsin Rapids, Wisc.

STODDARD, LOTHROP
WMAL, Washington, D. C.

STONE, CLAIR
WINN, Louisville, Ky.

STORCK, SHELBY
WDAF, Kansas City, Mo.

STREET, MALCOLM
WHMA, Anniston, Ala.

STROMWALL, HAL
WJIM, Lansing, Mich.

STULLA, ELIZABETH
KMYR, Denver, Colo. Writer.

STULLA, WILLIAM
KECA-KFI, Los Angeles, Calif.

STURSBURG, PETER
CBR, Vancouver, B. C.

SUDERMANN, GEORGE
KSAL, Salina, Kans.

SULLIVAN, HENRY
WBIG, Greensboro, N. C.

SULLIVAN, JACK
WFCI, Pawtucket, R. I.

SULLIVAN, PAUL
CBS, Paul Sullivan Reviews the News.

SUTHERLAND, WILBUR C.
KDKA, Pittsburgh, Pa.

SWART, JACK
KPOW, Powell, Wyo.

SWENSON, HARVEY
KFOR-KFAB, Lincoln, Nebr.

SWINDLE, J. L.
KWOC, Poplar Bluff, Mo.

SWING, RAYMOND GRAM
WOR, New York, N. Y.

SWINGLEY, MARK E.
WDAE, Tampa, Fla.

— T —

TACEY, EDWIN
WBRK, Pittsfield, Mass.

TALBOT, WILLIAM
KORN, Fremont, Nebr.

TALLEY, PINKIE
WRGA, Rome, Ga.

TANNER, LUKE
KUOA, Siloam Springs, Ark.

TAYLOR, VAUGHN
WCOP, Boston, Mass.

TEAGUE, W. C.
WMC, Memphis, Tenn.

TEASLEY, J. F.
WGPC, Albany, Ga.

TENPENNY, RAYMOND J.
WIBU, Poynette, Wisc.

TERRY, BILL
WSGN, Birmingham, Ala.

TERRY, GENE
WTAD, Quincy, Ill.

TERWEY, TYS
WNOX, Knoxville, Tenn.

THACKERY, LYLE
CFCO, Chatham, Ont.

THIEDFORD, WAYNE
KTOK, Oklahoma City, Okla.

THOMAS, AFT
WJAG, Norfolk, Nebr.

THOMAS, JACK
WACO, Waco, Texas.

THOMAS, LLOYD C.
KGFV, Kearney, Nebr.

THORPE, BUD
KLZ, Denver, Colo.

THORWALDSON, AL
WDAY, Fargo, N. D.

THURE, OLIVER
WJMS, Ironwood, Mich.

TIGERT, R. M.
WFTL, Fort Lauderdale, Fla.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TOLLIVER, DON
WGL-WOVO, Ft. Wayne, Ind.

TOMPKINS, BILL
WABY, Albany, N. Y.

TRAPP, MERRILL
WATW, Ashland, Wisc.

TRAUM, WILLIAM R.
WROK, Rockford, Ill.

TRAVIS, G. EDWARD
WGH, Newport News, Va.

TRAYLOR, BILL
WGIL, Galesburg, Ill.

TRELOAR, D. C.
KGEZ, Kalispell, Mont.

TREXLER, LAWRENCE
WMP5, Memphis, Tenn.

TRICKETT, DR. A. S.
WGNV, Newburgh, N. Y.

TROUT, BOB
CBS, Headlines and By-Lines.

TRUEBE, BOB
WGNC, Elizabeth City, N. C.

TURNER, HUGH
KLS, Oakland, Calif.

TWIGGER, NORMAN
WCAE, Pittsburgh, Pa.

— U —

UEBELHART, JAMES
WSPD, Toledo, Ohio.

UHL, JAMES
WOSU, Columbus, Ohio.

URIE, HURSCHELL
KSUB, Cedar City, Utah.

UTLEY, CLIFTON
WENR, Chicago, Ill.

— V —

VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.

VALAITIS, JONAS
WHOM, Jersey City, N. J.

VALENTINE, LEW
KPAB, Laredo, Texas, News.

VENABLES, BOB
WGN, Chicago, Ill.

VENTER, MEL
KFRC, San Francisco, Calif.

VERDIER, WILLIAM
WTSP, St. Petersburg, Fla.

VICTOR, CHARLES
WGN, Chicago, Ill.

VOGEL, PHIL
WGKV, Charleston, W. Va.

VRZAL, KARL
WEDC, Chicago, Ill.

— W —

WADE, OZZIE
WKNE, Keene, N. H.

WAGNER, BILL
WJMS, Ironwood, Mich.

WAGNER, PAUL
WPAY, Portsmouth, Ohio.

WALKER, BOB
KGVO, Missoula, Mont.

WALKER, E. JERRY
KOAC, Corvallis, Ore.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALLACE, BILL
WCOL, Columbus, Ohio.

WALLACE, JACK
KBST, Big Spring, Texas.

WALTERS, CHARLES
WRDW, Augusta, Ga.

WALTERS, JOE
KFMB, San Diego, Calif.

WALTERS, LEON
WWSW, Pittsburgh, Pa.

WALTMAN, LA VELLE
KROC, Rochester, Minn.

WANGERIN, RICHARD
KFUO, Clayton-St. Louis, Mo.

WARNER, ALBERT
WJSV, Washington, D. C.

WATKINS, JOHN
WING, Dayton, Ohio.

WATTS, JR., ED.
KIUL, Garden City, Kans.

WEAR, BOB
KGKO, Fort Worth, Texas.

WEAVER, BEN
KARM, Fresno, Calif.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEBSTER, CLARENCE
WVNY, Watertown, N. Y.

WEBSTER, CURTIS
WMVA, Martinsville, Va.

WEBSTER, DANIEL
WMOB, Mobile, Ala.

WEIL, LESTER
WTMC, Ocala, Fla.

WEITING, FRED
WDEV, Waterbury, Vt.

WELSH, BILL
KFEL, Denver, Colo.

WHALEY, STORM
KUAO, Siloam Springs, Ark.

WHEELER, JACKSON
CBS.

WHKEHART, EDDIE
WBTH, Williamson, W. Va.

WHISENANT, A. D.
KBWD, Brownwood, Texas.

WHITE, KENNETH E.
WMOG, Brunswick, Ga.

WHITELEATHER, MELVIN K.
KYW, Philadelphia, Pa.

WHITEMAN, LOWELL
KFMB, San Diego, Calif.

WICK, PEDER
KIT, Lakima, Wash.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WIGHT, H. B.
WCAX, Burlington, Vt.

WILCOX, JOHN
WBWR, Welch, W. Va.

WILDE, EMIL
KFUO, Clayton-St. Louis, Mo.

WILLIAMS, CLANTON
WSFA, Montgomery, Ala.

WILLIAMS, DALE
WNAX, Yankton, S. D.

WILLIAMS, GLENN
WAGE, Syracuse, N. Y.

WILLIAMS, MOSES
WTAG, Worcester, Mass.

WILLIAMS, WYTHE
WHN, New York, N. Y.

WILLIS, FORREST
WOKO, Albany, N. Y.

WILLSON, COLEMAN
WTSP, St. Petersburg, Fla.

WILSON, BOB
WGL-WOVO, Ft. Wayne, Ind.

WILSON, CHARLES
WLBK, Bowling Green, Ky.

WILSON, EARLE W.
WNBH, New Bedford, Mass.

WILSON, JR., GEORGE P.
WBIG, Greensboro, N. C.

WILSON, MEREDITH
KOVO, Provo, Utah

WILSON, READ
WWNC, Asheville, N. C.

WINDSOR, WALTER
WSGN, Birmingham, Ala.

WINGO, JR., OTIS T.
WINX, Washington, D. C.

WINN, WILLIAM
WJTN, Jamestown, N. Y.

WINTER, WILLIAM
CBS.

WINTERS, JERRY
WGBR, Goldsboro, N. C.

WITANOWSKI, EDWARD
WHOM, Jersey City, N. J.

WOLFE, BOB
WDNC, Durham, N. C.

WOOD, BILL
KGO - KFO, San Francisco, Calif.

WOOD, RICHARD R.
WTEL, Philadelphia, Pa.

WOODHOUSE, C. J.
WDNC, Durham, N. C.

WOODS, CHARLES
WCAU, Philadelphia, Pa.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

WORTHINGTON, CLYDE
WBBZ, Ponca City, Okla.

WRIGHT, STERLING
WSPA, Spartanburg, S. C.

— Y —

YARNALL, DICK
KMMJ, Grand Island, Nebr.

YOUNGBLOOD, WESLEY
KFYO, Lubbock, Texas.

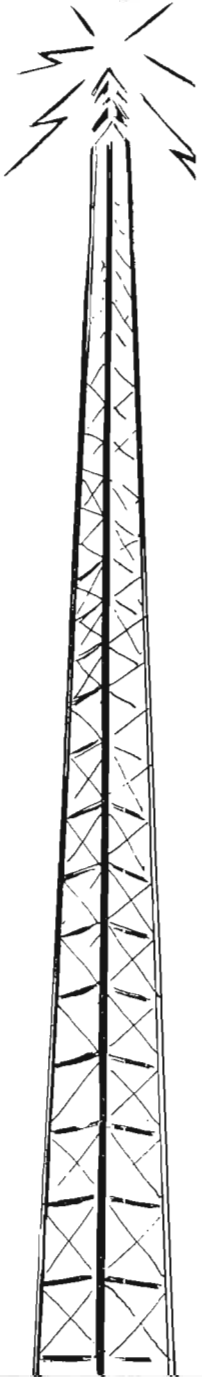
— Z —

ZIEMER, GREGOR
WLW-WSAI, Cincinnati, Ohio.

ZUGADI, IGNACIO
WHOM, Jersey City, N. J.

ZUKOWSKY, EUGENE
WHOM, Jersey City, N. J.

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BOB SHEPARD



LEN STERLING



DICK WILLARD

A Voice for Every Type of Program

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— A —

ABBOTT, FRANK
WCSH, Portland, Me.

ABBOTT, KENYON
WAAB-WNAC, Boston, Mass.

A'BECKET, CHESTER
WHAT, Philadelphia, Pa.

ABEL, GEORGE
WIL, St. Louis, Mo.

ABELS, RICHARD
WPAR, Parkersburg, W. Va.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
NBC.

ACHOR, DAVE
WBLJ, Dalton, Ga.

ACKLEY, J. HOWARD
WGL-WOWO, Ft. Wayne, Ind.

ACKLEY, WAYNE
KSO, Des Moines, Ia.

ACREE, CHUCK
WLS, Chicago, Ill.

ADAM, RON
KEVR, Seattle, Wash.

ADAMS, "BERNIE"
Pittsfield, Mass.

ADAMS, CHARLES
WMVA, Martinsville, Va.

ADAMS, DAVID
WFCL, Pawtucket, R. I.

ADAMS, GARRET
WRJN, Racine, Wisc.

ADAMS, GLENN
WIS, Columbia, S. C.

ADEMY, JOHN
WCAC, Baltimore, Md.

ADKINS, HERMAN
WDBJ, Roanoke, Va.

AGAR, CECIL
CJCS, Stratford, Ont.

AGATHER, MAX
KWSC, Pullman, Wash.

AIKEN, LOUIS
WBOW, Terre Haute, Ind.

AITKEN, KEN
KTKC, Visalia, Calif.

ALAN, PAT
WCLO, Janesville, Wisc.

ALBERT, F.
WHAZ, Troy, N. Y.

ALBINGER, ALBERT
WKWK, Wheeling, W. Va.

ALDRICH, LESTER
KPDN, Pampa, Texas

ALEXANDER, JACK
KGGM, Albuquerque, N. M.

ALEXANDER, LARRY
WSB, Atlanta, Ga.

ALEXANDER, VINCENT
KGER, Long Beach, Calif.

ALONSO, ANTONIO
WIAC, San Juan, P. R.

ALFORD, MARION
KLRA, Little Rock, Ark.

ALLEN, AL
WJJD, Chicago, Ill.

ALLEN, BOB
WCLS, Joliet, Ill.

ALLEN, DEL
KTRI, Sioux City, Ia.

ALLEN, ED.
WGN, Chicago, Ill.

ALLEN, HAROLD
WBNS, Columbus, Ohio

ALLEN, HENRY
KYSM, Mankato, Minn.

ALLEN, HERB
KECA-KFI, Los Angeles, Calif.

ALLEN, MISS JANE
WBOC, Salisbury, Md.

ALLEN, JOHN
KVWC, Vernon, Texas

ALLEN, PHIL
KIDO, Boies, Ida.

ALLEN, REGINALD
WJSV, Washington, D. C.

ALLEN, SPENCER
WGN, Chicago, Ill.

ALLERTON, GLEN
WLBS, Muncie, Ind.

ALLINON, PAUL
WLW-WSAI, Cincinnati, Ohio

ALISON, ROBERT
WNYC, New York, N. Y.

ALLYN, KEN
WRNL, Richmond, Va.

ALSUP, CHARLES C.
KICA, Clovis, N. M.

ALTER, BENNE
WMT, Cedar Rapids, Waterloo, Ia.

ALTMAN, RICHARD
WSAV, Savannah, Ga.

ALVARES, ARTHUR
WNBS, Saranac Lake, N. Y.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

ATWOOD, JACK
WDRO, Augusta, Me.

AMADON, ARTHUR
WMUR, Manchester, N. H.

AMAULI, GUILIO
WHOM, Jersey City, N. J.

AMES, JOHN
WSPD, Toledo, Ohio

ANASTASSIOU, GEORGE
WTEL, Philadelphia, Pa.

ANDERSON, A. C.
KTPAR, Phoenix, Ariz.

ANDERSON, BOB
WRUF, Gainesville, Fla.

ANDERSON, CHARLES
KECA-KFI, Los Angeles, Calif.

ANDERSON, DICK
WHO, Des Moines, Ia.

ANDERSON, EDWARD
WTIC, Hartford, Conn.

ANDERSON, J. LLOYD
KMOX, St. Louis, Mo.

ANDERSON, SAM W.
KFFA, Helena, Ark.

ANDERSON, SHELDON
KTKC, Visalia, Calif.

ANDERSON, WILLIAM
CHSJ, Saint John, N. B.

ANDRE, PIERRE
WGN, Chicago, Ill.

ANDREGG, DON
KSLM, Salem, Ore.

ANDRES, HOYT
KWK, St. Louis, Mo.

ANDRESS, TED
KOCY, Oklahoma City, Okla.

ANGLE, MEL
KRKD, Los Angeles, Calif.

ANSBRO, GEORGE
Young Widder Brown NBC,
Amanda of Honeymoon Lane
NBC.

ANTHONY, CHUCK
WBCM, Bay City, Mich.

ANTHONY, ROBERT
WORD, Spartanburg, S. C.

APEL, HAROLD
WPAY, Portsmouth, Ohio

APPLE, MARVIN
KCKN, Kansas City, Kans.

APPLEGATE, GEORGE
KMJ, Fresno, Calif.

ARCHER, GRAHAM
KTSM, El Paso, Texas

ARCHIBALD, E. G.
CKRN, Rouyn-Noranda, Que.

ARGUE, TOM
CFAR, Flin Flon, Man.

ARMS, BILL
KGGK-WBAP, Fort Worth,
Texas

ARISTRONG, DAVE
CKBI, Prince Albert, Sask.

ARISTRONG, FRANK
WJPR, Greenville, Miss.

ARNELL, PETER
WJLS, Beckley, W. Va.

ARNEA, VINCENT
KEEW, Brownsville, Texas

ARNOLD, TED
WSAZ, Huntington, W. Va.

ARNOLD, WALTER
KMPC, Beverly Hills, Calif.

ARRINGTON, BILL
WGBR, Goldsboro, N. C.

ARTHUR, DOUGLAS
WIBG, Glenside, Pa.

ASCARELLI, GUILIO
WHOM, Jersey City, N. J.

ASH, MERRILL
KPAC, Port Arthur, Texas

ASHLEY, BARBEE
WJPR, Greenville, Miss.

ASTOL, LEONARDO
KMCA, San Antonio, Texas

AUGE, MAURICE E.
CHNC, New Carlisle, Que.

AUSTAD, MARK
KSL, Salt Lake City, Utah

AUSTIN, FLETCHER
WGNC, Gastonia, N. C.

AUSTIN, MEL
WGSC, Charleston, S. C.

AUSTIN, TED
WGTM, Wilson, N. C.

AVERY, GAYLORD
KMOX, St. Louis, Mo.

AVERY, MARTIN
WLNH, Laconia, N. H.

AYA, BILL
KEVE, Everett, Wash.

— B —

BABB, GUSS
WNAD, Norman, Okla.

BABBE, OWEN
KMPC, Beverly Hills, Calif.

BACH, ALWYN
KYW, Philadelphia, Pa.

BACHAND, JOACHIM
CHLT, Sherbrooke, Que.

BACH, GUNNAR
WJSV, Washington, D. C.

BACKMAN, ARTHUR
WLBJ, Bowling Green, Ky.

BADER, HUGH
KGVO, Missoula, Mont.

BAER, DIXIE
WBBZ, Ponca City, Okla.

BAHAKEL, CY
WJRD, Tuscaloosa, Ala.

BAILEY, BILL
KGBX-KWTO, Springfield, Mo.

BAILEY, HENRY
WLAG, La Grange, Ga.

BAILEY, JACK
KGB, San Diego, Calif.

BAILEY, NOMAN
WOCB, Hyannis, Cape Cod

BAILEY, RAY
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WBBZ, Ponca City, Okla.

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WNBF, Binghamton, N. Y.

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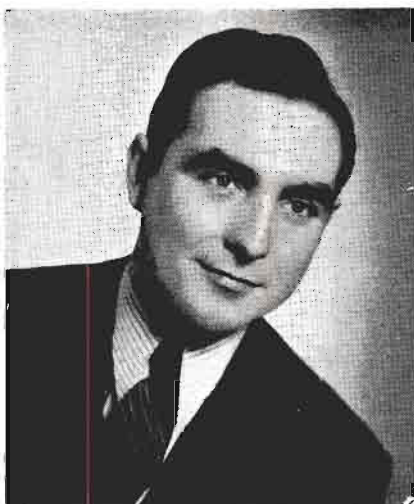
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KVPD, Fort Dodge, Ia.

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WHOP, Hopkinsville, Ky.

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CHAMBERS, GARD
WHBC, Canton, Ohio

CHAMPE, GEORGE
WGKV, Charleston, W. Va.

CHANDLER, JR., HENRY J.
KRNR, Roseburg, Ore.

CHAPAIS, J. CHARLES
CHNC, New Carlisle, Que.

CHAPMAN, DAVID
KRMD, Shreveport, La.

CHAPMAN, JIM
KSAC, Manhattan, Kans.

CHARBONNEAU, GENE
CJRC, Winnipeg, Man.

CHASE, BOB
WIL, St. Louis, Mo.

CHASE, DAVE
KBUR, Burlington, Ia.

CHASE, EDWARD
WOOD-WASH, Grand Rapids, Mich.

CHASE, HOWARD
WOL, Ames, Ia.

CHASE, JACK
WNAX, Yankton, S. D.

CHASE, TOM
WOW, Omaha, Nebr.

CHASTAIN, TONY
KRIC, Beaumont, Texas

CHATTERTON, LARRY
KNX, Los Angeles, Calif.

CHAYER, P. E.
CBJ, Chicoutimi, Que.

CHETEK, LEE
WJIM, Lansing, Mich.

CHUCK, BRUCE
CKLW, Windsor, Ont.

CHILD, BERT
WCNW, Brooklyn, N. Y.

CHILD, NORMAN
CJKL, Kirkland Lake, Ont.

CHILDS, LELAND
WBRC, Birmingham, Ala.

CHILDS, RALPH
KMA, Shenandoah, Ia.

CHITTICK, H. R.
KGEZ, KallsPELL, Mont.

CHOWN, DON
WJR, Detroit, Mich.

CHRISTENSEN, JIM
WSOY, Decatur, Ill.

CHRISTIAN, L. H.
WGGG, Gainesville, Ga.

CHRISTIAN, RALPH
WBRC, Birmingham, Ala.

CHRISTIE, BOB
WHAZ, Troy, N. Y.

CHRISTOPHER, CARL
KMOX, St. Louis, Mo.

CHRISTY, AL
KCKN, Kansas City, Kans.

CHUMLEY, CHARLES
KRBC, Abilene, Texas

CHURCHILL, NELSON
WAAB-WNAC, Boston, Mass.

CHRYSÉDALE, J.
CKOC, Hamilton, Ont.

CIECIUCH, LEON
WHOM, Jersey City, N. J.

CIPRIANO, RODOLFO
KPAB, Laredo, Texas

CIVILLE, ROY
KFIO, Spokane, Wash.

CLARK, CARL
WINN, Louisville, Ky.

CLARK, CHESTER
WCAE, Pittsburgh, Pa.

CLARK, HAROLD
KGFV, Kearney, Nebr.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, HARRY B.
Columbia Concert Orchestra.
CBS.

CLARK, JAMES
WHIS, Bluefield, W. Va.

CLARK, RAY
WOW, Omaha, Nebr.

CLARK, SIM
KFDM, Beaumont, Texas

KNOX MANNING

News Commentator

Announcer

Actor

Emcee

And . . .

— On The Screen —

In 1941

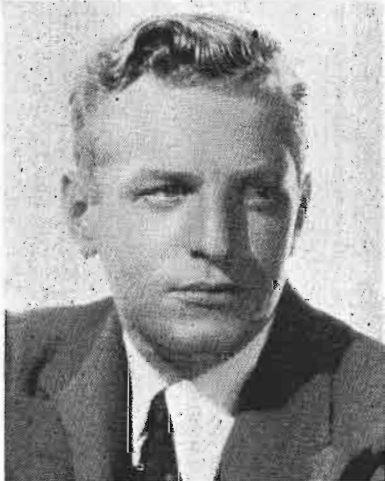
26 Warner Bros.' Shorts

Features

1 at MGM 3 at Paramount

1 at RKO 1 at Columbia

1 at Hal Roach



BEN ALEXANDER
— ANNOUNCER —

P. Lorillard & Co.'s "New Old Gold Show"	Union Oil Co's "Point Sublime"
Alber Milling Co.'s "Whodunit"	"Little Oj" Hollywood"

Author - Narrator
"Adventures in Hollywood"

ANNOUNCERS

CLARKE, JR., BRANFORD
 KPOF, Denver, Colo.
CLARKE, EDDIE
 KCKN, Kansas City, Kans.
CLARKE, MIKE
 WWL, New Orleans, La.
CLARKE, PAUL
 WHBF, Rock Island, Ill.
CLARKE, ROBERT
 WIBU, Poynette, Wisc.
CLAYTON, BOB
 WJLM, Lansing, Mich.
CLAYTON, BOVARD
 WEBQ, Harrisburg, Ill.
CLAYTON, PHIL
 CKCR, Kitchener, Ont.
CLAYTON, TOM
 WLLH, Lowell, Lawrence,
 Mass.
CLEAVER, JAMES
 WFDF, Flint, Mich.
CLEM, CLYDE
 WSOC, Charlotte, N. C.
CLINE, CALDWELL
 WWNC, Asheville, N. C.
CLOUGH, FORREST
 KFJZ, Fort Worth, Texas
CLOUGH, LEE D.
 KLUF, Galveston, Texas
CLOVER, BOB
 KTKC, Visalia, Calif.
CLOWES, ED
 KPCC, Pasadena, Calif.
COATES, F. FLETCHER
 CHNS, Haligax, N. S.
COBB, DAVID G.
 WSM, Nashville, Tenn.
COBB, DICK
 WAAB-WNAC, Boston, Mass.
COBB, EVERETT
 KOH, Reno, Nev.
COBBLE, JAMES G.
 WDAK, West Point, Ga.
COCHRAN, ROBERT
 WCAE, Pittsburg, Pa.
COCHRANE, DON
 KWK, St. Louis, Mo.
COCKLEY, MAX
 WELN, Harlan, Ky.
CODDY, STEVE
 WGIL, Galesburg, Ill.
CODY, DEL RIO
 KGA-KHQ, Spokane, Wash.
COHN, MORT
 WAJB, Morgantown, W. Va.
COKER, V. A.
 WSPB, Sarasota, Fla.
COLE, FRED
 WBS - WBEA, Boston-Spring-
 field, Mass.
COLE, GEORGE
 WABY, Albany, N. Y.
COLE, HARRY
 WJAX, Jacksonville, Fla.
COLE, LOU
 WWRL, Woodside, N. Y.
COLLIE, GENE
 KRRV, Sherman, Texas
COLLIER, FRED
 KKNB, Campbellton, N. B.
COLLINS, AL
 WKAT, Miami Beach, Fla.
COLLINS, JIMMY
 WMRC, Greenville, S. C.
COLLINS, JUD
 WSM, Nashville, Tenn.
COLON, ROYCE
 KRLD, Dallas, Texas
COLTON, SCOTT
 WHN, New York, N. Y.
COLTON, TOM
 WWSR, St. Albans, Vt.
COLVILLE, BOB
 WKNY, Kingston, N. Y.

COLVIN, WALTER
 KOCY, Oklahoma City, Okla.
COLWELL, TERRY
 WMAS, Springfield, Mass.
COMNAS, JOHN
 WORD - WSPA, Spartanburg,
 S. C.
COMPTON, TED
 KCRC, Enid, Okla.
CONE, IVAN
 KRKO, Everett, Wash.
CONEY, LAURENCE
 WSPB, Springfield, Mass.
CONINE, BILL
 KOMA, Tulsa, Okla.
CONN, MARVIN L.
 WMT, Cedar Rapids-Waterloo,
 Ia.
CONNALLY, BROOKS
 WIND, Gary, Ind.
CONNER, DAVID
 WEED, Rocky Mount, N. C.
CONNER, WILLIAM
 WEAU, Eau Claire, Wisc.
CONNOLLY, JAMES
 WMSD, Muscle Shoals City,
 Ala.
CONNOR, A. M.
 WFBG, Altoona, Pa.
CONNOR, NAPH
 WMIN, St. Paul-Minneapolis,
 Minn.
CONOVER, DOC
 WDW, Tuscola, Ill.
CONOVER, HUGH
 WJSV, Washington, D. C.
CONOVER, WILLIS
 WTBO, Cumberland, Md.
CONOYM, GLESS
 KTFI, Tacoma, Wash.
CONRAD, JOHN
 KTSM, El Paso, Texas
CONRAD, STAN
 WMFR, High Point, N. C.
CONTURE, EDWARD
 WHYN, Holyoke, Mass.
CONVERY, JOE
 WKIP, Poughkeepsie, N. Y.
CONWAY, CLEVE
 WMAQ-WENR, Chicago, Ill.
COOK, BILL
 WBNS, Columbus, Ohio
COOK, GEORGE
 WLBC, Muncie, Ind.
COOK, HAROLD
 WEBQ, Harrisburg, Ill.
COOK, JAMES
 KPMC, Bakersfield, Calif.
COOK, JOE
 WKWK, Wheeling, W. Va.
COO, LYNN
 KVGB, Great Bend, Kans.
COOE, ART
 KKNB, Campbellton, N. B.
COOKE, HENRY
 WMAQ-WENR, Chicago, Ill.
COOLEY, FRANK
 KIRO, Seattle, Wash.
COOPER, ED
 KFAB, Lincoln, Nebr.
COOPER, JAMES
 KCMC, Texarkana, Texas
COOPER, MADE L.
 WMRN, Marion, Ohio
COPE, FRANK
 KJES, San Francisco, Calif.
COPE, WILLIAM F.
 WL0L, Minneapolis-St. Paul,
 Minn.
COPELAND, WILLIAM
 KDB, Santa Barbara, Calif.
COPPEDGE, GEORGE
 WAIR, Winston-Salem, N. C.
CORBET, ROLFE
 KLRA, Little Rock, Ark.
CORBIN, PAUL
 KIEM, Eureka, Calif.

CORDRAY, DON
 Mary Marlin, NBC; Eddy
 Duchin, NBC.
CORNELL, JOHN
 WLW-WSAI, Cincinnati, Ohio
CORNELL, SID
 WKRC, Cincinnati, Ohio
CORNING, ERASTUS, Jr.
 Guy Lombardo Orchestra,
 CBS.
CORNWELL, BOB
 KFBC, Cheyenne, Wyo.
CORRIGAN, JOHN J.
 WCBS, Springfield, Ill.
COSTELLO, JACK
 Frank Fay, NBC.
 Elsa Maxwell, NBC.
COSTLEY, H.
 WSYR, Syracuse, N. Y.
COTE, JACQUES
 CBF, Montreal, Que.
COUCH, PHILLIP
 KRLC, Lewiston, Ida.
COURTNEY, TEDD
 WTRY, Troy, N. Y.
COUTURE, MIVILLE
 CBF, Montreal, Que.
COVELL, WALTER
 WEAN, Providence, R. I.
COVEY, DICK
 KSO-KRNT, Des Moines, Ia.
COWAN, STEVE
 KGKL, San Angelo, Texas
COWAN, THOMAS H.
 WNYC, New York, N. Y.
COWELL, EDDIE
 WJHL, Johnson City, Tenn.
COWING, FORD
 WHEC, Rochester, N. Y.
COWELING, TERRY
 WCOP, Boston, Mass.
COX, BETTY
 KGFW, Kearney, Nebr.
COX, JR., HOUSTON
 WCBI, Columbus, Miss.
COX, HOUSTON
 WTJS, Jackson, Tenn.
COX, JACK
 WMGA, Moultrie, Ga.
COX, LESLIE
 KGFW, Kearney, Nebr.
COX, JAMES
 WNEW, New York, N. Y.
COYLE, Adele
 CFCY, Charlottetown, P. E. I.
COZAD, SAM
 WLPM, Suffolk, Va.
CRABTREE, CHARLES
 KTFI, Twin Falls, Ida.
CRADDOCK, JACK
 WKPA, New Kensington, Pa.
CRAFT, A. B.
 KVOL, Lafayette, La.
CRAGO, WILLIAM
 WMAL - WRC, Washington,
 D. C.
CRAIG, CHARLES
 KMAC, San Antonio, Texas
CRANDALL, PAUL
 WDEF, Chattanooga, Tenn.
CRANDELL, PAUL
 WBML, Macon, Ga.
CRANE, DICK
 WBIR, Knoxville, Tenn.
CRANE, GENE
 WAGE, Syracuse, N. Y.
CRANS, RICHARD
 WGNV, Newburgh, N. Y.
CRARY, CLARENCE
 KGER, Long Beach, Calif.
CRAWFORD, GENE
 WEBQ, Harrisburg, Ill.
CREAMER, ART
 WGOV, Valdosta, Ga.
CREAMER, GEORGE M.
 WLAW, Lawrence, Mass.

CREASMAN, JIMMY
KTAR, Phoenix, Ariz.

CREE, JAMES
WMBG, Richmond, Va.

CREMEKENS, GEORGE
WISN, Milwaukee, Wisc.

CROCKETT, DAVID
KRMD, Shreveport, La.

CROMER, STURGEON
KWJB, Globe, Ariz.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROSBY, DELL
KPHO, Phoenix, Ariz.

CROSS, MILTON
Information, Please, NBC,
Metropolitan Opera, NBC.

CROWELL, GEORGE
WCOP, Boston, Mass.

CRUICKSHANK, JOHN
CKNX, Wingham, Ont.

CRUM, GENE
WHB, Kansas City, Mo.

CUBBERLY, DAN
KOY, Phoenix, Ariz.

CUDABAC, BILL
WMSD, Muscle Shoals City,
Ala.

CULLAR, BENJAMIN
KRGV, Westaco, Texas

CULLEN, BILL
WWSW, Pittsburgh, Pa.

CULVER, HAL
WLS, Chicago, Ill.

CULVER, HOWARD
KFRG, San Francisco, Calif.

CUMMINGS, RAY
KFFA, Helena, Arks.

CUMMINGS, ROBERT
KGMB, Honolulu, Hawaii

CUNNINGHAM, B. G.
KWLK, Longview, Wash.

CUNNINGHAM, JAMES
WTMC, Ocala, Fla.

CUNNINGHAM, P. H.
KWOC, Pontar Bluff, Mo.

CURLY, LENN
KYA, San Francisco, Calif.

CURRY, MYRON
KCMO, Kansas City, Mo.

CURTIS, CHARLES
WTCN, Minneapolis, Minn.

CURTIS, WILLIAM A.
WKBB, Dubuque, Ia.

CUTTING, GEORGE
KROC, Rochester, Minn.

CYR, BRUNO
CKVD, Val D'Or, Que.

— D —

DAIGER, FRED
KYA, San Francisco, Calif.

DAIL, AMBERT
WBTM, Danville, Va.

DAILEY, JOHN
KWLK, Longview, Wash.

DAILY, WILSON
WMFF, Plattsburg, N. M.

DAKIN, R. S.
CFCF, Montreal, Que.

DALE, HAROLD
WGTC, Greenville, N. C.

DALE, JIM
WOC, Davenport, Ia.

DALLAIRE, J. R.
CBJ, Chicoutimi, Que.

DAILY, RANNY
WING, Dayton, Ohio

DANA, JOE
KOY, Phoenix, Ariz.

DANE, MARSHALL
Gabriel Heatter, Frank Sing-
iser, Kreml, Barbasol, WOR-
Mutual

DANIELS, BOB
WDSM, Superior, Wisc.

DANIELS, DAN
WMBR, Jacksonville, Fla.

DANIELS, FRANK
WBYN, Brooklyn, N. Y.

DANIS, MELVIN
WMEX, Boston, Mass.

DANNENMAN, WILLIAM
KYUM, Yuma, Ariz.

DARLING, FRED
CKBG, Timmins, Ont.

DARLING, TAD
WWPG, Lake Worth, Fla.

DAUB, JACK
WAPO, Chattanooga, Tenn.

DAVIDSON, BOB
WCHV, Charlottesville, Va.

DAVIES, BILL
WDOD, Chattanooga, Tenn.

DAVIES, GEORGE
CKCK, Regina, Sask.

DAVIES, JACK
KSL, Salt Lake City, Utah

DAVIES, WILLIAM S.
WCBA-WSAN, Allentown, Pa.

DAVIS, ARCH
WFHR, Wisconsin Rapids,
Wisc.

DAVIS, CHARLES
KCKN, Kansas City, Kan.

DAVIS, CLIVE
WTAG, Worcester, Mass.

DAVIS, GARY
WMPR, High Point, N. C.

DAVIS, GEOFF
CBR, Vancouver, B. C.

DAVIS, HAROLD
WDAS, Philadelphia, Pa.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, KEN
KWLL, Albany, Ore.

DAVIS, ROBERT
WBOW, Terre Haute, Ind.

DAVIS, ROBERT
WHDL, Olean, N. Y.

DAVIS, RUSS
KGBX-KWTO, Springfield, Mo.

DAVIS, WILLARD
KRKD, Los Angeles, Calif.

DAWSON, JACK
CFRB, Toronto, Ont.



GEORGE BRYAN

Announcer
CBS



LARRY ELLIOTT

ANNOUNCER & MC
Available on all the Networks

ANNOUNCERS

- DAY, DICK**
WDGY, Minneapolis, Minn.
- DAYTON, HERMAN A.**
WKIP, Poughkeepsie, N. Y.
- DAYTON, LEE**
WKIP, Poughkeepsie, N. Y.
- DEAL, JACK**
WAGE, Syracuse, N. Y.
- DEAN, AUSTIN**
WGGG, Gainesville, Ga.
- DEAN, BILL**
WDAY, Fargo, N. D.
- DEAN, F. LEON**
KASA, Elk City, Okla.
- DEARBORN, LOU**
WNAB, Bridgeport, Conn.
- DECK, RALPH**
WKPT, Kingsport, Tenn.
- DEE, THOMAS**
WSBT, South Bend, Ind.
- DEFENBAUGH, EDGAR C.**
WJPF, Herrin, Ill.
- DeFREITAS, DICK**
WFAS, White Plains, N. Y.
- DEINES, NAY**
KMMJ, Grand Island, Nebr.
- DELINE, JAMES**
WFBL, Syracuse, N. Y.
- DELMONT, JIM**
KATE, Albert Lea, Minn.
- DEMERS, JACQUES**
CKAC, Montreal, Que.
- DeMOSS, LYLE**
WOW, Omaha, Nebr.
- DENMAN, JACK**
WBIG, Greensboro, N. C.
- DENNETT, JACK**
CJRC, Winnipeg, Man.
- DENNIS, FRANK**
WESX, Salem, Mass.
- DENT, KENNETH M.**
WTMA, Charleston, S. C.
- DENTON, ROBERT**
NBC
- DENVER, JR., DEE D.**
KFEG, St. Joseph, Mo.
- DERBYSHIRE, T. J.**
CJAT, Trail, B. C.
- DeREMER, LIONEL H.**
WBCM, Bay City, Mich.
- DESCH, JACK**
KFRC, San Francisco, Calif.
- DESHANES, MARIE**
WEIM, Fitchburg, Mass.
- DESPARD, WILFRED**
WHEC, Rochester, N. Y.
- DEVINE, OTTIS**
WSM, Nashville, Tenn.
- DEWHIRST, DONALD**
WCLE-WHK, Cleveland, Ohio
- DEYOE, DARWIN**
KTHS, Hot Springs, Ark.
- DE YOUNG, GENE**
KARM, Fresno, Calif.
- DE YOUNG, JOHN**
WISH, Indianapolis, Ind.
- DIAMOND, SID**
WHEB, Portsmouth, N. H.
- DIAZ, JOSE A.**
WPAE, Ponce, P. R.
- DICK, ROBERT**
WHA, Madison, Wis.
- DICKENSON, DICK**
CKNB, Campbellton, N. B.
- DICKERMAN, C. H.**
WEEI, Boston, Mass.
- DICKERSON, WAYNE**
WHIP, Hammond, Ind.
- DICKEY, MILTON**
KDRO, Sedalia, Mo.
- DICKSON, JOHN**
KFNF, Shenandoah, Ia.
- DIEHL, ROBERT**
WOL, Washington, D. C.
- DIERDORFF, ELLIS**
WCOP, Boston, Mass.
- DIGHTON, JACK**
WJRD, Tuscaloosa, Ala.
- DILLER, ROBERT**
WIND, Gary, Ind.
- DILLINGHAM, ALEX**
WKAR, East Lansing, Mich.
- DILLON, JOHN**
WFAS, White Plains, N. Y.
- DILWORTH, SCOTT**
WBOW, Terre Haute, Ind.
- DINSMORE, ED.**
WORL, Boston, Mass.
- DIXON, BERT**
WNYC, New York, N. Y.
- DIXON, MASON**
WNOX, Knoxville, Tenn.
- DIXON, ROBERT**
WHYN, Holyoke, Mass.
- DOBBIN, BOB**
WRAY, Fargo, N. D.
- DOBBINS, JOE**
WHKC, Columbus, Ohio
- DOBSON, G.**
CKBI, Prince Albert, Sask.
- DODDS, LLOYD**
WCOL, Columbus, Ohio
- DODSON, LEE**
KUOA, Siloam Springs, Ark.
- DORLKER, J. P.**
WOSU, Columbus, Ohio
- DOGGETT, JERRY**
WRR, Dallas, Texas
- DOLBY, JACK**
WNAB, Bridgeport, Conn.
- DOLLAR, RUSSELL**
WDBJ, Roanoke, Va.
- DONLEY, BOB**
WCAE, Pittsburgh, Pa.
- DONNELL, JACK**
WGRC, New Albany (Ind.)-
Louisville (Ky.)
- DONOVAN, GREGG**
WDGY, Minneapolis, Minn.
- DOOLEY, JIMMY**
WHBC, Canton, Ohio
- DOOLITTLE, LOUIS**
WHAI, Greenfield, Mass.
- DORF, RAY**
WBRK, Pittsfield, Mass.
- DORF, HENRY**
WHIP, Hammond, Ind.
- DORSEY, HOWARD**
WHAS, Louisville, Ky.
- DORSEY, ROD**
WOLS, Florence, S. C.
- DOUGHERTY, FRANK**
KJBS, San Francisco, Calif.
- DOUGLAS, DON**
WMCA, New York, N. Y.
Three Little Sixths, Joe &
Ethel Turp, Five Star Final,
Sports Newsreel, etc.
- DOUGLAS, DOUG**
KRKD, Los Angeles, Calif.
- DOUGLAS, STEVE**
WMAL - WRC, Washington,
D. C.
- DOU THIT, PERRY**
KFBI, Wichita, Kansas
- DOW, R. O.**
KENO, Las Vegas, Nev.
- DOWD, DON**
WMAG-WENR, Chicago, Ill.
- DOWNE, RICHARD S.**
KEVR, Seattle, Wash.
- DOWNING, TOM**
WSB, Atlanta, Ga.
- DOWNS, GEORGE**
KONO, San Antonio, Texas
- DOWTY, BYRON**
KALB, Alexandria, La.
- DOYLE, JIM**
WCAZ, Carthage, Ill.
- DRAINIE, JOHN**
CBR, Vancouver, B. C.
- DRAKE, MYRON**
KTAR, Phoenix, Ariz.
- DREES, JACK**
WIND, Gary, Ind.
- DREXLER, BOB**
WSAZ, Huntington, W. Va.
- DRIGGS, E. O.**
WINC, Winchester, Va.
- DROELLE, GEORGE**
WKAR, East Lansing, Mich.
- DRUSHELL, ROY**
KDYI, Salt Lake City, Utah
- DRYDEN, BOB**
KTNM, Tucumcari, N. M.
- DUBA, LEN**
KTBI, Tacoma, Wash.
- DUBBE, GLEN**
KRLC, Lewiston, Ida.
- DUBBE, GLEN**
KJ, Walla Walla, Wash.
- DUBOIS, CHARLES G.**
KABR, Aberdeen, S. D.
- DUCHOTE, SIDNEY**
KELD, El Dorado, Ark.
- DUDLEY, BERNARD**
WAAB-WNAC, Boston, Mass.
- DUDLEY, DICK**
News, NBC.
- DUDLEY, JAMES R.**
WCFL, Chicago, Ill.
- DUDLEY, JOHN**
WGBB, Freeport, N. Y.
- DUFOR, ROBERT**
WZIC, Hartford, Conn.
- DUGGAN, V.**
CFRN, Edmonton, Alta.
- DUKE, KENNETH**
KFYO, Lubbock, Texas
- DUNCAN, NORVIN**
WFBC, Greenville, S. C.
- DUNGAN, TONY**
WNAD, Norman, Okla.
- DUNHAM, BOB**
KMOX, St. Louis, Mo.
- DUNHAM, RICHARD**
WITH, Baltimore, Md.
- DUNLAP, TED**
WOL, Washington, D. C.
- DUNLAP, WALLACE**
WMOB, Mobile, Ala.
- DUNLAVEY, RONALD**
WFBL, Syracuse, N. Y.
- DUNN, JACK**
WDAY, Fargo, N. D.
- DUNNE, FRANK**
Regent Time, WOR-Mutual.
- DUNNE, WILLIAM**
WAGE, Syracuse, N. Y.
- DUNNING, HARLAN**
KFRC, San Francisco, Calif.
- DUNPHY, DON**
WINS, New York, N. Y.
- DUPONT, LAURENT**
WL0L, Minneapolis-St. Paul,
Minn.
- DURHAM, MURRAY**
KLBK, La Grande, Ore.
- DURKIN, RALPH SHERWOOD**
WMT, Cedar Rapids-Waterloo,
Ia.
- DUTCH, HAROLD W.**
WABI, Bangor, Me.
- DUTY, WINTHROP S.**
WABI, Bangor, Me.
- DYORAK, GEORGE**
KECA-KFI, Los Angeles, Calif.
- DWYER, L. T.**
WKBZ, Muskegon, Mich.
- DYBAL, VERNON**
KWLC, Decorah, Ia.
- DYCUS, ED "BUZZ"**
KASA, Elk City, Okla.
- DYER, HAROLD**
WUSH, Portland, Me.
- DYSINGER, BOB**
WLDS, Jacksonville, Ill.
- DZIKAS, ANTHONY**
WTEL, Philadelphia, Pa.

— E —

EAGON, BRUCE
KBIX, Muskogee, Okla.

EAST, HENRY
WRBL, Columbus, Ga.

EASTMAN, NORA
WMPC, Lapeer, Mich.

EATON, GORDON
WBT, Charlotte, N. C.

EBERLE, JIM
WWJ, Detroit, Mich.

EBERT, MICHAEL
WNBZ, Saranac Lake, N. Y.

ECKLAND, VICTOR
KGMB, Honolulu, Hawaii

ECKLES, DAMON
KFJB, Marshalltown, Ia.

ECKLEY, CLAIR
KORN, Fremont, Nebr.

ECKMAN, TED
KABC, San Antonio, Texas

EDDY, RALPH
WGN, Chicago, Ill.

EDISON, JOE
WKBN, Youngstown, Ohio

EDMONDS, BILL
WHN, New York, N. Y.

EDMONDS, HORACE
WGOV, Valdosta, Ga.

EDMUNDS, JACK
KTUL, Tulsa, Okla.

EDWARDS, BILL
WCBT, Roanoke, N. C.

EDWARDS, CHARLES
WGST, Atlanta, Ga.

EDWARDS, FRED
KRLD, Dallas, Texas

EDWARDS, GENE
WDAS, Philadelphia, Pa.

EDWARDS, GEORGE
KYW, Philadelphia, Pa.

EDWARDS, JOHN
KWFT, Wichita Falls, Texas

EDWARDS, RAY
WNLC, New London, Conn.

EDWARDS, WILSON
KECA-KFTL, Los Angeles, Calif.

EGAN, LEO
WAAB-WNAC, Boston, Mass.

ELLAND, TED
WCHS, Charleston, W. Va.

EISEMAN, BOB
WCOS, Columbia, S. C.

EKHARDT, WALTER
WAJR, Morgantown, W. Va.

ELDER, DON
WDAY, Fargo, N. D.

ELIASSEN, JACK
KDON, Monterey, Calif.

ELIOT, BRUCE
Latin American Fair, Macy's, Elton Britt, WOR-Mutual.

ELLINGTON, C. H.
WHKY, Hickory, N. C.

ELLIOT, BILL
WICC, Bridgeport, Conn.

ELLIOTT, TIM
WCPO, Cincinnati, Ohio

ELLIOTT, FRANCIS
WGNC, Elizabeth City, N. C.

ELLIOTT, IRWIN
WFBR, Baltimore, Md.

ELLIOTT, KEN
WNOE, New Orleans, La.

ELLIOTT, LARRY
Fred Allen, CBS, CBS News.

ELLIOTT, MELVIN
WQXR, New York, N. Y.

ELLIOTT, PERRY
WDAK, West Point, Ga.

ELLIS, BOB
WHP, Harrisburg, Pa.

ELLIS, GLYN
WLOG, Logan, W. Va.

ELLIS, PHIL
WPTF, Raleigh, N. C.

ELLIS, RALPH
WSAV, Savannah, Ga.

ELLIS, RICHARD
KIUP, Durango, Colo.

ELLIS, STEPHEN
WPAT, Patterson, N. J.

ELLIS, TED
WFNC, Fayetteville, N. C.

ELLSWORTH, ELMER
KVR5, Rock Springs, Wyo.

ELLSWORTH, JACK
WKAT, Miami Beach, Fla.

EMFRICK, ROBERT
KSFO, San Francisco, Calif.

EMICH, HOWARD
WHBF, Rock Island, Ill.

EMM, LOUIS
WHIO, Dayton, Ohio

EMMETT, GEORGE
KMJ, Fresno, Calif.

ENGBRIGTSEN, LEONARD
WJMS, Ironwood, Mich.

ENGEL, ROY
WHB, Kansas City, Mo.

ENGLAND, BOB
WMFD, Wilmington, N. C.

ENGLE, CLIFF
Beechnut, NBC.

ENGLE, FRED
KRLC, Lewiston, Ida.

ENGLISH, RANDY
WTRY, Troy, N. Y.

ENSELMAN, TED
WLDS, Jacksonville, Ill.

ENTERLINE, BERN
WMBD, Peoria, Ill.

ERIC, JOHN
WTAR, Norfolk, Va.

ERICKSON, CARL
WGL-WOVO, Ft. Wayne, Ind.

ERICKSON, GLADYS
WCLS, Joliet, Ill.

ERICKSON, WILLIAM
KPHO, Phoenix, Ariz.

When John Hutchens, of the New York Times, wrote "The announcers are in fine fettle this year", he had been listening to, and was referring to "The Street Singer's" announcer . . .

SID WALTON

LA 4-1200

BOB GARRED



BUSY! SURE!

2,094 News
Broadcasts in 1941

CBS—KNX

ANNOUNCERS

ERNST, JOHN
 WFHR, Wisconsin Rapids, Wisc.
ERROLL, IAN
 CJOC, Lethbridge, Alta.
ERSKINE, AL
 CFAC, Calgary, Alta.
ESTEY, MRS. A. W.
 CHSJ, Saint John, N. B.
EUBANKS, BLAIR
 WTAR, Norfolk, Va.
EVANS, AL
 WTOG, Savannah, Ga.
EVANS, CHARLES N.
 WTSP, St. Petersburg, Fla.
EVANS, FRANKLIN
 WDNC, Durham, N. C.
EVANS, GEORGE
 KJBS, San Francisco, Calif.
EVANS, KEN
 WSTV, Steubenville, Ohio
EVANS, ROBERT
 WSPD, Toledo, Ohio
EVANS, VIRGIL
 WCOA, Pensacola, Fla.
EYBERG, MEL
 KFNF, Shenandoah, Ia.

— F —

FACENDA, FRANK
 WPID, Petersburg, Va.
FACENDA, JOHN
 WIP, Philadelphia, Pa.
FALCONNIER, HAROLD
 WTSP, St. Petersburg, Fla.
FALER, DICK
 WTAD, Quincy, Ill.
FALLERT, RALPH
 WCAE, Pittsburgh, Pa.
FARAGHAN, JAY
 KYM, Philadelphia, Pa.
FAREY, ED
 CPBC, Winnipeg, Man.
FARIS, CLINT
 WGTM, Wilson, N. C.
FARISS, WILLIAM
 WBYN, Brooklyn, N. Y.
FARLEY, BILL
 WICC, Bridgeport, Conn.
FARMER, JON
 WBRC, Birmingham, Ala.
FARMER, PAUL
 KRLL, Midland, Texas
FARNSWORTH, DEAN
 KVNU, Logan, Utah
FARNUM, BUD
 WFLA, Tampa, Fla.
FARO, DON
 WSAU, Wausau, Wisc.
FARR, FLOYD
 KGO-KPO, San Francisco, Calif.
FARREL, JACK
 WCPO, Cincinnati, Ohio
FARRELL, JACK
 WSFA, Montgomery, Ala.
FAULDER, GEORGE
 WMC, Memphis, Tenn.
FAULNOR, HOWARD
 KLS, Oakland, Calif.
FAY, LARRY
 WTMV, East St. Louis, Ill.
FEIL, E. G.
 KEEW, Brownsville, Texas
FEISTEL, JOHN
 WHOM, Jersey City, N. J.
FELBIN, ED
 WFIL, Philadelphia, Pa.
FELL, JOHN
 KYW, Philadelphia, Pa.
FELLER, SHERMAN
 WMUR, Manchester, N. H.
FFENDER, WILLIAM
 WHOM, Jersey City, N. J.

FENTON, WARD
 WHEN, Buffalo, N. Y.
FERGUSON, ANDREW
 WMVA, Martinsville, Va.
FERGUSON, BERT
 WJPR, Greenville, Miss.
FERGUSON, FRANK
 WWJ, Detroit, Mich.
FERGUSON, GAY
 WNAX, Yankton, S. D.
FERGUSON, HUGH
 WCAU, Philadelphia, Pa.
FETTY, MAX
 WAOV, Vincennes, Ind.
FICK, ROBERT
 KRKO, Everett, Wash.
FIDLAR, ROBERT
 WHIO, Dayton, Ohio
FIELDS, JOE
 WTOL, Toledo, Ohio
FINCH, DEE
 WAGE, Syracuse, N. Y.
FINCH, JOE
 KVOG, Denver, Colo.
FINCH, MERRITT E.
 WELL, New Haven, Conn.
FINE, JACK W.
 WAYX, Waycross, Ga.
FINE, NEAL
 WRDW, Augusta, Ga.
FINLEY, STUART
 WMAL - WRC, Washington, D. C.
FIRMAN, JOSEPH
 KFQD, Anchorage, Alaska
FISCHER, DICK
 WHAS, Louisville, Ky.
FISCHER, DON
 WRC - WMAL, Washington, D. C.
FISCHLER, JOSEPH
 WNYC, New York, N. Y.
FITZGERALD, DANA
 WAAB-WNAC, Boston, Mass.
FITZGERALD, GORDON
 KGKO-WBAP, Fort Worth, Texas
FITZPATRICK, AIDEN
 WSM, Nashville, Tenn.
FITZPATRICK, JACK
 KLZ, Denver, Colo.
FIX, JAY
 WSAI, Cincinnati, Ohio
FLEET, BOB
 KGVO, Missoula, Mont.
FLEET, TOM
 WBIG, Greensboro, N. C.
FLEISCHMAN, SOL
 WDAE, Tampa, Fla.
FLEMING, DOUGLAS
 WKY, Oklahoma City, Okla.
FLEMING, F.
 CFAC, Calgary, Alta.
FLEMING, EDWARD JOHN
 CBS News
FLEMING, JAMES
 CBS, NBC
FLENNIKEN, JAMES
 WBLK, Clarksburg, W. Va.
FLEHR, RICHARD
 WLOL, Minneapolis-St. Paul, Minn.
FLORA, JOHN
 WNEW, New York, N. Y.
FLYNN, ARTHUR
 WLAW, Lawrence, Mass.
FLYNN, DONALD
 WOCB, Hyannis, Cape Cod, Mass.
FLYNN, HOWARD
 KSL, Salt Lake City, Utah
FLYNN, PAUL B.
 WFEA, Manchester, N. H.
FLYNN, WILLIAM P.
 WIBU, Poynette, Wisc.

FOGARTY, JOHN
 WCPO, Cincinnati, Ohio
FOLAND, MYLES
 WHIS, Bluefield, W. Va.
FOLL, CHARLES
 KTKC, Visalia, Calif.
FONDE, MICHAEL
 WTNJ, Trenton, N. J.
FONVILLE, MARION
 WKBH, La Crosse, Wisc.
FORD, CHARLES
 WLOG, Logan, W. Va.
FORD, ERNEST
 WBOG, Knoxville, Tenn.
FORD, JOE
 WFPL, Fort Lauderdale, Fla.
FORD, E.
 CJAT, Trail, B. C.
FORDYCE, GERALD
 WGRC, New Albany (Ind.)-Louisville (Ky.)
FOREST, NOELLA
 CJBE, Rimouski, Que.
FORESTER, ROBERT
 WLEU, Eric, Pa.
FORMAN, WILLIAM
 WGAR, Cleveland, Ohio
FOSS, JOE
 KWNO, Winona, Minn.
FORT, ALLEN
 WEBR, Buffalo, N. Y.
FOSTER, CHARLES
 KIT, Yakima, Wash.
FOSTER, DAY
 KORE, Eugene, Ore.
FORSTER, ROGER
 WNEW, New York, N. Y.
FOSTER, FRED
 WLW-WSAI, Cincinnati, Ohio
FOSTER, JACK
 WCKY, Cincinnati, Ohio
FOUGUEL, CHESTER
 WLBC, Muncie, Ind.
FOWLER, CECIL "JUDGE"
 WGPC, Albany, Ga.
FOWLER, CLINTON
 KUOA, Siloam Springs, Ark.
FOWLKES, ROSSER
 WAIR, Winston Salem, N. C.
FRAKER, WILLARD
 WFBG, Altoona, Pa.
FRAMEB, WALT
 WWSW, Pittsburgh, Pa.
FRANSEN, TOM
 KECA-KFI, Los Angeles, Calif.
FRANK, BEECHER
 KFMB, San Diego, Calif.
FRANK, ROBERT
 WOC, Davenport, Ia.
FRANKLYN, ROY
 WCFL, Chicago, Ill.
FRANZ, BOB
 WEBQ, Harrisburg, Ill.
FRASER, JACK
 Woman of Tomorrow, NBC
 Esso News, NBC
FRASER, RONALD C.
 CJLS, Yarmouth, N. S.
FRAZIER, ROBERT
 WFBG, Altoona, Pa.
FREAK, ROBERT
 WIBX, Utica, New York
FRECKELTON, SLIM
 CKCL, Toronto, Ont.
FREDFRICK, CALVIN
 KVOR, Colorado Springs, Colo.
FRED, BOB
 WLW-WSAI, Cincinnati, Ohio
FRED, CHARLES
 WKIP, Poughkeepsie, N. Y.
FREEMAN, ROY
 WDJ, Tuscola, Ill.
FREMAULT, LEON
 WTMA, Charleston, S. C.

FRENCH, KEN
 WHEC, Rochester, N. Y.
FRENCH, NED
 WORL, Boston, Mass.
FRIEHL, HENRY
 WJHL, Johnson City, Tenn.
FRIEDBERG, IRVING
 WNAB, Bridgeport, Conn.
FROST, WILLIAM
 WISH, Indianapolis, Ind.
FRYE, EDWARD
 KPUL, Tulsa, Okla.
FRYE, MAX
 KRNR, Roseburg, Ore.
FULLER, MARTIN
 KOMA, Oklahoma City, Okla.
FULTON, DAVID
 WCHS, Charleston, W. Va.
FULTON, JOHN
 WGST, Atlanta, Ga.
FURMAN, R.
 WSVR, Syracuse, N. Y.

— G —

GABLE, HUGH
 KONO, San Antonio, Texas
GADBERRY, BOB
 KFBI, Wichita, Kans.
GAILY, GEORGE
 WSTV, Steubenville, Ohio
GAINES, RUBEN
 KVI, Tacoma, Wash.
GAINES, TOULMIN
 WRUF, Gainesville, Fla.
GAITHER, FRANK
 WGST, Atlanta, Ga.
GALBRAITH, JOHN
 KGO - KPO, San Francisco, Calif.
GALE, WILLIAM
 KFXJ, Grand Junction, Colo.
GALLAGHER, GIL
 WKST, New Castle, Pa.

GALLAHER, ROGER
 WRAK, Williamsport, Pa.
GALLAHER, EDDIE
 WCCO, Minneapolis, St. Paul, Minn.
GALLIART, MEL
 WLS, Chicago, Ill.
GALLOP, FRANK
 Bess Johnson, NBC, Amanda
 Honeymoon Hill, NBC, Prudential Life, CBS.
GAMBEL, BYRAN
 KADA, Ada, Okla.
GAMBLE, RON
 WJR, Detroit, Mich.
GANNON, JOE
 WMSL, Decatur, Ala.
GARDNER, DON
 NBC
GARDNER, R.
 CKMO, Vancouver, B. C.
GARDNER, RUSSELL
 WCED, DuBois, Pa.
GARDNER, WARD
 WHYN, Holyoke, Mass.
GAREAU, TELESPHORE
 CJBR, Rimouski, Que.
GARIC, BILL
 WJBO, Baton Rouge, La.
GARMAN, GEORGE
 WHBY, Appleton, Wisc.
GARNES, CLARENCE
 KOMA, Oklahoma City, Okla.
GARRED, BOB
 CBS
GARRISON, JACK
 KMOX, St. Louis, Mo.
GARRISON, JOHN
 WBHP, Huntsville, Ala.
GARROWAY, DAVID
 WENR-WMAQ, Chicago, Ill.
GAYMAN, L. VAUGHN
 WKBB, Dubuque, Ia.

GAYMAN, PARKER
 KPO - KGO, San Francisco, Calif.
GEARHART, NAT
 WDAN, Danville, Ill.
GENTILE, JOE
 CKLW, Windsor, Ont.
GENTILE, LARRY
 CKLW, Windsor, Ont.
GEORGE, TİM
 KMA, Shenandoah, Ia.
GERAGHTY, LARRY
 WOL, Washington, D. C.
GEYER, GEORGE
 KPAB, Laredo, Texas
GIBBONS, JOHN J.
 WFCI, Pawtucket, R. I.
GIBSON, JIM
 KGB, San Diego, Calif.
GIBSON, LLOYD
 WHDL, Olean, N. Y.
GIBSON, ROBERT
 KFXJ, Grand Junction, Colo.
GIEFORD, LORING ARDEN
 KVFJ, Fort Dodge, Ia.
GIGUERE, CONRAD
 WCOU, Lewiston, Me.
GILBERT, ALBERT
 WIBA, Madison, Wisc.
GILBERT, LIVINGSTON
 WAVE, Louisville, Ky.
GILCHRIST, THOMAS S.
 WMOG, Brunswick, Ga.
GILL, ALBERT
 WHBC, Canton, Ohio
GILL, PAUL
 WTAD, Quincy, Ill.
GULLARD, JOAN
 CKOC, Hamilton, Ont.
GILLESPIE, FRANK
 WCOL, Columbus, Ohio



GEORGE A. PUTNAM

Announcing

CBS—Great Moments in Music

Young & Rubicam

NBC—Portia Faces Life

Benton & Bowles

BLUE—Orphans of Divorce

Blackett Sample & Hummert

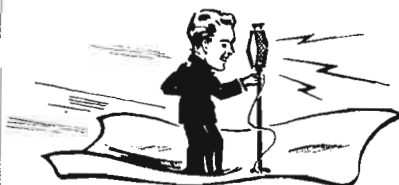
Boscol News—Compton Agency

★ and ★

National Screen Trailers

Electrical Transcriptions

ART GREEN



and his



*"Magic
 Carpet"*



**WMCA
 EVERY DAY**



ANNOUNCERS

- GILLETTE, LELAND**
WAAF, Chicago, Ill.
- GILLETTE, LOUIS**
KGA-KHQ, Spokane, Wash.
- GILMAN, HAL**
WSLB, Ogdensburg, N. Y.
- GILMORE, BING**
KOMA, Oklahoma City, Okla.
- GILROY, G. C.**
CFAC, Calgary, Alta.
- GLADSTONE, HENRY**
WHN, New York, N. Y.
- GLASGOW, DON**
WJBC, Bloomington, Ill.
- GLASS, LOUIS**
WTRC, Elkhart, Ind.
- GLENN, BOB**
KTAR, Phoenix, Ariz.
- GLENN, WARD**
WTOL, Toledo, Ohio
- GOD, WALTER**
WFTC, Kinston, N. C.
- GODFREY, ED**
WGGG, Gainesville, Ga.
- GODIN, I.**
CKRN, Rouyn-Noranda, Que.
- GODON, DICK**
KWSC, Pullman, Wash.
- GODWIN, AL**
WWL, New Orleans, La.
- HOLDER, HARRY**
WXYZ, Detroit, Mich.
- GOLIGHTLY, GROVER**
WGTC, Greenville, N. C.
- GOODE, RICHARD**
WORD, Spartanburg, S. C.
- GOODIN, DEL**
KSRO, Santa Rosa, Calif.
- GOODLOE, RAYMOND**
KHSL, Chico, Calif.
- GOODMAN, ROBERT**
KROW, Oakland, Calif.
- GOODRICH, ROGER**
WGY, Schenectady, N. Y.
- GOODWIN, GLEN**
KVFD, Fort Dodge, Ia.
- GOODWIN, LEON**
KCMC, Texarkana, Texas
- GORDER, ROYLAND**
KNEL, Brady, Texas
- GORDON, SAM**
WTRY, Troy, N. Y.
- GORDON, SHERWOOD**
WERC, Erie, Pa.
- GOSS, FRANK**
KNX, Los Angeles, Calif.
- GOULD, PAUL**
KNWV, Brooklyn, N. Y.
- GOULDING, PHIL**
WLLH, Lowell - Lawrence, Mass.
- GOURLEY, DOUGLAS**
KGO - KPO, San Francisco, Calif.
- GOWEN, CHET**
KSAL, Salina, Kansas
- GRABOVE, MAX**
WJRD, Tuscaloosa, Ala.
- GRADY, JOSEPH**
WHAT, Philadelphia, Pa.
- GRAF, JR., ANDY**
KVIC, Victoria, Texas
- GRAHAM, DON**
WFCI, Pawtucket, R. I.
- GRAHAM, FRANCES**
CKOW, Moncton, N. B.
- GRANT, BRUCE**
WOW, Omaha, Nebr.
- GRANT, FRANK**
CFRB, Toronto, Ont.
- GRANT, JOHN**
WFTC, Kinston, N. C.
- GRANT, JOSEPH**
WMEX, Boston, Mass.
- GRANT, TAYLOR**
KWK, St. Louis, Mo.
- GRASHAM, J. A.**
KTAR, Phoenix, Ariz.
- GRAUER, BEN**
Battle of Sexes, NBC
Walter Winchell, Blue
Service With A Smile, Blue.
- GRAULICH, BERT**
WQAM, Miami, Fla.
- GRAY, AL**
WSTV, Steubenville, Ohio
- GRAY, BOB**
CJOR, Vancouver, B. C.
- GRAY, CLIFF**
WSPA, Spartanburg, S. C.
- GRAY, DANIEL**
WHLA, Niagara Falls, N. Y.
- GRAY, DICK**
WGNC, Gastonia, N. C.
- GRAY, GORDON**
WCKY, Cincinnati, Ohio
- GRAY, HOWARD P.**
KFVD, Los Angeles, Calif.
- GRAY, JOHN**
WDOD, Chattanooga, Tenn.
- GREEN, ART**
WMCA, Magic Carpet, Satur-
day Night Dance Parade
- GREEN C.**
WHKY, Hickory, N. C.
- GREEN, DON**
KEX-KGW, Portland, Ore.
- GREEN, MILTON**
WGH, Newport News, Va.
- GREEN, MINA**
KFQQ, Boone, Ia.
- GREENBERGER, JOHN B.**
WBQC, Salisbury, Md.
- GREENHOW, T. V.**
KINY, Juneau, Alaska
- GREENLAW, SHERWIN**
WLNH, Laconia, N. H.
- GREENLESE, CHARLES**
WHBG, Memphis, Tenn.
- GREENLEY, FRED**
WNAX, Yankton, S. D.
- GREENWOOD, DEL**
WDAN, Danville, Ill.
- GREENWOOD, WARREN**
WHAI, Greenfield, Mass.
- GREET, MALCOLM**
WOMI, Owensboro, Ky.
- GREGORY, BOB**
WSOC, Charlotte, N. C.
- GREGORY, KEITH**
WBLJ, Dalton, Ga.
- GREYSON, CARL**
KSL, Salt Lake City, Utah
- GRIEB, HERBERT**
WBRC, Birmingham, Ala.
- GRIFFIN, BILL**
KVEC, San Luis Obispo, Calif.
- GRIFFIN, BOBBY**
WHO, Des Moines, Ia.
- GRIFFIN, W. R.**
KFYR, Bismarck, N. D.
- GRIFFIN, ROBERT**
KVAK, Atchinson, Kans.
- GRINDLING, BRITT**
KPAC, Port Arthur, Texas
- GRISKEY, WILLIAM**
KYW, Philadelphia, Pa.
- GRIZZARD, HERMAN**
WLAC, Nashville, Tenn.
- GROVE, HARRY**
KBIZ, Ottumwa, Ia.
- GROVER, JOHN**
KGO-KPO, San Francisco, Calif.
- GROW, GEORGE**
WCOA, Pensacola, Fla.
- GUERRA, HENRY**
WOAI, San Antonio, Texas
- GUEST, J. EDGAR**
CKCL, Toronto, Ont.
- GUIDI, HUGH**
WMBG, Richmond, Va.
- GULLANDER, OSCAR**
CJRM, Regina, Sask.
- GULLEY, PHIL**
WCBI, Columbus, Miss.
- GULLIVER, QUENTIN**
WAAB-WNAC, Boston, Mass.
- GUMA, MANUEL**
WHAQ, San Juan, P. I.
- GUNDAKER, ED**
WHP, Harrisburg, Pa.
- GUNN, GEORGE**
WMAL - WRC, Washington, D. C.
- GURLEY, KEN**
WAGA, Atlanta, Ga.
- GUY, AUBREY**
WMC, Memphis, Tenn.
- GUY, BILL**
WMBH, Joplin, Mo.
- GWYNN, FRED**
KTEV, Glendale, Calif.

— H —

- HAAS, THORNE**
KTNM, Tucumcari, N. M.
- HAASER, CHARLES B.**
WMAS, Springfield, Mass.
- HABERMAN, BEN**
WMFG, Hibbing, Minn.
- HACK, JULES**
KSO, Des Moines, Ia.
- HADDLE, DON**
WJAG, Norfolk, Nebr.
- HADDOW, DICK**
KUSD, Vermillion, S. D.
- HADEN, CARL**
KMA, Shenandoah, Ia.
- HADFIELD, BEN**
WAAB-WNAC, Boston, Mass.
- HADLEY, DOUG**
WJFF, Herrin, Ill.
- HAHN, BOB**
KVOD, Denver, Colo.
- HAHN, ROBERT**
KMYR, Denver, Colo.
- HAIN, ALLEN**
WHIZ, Zanesville, Ohio
- HAIG, THEODORE**
WQXR, New York, N. Y.
- HAISLIP, WALTER**
WSTP, Salisbury, N. C.
- HALE, ARTHUR**
WOR, Mutual News
- HALE, CALVIN L.**
KSEI, Pocatello, Ida.
- HALE, CECIL**
WLW-WSAI, Cincinnati, Ohio
- HALHED, RICHARD**
CBR, Vancouver, B. C.
- HALL, AL**
KGKB, Tyler, Texas
- HALL, BERT**
WGLL, Galesburg, Ill.
- HALL, LEON**
KPPC, Pasadena, Calif.
- HALL, NELSON**
KVNK, Logan, Utah
- HALL, RADCLIFFE**
News, NBC
- HALL, WILLIAMS**
KMPC, Beverly Hills, Calif.
- HALLBERG, I.**
CJVI, Victoria, B. C.
- HALLORAN, RYAN**
KDAL, Duluth, Minn.
- HAMES, ARTHUR**
WERC, Erie, Pa.
- HAMILTON, JACK**
WIBX, Utica, N. Y.
- HAMILTON, R.**
WSYR, Syracuse, N. Y.
- HAMILTON, WILLIAM**
WHIO, Dayton, Ohio

HAMLIN, DAVE
KLO, Ogden, Utah

HAMMOND, FRED
KONO, San Antonio, Texas

HAMRICK, HOWARD
WCOS, Columbia, S. C.

HANEY, JACK
CJCS, Stratford, Ont.

HANES, HERMAN
WOLS, Florence, S. C.

HANNAH, MERLE
KVCV, Redding, Calif.

HANNON, STUART
KROW, Oakland, Calif.

HANSEN, CLIFF
KEVE, Everett, Wash.

HANSEN, MARK
KFEL, Denver, Colo.

HANSEN, ROBERT
KUTA, Salt Lake City, Utah

HANSEN, VERN
WGN, Chicago, Ill.

HANSEN, WALTER
WRR, Dallas, Texas

HANSON, ROY
WWPG, Lake Worth, Fla.

HANSTROM, ARTHUR
WEAU, Eau Claire, Wisc.

HARBIN, DAVID
WPIC, Sharon, Pa.

HARDEN, FRANK
WCOS, Columbia, S. C.

HARDEN, REG
WSLS, Roanoke, Va.

HARDEN, REGINALD
WMVA, Martinsville, Va.

HARDER, GENE
KFXM, San Bernardino, Calif.

HARDER, JACK
WAYX, Waycross, Ga.

HARDING, BILL
WINS, New York, N. Y.

HARDING, VINCENT
KGBX-KWTO, Springfield, Mo.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARLING, HUBERT
WCMI, Ashland, Ky.

HARMON, MARION
WGOV, Valdosta, Ga.

HARPEL, WILLIS
KFQD, Anchorage, Alaska

HARPER, AMES
WJEJ, Hagerstown, Md.

HARPER, HUGH
WEIM, Fitchburg, Mass.

HARPER, JOHN
CBS News

HARRELL, S. A.
KICA, Clovis, N. M.

HARRICE, CY
WLS, Chicago, Ill.

HARRINGTON, JACK
WSPD, Toledo, Ohio

HARRINGTON, NORMAN
KGB, San Diego, Calif.

HARRIS, BILL
WJZM, Clarksville, Tenn.

HARRIS, BOB
KLZ, Denver, Colo.

HARRIS, BOB
WMCA, New York, N. Y.
N. Y. Times, Bromo Quinine,
Crawford Clothes, Sweetheart
Soap, etc.

HARRIS, BUDDY
KMAC, San Antonio, Texas

HARRIS, BUDDY
WRR, Dallas, Texas

HARRIS, CONNIE
WHMA, Anniston, Ala.

HARRIS, DEAN
WMSD, Muscle Shoals City,
Ala.

HARRIS, ELLIS
KDAL, Duluth, Minn.

HARRIS, JR., FINIS
WHUB, Cookeville, Tenn.

HARRIS, GLENN
KYSM, Mankato, Minn.

HARRIS, HERBERT
WSB, Atlanta, Ga.

HARRIS, JAY
WHCU, Ithaca, N. Y.

HARRIS, LLOYD
WMIS, Natchez, Miss.

HARRIS, WALTER
WMEF, Plattsburg, N. Y.

HARRISON, CHARLES
WHBF, Rock Island, Ill.

HARRISON, HARROLD
WMFR, High Point, N. C.

HART, MAURICE
WNEW, New York, N. Y.

HART, W. E.
CKBI, Prince Albert, Sask.

HARTMAN, E. G. R.
CJAT, Trail, B. C.

HARTMAN, MARK
WENR-WMAQ, Chicago, Ill.

HARTRICK, GEORGE
WCSH, Portland, Me.

HARTUNG, PETE
WHJB, Greensburg, Pa.

HARVEY, V. L.
KENO, Las Vegas, Nev.

HARVIE, BOB
CJIC, Sault Ste. Marie, Ont.

HASBROOK, DICK
WIS, Columbia, S. C.

HASE, ED
WCHV, Charlottesville, Va.

HATFIELD, LARRY
WOLS, Florence, S. C.

HATTON, DICK
WRRN, Warren, Ohio

HAUGHT, HAROLD
WPAR, Parkersburg, W. Va.

HAVRILLA, ALOIS
Double or Nothing, MBS
News



BILL PENNELL

ANNOUNCER
CBS STAFF

Paramount Newsreels



DON DOUGLAS

Announcer and Actor

WMCA STAFF

Narration
Shorts

All Dialects
Impersonations

ANNOUNCERS

- HAWKINS, DON**
KSTP, St. Paul-Minneapolis, Minn.
- HAWKINS, W.**
CFOS, Owen Sound, Ont.
- HAY, GEORGE**
WSM, Nashville, Tenn.
- HAYES, FRED**
WLLC, Toccoa, Ga.
- HAYES, GEORGE**
NBC
- HAYES, JIMMY**
KOY, Phoenix, Ariz.
- HAYES, LARRY**
KSRO, Santa Rosa, Calif.
- HAYES, O. WILLIAM**
WMUR, Manchester, N. H.
- HAYNES, DICK**
KABC, San Antonio, Texas
- HAYS, LYLE**
WIBU, Poynette, Wis.
- HAYWORTH, HERB**
WGL-WOWO, Ft. Wayne, Ind.
- HAZAN, MAURICE**
KGER, Long Beach, Calif.
- HEADY, KENNETH**
KCMO, Kansas City, Mo.
- HEATON, TOM**
WMAZ, Macon, Ga.
- HEGARD, KEN**
WJLN, Racine, Wis.
- HEIBECK, FRANK**
WLOK, Lima, Ohio
- HELEZER, WALTER**
WEDC, Chicago, Ill.
- HELMKEN, JACK**
WAYX, Waycross, Ga.
- HEMENWAY, NORMAN**
WPAR, Parkersburg, W. Va.
- HEMINGWAY, JR., FRANK**
WMPG, Lapeer, Mich.
- HENDERSON, BROOKS**
KSPT, St. Paul-Minneapolis, Minn.
- HENDERSON, D. SCOTT**
KTSM, El Paso, Texas
- HENDRICKS, DON**
KWNO, Winona, Minn.
- HENDRICKSON, ROBERT**
WCAX, Burlington, Vt.
- HENDRIX, CLIFF**
KBUR, Burlington, Ia.
- HENDRIX, JIM**
WAPO, Chattanooga, Tenn.
- HENLEY, ROBERT M.**
WMOG, Brunswick, Ga.
- HENNESSY, FRANK**
WWL, New Orleans, La.
- HENNESSY, HARRY J.**
WHCU, Ithaca, N. Y.
- HENRICH, WALTER**
WADC, Akron, Ohio
- HENRY, ED**
KRIC, Beaumont, Texas
- HENRY, JOHN**
WKZO, Kalamazoo, Mich.
- HENRY, LEW**
WCLE-WHK, Cleveland, Ohio
- HENTON, EARL**
KWLM, Willmar, Minn.
- HEPPNER, MARGARET**
KWYO, Sheridan, Wyo.
- HERKNER, ELMER**
WHP, Hammond, Ind.
- HERLIHY, ED**
Frank Fay, NBC
Children's Hour, NBC
- HERLIHY, WALTER**
WAAB-WNAC, Boston, Mass.
- HERRIN, WELDON**
WTOC, Savannah, Ga.
- HERRING, CHARLES**
KIJ, Walla Walla, Wash.
- HETHERINGTON, KEITH**
KPHO, Phoenix, Ariz.
- HEYDE, BUDD**
KGO-KPO, San Francisco, Calif.
- HEYWOOD, FRED**
CFRB, Toronto, Ont.
- HEYWORTH, DON**
WCAU, Philadelphia, Pa.
- HICKS, GEORGE**
NBC
- HICKMAN, HENRY**
WFBR, Baltimore, Md.
- HICKMAN, WILLIAM**
WMRN, Marion, Ohio
- HICKOX, RICHARD T.**
WLAU, Lawrence, Mass.
- HIEBERT, A**
KFAR, Fairbanks, Alaska
- HIGBE, ARTHUR**
KSUB, Cedar City, Utah
- HIGBEE, LESLIE**
WDNC, Durham, N. C.
- HIGGINS, JR., CHARLES J.**
WLAU, Lawrence, Mass.
- HIGGINS, EDGAR**
WDNC, Durham, N. C.
- HIGHTOWER, BILL**
WIOD, Miami, Fla.
- HIGLEY, WILLIS**
KFQD, Anchorage, Alaska
- HILBURN, HENLEY**
KXOX, Sweetwater, Texas
- HILDEBRAND, KEN**
WJAS, Pittsburgh, Pa.
- HILL, B. R.**
CJRM, Regina, Sask.
- HILL, D. G.**
CKMO, Vancouver, B. C.
- HILL, DON**
WAYE, Louisville, Ky.
- HILL, JERRY**
CFCH, North Bay, Ont.
- HILL, JOE**
WAGA, Atlanta, Ga.
- HILL, PAT**
WBEN, Buffalo, N. Y.
- HILL, ROY**
WHIS, Bluefield, W. Va.
- HILL, ZACK**
WJBK, Detroit, Mich.
- HILLE, DALTON**
WLOK, Lima, Ohio
- HILLEARY, PERRY**
KOY, Phoenix, Ariz.
- HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
- HINER, VERNON**
KMYR, Denver, Colo.
- HINKLE, ED**
WFDF, Flint, Mich.
- HINKLEY, HARRY**
WMRF, Lewistown, Pa.
- HINN, WILLIAM**
WMRC, Greenville, S. C.
- HINSHAW, FRED**
WTRC, Elkhart, Ind.
- HIORNS, ALBERT**
WAAB-WNAC, Boston, Mass.
- HIRSCH, RUSSELL**
WCOA, Pensacola, Fla.
- HIRSCHBOSCH, JACK**
WMFG, Hibbing, Minn.
- HITCHCOCK, JACK**
KFOR, Lincoln, Nebr.
- HITE, ROBERT**
WXYZ, Detroit, Mich.
- HITES, WARREN**
WATW, Ashland, Wis.
- HOBGOOD, BOB**
KFDM, Beaumont, Texas
- HODGE, TED**
WELC, New London, Conn.
- HODGES, GIL**
WTAG, Worcester, Mass.
- HODGKIN, BARCLAY**
KPPC, Pasadena, Calif.
- HOFFMAN, HOWARD**
WHJB, Greensburg, Pa.
- HOGAN, GEORGE**
Martha Deane, Time to Muse,
WOR-Mutual
- HOGAN, JOHN**
WMAZ, Macon, Ga.
- HOGAN, JOSEPH**
KARK, Little Rock, Ark.
- HOGENSON, ROBERT**
WBHL, Sheboygan, Wis.
- HOLBROOK, JOHN**
WGN, Chicago, Ill.
- HOLCE, GENE**
KIEV, Glendale, Calif
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLDEN, KENNETH**
KBKR, Baker, Ore.
- HOLDER, HUGH**
WXYZ, Detroit, Mich.
- HOLLEY, WAKEFIELD**
WKY, Oklahoma City, Okla.
- HOLLIS, KEN**
KVOK, Moorhead, Minn.
- HOLLIS, WILLIAM**
WBQC, Salisbury, Md.
- HOLM, BILL**
WEED, Rocky Mount, N. C.
- HOLMAN, AL**
WATA, Mobile, Ala.
- HOLMES, A.**
CKBI, Prince Albert, Sask.
- HOLMES, BEN**
WISN, Milwaukee, Wis.
- HOLMES, THURSTON S.**
WHOM, Jersey City, N. J.
- HOLT, CHARLES**
WCBT, Columbus, Miss.
- HOLT, RUSS**
WOLS, Florence, S. C.
- HOLTMAN, JOHN**
WENR-WMAG, Chicago, Ill.
- HOLTZMAN, PAUL**
WJBO, Baton Rouge, La.
- HOOKER, JOE**
WTOM, Traverse City, Mich.
- HOOPER, JACK**
WMBG, Richmond, Va.
- HOOVER, DON**
KIUP, Durango, Colo.
- HOPE, BOB**
WSPA, Montgomery, Ala.
- HOPPENSTEIN, ARCHIE**
WACO, Waco, Texas
- HOPPERS, JAMES**
WTUS, Jackson, Tenn.
- HORLE, RALPH**
CHAB, Moose Jaw, Sask.
- HORN, BOB**
WIP, Philadelphia, Pa.
- HORNE, RUFFIN**
WFNC, Fayetteville, N. C.
- HORNER, JACK**
KSAL, Salina, Kans.
- HOSEA, FRANK**
KVOL, Lafayette, La.
- HOTALING, EARL**
WBTM, Danville, Va.
- HOUGH, HAL**
KFRU, Columbia, Mo.
- HOUSE, MARVIN**
KBST, Big Spring, Texas
- HOUSTON, WILLIAM**
WHIP, Hammond, Ind.
- HOWARD, DENNIS**
WLLH, Lowell-Lawrence,
Mass.
- HOWARD, DENNIS**
WWPG, Lake Worth, Fla.
- HOWE, RAYMOND**
WKNY, Kingston, N. Y.
- HOWE, RALPH**
WMT, Cedar Rapids, Ia.
- HOWE, TRAYER**
WJEJ, Hagerstown, Md.
- HOWELL, WAYNE**
WLAC, Nashville, Tenn.

HUBBARD, BILL
WESX, Salem, Mass.

HUBBARD, EDWARD
WITH, Baltimore, Md.

HUBBS, FRANK
WKPT, Kingsport, Tenn.

HUBER, RUSSELL
WKBH, La Crosse, Wisc.

HUDDLESTON, HAYDEN
WKPT, Kingsport, Tenn.

HUDDLESTON, K. E.
WNOX, Knoxville, Tenn.

HUDDLESTON, PAUL
WBBB, Burlington, N. C.

HUDSON, TOM
WMCA, New York, N. Y.
NBC

HUFF, OSCAR
WOMI, Owensboro, Ky.

HUFFMAN, CLIFFORD
WRNL, Richmond, Va.

HULL, HOLLIS C. "DOC"
KFOR, Lincoln, Nebr.

HULL, RICHARD B.
WOI, Ames, Ia.

HULWI, JAMES
WEAU, Eau Claire, Wisc.

HUMPHREY, ED
WJJD, Chicago, Ill.

HUMPHREYS, CHARLES
WPAD, Paducah, Ky.

HUNDLEY, EARL
WLPM, Suffolk, Va.

HUNT, GLEN
KGKB, Tyler, Texas

HUNT, JERRY
WHMA, Anniston, Ala.

HUNT, PAUL
WJW, Akron, Ohio

HUNT, RAY
KMOP, St. Louis, Mo.

HURD, HOMER R.
KABR, Aberdeen, S. D.

HURD, JOHN JOSEPH
WXYZ, Detroit, Mich.

HURD, ROBERT G.
KFPY, Spokane, Wash.

HUSS, J. W.
WJMS, Ironwood, Mich.

HUSSEY, TOM
WAAB-WNAC, Boston, Mass.

— I —

IDE, CARL
WKNE, Keene, N. H.

INGHAM, ROBERT
WTOL, Toledo, Ohio

INGRAM, ART
WERC, Eric, Pa.

INSLEY, DON
CKRN, Rouyn-Noranda, Que.

IRBY, JR., JIM
WMOB, Mobile, Ala.

IRISH, JACK
WJW, Akron, Ohio

IRVINE, RICHARD
CJLS, Ammouth, N. S.

IRWIN, GEORGE
KFJZ, Fort Worth, Texas

IRWIN, PHIL
KEX-KGW, Portland, Ore.

IVAN, IGOR
WNPS, Memphis, Tenn.

IVES, ROBERT
WNBZ, Binghamton, N. Y.

IVEY, HUGH
WSB, Atlanta, Ga.

IVORY, TOM
KTFI, Twin Falls, Ida.

— J —

JACKSON, ALLAN
WMC, Memphis, Tenn.

JACKSON, DON
WOL, Ames, Ia.

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, GLENN
WSPD, Toledo, Ohio

JACKSON, JAY
WBNS, Columbus, Ohio

JACKSON, WILBURN
KVIC, Victoria, Texas

JACOBS, JOHN
KMOX, St. Louis, Mo.

JACOBSEN, MARTIN
WCFL, Chicago, Ill.

JACOBSON, CARL
KPOF, Denver, Colo.

JAEGGER, JOHN
WNEW, New York, N. Y.

JAFFE, ARNOLD
WHOM, Jersey City, N. J.

JAGOE, EARL
WLBJ, Bowling Green, Ky.

JAMPEL, CARL
WFDG, Flint, Mich.

JAMES, DENNIS
WNEW, New York, N. Y.

JAMES, GLEN
WHBL, Sheboygan, Wisc.

JAMES, HUGH
Lowell Thomas, NBC
Parker Family, NBC

JAMES, RICHARD
WQXR, New York, N. Y.

JAMES, SYLVIA
WCAM, Camden, N. J.

JAMESON, KEITH
WKBW, Youngstown, Ohio

JANES, DOLPH
KORE, Eugene, Ore.

JANSSEN, KARL F.
WMBS, Uniontown, Pa.

JARVIES, LEE
WHB, Kansas City, Mo.

JARZEBOWSKI, CASIMIR
WHOM, Jersey City, N. J.

JASPER, J. ALAN
WMUR, Manchester, N. H.



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Narration, Slide Film, for Libby-Oreus Duraglas

**ED
WELCH**



Announcing

WMCA

ANNOUNCERS

- JASS, MELVIN F. F.**
KRBM, Bozeman, Mont.
- JEFFERAY, BILL**
WAAT, Jersey City, N. J.
- JENKINS, ALUN**
WCLE-WHK, Cleveland, Ohio
- JENKINS, BILL**
WINX, Washington, D. C.
- JENKINS, RON**
WFCB, Greenville, S. C.
- JENNINGS, AL**
WMSL, Decatur, Ala.
- JENNINGS, AL**
WTMC, Ocala, Fla.
- JENNINGS, DICK**
KNOW, Austin, Texas
- JENNINGS, DICK**
WAAT, Jersey City, N. J.
- JENSEN, ALLAN**
KUTA, Salt Lake City, Utah
- JENSEN, GARRETT**
KROS, Clinton, Ia.
- JENSEN, VAL**
WMIS, Natchez, Miss.
- JENSEN, W.**
CFAC, Calgary, Alta.
- JESSEE, RANDALL**
WDAF, Kansas City, Mo.
- JOB, FENWICK**
CKCL, Toronto, Ont.
- JOHNSON, ARVID**
KUTA, Salt Lake City, Utah
- JOHNSON, BERNIE**
WCKY, Cincinnati, Ohio
- JOHNSON, BOB**
KFBB, Great Falls, Mont.
- JOHNSON, CHARLES**
KEVE, Everett, Wash.
- JOHNSON, GEORGE**
WHLB, Virginia, Minn.
- JOHNSON, IRWIN A.**
WBNS, Columbus, Ohio
- JOHNSON, LEONARD**
KBWD, Brownwood, Texas
- JOHNSON, MARTIN**
WFBM, Indianapolis, Ind.
- JOHNSON, MOTT**
KMA, Shenandoah, Ia.
- JOHNSON, TED**
KFBI, Wichita, Kans.
- JOHNSON, WAYNE**
WKBN, Youngstown, Ohio
- JOHNSON, WILLIAM**
WBAB, Atlantic City, N. J.
- JOHNSTON, DOC**
WNOX, Knoxville, Tenn.
- JOHNSTON, EDDIE**
WDAN, Danville, Ill.
- JOHNSTON, GRANT**
KBIX, Muskogee, Okla.
- JOHNSTON, HERBERT**
KEX-KGW, Portland, Ore.
- JOHNSTON, JIM**
WLSL, Roanoke, Va.
- JOHNSTONE, FRANK**
KVCV, Redding, Calif.
- JOHNSTONE, FRED**
WLSL, Roanoke, Va.
- JONES, E. Z.**
WBBB, Burlington, N. C.
- JONES, HOWARD**
WIP, Philadelphia, Pa.
- JONES, JAMES**
KAND, Corsicana, Texas
- JONES, LLOYD**
KWOC, Poplar Bluff, Mo.
- JONES, PAUL**
WLW-WSAI, Cincinnati, Ohio
- JONES, ROBERT**
WSPR, Springfield, Mass.
- JORGENSEN, HARRY**
KDLE, Devils Lake, N. D.
- JOSLYN, HENRY**
KVOD, Denver, Colo.
- JOURNEAY, TOM**
WTAW, College Station, Texas
- JOY, RICHARD**
KNX, Los Angeles, Calif.
- JONER, FRED**
WHKC, Columbus, Ohio
- JULIAN, BERT**
WDZ, Tuscola, Ill.

— K —

- KABER, RUSS**
KGCU, Mandan, N. D.
- KAIMAN, LAMBERT**
KMOX, St. Louis, Mo.
- KAISER, LOUIS**
WJBO, Baton Rouge, La.
- KAISER, TUCKER**
WCHV, Charlottesville, Va.
- KAMPE, MEL**
WIL, St. Louis, Mo.
- KARBER, FRANKLIN**
KTHS, Hot Springs, Ark.
- KARNES, ROBERT**
WSIX, Nashville, Tenn.
- KARNSTEDT, CHALMIERS**
KSTP, St. Paul-Minneapolis, Minn.
- KARPINSKI, STEPHAN**
WHOM, Jersey City, N. J.
- KARSON, LEE**
KTAR, Phoenix, Ariz.
- KASPER, FRED**
WMAQ-WENR, Chicago, Ill.
- KAUFMAN, ROBERT**
WISR, Butler, Pa.
- KAY, BOB**
WAVE, Louisville, Ky.
- KAYLE, JERRY**
KFVD, Los Angeles, Calif.
- KEARL, WANYE**
KOVO, Provo, Utah
- KEATHLEY, HAMPTON**
KPRC, Houston, Texas
- KECKI, MICHAEL**
WHOM, Jersey City, N. J.
- KEEBLE, FORD**
CFCH, North Bay, Ont.
- KEEFE, HOWARD S.**
WSPR, Springfield, Mass.
- KEEFE, PAUL**
WCOP, Boston, Mass.
- KEEL, GLEN**
WLBC, Muncie, Ind.
- KEIPER, ED**
WCAZ, Carthage, Ill.
- KEITER, LESTER**
KELA, Centralia - Chehalis, Wash.
- KELLEHER, PHILIP**
WQAM, Miami, Fla.
- KELLER, ERNEST**
WBIR, Knoxville, Tenn.
- KELLER, FRED**
WBTA, Batavia, N. Y.
- KELLER, FRED**
WOOD-WASH, Grand Rapids, Mich.
- KELLER, K. W.**
WTEL, Philadelphia, Pa.
- KAY, CHARLES**
WLPM, Suffolk, Va.
- KAY, MARY**
WMAM, Marinette, Wisc.
- KELLEY, BOYD**
KRLH, Midland, Texas
- KELLEY, LEON**
WRAC, Williamsport, Pa.
- KELLY, BILL**
WJBO, Baton Rouge, La.
- KELLY, BRUCE**
WCBS, Springfield, Ill.
- KELLY, CHARLES**
WJHL, Johnson City, Tenn.
- KELLY, EARL**
WWNY, Watertown, N. Y.
- KELLY, GORDON**
WMIS, Natchez, Miss.
- KELLY, JACK**
KMA, Shenandoah, Ia.
- KELLY, ROGER S.**
WMBS, Uniontown, Pa.
- KELPE, HENRY**
KOIL, Omaha, Nebr.
- KELSEY, JOHN**
WHOM, Jersey City, N. J.
- KEMPER, HOWARD**
KBST, Big Spring, Texas
- KEMPER, LOU**
WHB, Kansas City, Mo.
- KENDALL, GEORGE**
WCAR, Pontiac, Mich.
- KENNEDY, KEN**
WDAY, Fargo, N. D.
- KENNEDY, RALPH**
KUOA, Siloam Springs, Ark.
- KENNEDY, ROBERT**
WMRO, Aurora, Ill.
- KENNEY, STUART**
CHML, Hamilton, Ont.
- KENNY, FRED**
WAGA, Atlanta, Ga.
- KENT, C.**
WSR, Syracuse, N. Y.
- KENT, JR., CARL**
WAKR, Akron, Ohio
- KENT, JIM**
CKCK, Regina, Sask.
- KENT, LEW**
WMAZ, Macon, Ga.
- KENYON, CLARENCE**
KQKB, Tyler, Texas
- KEPNER, ARCH**
WQXR, New York, N. Y.
- KERGAN, GEORGE**
CJRM, Regina, Sask.
- KERNES, HERB**
KCKN, Kansas City, Kans.
- KERNES, ROY**
WKY, Oklahoma City, Okla.
- KERR, JOHN**
WLEU, Erie, Pa.
- KERRIGAN, JACK**
WHO, Des Moines, Ia.
- KERWOOD, ORRIE**
KELO-KSOO, Sioux Falls, S. D.
- KEYS, ALLEN**
WHLS, Port Huron, Mich.
- KIBBY, JOHN**
KPMC, Bakersfield, Calif.
- KILLOUGH, ROGER**
WHLN, Harlan, Ky.
- KILMER, BILL**
WSGN, Birmingham, Ala.
- KIMBALL, TED**
KSL, Salt Lake City, Utah
- KING, A. C.**
WEEL, Boston, Mass.
- KING, CYRIL**
CJKL, Kirkland Lake, Ont.
- KING, ED**
WGL-WOVO, Fort Wayne, Ind.
- KING, EDWARD**
KGO-KPO, San Francisco, Calif.
- KING, JOSEPH**
WJSV, Washington, D. C.
- KING, LAWRENCE L.**
KUIN, Grants Pass, Ore.
- KING, NELSON**
WKRC, Cincinnati, Ohio
- KING, ROBERT**
KTSA, San Antonio, Texas
- KING, WALTER**
WINS, New York, N. Y.
- KINGSTON, DICK**
WSFA, Montgomery, Ala.
- KINNEY, GORDON**
WHEB, Portsmouth, N. H.
- KIRBY, DURWARD**
WENR-WMAQ, Chicago, Ill.
- KIRBY, LEE**
WBT, Charlotte, N. C.
- KIRKLAND, JIMMY**
WDLF, Panama City, Fla.

KIRKPATRICK, JESS
WGN, Chicago, Ill.

KIRSCHNER, CLAUDE
WIND, Gary, Ind.

KISTER, GEORGE
KMMJ, Grand Island, Nebr.

KISTLER, GLEASON
WKBB, Dubuque, Ia.

KITTELL, CLYDE
NBC

KITTERMAN, BOB
WWSR, St. Albans, Vt.

KLEINER, HERMAN
KTBI, Tacoma, Wash.

KNIGHT, FRANK
Alfred Wallenstein, Commentators, WOR-Mutual.

KNIGHT, KIRK
WEXL, Royal Oak, Mich.

KNITEL, M.
WCAP, Asbury Park, N. J.

KNORNSCHILD, ELMER
KFUO, Clayton-St. Louis, Mo.

KNOTT, JACK
KVIC, Victoria, Texas

KNUDTSON, MILO
WEAU, Eau Claire, Wisc.

KNUTTI, FRANK
WSUN, St. Petersburg, Fla.

KONOPACKI, FELIX
WHOM, Jersey City, N. J.

KOSOWICZ, EDWARD
WHOM, Jersey City, N. J.

KOSUT, HAL
WPAT, Paterson, N. J.

KOVACH, FRANK
WHIP, Hammond, Ind.

KOZAK, RAY
KMMJ, Grand Island, Nebr.

KRAMER, BEN
WDEF, Chattanooga, Tenn.

KRAMER, HARRY
WINS, New York, N. Y.

KRASIN, LESTER Q.
KTNN, Tucumcari, N. M.

KREAGER, ROBERT
MBOV, Terre Haute, Ind.

KREY, TED
WTCN, Minneapolis, Minn.

KRIEDEL, GIL
WBBC, Canton, Ohio

KRUG, ED
WCAU, Philadelphia, Pa.

KRULEVITCH, WALTER
WHA, Madison, Wisc.

KRUPP, DAVID
WKBZ, Muskegon, Mich.

KRUPP, LARRY
WJW, Akron, Ohio

KRUPP, ROGER
WTCN, Minneapolis, Minn.

KRUYER, PAUL
WSBT, South Bend, Ind.

KUHNS, MARY JANE
WHJB, Greensburg, Pa.

KULER, FITZ
KRLD, Dallas, Texas

KULT, ERVIN
WIGM, Medford, Wisc.

KYLLINGSTAD, BOB
KGCU, Mandan, N. D.

L

LABERGE, ROLAND
WFEA, Manchester, N. H.

LACY, JACK
WNBC, Hartford-New Britain, Conn.

LAFFER, JACK
WJR, Detroit, Mich.

LAFFEY, FRED P.
WLAW, Lawrence, Mass.

LAFLAMME, CHARLES
WFEA, Manchester, N. H.

LA FORCE, CHARLES
WEMP, Milwaukee Wisc.

LA HAYE, LOU
WICC, Bridgeport, Conn.

LAING, JOHN
KECA-KFI, Los Angeles, Calif.

LAKE, J. B.
KV00, Tulsa, Okla.

LAKE, ROBERT
WELL, Battle Creek, Mich.

LALLY, WILLIAM
WHYN, Holyoke, Mass.

LAMAR, LEW
WGN, Chicago, Ill.

LAMB, RUSS
KFJZ, Fort Worth, Texas

LAMBERT, KEN
WJPF, Herrin-WLDS, Jacksonville, Ill.

LAMBERT, VINCENT
KVCV, Redding, Calif.

LAMBETH, FRANK
WMFR, High Point, N. C.

LAMBETH, RALPH
WMFR, High Point, N. C.

LAMBIN, GEORGE
CBF, Montreal, Que.

LAMPEL, HAROLD
WCBA-WSAN, Allentown, Pa.

LANAGAN, JAMES
WNBH, New Bedford, Mass.

LANDI, ERBERTO
WHOM, Jersey City, N. J.

LANE, CHARLES
CKLW, Windsor, Ont.

LANE, DRURY
KICA, Clovis, N. M.

LANE, TOM
WLOF, Orlando, Fla.

LANG, BOB
KEVR, Seattle, Wash.

LANG, CHARLES WILLIAM
KFKA, Greeley, Colo.

LANG, DAVE
WHLS, Port Huron, Mich.

LANG, FRED
WAAB-WNAC, Boston, Mass.

LANG, WARD
KTSB, San Antonio, Texas

LANGBELL, B.
CFRN, Edmonton, Alta.

LANGDON, ED.
WPIC, Sharon, Pa.

LANGFORD, PAUL
KRKD, Los Angeles, Calif.

LANSING, HAL
WTCN, Minneapolis, Minn.

LANSING, LARRY
KVEC, San Luis Obispo, Calif.

LANTRY, C. C.
KGA-KHQ, Spokane, Wash.

LANTZ, STANLEY
WJBC, Bloomington, Ill.

LANUM, BLAKE
KROS, Clinton, Ia.

LAPLANTE, RAYMOND
CJBR, Rimouski, Que.

LA PLANTE, ROY
WFIL, Philadelphia, Pa.

LAPIONT, ARMOND
WHEB, Portsmouth, N. H.

LA RUE, BEN
KGGF, Coffeyville, Kans.

LASSONDE, JEAN-PAUL
CHLT, Sherbrooke, Que.

LATEAU, HERBERT W. S.
KV00, Tulsa, Okla.

LATHUM, STAN
CFOS, Owen Sound, Ont.

LATIMER, SAM
WWPG, Lake Worth, Fla.

LATIMER, TOM
WRAL, Raleigh, N. C.

LATTANZIO, A. T.
WHAZ, Troy, N. Y.

LAUGHLIN, KEN
KFQD Anchorage, Alaska

LAUGHNER, ROL
WGIL, Galesburg, Ill.

Laurie, Bill
KONO, San Antonio, Texas

LAUX, ED
WAAT, Jersey City, N. J.

LAUX, FRANCE
KMOX, St. Louis, Mo.

LA VALLE, AL
WEDC, Chicago, Ill.

LAVALLE, GENE
WCKY, Cincinnati, Ohio

LAVERY, DON F.
WEDC, Chicago, Ill.

LAW, PAUL C.
KFPY, Spokane, Wash.

LAWDER, SAM
WINX, Washington, D. C.

LAWES RAYMOND
WSAY, Rochester, N. Y.

LAWHON, JOEL
WFBC, Greenville, S. C.

LAWLOR, JOE
CHAB, Moose Jaw, Sask.

LAWRENCE, DAN
KRNT, Des Moines, Ia.

LAWRENCE, G. H.
CJAT, Trail, B. C.

LAWRENCE, JAMES
KOVO, Provo, Utah

LAWRENCE, JOHN
WNEW, New York, N. Y.

LAWRENCE, LARRY
WAGE, Syracuse, N. Y.

LAWRENCE, MORT
WIP, Philadelphia, Pa.

LAWTON, CARL
WHYN, Holyoke, Mass.

LAY, ROBERT C.
WMJM, Cordele, Ga.

LAZAR, BILL
WHA, Madison, Wisc.

LEADER, JOSEPH
WOCB, Hyannis, Cape Cod, Mass.

LEAR RICHARD
WCAP, Asbury Park, N. J.

LEBLANC, ED
CKNB, Campbellton, N. B.

LEBRUN, HARRY
WHFC, Rochester, N. Y.

LECAVALIER, RE'NE
CBF, Montreal, Que.

LEE, BERNARD
WRBL, Columbus Ga.

LEE, BOB
KFFA, Helena, Ark.

LEE, BOB
KRIC, Beaumont, Texas

LEE, BOB
KWLC, Decorah, Ia.

LEE, CLETE
KIDO, Boise, Ida.

LEE, EDDIE
WJMC, Rice Lake, Wisc.

LEE, FRANK
WKST, New Castle, Pa.

LEE, H. W.
WMPD, Wilmington, N. C.

LEE, JACK
WHAM, Rochester, N. Y.

LEE, JERRY
WOAI, Antonio Texas

LEE, JOSEPH
KOVO, Provo, Utah

LEE, ZEB
WPTF, Raleigh, N. C.

LEEDS, DAVID
WAAT, Jersey City, N. J.

LEEFERS, ROBERT
WMT, Cedar Rapids-Waterloo, Ia.

LEHNER OTTO H.
KGCU, Mandan, N. D.

LEIFER, WOODY
WJHL, Johnson City, Tenn.

LEIN, GOODWIN
KSLAM, Salem, Ore.

LEISURE, CLARENCE
KYA, San Francisco, Calif.

LEMAY, MARY ANN
WISN, Milwaukee Wisc.

LEMEN, MATT H.
KVOA, Tucson, Ariz.

LEMMING, CLARENCE
KIT, Yakima, Wash.

LEMOND, BOB
KNX, Los Angeles, Calif.

LENE, WILLARD
KGNC, Amarillo, Texas

ANNOUNCERS

- LENGS RUSSELL**
 WCED, DuBois, Pa.
LEO, FRED
 WMBD, Peoria, Ill.
LEO, FRED
 WMRO, Aurora, Ill.
LEONARD, JAMES
 WLW-WSAI, Cincinnati, Ohio
LESCOULIE, JACK
 WHN, New York N. Y.
LESICK, EDWARD MICHAEL
 WXYZ, Detroit, Mich.
LESLIE, JOHN
 KOBH, Rapid City, S. D.
LESLIE, RAYMOND
 WPID, Petersburg, Va.
LETOURNEAU, ART
 KIDO, Boise, Ida.
LETSON, ED
 KDYL, Salt Lake City, Utah
LEVINE, HERSEL
 WHOM, Jersey City, N. J.
LEVITSKY, MITCHELL
 WBYD, 54 sponsors.
LEWIS, BOB
 WTRY, Troy, N. Y.
LEWIS, CHARLES
 WBEN, Buffalo, N. Y.
LEWIS, DON
 WWL, New Orleans, La.
LEWIS, ED
 WMAZ, Macon, Ga.
LEWIS, GORDON
 WHAI, Greenfield, Mass.
LEWIS, HOWARD
 WJJB, Greensburg, Pa.
LEWIS, JACK
 WALA, Mobile, Ala.
LEWIS, JOHN
 WPIC, Sharon, Pa.
LEWIS, ROBERT
 KIRO, Seattle, Wash.
LEWIS, WALTER
 WTNJ, Trenton, N. J.
LEY, MARTHA
 WHOM, Jersey City, N. J.
LEYDEN, JR., WILLIAM
 WJBK, Detroit, Mich.
LIBBY, JOHN C.
 WCOU, Lewiston, Me.
LIDENTON, DON
 KWOC, Poplar Bluff, Mo.
LILES, MARDI
 WWNC, Asheville, N. Y.
LINDSEY, WATSON
 WMBH, Joplin, Mo.
LINFOOT, VICTOR
 CKLW, Windsor, Ont.
LINN, GARY
 KYW, Philadelphia, Pa.
LINN, J. B.
 KGNC, Amarillo, Texas
LISSE, ALAN
 KGMB, Honolulu, Hawaii
LITE, KENNETH
 KIT, Yakima, Wash.
LITTLE, BOB
 WCKY, Cincinnati, Ohio
LIVERENCE, ROBERT
 WMVA, Martinsville, Va.
LLOYD, JOHN S.
 WHTT, Hartford, Conn.
LOCKWOOD, KENNETH
 KBKR, Baker, Ore.
LOFFLER, GENE
 KRNT, Des Moines, Ia.
LOGAN, JACK
 WJAS, Pittsburgh, Pa.
LOGAN, JACK
 WNAD, Norman, Okla.
LONDON, ETHEL
 WTMC, Ocala, Fla.
LONDON, JOE
 KTOK, Oklahoma City, Okla.
LONERGAN, VINCE
 WMPG, Hibbing, Minn.
- LONG, DEANE S.**
 WAKR, Akron, Ohio
LONG, JAMES
 WWSW, Pittsburgh, Pa.
LONG, RUSSELL
 WCSC, Charleston, S. C.
LONG, W. R.
 KFPL, Dublin, Texas
LONG, WILLIAM
 WSIX, Nashville, Tenn.
LONGDON, D. C.
 KINY, Juneau, Alaska
LONGWELL, ROBERT
 WCAR, Pontiac, Mich.
LORANGE, GLENN
 KWSC, Pullman, Wash.
LORIG, M. C.
 WGPC, Albany, Ga.
LOTT, TED
 KGBS, Harlingen, Texas
LOUDON, GORDON
 KALB, Alexandria, La.
LOUGHRIN, DICK
 WDEV, Waterbury, Vt.
LOVE, BENJAMIN P.
 KINY, Juneau, Alaska
LOWE, ALFRED
 WBML, Macon, Ga.
LOWE, DOUGLAS
 KATE, Albert Lea, Minn.
LOWE, MARTHA
 WCED, Dubois, Pa.
LOWE, NORINE
 WWNC, Asheville, N. C.
LOWREY, AL
 KGA-KHQ, Spokane, Wash.
LOWERY, BYRON
 WQAM, Miami, Fla.
LOWREY, MEADOR
 KRLD, Dallas, Texas
LOWRY, LEW
 WISH, Indianapolis, Ind.
LOYSEN, KENNETH
 WSAY, Rochester, N. Y.
LUCAS, B. L.
 WRBL, Columbus, Ga.
LUCAS, HARLEU
 WLOK, Lima, Ohio
LUCAS, PETER
 WOOD-WASH, Grand Rapids, Mich.
LUDWIG, LYLE
 WFEM, Indianapolis, Ind.
LUKINS, HARRY
 WAVE, Louisville, Ky.
LUMMIS, DAYTON
 WCAM, Camden, N. J.
LUNDQUIST, ROY
 KRKO, Everett, Wash.
LUNN, G.
 CJAT, Trail, B. C.
LYLE, BOB
 KNOX, St. Louis, Mo.
LYNCH, CECIL
 KTRB, Modesto, Calif.
LYNCH, JACK
 KWLM, Willmar, Minn.
LYNDE, PAUL
 KFYM, San Bernardino, Calif.
LYNN, FRANK
 WKBZ, Muskegon, Mich.
LYON, CHARLES
 WENR-WMAQ, Chicago, Ill.
LYON, EDDIE
 KTUL, Tulsa, Okla.
LYON, LEONARD
 KBST, Big Spring, Texas
LYON, RUSS
 WBCM, Bay City, Mich.
LYONS, BOB
 WCM1, Ashland, Ky.
LYONS, DON
 WHN, New York, N. Y.
LYONS, JIM
 KVOE, Santa Ana, Calif.
- LYTLE, ED**
 WHIO, Dayton, Ohio
LYTLE, HARRY
 WMAN, Mansfield, Ohio
- M —
- MABEY, ERNEST**
 CHSJ, Saint John, N. B.
MABRY, JOE
 WHUB, Cookeville, Tenn.
MABRY, ROBERT
 WCAR, Pontiac, Mich.
MAC, BILLY
 WBML, Macon, Ga.
MacARTHUR, LEE
 KLEV, Glendale, Calif.
MacBAIN, MARGARET
 CHML, Hamilton, Ont.
MacCLARY, WILLIAM B.
 KPKA, Greeley, Colo.
MacDONALD, ARTH
 WBZ-WBSA, Boston-Spring-
 cid, Mass.
MacDONALD, STUART
 CJKL, Kirkland Lake, Ont.
MacDONALD, WILLIAM E.
 WCAR, Pontiac, Mich.
MacDONNELL, DAN
 WLAW, Lawrence, Mass.
MacDONOUGH, H. T.
 KELD, El Dorado, Ark.
MacGOWAN, DAVID
 WGH, Newport News, Va.
MACK, WAYNE
 WGAR, Cleveland, Ohio
MACKALL, BOB
 WFMJ, Youngstown, Ohio
MacKENZIE, EDMUND T.
 WJBK, Detroit, Mich.
MACKINTOSH, BILL
 KBIZ, Ottumwa, Ia.
MACKNESS, RAY
 CBR, Vancouver, B. C.
MacKNIGHT, JOHN
 WDGY, Minneapolis, Minn.
MacLEOD, ROBERT W.
 KFYR, Bismark, N. D.
MacMILLAN, LOWELL
 WHEC, Rochester, N. Y.
MacMURRAY, PHIL
 KECA-KFI, Los Angeles, Calif.
MacNAMEE, DOUGLAS
 WCPO, Cincinnati, Ohio
MacRAE, JACK
 CECK, Regina, Sask.
MacRAE, JAMES
 CJRC, Winnipeg, Man.
MacRAE, ROSS
 CECK, Regina, Sask.
MACY, VIRGINIA
 WJAG, Norfolk, Nebr.
MADDEN, MERRILL
 WKWK, Wheeling, W. Va.
MADELY, ART
 KPAC, Port Arthur, Texas
MAGERS, GLEN
 KGFF, Shawnee, Okla.
MAGUIRE, WALT
 WCAM, Camden, N. J.
MAHANEY, ROBERT
 WBX, Utica, N. Y.
MALEY, WAYNE
 WBAB, Atlantic City, N. J.
MALKNECT, ARTHUR
 WHLB, Virginia, Minn.
MALL, RICHARD
 KSAL, Salina, Kans.
MALONE, EDWARD A.
 KUIN, Grants Pass, Ore.
MALONE, ROY
 CECK, Regina, Sask.
MALONEY, JAMES
 WBRK, Pittsfield, Mass.
MALONEY, VINCENT
 WAAB-WNAC, Boston, Mass.

MANECCIA, I. A.
 WHOM, Jersey City, N. J.
MANN, BOB
 WAPI, Birmingham, Ala.
MANN, JR., HERB
 WRJN, Racine, Wis.
MANN, LEO
 WELI, New Haven, Conn.
MANN, NORMAND
 WRLC, Newiston, Ida.
MANNER, DAVE
 ROME, Tulsa, Okla.
MANNING, JACK
 WBZ - WBZA, Boston-Spring-
 field, Mass.
MANNING, KNOX
 Sherlock Holmes, NBC
MANNING, RAY
 WIL, St. Louis, Mo.
MANNING, VIRGIL
 KRKO, Everett, Wash.
MANSFIELD, JOSEPH
 WJAR, Providence, R. I.
MANSPEAKER, IRVING
 KVOA, Tucson, Ariz.
MANSUY, FRANK
 WRAL, Raleigh, N. C.
MAPLES, GRADY
 KFYO, Lubbock, Texas
MARBLE, HARRY W.
 CBS News
MARCHANT, ALEX
 KALB, Alexandria, La.
MARION, RUSSELL
 WMFR, High Point, N. C.
MARK, PETER
 WTEL, Philadelphia, Pa.
MARKEY, RAY
 WNBH, New Bedford, Mass.
MARKS, GARNETT
 WKRC
MARSH, LOUIS T.
 WMRN, Marion, Ohio
MARSHALL, DON
 KFIZ, Fond du Lac, Wis.
MARSHALL, GENE
 WBML, Macon, Ga.
MARSHALL, RAY
 WHOM, Jersey City, N. J.
MARSTON, STANLEY
 KFMB, San Diego, Calif.
MARTIN, JR., A. ROBERT
 WAAT, Jersey City, N. J.
MARTIN, BUD
 KVCV, Redding, Calif.
MARTIN, EDDIE
 WRLC, Toccoa, Ga.
MARTIN, GEORGE
 WMSD, Muscle Shoals, Ala.
MARTIN, HARRIS
 WBRN, Warren, Ohio
MARTIN, J. B.
 KVSO, Ardmore, Okla.
MARTIN, JACK
 WKBH, La Crosse, Wis.
MARTIN, JACK
 WOPI, Bristol, Tenn.
MARTIN, JIMMY
 WSAZ, Huntington, W. Va.
MARVIN, ANTHONY
 CBS, Major Bowes
McCULLOUGH, DAN
 Here's Look at You, Barbara
 Gould, WOR-Mutual
MARTIN, LOU
 WDMS, Superior, Wis.
MARTINEAU, H.
 KROY, Sacramento, Calif.
MARTYN, GILBERT
 NBC, Betty Moore
MASINGILL, LUTHER
 WDEF, Chattanooga, Tenn.
MASON, HOME
 KFPY, Spokane, Wash.
MASON, LEE
 WKAT, Miami Beach, Fla.
MASON, LIN
 WKRC, Cincinnati, Ohio
MASON, ROY
 KEVE, Everett, Wash.

MASSEY, GEORGE
 WALB, Albany, Ga.
MASTERSON, PAUL
 KMPC, Beverly Hills, Calif.
MATHEWSON, MILT
 CKLW, Windsor, Ont.
MATHURIN, CHRISTINE
 CHLT, Sherbrooke, Que.
MATTHEWS, BRUCE
 WOF, Orlando, Fla.
MATTHEWS, JAMES
 KGO - KPO, San Francisco,
 Calif.
MATTHEWS, RALPH
 KGFF, Shawnee, Okla.
MATTION, CARL
 WABY, Albany, N. Y.
MATTS, WAKREN
 KOB, Albuquerque, N. M.
MAWSON, R. G.
 WBAX, Wilkes Barre, Pa.
MAXWELL, JAMES
 CKNX, Kingham, Ont.
MAXWELL, TOM
 WGST, Atlanta, Ga.
MAYEUX, JULES
 KOTN, Pine Bluff, Ark.
MAYHEW, BILL
 WBN, Buffalo, N. Y.
MAYNARD, JACK
 KFDM, Beaumont, Texas
MAYORAL, RADAMES
 WPAB, Ponce, P. R.
McALLISTER, H. J.
 KGA-KHQ, Spokane, Wash.
McAULEY, HOWARD
 KSRO, Santa Rosa, Calif.
McAULEY, TERRY
 WEW, St. Louis, Mo.
McBRIDE, LESTER
 KGLU, Safford, Ariz.
McCAIN, BILL
 WBRC, Birmingham, Ala.
McCANN, JAMES
 KYW, Philadelphia, Pa.
McCARTHY, CHARLES F.
 WEN, New York, N. Y.
McCARTHY, JACK
 NBC
McARTH, R. X.
 WKNY, Kingston, N. Y.
McCARTHY, BURL
 WTSP, St. Petersburg, Fla.
McCAULEY, JOSEPH
 WHAT, Philadelphia, Pa.
McCLAIN, DENNY
 WTJS, Jackson, Tenn.
McCLAMROCK, JOHN
 KOOS, Marshfield, Ore.
McCLANAHAN, STEELE
 KGGM, Albuquerque, N. M.
McCLURE, LOYD
 KVAK, Atchinson, Kans.
McCONVILLE, DAN
 WSLB, Ogdensburg, N. Y.
McCORMACK, JAMES
 WSPB, Sarasota, Fla.
McCORMACK, MALCOLM
 WBZ - WBZA, Boston-Spring-
 field, Mass.
McCOY, BOB
 KHMO, Hannibal, Mo.
McCULLOCH, MARK
 WPIC, Sharon, Pa.
McCULLOCH, BILL
 WJR, Detroit, Mich.
McCULLOUGH, DAN
 Wor-Mutual News
McDANIEL, CARL
 KLUF, Galveston, Texas
McDEVITT, LEO
 WLLH, Lowell-Lawrence, Mass.
McDONALD, BRUCE
 WEMP, Milwaukee, Wis.
McDONNELL, GENE
 KELSO - KSOO, Sioux Falls,
 S. D.
McDOWELL, GOODLOE
 KENO, Las Vegas, Nev.

McELROY, JACK
 KTUL, Tulsa, Okla.
McELVEEN, MOODY
 WCOS, Columbia, S. C.
McENIRY, MATTHEW
 KLZ, Denver, Colo.
McEWEN, CHARLES
 WOPI, Bristol, Tenn.
McFARLANE, JAMES
 KPMC, Bakersfield, Calif.
McGENTY, DENIS
 WJMC, Rice Lake, Wis.
McGILL, RAY
 KMJ, Fresno, Calif.
McGILLIVRAY, FRANK
 CJRM, Regina, Sask.
McGIEN, FRANK
 WJBC, Bloomington, Ill.
McGLOGAN, F. J.
 WJR, Detroit, Mich.
McGOWAN, GEORGE L.
 KFPY, Spokane, Wash.
McGRATH, ED
 WSPA, Spartanburg, S. C.
McGRATH, JAMES
 WINX, Washington, D. C.
McGUIRE, MAC
 WLAV, Grand Rapids, Mich.
McGUIRE, RAY
 WNOE, New Orleans, La.
McINICH, NELSON
 KDYL, Salt Lake City, Utah
McINTIRE, ROGER
 KADA, Ada, Okla.
McINTIRE, RUSSEL
 WSTP, Salisbury, N. C.
McINTOSH, JACK
 WKAR, East Lansing, Mich.
McINTYRE, FRANK
 KRBC, Abilene, Texas
McINTYRE, HAL
 KYA, San Francisco, Calif.
McINTYRE, NEIL
 KJBS, San Francisco, Calif.
McKAY, RAY
 WFBC, Greenville, S. C.
McKEAN, EDDY
 KFH, Wichita, Kans.
McKEE, ROY
 KTUL, Tulsa, Okla.
McKEE, TOM
 WPMJ, Youngstown, Ohio
McKELLER, DOUG
 KCA-KFI, Los Angeles, Calif.
McKENNA, ROBERT
 WWSW, Pittsburgh, Pa.
McKERNON, PHILLIP
 KHSL, Chico, Calif.
McKEY, WIBBY
 WMJM, Cordele, Ga.
McKIERNAN, JERRY
 WRRN, Warren, Ohio
McKINNEY, CARL
 WGTC, Greenville, N. C.
McKINZIE, OTIS
 KRRV, Sherman, Texas
McKNIGHT, JOHN
 WDDO, Chattanooga, Tenn.
McKNIGHT, WES
 CFRB, Toronto, Ont.
McKOWN, DAVID A.
 WBMS, Uniontown, Pa.
McLAWHORN, CHARLES
 WMRG, Greenville, S. C.
McLEAN, JOHN
 WMEX, Boston, Mass.
McLAHON, CHARLES A.
 WCSC, Charleston, S. C.
McMARTIN, COLE
 KVFD, Fort Dodge, Ia.
McMASTER, JAY
 WMEX, Boston, Mass.
McMORAN, LYNN
 KEVE, Everett, Wash.
McMURRAY, JAMES
 WMBR, Jacksonville, Fla.
McMURRY, EMMETT
 WHBQ, Memphis, Tenn.
McNAMARA, DON
 KECA - KFI, Los Angeles,
 Calif.

ANNOUNCERS

- McNEIL, IDA A.**
 KGFX, Pierre, S. D.
McNEIL, ROBERT
 KGFX, Pierre, S. D.
McNICHOL, JOHN
 KFBB, Great Falls, Mont.
McPHERSON, G. A.
 WBLJ, Dalton, Ga.
McQUILLAN, J. A.
 CKTB, St. Catharines, Ont.
McWHORTER, DON
 WBLK, Clarksburg, W. Va.
McWHORTER, HAROLD
 WTBO, Cumberland, Md.
MEARES, HOUSTON
 WMFD, Wilmington, N. C.
MEARS, WESLEY
 KNX, Los Angeles, Calif.
MEEKER, KEN
 WHAS, Louisville, Ky.
MELLERT, LARRY
 WMAN, Mansfield, Ohio
MELOY, JACK
 WISH, Indianapolis, Ind.
MELIA, WILLIAM F.
 WUNC, Asheville, N. C.
MELTON, FRANK
 WJZM, Clarksville, Tenn.
MENARD, GEORGE
 WLS, Chicago, Ill.
MENCHACA, JOSE
 WHOM, Jersey City, N. Y.
MENEFFE, BOB
 WSLs, Roanoke, Va.
MENTZER, EARL
 WJEJ, Hagerstown, Md.
MEREDITH, LEE
 WOMI, Owensboro, Ky.
MERRIAM, DWIGHT
 WKBN, Youngstown, Ohio
MERRIDEW, REG
 WKOK, Sunbury, Pa.
MERRILL, BOB
 WAOV, Vincennes, Ind.
MERRILL, G. G.
 KVNU, Logan, Utah
MESMER, BILL
 KFOR, Lincoln, Nebr.
METCALF, DEAN
 KARM, Fresno, Calif.
METCALF, EDWARD
 MJAR, Providence, R. I.
METZ, MILTON
 WOSU, Columbus, Ohio
MEULLER, RODGER
 WHBY, Appleton, Wis.
MEYERS, TED
 KECA-KFI, Los Angeles, Calif.
MEYERS, WENDELL S.
 FKIZ, Fond du Lac, Wis.
MEZGER, WILLIAM
 WSAM, Saginaw, Mich.
MICHAEL, GEORGE
 WORL, Boston, Mass.
MICKLEWRIGHT, NORM
 CKX, Brandon, Man.
MILBURN, JESSE
 KRLD, Dallas, Texas
MILDER, NATE
 WHIZ, Zanesville, Ohio
MILES, BOB
 KWN0, Winona, Minn.
MILLARD, ROSS
 CFRB, Toronto, Ont.
MILLER, BILL
 WFBC, Greenville, S. C.
MILLER, C. A. (Stretch)
 WCBS, Springfield, Ill.
MILLER, DAVID
 WAAT, Jersey City, N. J.
MILLER, ELLIOTT
 WDRG, Hartford, Conn.
MILLER, FELIX
 WTEL, Philadelphia, Pa.
MILLER, GLENN
 KOAM, Pittsburg, Kans.
- MILLER, HAL**
 WAAB-WNAC, Boston, Mass.
MILLER, J. HUBERT
 KFAR, Fairbanks, Alaska
MILLER, LINCOLN, W.
 KFAR, Fairbanks, Alaska
MILLER, OTTO
 KSLM, Salem, Ore.
MILLER, PAUL
 WKOK, Sunbury, Pa.
MILLER, ROBERT
 WMAN, Mansfield, Ohio
MILLER, RUSSELL
 KTKO, Oklahoma, Okla.
MILLER, SID
 WELM, Fitchburg, Mass.
MILLER, STANLEY A.
 WMRN, Marion, Ohio
MILLS, FRANK
 KGKO-WBAP, Fort Worth, Texas
MILLS, GORDON
 KGER, Long Beach, Calif.
MILTNER, JAY
 WTAR, Norfolk, Va.
MIMS, STUART
 WAPI, Birmingham, Ala.
MINER, PAUL L.
 KVOO, Tulsa, Okla.
MINGUS, BRO
 KWVC, Vernon, Texas
MINIUM, JAMES
 WHIZ, Zanesville, Ohio
MINTON, J. R.
 WEBQ, Harrisburg, Ill.
MITCHELL, DON
 WSGN, Birmingham, Ala.
MITCHELL, EVERETT
 WENR-WMAQ, Chicago, Ill.
MITCHELL, HUBERT
 KGHI, Little Rock, Ark.
MITCHELL, JAMES
 WCLS, Joliet, Ill.
MITCHELL, MILFORD
 KAND, Corsicana, Texas
MODINE, AL
 KFBB, Great Falls, Mont.
MOEGEL, FRED
 KARK, Little Rock, Ark.
MOESER, ED
 W F H R, Wisconsin Rapids, Wis.
MONDAY, RAY
 KPDN, Pampa, Texas
MONK, CARL
 CFCC, Chatham, Ont.
MONK, DOUGLAS
 CBM, Montreal, Que.
MONROE, JAMES
 KCMO, Kansas City, Mo.
MONROE, WILSON
 KRB, Bozeman, Mont.
MONSON, PAUL
 WMAS, Springfield, Mass.
MONTANO, CARLOS
 KOY, Phoenix, Ariz.
MONTGOMERY, JAMES
 WTAD, Quincy, Ill.
MONTGOMERY, JOHNNY
 WNAB, Bridgeport, Conn.
MOON, ALMON
 KWYO, Sheridan, Wyo.
MOON, BOB
 KNX, Los Angeles, Calif.
MOON, GEORGE
 KHMO, Hannibal, Mo.
MOON, HAROLD
 KDYL, Salt Lake City, Utah
MOONEY, GEORGE
 KWSC, Pullman, Wash.
MOORE, BRUCE
 WHJB, Greensburg, Pa.
MOORE, DWARD
 KFEQ, St. Joseph, Mo.
MOORE, HAL
 WNEW, New York, N. Y.
- MOORE, HEYWARD**
 WCSC, Charleston, S. C.
MOORE, JAMES
 KSFO, San Francisco, Calif.
MOORE, JIMMY
 KGKO-WBAP, Fort Worth, Texas
MOORE, LINDLE
 WEBQ, Harrisburg, Ill.
MOORE, TOM
 WIBG, Glenside, Pa.
MOORE, VERN
 KIDO, Boise, Ida.
MOORE, W. N.
 KIUL, Garden City, Kans.
MOREHEAD, HUBERT
 WMRN, Marion, Ohio
MORELAND, EARL
 WMC, Memphis, Tenn.
MORELAND, HARRY
 WLOL, Knoxville, Tenn.
MORGAN, CLOUD
 WMA, Macon, Ga.
MORGAN, DALE
 KSO, Des Moines, Ia.
MORGAN, GENE
 WMCA, New York, N. Y.
MORGAN, JOHN
 WTAR, Norfolk, Va.
MORGAN, RAY
 WINX, Washington, D. C.
MORGAN, RICHARD
 WHDL, Olean, N. Y.
MORGAN, VERG
 CFCC, Chatham, Ont.
MORGAN, WILLIAM
 WOI, Ames, Ia.
MORIER, R.
 CFRN, Edmonton, Alta.
MORREIM, BOB
 WMIN, St. Paul-Minneapolis, Minn.
MORRIS, BEN
 WKY, Oklahoma City, Okla.
MORRIS, BOB
 KBIX, Muskogee, Okla.
MORRIS, BOB
 WJLS, Beckley, W. Va.
MORRIS, DON
 WWJ, Detroit, Mich.
MORRIS, JACK
 KTUL, Tulsa, Okla.
MORRIS, JAMES M.
 KOAC, Corvallis, Ore.
MORRISON, STU
 KTNM, Tucuman, N. M.
MORROW, A. K.
 CFZY, Charlottetown, P. E. I.
MORTENSON, MISS BRYN
 WMVA, Martinsville, Va.
MORTON, KEN
 KBUR, Burlington, Ia.
MOSELEY, HEYWARD
 WMGA, Moultrie, Ga.
MOSELEY, PAUL
 WCOL, Columbus, Ohio
MOSES, JOHN
 WHKC, Columbus, Ohio
MOTT, DELMAR
 CKGB, Timmins, Ont.
MOTT, WALTER
 KIT, Yakima, Wash.
MOWERS, ROBERT
 WWNY, Watertown, N. Y.
MAYLAN, NEAL
 FBL, Syracuse, N. Y.
MOYLE, TED
 KWNO, Winona, Minn.
MOZLEY, DON
 KFRU, Columbia, Mo.
MUGGLI, ALEX
 KGCU, Mandan, N. D.
MULHOLLAND, ROSCOE
 WXTZ, Detroit, Mich.
MULLEN, DON
 WTCM, Traverse City, Mich.

MULLINAX, ED
WLAG, La Grange, Ga.

MULLINS, BERNARD
WTIC, Hartford, Conn.

MULREADY, MERRILL
WNAX, Yankton, S. D.

MULVHILL, JR., JOSEPH
WCAE, Pittsburg, Pa.

MUNCY, HUGH
WSOY, Decatur, Ill.

MUNDT, ROSALIND
KFFA, Helena, Ark.

MUNIZ, ASDRUBAL
WIAZ, San Juan, P. R.

MUNNS, CLAIRE
WCLO, Janesville, Wis.

MURPHY, ED
WROK, Rockford, Ill.

MURPHY, JACK
KFRG, San Francisco, Calif.

MURPHY, ROBERT
KSTP, St. Paul-Minneapolis, Minn.

MURRAY, BANKS
WBTM, Danville, Va.

MURRAY, ERNEST
WKBZ, Muskegon, Mich.

MURRAY, TOM
WHAM, Rochester, N. Y.

MYERS, HARRY
KOVC, Valley City, N. D.

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.

NASH, JAMES
WSLB, Ogdensburg, N. Y.

NASH, REG
WWSR, St. Albans, Vt.

NAUMAN, DIK
KWFT, Wichita Falls, Texas

NEAL, JAMES
KOME, Tulsa, Okla.

NEAL, LEE
WCHS, Charleston, W. Va.

NEAL, ROY
WIBG, Glenside, Pa.

NEATH, ERNEST A.
KRBM, Bozeman, Mont.

NEL, CLIVE
KASA, Elk City, Okla.

NEFF, ERNEST
WJAS, Pittsburgh, Pa.

NEGLEY, JACK
WINS, New York, N. Y.

NEIDEMIRE, NED
WADC, Akron, Ohio

NELSEN, MEL
WLB, Minneapolis, Minn.

NELSON, BOB
WPAD, Paducah, Ky.

NELSON, HOWARD
WDAY, Fargo, N. D.

NELSON, JOHN B.
KINY, Juneau, Alaska

NELSON, KARL
WTOL, Toledo, Ohio

NELSON, LIONEL
WDBO, Orlando, Fla.

NELSON, RALPH
WDAF, Kansas City, Mo.

NELSON, RAY
Spice of Life, NBC
The Show Shop, NBC

NELSON, ROSS
WOPI, Bristol, Tenn.

NELSON, THOMAS
KHSL, Chico, Calif.

NELSON, WAYNE
WJJD, Chicago, Ill.

NELSON, WILLIAM
WLB, Minneapolis, Minn.

NESBITT, TOM
KOME, Tulsa, Okla.

NEUVILLE, GLEN
WFTC, Kinston, N. C.

NEWCOMB, HAROLD
WDRO, Augusta, Me.

NEWELL, HAL
WCAU, Philadelphia, Pa.

NEWKIRK, HARRY
WOLF, Syracuse, N. Y.

NEWSOME, GIL
WCAU, Philadelphia, Pa.

NEWTON, WALT
WIP, Philadelphia, Pa.

NICHOLS, W. R.
KINY, Juneau, Alaska

NIEBLING, ED
KOME, Tulsa, Okla.

NIMMO, ROBERT
WJAC, Johnstown, Pa.

NININGER, LOGAN
KIEM, Eureka, Calif.

NOBLE, RICHARD
WENR-WMAQ, Chicago, Ill.

NOBLE, WENDELL
KOY, Phoenix, Ariz.

NOBLES, CHARLES
NBC

NOBLES, GENE
WMLP, Memphis, Tenn.

NOLAN, JAMES
KUJ, Walla Walla, Wash.

NOONE, TOM
KFH, Wichita, Kans.

NORMAN, DON
WTAD, Quincy, Ill.

NORMAN, ERIC
WRNR, Warren, Ohio

NORMAN, GENE
KMJ, Fresno, Calif.

NORMAN, HAROLD
KFH, Wichita, Kans.

NORMAN, HORACE
WADC, Akron, Ohio

NORTHCROSS, WILSON
WMC, Memphis, Tenn.

NORWINE, JACK
WIMV, East St. Louis, Ill.

NOVASIO, JACK
WHOM, Jersey City, N. J.

NOYNS, M. S.
WEEI, Boston, Mass.

— O —

OATES, WILLIAM
WLBJ, Bowling Green, Ky.

OBLINGER, FRANK C.
WAYX, Waycross, Ga.

O'BRIEN, JOE
WMAA, New York, N. Y.

O'BRIEN, PAT
KVCV, Redding, Calif.

O'CONNOR, EDWARD
WDRG, Hartford, Conn.

O'CONNOR, JOHN
WLDS, Jacksonville, Ill.

O'CONNOR, ROD
WCCO, Minneapolis-St. Paul, Minn.

O'DAY, BILL
WBLK, Clarksburg, W. Va.

ODELL, STUART
WHIS, Bluefield, W. Va.

O'DONNELL, HAROLD
KHUB, Watsonville, Calif.

OFFHAUS, RUSSELL
WCOF, Boston, Mass.

OGILVIE, JACK
WMBO, Auburn, N. Y.

O'HALLORAN, HAL
WLW-WSAI, Cincinnati, Ohio

OLIPHANT, PAUL
WLAC, Nashville, Tenn.

OLIVER, PAUL
KFNF, Shenandoah, Ia.

OLSON, HARVEY
WDRG, Hartford, Conn.

OLSON, RAY
WOW, Omaha, Nebr.

O'NEILL, JACK
WFBL, Syracuse, N. Y.

ORAM, RICHARD
WMAN, Mansfield, Ohio

ORAVETZ, JULIUS
WRJN, Racine, Wis.

ORWALL, STYRK
KWLC, Decorah, Ia.

OSBORN, WALTER
KCKN, Kansas City, Kans.

OSBORN, HARRY
WNAB, Bridgeport, Conn.

O'SHEA, JAMES
WLEU, Erie, Pa.

O'SULLIVAN, TIM
WLCB, Muncie, Ind.

O'SULLIVAN, TERRY
KGB, San Diego, Calif.

OTIS, ED
WAAB-WNAC, Boston, Mass.

O'TOOLE, WILLIAM J.
WCAC, Baltimore, Md.

OVENDEN, K. R.
WEEI, Boston, Mass.

OVERTON, DAVE
WJRD, Tuscaloosa, Ala.

OVIEDO, PEDRO
KWJB, Globe, Ariz.

OWEN, AL
WFIG, Sumter, S. C.

OWEN, CARL
WCAU, Philadelphia, Pa.

OWEN, JR., FORREST
WXYZ, Detroit, Mich.

OWEN, RICHARD H.
WCBA-WSAN, Allentown, Pa.

OWENS, ARTHUR
WCSH, Portland, Me.

OWENS, FRANCIS
WITH, Baltimore, Md.

OWENS, LOY
CHML, Hamilton, Ont.

OWENS, MOREY
WROK, Rockford, Ill.

OWENS, RAY
WMBO, Auburn, N. Y.

OWNBY, JAMES
WGOV, Valdosta, Ga.

OXFORD, GEORGE
WNOE, New Orleans, La.

OZMONT, GEORGE
WNOE, New Orleans, La.

— P —

PAAR, JACK
WGAR, Cleveland, Ohio

PAGE, ALLAN
KVOO, Tulsa, Okla.

PAGE, BOB
KGGF, Coffeyville, Kans.

PAGE, BOB
WCLE-WHK, Cleveland, Ohio

PAGE, DAVID
WATW, Ashland, Wis.

PAGE, NORMAN
WHLB, Virginia, Minn.

PAGE, TOM
KVOD, Denver, Colo.

PAGET, JOE
KATE, Albert Lea, Minn.

PAGLIARI, GINO
WHOM, Jersey City, N. J.

PAIGE, JACK
WSLB, Ogdensburg, N. Y.

PAINTON, KEITH
WKY, Oklahoma City, Okla.

PALMER, BYRON
KNX, Los Angeles, Calif.

PALMER, CHARLES
WMAN, Mansfield, Ohio

PALMER, GEORGE
WSAI, Cincinnati, Ohio

PALMER, HUGH
CBR, Vancouver, B. C.

PALMERI, VINCENT E.
WELI, New Haven, Conn.

PALMER, WILLIAM
WJAC, Johnstown, Pa.

PARADY, WILLIAM
KWVC, Vernon, Texas

PARÉ, MARCEL
CBF, Montreal, Que.

PARKER, AL
WTRY, Troy, N. Y.

ANNOUNCERS

- PARKER, GLEN**
WHO, Des Moines, Ia.
- PARKER, LAURENCE M.**
KPEQ, St. Joseph, Mo.
- PARKER, OTIS**
WDAK, West Point, Ga.
- PARKER, SAM**
WTOD, Miami, Fla.
- PARKES, HAL**
KROW, Oakland, Calif.
- PARKS, ALLEN**
WATL, Atlanta, Ga.
- PARKS, CHARLES**
WJR, Detroit, Mich.
- PARKS, DARYLE**
WRJN, Racine, Wisc.
- PARSON, W. H.**
WLEU, Erie, Pa.
- PARSONS, CECIL**
WAPI, Birmingham, Ala.
- PARSONS, FRED**
WCHS, Charleston, W. Va.
- PARSONS, N. VINCENT**
KPPC, Pasadena, Calif.
- PARTON, CLAUDE**
WOLF, Syracuse, N. Y.
- PASCOE, HELEN**
WGNV, Newburgh, N. Y.
- PATCH, C. E.**
WJAC, Johnstown, Pa.
- PATRICK, PAT**
KIEV, Glendale, Calif.
- PATRICK, ROGER**
WCLS, Joliet, Ill.
- PATTERSON, CREAM**
WNBC, Hartford-New Britain, Conn.
- PATTERSON, LYLE**
WHLS, Port Huron, Mich.
- PAUL, ED**
WCFL, Chicago, Ill.
- PAUL, NORMAN**
WMUR, Manchester, N. H.
- PAUL, NORMAN**
WROK, Rockford, Ill.
- PAUL, RALPH**
KVOD, Denver, Colo.
- PAULIN, PIERRE**
KDKA, Pittsburgh, Pa.
- PAULSEN, VARNER**
WCOU, Lewiston, Me.
- PAULSON, ROBERT**
KATE, Albert Lea, Minn.
- PAXTON, TOM**
WKY, Oklahoma City, Okla.
- PAYNE, CHARLES**
KAND, Corsicana, Texas
- PAYNE, ROBERT I.**
WCOU, Lewiston, Me.
- PAYTON, JIM**
WDSM, Superior, Wisc.
- PEAK, GENE**
WPAD, Paducah, Ky.
- PEARCE, III, HAYWOOD**
WGGA, Gainesville, Ga.
- PEARSON, AL**
KPOD, Anchorage, Alaska
- PEARSON, FORT**
WENR-WMAQ, Chicago, Ill.
- PEART, ROBERT W.**
KSEI, Pocatello, Ida.
- PEAT, GEORGE**
CJOC, Lethbridge, Alta.
- PECK, EDDIE**
KUJ, Walla Walla, Wash.
- PECK, JOE**
KVAK, Atchinson, Kans.
- PEEBLES, ROBERT**
WJTN, Jamestown, N. Y.
- PENDERGRAST, WILLIAM**
WNBH, New Bedford, Mass.
- PENDLETON, CHARLES**
KIEM, Eureka, Calif.
- PENNEL, BILL**
CBS
- PENNER, ADRIAN**
WBYN, Brooklyn, N. Y.
- PENNER, RAYMOND**
WGKV, Charleston, W. Va.
- PENNINGTON, DARIEN**
KFFA, Helena, Ark.
- PEPPER, BILL**
WBNS, Columbus, Ohio
- PERRIN, KEYES**
WTIC, Hartford, Conn.
- PERRY, BOB**
WORL, Boston, Mass.
- PERRY, C.**
CJOC, Lethbridge, Alta.
- PERRY, CHARLES**
WNBZ, Saranac Lake, N. Y.
- PERRY, EMMETT**
WAAF, Chicago, Ill.
- PERRY, ROBERT**
KVEC, San Luis Obispo, Calif.
- PERSONEUS, BYRON**
KGBU, Ketchikan, Alaska
- PETERS, KEN**
WLW-WSAI, Cincinnati, Ohio
- PETERSEN, HARRY**
KONH, Rapid City, S. D.
- PETERSON, DAVID**
KRLC, Lewiston, Ida.
- PETERSON, JACK**
WDZ, Tuscola, Ill.
- PETERSON, JAMES A.**
KGA-KEQ, Spokane, Wash.
- PETERSON, LYMAN**
KWLC, Decorah, Ia.
- PETERSON, NEALE**
KYSM, Mankato, Minn.
- PETERSON, WALTER**
WHIP, Hammond, Ind.
- PETRE, ROBERT**
KROD, El Paso, Texas
- PETRIE, HOWARD**
Abie's Irish Rose, NBC
Nichols Family
- PETTAY, FRANCIS**
WCLE-WHK, Cleveland, Ohio
- PEYTON, STANLEY**
WAKR, Akron, Ohio
- PFÄHLER, FRED**
WROL, Knoxville, Tenn.
- PFLEGER, GEORGE**
WJTN, Jamestown, N. Y.
- PHARES, DALE**
WHBF, Rock Island, Ill.
- PHELPS, STUART**
KFOX, Long Beach, Calif.
- PHILIP, ANDREW**
CFGP, Grande Prairie, Alta.
- PHILLIPS, BILLY**
KIDO, Boise, Ida.
- PHILLIPS, CHESTER**
WCAE, Pittsburgh, Pa.
- PHILLIPS, DON**
KGBS, Harlington, Texas
- PHILLIPS, DON**
WMCA, New York, N. Y.
- PHILLIPS, ELMER**
WHCU, Ithaca, N. Y.
- PHILLIPS, GORDON**
KFXM, San Bernardino, Calif.
- PHILLIPS, OREL**
KDON, Monterey, Calif.
- PHILLIPS, STEWART W.**
WTBO, Cumberland, Md.
- PHILLIPS, WILLIAM**
WOKO, Albany, N. Y.
- PHIPPS, JOE**
KTBC, Austin, Texas
- PICKARD, GEORGE**
WSPD, Toledo, Ohio
- PICKETT, ROY**
KATE, Albert Lea, Minn.
- PICKUP, RONALD**
CKNX, Wingham, Ont.
- PIERCE, EDWIN**
WDLP, Panama City, Fla.
- PIERCE, NORMAN**
WIND, Gary, Ind.
WCPL, Chicago, Ill.
- PIEKSON, LEO**
KWSC, Pullman, Wash.
- PITCHFORD, LOUIS**
KWFT, Wichita Falls, Texas
- PITT, W. LOWELL**
KWAT, Watertown, S. D.
- PIVEN, JERRY**
DRC, Hartford, Conn.
- PLAMADORE, RAYMOND**
WKBH, La Crosse, Wisc.
- PLATT, GORDON**
WCAX, Burlington, T.
- PLATT, MERVYN**
WAIR, Winston-Salem, N. C.
- PLEDGER, DOUGLAS**
WSAU, Wausau, Wisc.
- PLUMLEE, PAUL**
KGLU, Safford, Arizona
- PLUMMER, BOB**
KFIO, Spokane, Wash.
- POINTEL, CHARLES**
WRDW, Augusta, Ga.
- POLLOCK, GRANT**
WINC, Winchester, Va.
- POOL, GLENN**
KVSO, Ardmore, Okla.
- POOLE, BOB**
WKPT, Kingsport, Tenn.
- POOR, JOHN**
WHBQ, Memphis, Tenn.
- POPE, MARSHALL**
KFJZ, Fort Worth, Texas
- PORT, TYLER**
WMRF, Lewistown, Pa.
- PORTER, JOHN**
KTBI, Tacoma, Wash.
- PORTER, WINSLOW**
WINC, Winchester, Va.
- PORTER, WINSLOW**
WNAB, Bridgeport, Conn.
- PORTUNE, W. O.**
KPOF, Denver, Colo.
- POWELL, E. J.**
KVOA, Tucson, Ariz.
- POWELL, KEN**
WBEN, Buffalo, N. Y.
- POWERS, DONALD**
WDRO, Augusta, Me.
- POWERS, RALPH**
WFBR, Baltimore, Md.
- POWERS, TOM**
WAAB-WNAC, Boston, Mass.
- PREBLE, FRED**
WCOU, Lewiston, Me.
- PRESBY, ARCHIE**
KGO-KPO, San Francisco, Calif.
- PRICE, STEVE**
WAAT, Jersey City, N. J.
- PRIESTER, GORDON**
KWJB, Globe, Ariz.
- PROCTOR, BOB**
WDAE, Tampa, Fla.
- PROCTOR, HAL**
WCAO, Baltimore, Md.
- PROUGH, E. L.**
WXYZ, Detroit, Mich.
- PROVAN, JR., ROBERT**
WDRG, Hartford, Conn.
- PROVENCE, BOB**
WKBN, Youngstown, Ohio
- PROVENSON, HERLOFF**
WHN, New York, N. Y.
- PURCELL, CHARLES W.**
WCAO, Baltimore, Md.
- PURCELL, RICHARD D.**
WMAS, Springfield, Mass.

PURCELL, ROBERT M.
WCFI, Chicago, Ill.

PUTNAM, GEO. A.
Portia Faces Life, NBC.
Great Moments in Music, CBS.
Orphans of Divorce, Blue.
Wife Saver, NBC News, NBC

PUTNAM, GEO. F.
Beechnut, NBC Gen. Motors,
P. & G., RCA, News.

PALE, J. HOWARD
KTAR, Phoenix, Ariz.

PALE, JACK
WGNC, Elizabeth, N. C.

PARON, DICK
WFBC, Greenville, S. C.



QUAAL, WARD
WGN, Chicago, Ill.

QUALTROUGH, MORRISON
KROD, El Paso, Texas

QUAVE, MACKIE
WWNC, Asheville, N. C.

QUAVE, MORRIS
WDOB, Chattanooga, Tenn.

QUICK, KESTER
KLCN, Blytheville, Ark.

QUINN, JACK
WICA, Ashtabula, Ohio

QUINN, REILAND
KJBS, San Francisco, Calif.

QUINN, ROBERT
WISH, Indianapolis, Ind.



RADCLIFFE, BILL
WSPA, Spartanburg, S. C.

RADCLIFFE, F.
CFOS, Owen Sound, Ont.

RAFFERTY, DAN
WOC, Davenport, Ia.

RAGLAND, TOM
WMPB, Memphis, Tenn.

RALPH, DONALD T.
KGDH, Stockton, Calif.

RALPH, JAMES
KABC, San Antonio, Texas

KAMSEY, BILL
KGDH, Stockton, Calif.

RANDALL, JOHN
WNAX, Yankton, S. D.

RANDALL, TONY
WTAG, Worcester, Mass.

RANSOM, GLENN B.
KVOO, Tulsa, Okla.

RAPIEFF, KEN
WICC, Bridgeport, Conn.

RAPKIN, MAURICE
CKCL, Toronto, Ont.

RASH, BRYSON
WMAL - WRC, Washington, D. C.

RASKIN, LEONARD J.
KYUM, Yuma, Ariz.

RATHBUN, DARRELL
WNBF, Binghamton, N. Y.

RAVENEL, J.
WHFC, Cicero, Ill.

RAWLINGS, JULIAN
WATL, Atlanta-WGOV, Valdosta, Ga.

RAWSON, RON
KELO-KSOO, Sioux Falls, S. D.

RAYMOND, CARL
WGY, Schenectady, N. Y.

READY, LEE
KLBH, La Grande, Ore.

REAMS, ELWOOD W.
CBS

RECTOR, ROY
WSAM, Saginaw, Mich.

REDFIELD, FRANK
KWJB, Globe, Ariz.

REDMOND, DICK
WHP, Harrisburg, Pa.

REED, D.
KFPL, Dublin, Texas

REED, DON
WRJN, Racine, Wis.

REESE, DONALD
KPHO, Phoenix, Ariz.

REESE, J.
KROY, Sacramento, Calif.

REESE, JAMES
WBHP, Huntsville, Ala.

REESE, JR., M. C.
KPHO, Phoenix, Ariz.

REEVES, BILL
WHUB, Cookeville, Tenn.

REID, JIM
WPTF, Raleigh, N. C.

REID, MICHAEL
KVRB, Rock Springs, Wyo.

REID, SCOTT
CKNX, Wingham, Ont.

REIMERS, ED
WBEN, Buffalo, N. Y.

REINHARDT, FRED
WJFP, Herrin, Ill.

REINHARDT, RUSS
CKCR, Kitchener, Ont.

REITER, FRED
WFLA, Tampa, Fla.

REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.

RENSCH, TY
KGFY, Pierre, S. D.

KEYNOLDS, CARTER L.
WMT, Cedar Rapids-Waterloo, Ia.

KEYNOLDS, GENE
KGKO-WBAP, Fort Worth, Texas

RHODES, JOHN H.
WHUB, Cookeville, Tenn.

RHODES, WILLIAM C.
KGA-KHQ, Spokane, Wash.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICE, CONRAD
WEMP, Milwaukee, Wis.

RICE, JARVIS
WGBT, Roanoke, N. C.

RICH, ROBERT
WGNV, Newburgh, N. Y.

RICHARDS, MAL
WJHO, Opelika, Ala.

RICHARDS, RODNEY
KTRB, Modesto, Calif.

RICHARDSON, ARTHUR
WBOC, Salisbury, Md.

RICHARDSON, LARRY
WPAV, Portsmouth, Ohio

RICHBOURG, JOHN
WTMA, Charleston, S. C.

RICKER, WILLIAM
WDEV, Waterbury, Vt.

RIESEN, GENE
KVSO, Ardmore, Okla.

RIGGS, GLENN
NBC, News

RIGSBEE, LOUIS
WGNC, Elizabeth City, N. C.

RILEY, KENNETH
WPBG, Altoona, Pa.

RING, BILL
KGBX-KWTO, Springfield, Mo.

RIPLEY, JOE
The Answer Man, WOR-Mutual

RISS, DAN
WLW-WSAI, Cincinnati, Ohio

RISSLING, ROBERT
WTAG, Worcester, Mass.

RITTS, PAUL
WKAR, East Lansing, Mich.

RIVERA, NIEVES DIAZ
WKAQ, San Juan, P. R.

ROACH, PAUL
WAVE, Louisville, Ky.

ROACHE, BILL
WAIR, Winston-Salem, N. C.

ROARK, C. A. (RED)
KRLH, Midland, Texas

ROARK, W. W.
KTEM, Temple, Texas

ROBBINS, BILL
WCKY, Cincinnati, Ohio

ROBBINS, FRED
WTHH, Baltimore, Md.

ROBERTS, ADRIAN
WMOB, Mobile, Ala.

ROBERTS, CHARLES
KJLZ, Denver, Colo.

ROBERTS, CHARLES S.
WLAC, Nashville, Tenn.

ROBERTS, CLIFFORD
WIBA, Madison, Wis.

ROBERTS, HOWARD
WMT, Cedar Rapids-Waterloo, Ia.

ROBERTS, JERRY
WMBO, Auburn, N. Y.

ROBERTS, KENNETH
Girl Interne, CBS
Frazier Hunt, CBS

ROBERTS, LARRY
WEIM, Fitchburg, Mass.

ROBERTS, PAUL
WGL-WOVO, Ft. Wayne, Ind.

ROBERTS, PETER
WHAM, Rochester, N. Y.

ROBERTS, ROGER
KLS, Oakland, Calif.

ROBERTSON, BRUCE
HB, Kansas City, Mo.

ROBERTSON, JACK
WGRC, New Albany (Ind.)
Louisville (Ky.)

ROBERTSON, JAMES
WIBA, Madison, Wis.

ROBERTSON, RANDALL
WEW, St. Louis, Mo.

ROBERTSON, TRAFTON
WBT, Charlotte, N. C.

ROBINSON, STEVE
KWK, St. Louis, Mo.

ROBINSON, TOM
KBWD, Brownwood, Texas

ROBISCHON, TOM
KGEZ, Kallspell, Mont.

RODDA, WALLY
WBRC, Birmingham, Ala.

RODRIGUEZ, MATEO
WHOM, Jersey City, N. J.

ROEN, LOUIS
WENR-WMAQ, Chicago, Ill.

ROGERS, BOB
KTKC, Visalia, Calif.

ROGERS, DON
WCMI, Ashland, Ky.

ROGERS, EDWIN
WMAL - WRC, Washington, D. C.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROGERS, LEW
WIBG, Glenside, Pa.

ROGERS, MARIANNE
CFPY, Charlotletown, P. E. I.

ROGERS, WILLIAM H.
Elmer Davis, CBS
Lady Esther, CBS

ROLLER, LARRY
WFNC, Fayetteville, N. C.

ROMAN, JOE
KWOC, Poplar Bluff, Mo.

ROMINE, DOUGLAS
K TSA, San Antonio, Texas

RONEY, JACK
WMAL - WRC, Washington, D. C.

ROSALAK, BOLESLAW
WHOM, Jersey City, N. J.

ROSMOND, ROBERT
WTBO, Cumberland, Md.

ROSCOE, PAUL
KGFV, Kearney, Nebr.

ROSE, MILLARD
WHUB, Cookeville, Tenn.

ROSE, RAYBURN
WLBZ, Bowling Green, Ky.

ANNOUNCERS

ROSHOLT, JERRY
KWLC, Decorah, Ia.

ROSKELEY, EDWARD
KVNU, Logan, Utah

ROSS, BILL
KBIZ, Ottumwa, Ia.

ROSS, CHARLES
KDAL, Duluth, Minn.

ROSS, JR., DAVID
WTHB, Baltimore, Md.

ROSS, DICK
KWSC, Pullman, Wash.

ROSS, GUY
CJBR, Rimouski, Que.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, JAMES
WWNY, Watertown, N. Y.

ROSS, MAL
WHBU, Anderson, Ind.

ROSS, HAROLD
WGRG, New Albany (Ind.)
Louisville (Ky.)

ROTH, EMMANUEL
WNBH, New Bedford, Mass.

ROTH, GORDON
KRSO, Santa Rosa, Calif.

ROTHMAN, LARRY
WALB, Albany, Ga.

ROTHRUM, W.
WSYR, Syracuse, N. Y.

ROUND, WILLIAM
WSIX, Nashville, Tenn.

ROUNDTREE, GEORGE
KCOA, Siloam Springs, Ark.

ROUSE, GENE
WENR-WMAQ, Chicago, Ill.

ROUSH, OTTIS
WTJS, Jackson, Tenn.

ROUSH, SIG.
WISH, Indianapolis, Ind.

ROWAN, ROY
WKZO, Kalamazoo, Mich.

ROWAN, THOMAS
WJHO, Opelika, Ala.

ROWE, J. WYANT
WHB, Greensburg, Pa.

ROWE, RALPH
WMT, Cedar Rapids-Waterloo,
Ia.

ROWENS, BILL
WSOC, Charlotte, N. C.

ROWLANDS, FRANK
WLOK, Lima, Ohio

ROWLANDS, ROSS
CKCW, Moncton, N. B.

ROY, MICHAEL
WENR-WMAQ, Chicago, Ill.

RUBENDAL, EVERETT
WRAK, Williamsport, Pa.

RUD, MARTEL
KELO-KSOO, Sioux Falls,
S. D.

RUFFNER, JOE
KTFI, Twin Falls, Ida.

RUHLE, PAUL
WCLO, Janesville, Wisc.

RUID, LLOYD
KWLC, Decorah, Ia.

RULE, RONALD L.
KPPY, Spokane, Wash.

RUNIONS, NORMAN
KIRO, Seattle, Wash.

RURA, MICHAEL
WTNJ, Trenton, N. J.

RUSH, FORD
WSM, Nashville, Tenn.

RUSK, CLAY
WOC, Davenport, Ia.

RUSSELL, DALE E.
KWAT, Watertown, S. D.

RUSSELL, FRANK
KECA-KF1, Los Angeles, Calif.

RUSSELL, GEORGE
WRNL, Richmond, Va.

RUSSELL, JACK
CJKL, Kirkland Lake, Ont.

RUSSELL, TODD
CFRB, Toronto, Ont.

RUSSEY, HAROLD
WHMA, Anniston, Ala.

RUSTAD, JOHN
KSTP, St. Paul-Minneapolis,
Minn.

RUTKOWSKI, JOSEPH
WTNJ, Trenton, N. J.

RUTZ, WESLEY
KICA, Clovis, N. M.

RYAN, TED
KTEM, Temple, Texas

— S —

SABIN, BOB
WMBR, Jacksonville, Fla.

SAFFORD, EDWARD
KROD, El Paso, Texas

SALNER, PAUL
WHIP, Hammond, Ind.

SALISBURY, BILL
KFXD, Nampa, Ida.

SALISBURY, JOHN
WMIN, St. Paul-Minneapolis,
Minn.

SALLICH, MAX
KOKN, Fremont, Nebr.

SALSBURG, J.
WARM, Scranton, Pa.

SALVERSON, GEORGE
CFAR, Flin Flon, Man.

SAND, NORMAN
WMBF, Lewiston, Pa.

SANDBURG, GENE
WICA, Ashtabula, Ohio

SANDEFER, GEORGE
WRUF, Gainesville, Fla.

SANDERS, JIM
WSOY, Decatur, Ill.

SANDERS, ROBERT
WHBL, Sheboygan, Wisc.

SANDERS, TIM
WLAC, Nashville, Tenn.

SANDIFER, WILLIAM
WBBB, Burlington, N. C.

SANDFORD, BILL
KMJ, Fresno, Calif.

SANTIAGO, FELIX
WPAJ, Ponce, P. R.

SANTON, CHET
CBS

SATER, HARTLEY
KEX-KGW, Portland, Ore.

SAUERESSIG, STANLEY
KFOJ, Long Beach, Calif.

SAUNDERS, CARL
WBTM, Danville, Va.

SAUNDERS, CHARLES
WALA, Mobile, Ala.

SAUNDERS, HOWARD
WMFR, High Point, N. C.

SAVALLI, JOSEPH
WHOM, Jersey City, N. J.

SAWTELLE, HENRY
WNBF, Binghamton, N. Y.

SAWYER, MISS GENE
KGMH, Honolulu, Hawaii

SAWYER, HAL
KNX, Los Angeles, Calif.

SAWYER, TOM
WINX, Washington, D. C.

SAXON, JERROLD
WEDC, Chicago, Ill.

SAXTON, GLENN
WFTL, Fort Lauderdale, Fla.

SCARBOROUGH, GANUS
WSAV, Savannah, Ga.

SCARBOROUGH, LARRY
WMBR, Jacksonville, Fla.

SCHALANGER, BERT
WCBT, Roanoke, N. C.

SCHARATH, ALBERT
KNEL, Brady, Texas

SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.

SCHERMERHORN, VAN H.
KGMH, Honolulu, Hawaii

SCHIRMER, CARLETON
KFEQ, St. Joseph, Mo.

SCHMIDT, LESTER
WHBY, Appleton, Wisc.

SCHMITZ, M.
KDB, Santa Barbara, Calif.

SCHNECK, LEROY
WCED, DuBois, Pa.

SCHNEIDER, AL
WHKC, Columbus, Ohio

SCHOFIELD, M.
KOCY, Oklahoma City, Okla.

SCHOOLEY, IVAN
KOA, Denver, Colo.

SCHROEDER, ARTHUR
WMPG, Hibbing, Minn.

SCHULTZ, A. F.
KFUN, Las Vegas, N. M.

SCHULTZ, STAN
WSTV, Steubenville, Ohio

SCOFIELD, DAVE
KFRC, San Francisco, Calif.

SCOFIELD, H. C.
WDBO, Orlando, Fla.

SCOTT, FRED
WAVE, Louisville, Ky.

SCOTT, G. W.
CFAC, Calgary, Alta.

SCOTT, GEORGE
WGAC, Augusta, Ga.

SCOTT, J.
WHFC, Cicero, Ill.

SCOTT, JOHN
KMOX, St. Louis, Mo.

SCOTT, LES
KTEM, Temple, Texas

SCOTT, RAY
WKST, New Castle, Pa.

SCOTTI, GULLIO
WHOM, Jersey City, N. J.

SCOVILLE, ELLIOT
KFIZ, Fond du Lac, Wisc.

SEADLER, GENE
KOH, Reno, Nev.

SEAMAN, CHARLES
WJMK, Detroit, Mich.

SEARLE, BILL
WTAR, Norfolk, Va.

SEARLE, DON
KFBB, Great Falls, Mont.

SEARLES, NEIL
WLW-WSAI, Cincinnati, Ohio

SEARS, ZENAS
WATL, Atlanta, Ga.

SEAVEY, CECIL
KFEL, Denver, Colo.

SEDGWICK, WILLIAM
WINN, Louisville, Ky.

SEEHAFER, GENE
WHA, Madison, Wisc.

SEIFERD, CHARLES
KGBX-KWTO, Springfield, Mo.

SEITZ, HOWARD
KPFO, Phoenix, Ariz.

SELAH, BILL
KFBI, Wichita, Kans.

SELLERS, DONALD L.
WFEA, Manchester, N. H.

SEURIN, WILLIE
WTEL, Philadelphia, Pa.

SEVILLIER, JEAN
KSLM, Salem, Ore.

SEXTON, MARION
WTAD, Quincy, Ill.

SHAFER, RUTH M.
 WGNV, Newburgh, N. Y.
SHAFFER, FRANK
 WBLK, Clarksburg, W. Va.
SHANNON, BOB
 WHBY, Appleton, Wis.
SHANNON, PAUL V.
 KDKA, Pittsburgh, Pa.
SHAPARD, BILL
 WHN, New York, N. Y.
SHARLAND, EARL
 WNBZ, Saranac Lake, N. Y.
SHARP, IRVING
 WDBJ, Roanoke, Va.
SHARPE, BILL
 KRGV, Weslaco, Texas
SHAW, CHARLES
 WOLF, Syracuse, N. Y.
SHAW, DEWEY
 WINN, Louisville, Ky.
SHAW, GIL
 WMBG, Richmond, Va.
SHAW, GORDON
 CKGB, Timmins, Ont.
SHAW, GORDON
 WWJ, Detroit, Mich.
SHAWCROFT, JACK
 KEVR, Seattle, Wash.
SHELL, STUART
 WSAM, Saginaw, Mich.
SHIELDON, JACK
 WKRC, Cincinnati, Ohio
SHELTON, JAMES
 WROK, Rockford, Ill.
SHELTON, JIM
 WCMI, Ashland, Ky.
SHEPARD, BOB
 Inside of Sports, Cal Tinney—
 Sizing up the News, WOR-
 Mutual
SHEPHERD, MILES
 KLBK, La Grande, Ore.
SHEPPARD, ALLAN
 KEX-KGW, Portland, Ore.
SHERLOCK, JACK
 KFEL, Denver, Colo.
SHERMAN, BARRY
 WFIG, Sumter, S. C.
SHERMAN, BOB
 WGL-WOVO, Ft. Wayne, Ind.
SHERMAN, BUD
 KMOX, St. Louis, Mo.
SHERMAN, EDDIE
 KOB, Albuquerque, N. M.
SHERMAN, JACK
 WMBD, Peoria, Ill.
SHERMAN, JOHN
 WIS, Columbia, S. C.
SHERMAN, ORVILLE
 KOB, Albuquerque, N. M.
SHERMAN, PAUL
 WAAT, Jersey City, N. J.
SHINBAUM, BOB
 WNOX, Knoxville, Tenn.
SHOEMAKER, MILTON J.
 WINX, Washington, D. C.
SHOEMAKER, RALPH
 WBAE, Atlantic City, N. J.
SHOMETTE, BILL
 WOAI, San Antonio, Texas
SHORT, ROBERT
 WHCU, Ithaca, N. Y.
SHOWALTER, WAYNE
 KRLH, Midland, Texas
SHRAYEK, L. M.
 WHBU, Anderson, Ind.
SHRIVER, JR., WILLIAM
 WINX, Washington, D. C.
SHUMATE, HAROLD
 KRGV, Weslaco, Texas
SHUTE, JR., ELDON H.
 WCOU, Lewiston, Me.
SIEBERT, H. W.
 KWYO, Sheridan, Wyo.
SIEVERS, BOB
 WGL-WOVO, Ft. Wayne, Ind.
SILER, WENDELL
 WDBJ, Roanoke, Va.

SILVEN, KAY
 KBRK, Baker, Ore.
SIMMONS, JIM
 KGBX-KWTO, Springfield, Mo.
SIMMONS, PARK
 WJSV, Washington, D. C.
SIMMONS, "PATE"
 KFNF, Shenandoah, Ia.
SIMMS, RAY
 WFAS, White Plains, N. Y.
SIMMS, SAM
 WFBN, Indianapolis, Ind.
SIMON, GEORGE
 WJAC, Johnstown, Pa.
SIMPSON, "CHUCK"
 WBLJ, Dalton, Ga.
SIMPSON, DALE
 KPRC, Houston, Texas
SIMPSON, JR., J. D.
 WGTC, Greenville, N. C.
SIMPSON, JACK
 WSIX, Nashville, Tenn.
SIMPSON, STANLEY
 KTKC, Visalia, Calif.
SIMS, FRANK
 KBIZ, Ottumwa, Ia.
SIMS, JAY
 Danger Is My Business, WOR.
 Pearson & Allen, WOR. WLW
 News.
SIRMONS, JIM
 WFMJ, Youngstown, Ohio
SISSON, ALLEN
 WHAM, Rochester, N. Y.
SITTS, MARGARET
 WMPC, Lapeer, Mich.
SKELTON, K. W.
 WDAE, Tampa, Fla.
SLAGLE, JOHN
 WXYZ, Detroit, Mich.
SLATTERY, BART
 WIL, St. Louis, Mo.
SLATTON, JOHN
 WMSD, Muskego Shoals City,
 Ala.
SLOANE, J. S.
 KNEL, Brady, Texas
SMALL, MARSHALL
 KUTA, Salt Lake City, Utah
SMART, BILL
 WTOG, Savannah, Ga.
SMILEY, JOE
 WMRF, Lewistown, Pa.
SMITH, B. A.
 WHOP, Hopkinsville, Ky.
SMITH, BERNIE
 WEBQ, Harrisburg, Ill.
SMITH, BLAINE
 KCRC, Enid, Okla.
SMITH, BOB
 WCOL, Columbus, Ohio
SMITH, BURLEIGH
 KRBC, Abilene, Texas
SMITH, CAL
 KRCC, Rochester, Minn.
SMITH, DEAN
 WABY, Albany, N. Y.
SMITH, DERWOOD
 KWLL, Albany, Ore.
SMITH, DICK
 WHB, Kansas City, Mo.
SMITH, DON
 WKRC, Cincinnati, Ohio
SMITH, DOROTHY
 CJLS, Yarmouth, N. S.
SMITH, ED
 WHP, Harrisburg, Pa.
SMITH, ERNIE
 WBBB, Burlington, N. C.
SMITH, GLEN
 WLB, Minneapolis, Minn.
SMITH, GORDON
 WCLE-WHK, Cleveland, Ohio
SMITH, HAL
 WIBX, Utica, N. Y.
SMITH, HOMER
 WKOK, Sunbury, Pa.
SMITH, JOE
 KALB, Alexandria, La.

SMITH, LOWELL
 HFXM, San Bernardino, Calif.
SMITH, MAX
 KFJB, Marshalltown, Ia.
SMITH, N. PRATT
 KSUB, Cedar City, Utah
SMITH, PHIL
 WKPA, New Kensington, Pa.
SMITH, R.
 WHFC, Cicero, Ill.
SMITH, R. B.
 WHKY, Hickory, N. C.
SMITH, R. H.
 KENO, Las Vegas, Nev.
SMITH, RODNEY
 KELD, El Dorado, Ark.
SMITH, SHIRLEY
 CJLS, Yarmouth, N. S.
SMITH, TOM
 WKST, New Castle, Pa.
SMITH, W. L.
 CKOC, Hamilton, Ont.
SMITH, W. L.
 WKNY, Kingston, N. Y.
SMITH, WOODY
 WLW-WSAI, Cincinnati, Ohio
SMITHERMAN, ROSS
 WMOB, Mobile, Ala.
SNIDER, PAUL
 WAAF, Chicago, Ill.
SNOW, BILL
 WAAB-WNAC, Boston, Mass.
SNOWDEN, TOMMY
 WEED, Rocky Mount, N. C.
SNYDER, AL
 WSPD, Toledo, Ohio
SNYDER, J. M.
 WFBG, Altoona, Pa.
SNYDER, ROSS
 KJBS, San Francisco, Calif.
SOLOMON, MYRL
 KFRU, Columbia, Mo.
SOUTH, BETTY
 WMBD, Peoria, Ill.
SPARGROVE, WM.
 True or False, NBC
 Esso News, NBC
SPARKS, GORDON
 WEXL, Royal Oak, Mich.
SPARKS, HAROLD A.
 KSEI, Pocatello, Ida.
SPARKS, ROBERT
 WOL, Washington, D. C.
SPAUGH, ROGER L.
 KOOS, Marshfield, Ore.
SPEARS, CHARLES
 WORD, Spartanburg, S. C.
SPENCE, ROBERT
 KIRO, Seattle, Wash.
SPENCER, RAY
 WCAE, Pittsburgh, Pa.
SPENCER, ROBERT
 WDN, Danville, Ill.
SPILLMAN, SANFORD
 KSFO, San Francisco, Calif.
SPIROS, BOB
 WBTH, Williamson, W. Va.
SPOKES, AL
 WJTN, Jamestown, N. Y.
SPROTT, B.
 KDB, Santa Barbara, Calif.
SQUIER, LLOYD
 WDEV, Waterbury, Vt.
STAAS, AL
 WJBC, Bloomington, Ill.
STACKHOUSE, DAVID
 WJAR, Providence, R. I.
STADLER, TUCK
 KHMO, Hannibal, Mo.
STAFFORD, JACK
 KMPC, Beverly Hills, Calif.
STAHL, LEROY
 KFBB, Great Falls, Mont.
STAHL, PHILIP
 WQXR, New York, N. Y.
STALLARD, DAL
 KDLR, Devil's Lake, N. D.
STANTON, P. J.
 WDAS, Philadelphia, Pa.

ANNOUNCERS

- STANTON, ROBERT**
NBC
- STASKOW, WALTER**
CJCS, Stratford, Ont.
- STARLING, DAVE**
KECA-KFI, Los Angeles, Calif.
- STEADMAN, JOHN**
WOAI, San Antonio, Texas
- STEARNS, L. F.**
WEEI, Boston, Mass.
- STECK, JACK**
WFIL, Philadelphia, Pa.
- STEELE, EARL**
WTHT, Hartford, Conn.
- STEELE, FLOYD**
WDLF, Panama City, Fla.
- STEENSLAND, TOM**
KUSD, Vermillion, S. D.
- STEIN, A.**
WHAZ, Troy, N. Y.
- STEIN, AL**
KWJB, Globe, Ariz.
- STEIS, BILL**
WFLA, Tampa, Fla.
- STELL, WALLACE**
WRNL, Richmond, Va.
- STEPHAN, AL**
WCPO, Cincinnati, Ohio
- STEPHEN, HARRY A. L.**
CHNS, Halifax, N. S.
- STEPHEN, JOHN**
KTBC, Austin, Texas
- STEPHENS, GABBERT**
KWFT, Wichita Falls, Texas
- STEPHENSON, PAUL**
KGGM, Albuquerque, N. M.
- STERLING, F.**
WHFC, Cicero, Ill.
- STERLING, LEN**
11 a.m. News for Calox,
Boake Carter, Land of Lakes,
WOR-Mutual
- STERLING, LESLIE**
KRBM, Bozeman, Mont.
- STERN, DAISY PIERCE**
WLBK, Bowling Green, Ky.
- STERRIT, CHARLES R.**
WJBK, Detroit, Mich.
- STEVEN, PEEL**
CFCF, Montreal, Que.
- STEVENS, AL**
WFIL, Philadelphia, Pa.
- STEVENS, HARMON**
WHLS, Port Huron, Mich.
- STEVENS, LEN W.**
WNLC, New London, Conn.
- STEVENS, W. L.**
WBBZ, Ponca City, Okla.
- STEVENSON, ROBERT**
WGY, Schenectady, N. Y.
- STEWART, CRAIG**
WAJR, Morgantown, W. Va.
- STEWART, FRANK**
K TSA, San Antonio, Texas
- STEWART, IRA**
CFGY, Charlottetown, P. E. I.
- STEWART, JACK**
CFAC, Calgary, Alta.
- STEWART, JEFF**
WEIM, Fitchburg, Mass.
- STEWART, PAUL**
KFBI, Wichita, Kans.
- STEWART, RUSSELL**
KSL, Salt Lake City, Utah
- STEWART, STAN**
WAGE, Syracuse, N. Y.
- ST. GEORGE, DORIAN**
WMAL - WRC, Washington,
D. C.
- STILES, PAUL W.**
WNBH, New Bedford, Mass.
- STILLE, BERT**
WMRN, Marion, Ohio
- STILLI, JOHN**
WHIO, Dayton, Ohio
- STILWILL, JACK**
WLS, Chicago, Ill.
- STINSON, ARNOLD**
CKLW, Windsor, Ont.
- STINSON, JOHN**
WIOD, Miami, Fla.
- STOCKLER, J. C.**
WEEI, Boston, Mass.
- STOLTZ, JAMES**
WTNJ, Trenton, N. J.
- STONE, CHARLES M.**
WMBR, Jacksonville, Fla.
- STONE, CLAIRE**
WINN, Louisville, Ky.
- STONE, DAVID**
WINS, New York, N. Y.
- STONE, GEORGE**
WOOD-WASH, Grand Rapids,
Mich.
- STONE, HELENE**
KICA, Clovis, N. M.
- STONE, HERBERT**
WNYC, New York, N. Y.
- STONE, JERRY**
WDAS, Philadelphia, Pa.
- STONER, PETER**
WELI, New Haven, Conn.
- STOUGH, RAY**
KVOX, Moorhead, Minn.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STRANDBERG, EARL**
KMYR, Denver, Colo.
- STRATTON, ALAN**
WBYN, Brooklyn, N. Y.
- STREET, MALCOLM**
WHMA, Anniston, Ala.
- STREETER, RAY**
WMAM, Marinette, Wisc.
- STROMWALL, HAL**
WJIM, Lansing, Mich.
- STRONG, CURTIS**
KFIO, Spokane, Wash.
- STROTHMAN, BILL**
KGVO, Missoula, Mont.
- STRUCK, NEWELL**
WMBF, Binghamton, N. Y.
- STUART, ALLEN**
Voice of Broadway CBS,
Battle of Sexes NBC, Goodwill
Hour NBC, Are You A Missing
Heir CBS, Etc.
- STUART, ROBERT**
WDRG, Hartford, Conn.
- STUBBS, HAROLD**
CHML, Hamilton, Ont.
- STUDHOLME, JOSEPH**
WHDL, Olean, N. Y.
- STUHLMAN, FRANK**
WTIC, Hartford, Conn.
- STULLA, WILLIAM**
KECA-KFI, Los Angeles, Calif.
- STURMER, LES**
WMAN, Marinette, Wisc.
- STUTHMAN, FRED**
KFOX, Long Beach, Calif.
- SULLIVAN, DENNIS**
KGKL, San Angelo, Texas
- SULLIVAN, HENRY**
WBIG, Greensboro, N. C.
- SULLIVAN, JAMES S.**
KFJZ, Fort Worth, Texas
- SUNDSTROM, FRED**
KLPB, Minot, N. D.
- SUTHERLAND, EDWARD**
WKBZ, Muskegon, Mich.
- SUTHERLAND, GEORGE**
WFCL, Pawtucket, R. I.
- SUTHERLAND, LLOYD**
KJBS, San Francisco, Calif.
- SUTHERLAND, SAM**
WISN, Milwaukee, Wisc.
- SUTHERLAND, WILBER C.**
KDKA, Pittsburgh, Pa.
- SUTERFIELD, PHIL**
WTMA, Charleston, S. C.
- SVEHLA, WALTER**
WQAM, Miami, Fla.
- SWALES, STANLEY**
WWJ, Detroit, Mich.
- SWANSON, CLIFF**
WCAL, Northfield, Minn.
- SWART, JACK**
KPOW, Powell, Wyo.
- SWARTHOUT, W. M.**
WHAZ, Troy, N. Y.
- SWEENEY, BUDD**
WHKC, Columbus, Ohio
- SWEENEY, WARREN**
Saturday Night Serenade, CBS
N. Y. Philharmonic, CBS
- SWIFT, JACK**
WSB, Atlanta, Ga.
- SWINFORD, PAUL**
KDKA, Ada, Okla.
- SWINGLEY, MARK E.**
WDAB, Tampa, Fla.
- SWINK, CHARLES**
WGAR, Cleveland, Ohio
- SWISHER, BEN**
KEVR, Seattle, Wash.
- SWYSTUN, THEODORE**
WTEL, Philadelphia, Pa.
- SYLVAIN, MARCEL**
CKAC, Montreal, Que.
- SYMMS, BERT**
KROW, Oakland, Calif.

— T —

- TACEY, EDWIN**
WBRK, Pittsfield, Mass.
- TAFOYA, JR., HENRY**
KFUN, Las Vegas, N. M.
- TAGGERT, BYRON**
WINN, Louisville, Ky.
- TAGE, MAX**
KSWO, Lawton, Okla.
- TALBOT, WILLIAM**
KORN, Fremont, Nebr.
- TANNER, LUKE**
KUOA, Siloam Springs, Ark.
- TAPLIN, PRESTON**
WHCU, Ithaca, N. Y.
- TATE, LEONARD**
KINY, Juneau, Alaska
- TAULBEE, ALAN**
WQXR, New York, N. Y.
- TAYLOR, ALBERT**
WTHT, Hartford, Conn.
- TAYLOR, DAVE**
WFHR, Wisconsin Rapids,
Wisc.
- TAYLOR, GAYLORD**
KTRB, Modesto, Calif.
- TAYLOR, HUGH**
WTOC, Savannah, Ga.
- TAYLOR, LEE**
WFBR, Baltimore, Md.
- TAYLOR, LEN**
WBBC, Canton, Ohio
- TAYLOR, MAX**
KUJ, Walla Walla, Wash.
- TAYLOR, PAT**
WMFR, High Point, N. C.
- TEALE, JAMES**
KFAR, Fairbanks, Alaska
- TEAR, SID**
WLOG, Logan, W. Va.
- TEASLEY, J. F.**
WGPC, Albany, Ga.
- TRETZEL, WILLIAM**
CHWK, Chilliwack, B. C.
- TELFORD, DON H.**
KUIN, Grants Pass, Ore.
- TEMPLE, FRED**
WFTL, Fort Lauderdale, Fla.

TEMPLE, PETER
 WLOL, Minneapolis, St. Paul, Minn.
TENPENNY, RAYMOND J.
 WIBU, Poynette, Wisc.
TERKELL, HAL
 WKPA, New Kensington, Pa.
TERRY, BILL
 WSGN, Birmingham, Ala.
TERWEY, TYS
 WNOX, Knoxville, Tenn.
THATCHER, FARFIELD
 WKBZ, Muskegon, Mich.
THEDFORD, WAYNE
 KTOK, Oklahoma City, Okla.
THIEL, PAUL
 WGMJ, Ashland, Ky.
THIVIERGE, JACQUES
 CKRN, Rouyn-Noranda, Que.
THOMAS, BILL
 KRNR, Roseburg, Ore.
THOMAS, GLENN
 WJEJ, Hagerstown, Md.
THOMAS, HAL
 KFPY, Spokane, Wash.
THOMAS, HARRY
 WINN, Louisville, Ky.
THOMAS, JACK
 WACO, Waco, Texas
THOMAS, LARRY
 WDAS, Philadelphia, Pa.
THOMAS, MICHAEL
 WMB, Uniontown, Pa.
THOMLINSON, BOB
 KEX-KGW, Portland, Ore.
THOMAS, BOB
 WFLA, Tampa, Fla.
THOMPSON, AL
 KSAL, Salina, Kans.
THOMPSON, BOB
 WJPR, Greenville, Miss.
THOMPSON, DICK
 KIEM, Eureka, Calif.
THOMPSON, ELLSWORTH
 WTEL, Philadelphia, Pa.
THOMPSON, G.
 CFRN, Edmonton, Alta.
THOMPSON, JACK
 CKCL, Toronto, Ont.
THOMPSON, JOHN
 KOTN, Pine Bluff, Ark.
THOMPSON, KELLY
 WLBZ, Bowling Green, Ky.
THORNEYCROFT, DICK
 WGAC, Augusta, Ga.
THORPE, BUD
 KLZ, Denver, Colo.
THWAITES, E. N.
 KFUN, Las Vegas, N. M.
TICE, OLIN
 WBT, Charlotte, N. C.
TILDEN, LAMONT
 CBM, Montreal, Que.
TILLEY, AL
 CFCC, Chatham, Ont.
TILLMAN, JOHN S.
 Voices in the Night, CBS
TIMM, ALLEN
 WEMP, Milwaukee, Wisc.
TINLEY, JR., G. HOWARD
 WCAO, Baltimore, Md.
TOBIN, JOE
 WESX, Salem, Mass.
TODD, BILL
 WOOD-WASH, Grand Rapids, Mich.
TODD, GEORGE
 WCLE-WHK, Cleveland, Ohio
TODD, JAMES L.
 KVOO, Tulsa, Okla.
TOLEMAN, EDDIE
 WOLS, Florence, S. C.
TOLMAN, CLARENCE
 KEX-KGW, Portland, Ore.
TOMLIN, W. O.
 KPof, Denver, Colo.
TORMEY, JAY
 WFAS, White Plains, N. Y.
TOURTELOTE, FRANK
 KWIL, Albany, Ore.
TOWNE, EPH
 KFXJ, Grand Junction, Colo.

TRACKMAN, HERB
 KFEL, Denver, Colo.
TRAINOR, FRANK
 KTRB, Modesto, Calif.
TRAYLOR, BILL
 WGIL, Galesburg, Ill.
TREASTOR, LYMAN
 KTKC, Visalia, Calif.
TREDWAY, BILL
 KTRI, Sioux City, Ia.
TRENT, JOHN
 WCAE, Pittsburgh, Pa.
TRIST, B.
 KRKY, Sacramento, Calif.
TRIMBLE, KERM
 KOIL, Omaha, Nebr.
TRIPP, DICK
 WHB, Kansas City, Mo.
TRUDEAU, NED
 WOKO, Albany, N. Y.
TRUEMAN, HUGH
 CHSJ, Saint John, N. B.
TRUERE, BOB
 WGNC, Elizabeth City, N. C.
TRUESDALE, HARRY
 CJOR, Vancouver, B. C.
TUCHOLKA, EDWARD
 WEBR, Buffalo, N. Y.
TUCKER, JR., EDWIN
 WCAM, Camden, N. J.
TUCKER, RICHARD
 WEIM, Fitchburg, Mass.
TUCKER, ROBERT
 WPAY, Portsmouth, Ohio
TUCKER, TOMMY
 WLAV, Grand Rapids, Mich.
TUELLE, GORDON
 KIRO, Seattle, Wash.
TUPPER, HOWARD
 WGY, Schenectady, N. Y.
TURNER, HARRY
 KOBH, Rapid City, S. D.
TURNER, HUGH
 KLS, Oakland, Calif.
TURNER, JACK
 WMBO, Auburn, N. Y.
TURNER, JESSIE
 KRRV, Sherman, Texas
TURNER, RALPH
 KVI, Tacoma, Wash.
TURNER, ROBERT
 WEBR, Buffalo, N. Y.
TURNROSE, ARTHUR
 KSRO, Santa Rosa, Calif.
TWYMAN, HARVEY
 KOIL, Omaha, Nebr.
TYLER, LYLE
 KPOW, Powell, Wyo.
TYLER, NOAH
 WIOD, Miami, Fla.
TYROL, ROBERT
 WVIC, Hartford, Conn.
TYSON, DAVID
 WWSW, Pittsburgh, Pa.

— U —

ENDERHILL, DUTCH
 WISN, Milwaukee, Wisc.
URIE, HURSCHELL
 KSUB, Cedar City, Utah
UZZLE, BOOTH
 WRNL, Richmond, Va.

— V —

VAILLE, DAVE
 KFRC, San Francisco, Calif.
VALATIS, JONAS
 WHOM, Jersey City, N. J.
VALENTINE, BILL
 (JRC, Winnipeg, Man.
VALENTINE, DAN
 WRUF, Gainesville, Fla.
VALENTINE, JIMMY
 KSTP, St. Paul-Minneapolis, Minn.
VALENTINE, LEW
 KPAB, Laredo, Texas
VAN, LYLE
 Music You Want, NBC
 Smith Bros. News, NBC
VANCE, JOHN
 WDAN, Danville, Ill.

VANCE, WILLIAM
 WLS, Chicago, Ill.
VANDERBREGGEN, C.
 KFAR, Fairbanks, Alaska
VAN DUSEN, W. O.
 KGHI, Little Rock, Ark.
VANDYKE, RUSS
 KELO-KSOO, Sioux Falls, S. D.
VAN KUREN, JAMES
 (KLV, Windsor, Ont.
VANN, FRANK
 WGH, Newport News, Va.
VAN SANT, JOHN T.
 WCHA-WSAN, Allentown, Pa.
VAN VLEIT, JOHN
 WOLF, Syracuse, N. Y.
VARES, GEORGE
 WEDC, Chicago, Ill.
VARGES, JOE
 WNOE, New Orleans, La.
VARRET, ROY
 WKAT, Miami Beach, Fla.
VAUGHN, GUY
 CBM, Montreal, Que.
VAUGHN, N. ASHLEY
 KFXJ, Grand Junction, Colo.
VAUGHN, ROBERT
 KIT, Yakima, Wash.
VELASQUEZ, OSWALDO
 WKAQ, San Juan, P. R.
VENABLES, BOB
 WGN, Chicago, Ill.
VERBA, GILBERT
 KOA, Denver, Colo.
VERDIER, WILLIAM
 WTSF, St. Petersburg, Fla.
VERNON, CONRAD
 KNOW, Austin, Texas
VEST, DONALD B.
 KVOR, Colorado Springs, Colo.
VEVLE, LLOYD
 WCAL, Northfield, Minn.
VICKERS, LEE E.
 WJSV, Washington, D. C.
VICKLAND, MEL
 KSFO, San Francisco, Calif.
VICTOR, CHARLES
 WGN, Chicago, Ill.
VICTOR, ERVIN
 WJJD, Chicago, Ill.
VIDOL, WILLIAM
 WGH, Newport News, Va.
VILAVIGENCIO, TEOFILO
 WIAC, San Juan, P. R.
VILELLA, JOE
 WKAT, Miami Beach, Fla.
VINES, LEE
 WIP, Philadelphia, Pa.
VINUESSEL, RICHARD
 KINY, Juneau, Alaska
VOGEL, JOHN
 KFBC, Cheyenne, Wyo.
VOGEL, PHIL
 WGKV, Charleston, W. Va.
VOGELMAN, ROY
 WHA, Madison, Wisc.
VOLZ, THEODORE
 KFof, Denver, Colo.
VON BERGEN, JOHN
 WARM, Scranton, Pa.
VON LINDE, L.
 WMT, Cedar Rapids-Waterloo, Ia.
VON ZELL, HARRY
 Eddie Cantor, NBC. Aldrich Family, NBC. Dinah Shore, Blue.

— W —

WABER, TOM
 WKAR, East Lansing, Mich.
WACKER, PHIL
 KGA-KHQ, Spokane, Wash.
WADE, OZZIE
 WKNE, Keene, N. H.
WADE, TOM
 WMPS, Memphis, Tenn.
WADHAMS, BOB
 WINN, Louisville, Ky.

ANNOUNCERS

- WAGNER, WILLIAM**
 WMS, Ironwood, Mich.
- WALDROP, ROBERT**
 Esso News, NBC
- WALKER, BILL**
 WACO, Waco, Texas
- WALKER, ALLAN**
 WTMV, East St. Louis, Ill.
- WALKER, DAVID**
 KMYR, Denver, Colo.
- WALKER, DON**
 WCBS, Springfield, Ill.
- WALKER, HAL**
 WISN, Milwaukee, Wis.
- WALKER, LEW**
 WBYN, Brooklyn, N. Y.
- WALKER, ROGER**
 WBZ-WBZA, Boston-Springfield, Mass.
- WALL, DICK**
 WTMV, East St. Louis, Ill.
- WALLACE, GUY**
 WCFL, Chicago, Ill.
- WALLACE, R. M.**
 WOLS, Florence, S. C.
- WALLACE, WESLEY**
 WPTF, Raleigh, N. C.
- WALSH, GEORGE**
 WHAS, Louisville, Ky.
- WALTER, ROBERT G.**
 WVNW, Watertown, N. Y.
- WALTERS, CHARLES**
 WRDW, Augusta, Ga.
- WALTERS, GILBERT E.**
 KRNR, Roseburg, Ore.
- WALTERS, LEON**
 WWSW, Pittsburgh, Pa.
- WALTMAN, LA VELLE**
 KRCC, Rochester, Minn.
- WALTON, JAMES**
 WHAS, Louisville, Ky.
- WALTON, SID**
 Street Singer, NBC
- WANGERIN, RICHARD**
 KFUC, Clayton-St. Louis, Mo.
- WANN, PAUL**
 WODD, Chattanooga, Tenn.
- WANNAMAKER, ALLEN**
 WGTM, Wilson, N. C.
- WARD, AILEN**
 WPAT, Paterson, N. J.
- WARD, GEORGE**
 WNYC, New York, N. Y.
- WARNER, BILL**
 KTRI, Sioux City, Ia.
- WARNER, FORD**
 CFAR, Flin Flon, Man.
- WARNER, HAROLD**
 WNBZ, Saranac Lake, N. Y.
- WARREN, BAILEY**
 KGB, San Diego, Calif.
- WARREN, CHARLES**
 WCMJ, Ashland, Ky.
- WARREN, DOC**
 KTHS, Hot Springs, Ark.
- WARREN, J. C.**
 KFFA, Helena, Ark.
- WARRINGTON, FRANK**
 WARM, Scranton, Pa.
- WASHBURN, SHERMAN**
 REX-KGW, Portland, Ore.
- WASS, ROBERT**
 WADC, Akron, Ohio
- WATERMAN, JOHN T.**
 KOBH, Rapid City, S. D.
- WATSON, ED**
 KWIL, Albany, Ore.
- WATSON, W. E.**
 KRMD, Shreveport, La.
- WATTRICK, DON**
 WBCM, Bay City, Mich.
- WATTS, JR., ED**
 KIUL, Garden City, Kans.
- WAY, DON**
 WKAR, East Lansing, Mich.
- WAYNE, BERT**
 WNEW, New York, N. Y.
- WAYNE, GORDON**
 WORL, Boston, Mass.
- WAYNE, STUART**
 WHTT, Hartford, Conn.
- WEAKLEY, SCOTT**
 KROW, Oakland, Calif.
- WEATHERWAX, LESTER**
 KFBI, Wichita, Kans.
- WEAVER, BEN**
 KARM, Fresno, Calif.
- WEAVER, G. MALCOLM**
 WWSR, St. Albans, Vt.
- WEAVER, JACK**
 WERC, Erie, Pa.
- WEAVER, MARK**
 WKY, Oklahoma City, Okla.
- WEAVER, ROBYN**
 WMBD, Peoria, Ill.
- WEAVER, W. J.**
 KFYP, Bismarck, N. D.
- WEAVER, WILLIAM**
 KGFF, Shawnee, Okla.
- WEBB, HUGH**
 WHMA, Anniston, Ala.
- WEBBE, TED**
 WINS, New York, N. Y.
- WEBBER, FRED**
 WFIL, Philadelphia, Pa.
- WEBBER, SIMON**
 CHNS, Halifax, N. S.
- WEBSTER, CURTIS**
 WMVA, Martinsville, Va.
- WEBSTER, DANIEL**
 WMOB, Mobile, Ala.
- WEEKS, E. L.**
 KABR, Aberdeen, S. D.
- WEEKS, JOE**
 WHAS, Louisville, Ky.
- WEGENER, DICK**
 KTKC, Visalia, Calif.
- WEGENER, EDWARD**
 WLB, Minneapolis, Minn.
- WEGMAN, EDWARD**
 WEBR, Buffalo, N. Y.
- WEIGLE, FRAN**
 WLAU, Grand Rapids, Mich.
- WEIL, ANDREW**
 WTMG, Ocala, Fla.
- WEIL, LESTER**
 WTMG, Ocala, Fla.
- WEINGARTH, FRED**
 WDAF, Kansas City, Mo.
- WEISS, GEORGE**
 WGAC, Augusta, Ga.
- WEINSMAN, CHARLES**
 WHLD, Niagara Falls, N. Y.
- WEITING, FRED**
 WDEV, Waterbury, Vt.
- WEITZELL, ROBERT**
 KCMO, Kansas City, Mo.
- WELCH, ED**
 WMCA
- WELCH, JACK**
 WSTV, Stenbenville, Ohio
- WELCH, NILES**
 School of the Air, CBS
- WELDON, MARTIN**
 WINS, New York, N. Y.
- WELLER, CLOVIS**
 KEEW, Brownsville, Texas
- WELLING, FRANK**
 WCHS, Charleston, W. Va.
- WELLS, BILL**
 WCKY, Cincinnati, Ohio
- WELTMER, FRANK**
 KOY, Phoenix, Ariz.
- WERLING, RUPE**
 WBG, Glenside, Pa.
- WERN, WILLIAM**
 WHLB, Virginia, Minn.
- WESTERKAMP, DICK**
 WVIC, Hartford, Conn.
- WETZEL, EARLE H.**
 WCBA-WSAN, Allentown, Pa.
- WHALEN, ROD**
 KJBS, San Francisco, Calif.
- WHEATON, JOHN**
 KGDM, Stockton, Calif.
- WHEELER, BILL**
 CKBT, St. Catharines, Ont.
- WHEELER, JACKSON**
 Hobby Lobby, CBS
 News, CBS
- WHEELER, JOE**
 WBIR, Knoxville, Tenn.
- WHEELER, LEAVENWORTH**
 KYUM, Yuma, Ariz.
- WHEELER, TONY**
 WFIL, Philadelphia, Pa.
- WHIKEHART, EDDIE**
 WBTH, Williamson, W. Va.
- WHISENANT, A. D.**
 KBWD, Brownwood, Texas
- WHITAKER, GENE**
 WBIG, Greensboro, N. C.
- WHITE, BILL**
 KFJB, Marshalltown, Ia.
- WHITE, CHARLES**
 WKNY, Kingston, N. Y.
- WHITE, DAVID**
 WEIM, Fitchburg, Mass.
- WHITE, JACK**
 WJR, Detroit, Mich.
- WHITE, KENNETH**
 WMOG, Brunswick, Ga.
- WHITE, PAUL**
 WESX, Salem, Mass.
- WHITEMAN, LOWELL**
 KFMB, San Diego, Calif.
- WHITING, C. PEROT**
 WALB, Albany, N. Y.
- WHITLOCK, RAY**
 WNBZ, Binghamton, N. Y.
- WHITLOCK, WILLIAM**
 WELL, Battle Creek, Mich.
- WHITMORE, JOHN D.**
 WLOF, Orlando, Fla.
- WHITNER, ED**
 WCRS, Greenwood, S. C.
- WHITNEY, PHIL**
 WNCN, Winchester, Va.
- WHITTINGHILL, MORAL**
 KFEL, Denver, Colo.
- WHITTINGTON, DICK**
 WSNW, St. Petersburg, Fla.
- WHITWORTH, J. R.**
 KICA, Clovis, N. M.
- WICHMAN, W. P.**
 WLBL, Stevens Point, Wis.
- WICK, BERT**
 KDLR, Devils Lake, N. D.
- WIDNEY, STAN**
 WHO, Des Moines, Ia.
- WIDOE, RUSSELL**
 KLFM, Minot, N. D.
- WIGGINS, JIM**
 KFDN, Beaumont, Texas
- WIGINS, WALLACE S.**
 KVOE, Santa Ana, Calif.
- WIGGINTON, BILL**
 WCCO, Minneapolis-St. Paul, Minn.
- WILCOX, JOHN**
 WBRW, Welch, W. Va.
- WILDE, EMIL**
 KFUC, Clayton-St. Louis, Mo.
- WILDE, GLEN**
 KRKO, Everett, Wash.
- WILDE, R. B.**
 WOKO, Albany, N. Y.
- WILDER, JAMES**
 WMGA, Moultrie, Ga.
- WILES, WILLIAM**
 WHIZ, Zanesville, Ohio
- WILKINSON, LANDIS**
 WRUF, Gainesville, Fla.
- WILLARD, DICK**
 Bessie Beatty, Bulldog Drummond, Crawford Clothes, WOR-Mutual.
- WILLARD, ROBERT**
 WDBO, Orlando, Fla.

ANNOUNCERS—SPORTS COMMENTATORS

WILLARD, GEORGE
WIND, Gary, Ind.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, AUSTIN
KLZ, Denver, Colo.

WILLIAMS, BEN
WTOC, Savannah, Ga.

WILLIAMS, BOB
KHMO, Hannibal, Mo.

WILLIAMS, CLIFF
WIND, Gary, Ind.

WILLIAMS, FOSTER
WINS, New York, N. Y.

WILLIAMS, JIM
WBML, Macon, Ga.

WILLIAMS, KEN
WFBR, Baltimore, Md.

WILLIAMS, RAY
WATW, Ashland, Wis.

WILLIAMS, TOMMY
WPTF, Raleigh, N. C.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLIAMS, WARREN
KFBC, Cheyenne, Wyo.

WILLIS, FORREST
WOKO, Albany, N. Y.

WILLIS, GORDON
KVI, Tacoma, Wash.

WILLS, PAUL
KMOX, St. Louis, Mo.

WILSE, BILL
WITH, Baltimore, Md.

WILLSON, COLEMAN
WTSP, St. Petersburg, Fla.

WILSON, DAVE
KFH, Wichita, Kans.

WILSON, ED
WLS, Chicago, Ill.

WILSON, JR., GEORGE P.
WBIG, Greensboro, N. C.

WILSON, HAL
KRIC, Beaumont, Texas

WILSON, READ
WWNC, Asheville, N. C.

WILSON, STUART
WHL, Niagara Falls, N. Y.

WILSON, VAN
WDAE, Tampa, Fla.

WILSON, VERNE
KYA, San Francisco, Calif.

WINN, BERT
KSFO, San Francisco, Calif.

WINNE, BILL
WABY, Albany, N. Y.

WINTERS, RAY
WHN, New York, N. Y.

WOLF, HAL
KPO-KGO, San Francisco, Calif.

WOLF, JOHN ALLEN
Pause That Refreshes, CBS News, CB

WOLFE, BOB
WDNC, Durham, N. C.

WOODFRAM, GORDON
KGVO, Missoula, Mont.

WOOD, HARRY
WNEW, New York, N. Y.

WOOD, JIM
WRBL, Columbus, Ga.

WOOD, WILLIAM
KGO - KPO, San Francisco, Calif.

WOODARD, RAY
WFTC, Kingston, N. C.

WOODBRIDGE, ROSS
WHEC, Rochester, N. Y.

WOODLE, HAMILTON
WOLF, Syracuse, N. Y.

WOOLF, JOHN M.
KDYL, Salt Lake City, Utah

WORTHINGTON, CLYDE
WBBZ, Ponca City, Okla.

WORTHY, JOE
WBEN, Buffalo, N. Y.

WRIGHT, HOLLIS
WTAG, Worcester, Mass.

WRIGHT, STERLING
WSPA, Spartanburg, S. C.

WYATT, JACK
WWJ, Detroit, Mich.

WYMAN, MALCOLM
WEBR, Buffalo, N. Y.

— Y —

YELLAND, STARR
KOA, Denver, Colo.

YOUNG, BERN
WTOL, Toledo, Ohio

YOUNG, BOB
KOA, Denver, Colo.

YOUNG, DOUGLAS
WFIG, Sumter, S. C.

YOUNG, EDWARD P.
WMBS, Uniontown, Pa.

YOUNG, FRANK
WOL, Washington, D. C.

YOUNG, KENNETH
KCMO, Kansas City, Mo.

YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZIMMERMAN, DAVE
WWJ, Detroit, Mich.

ZOMAR, KARL
KGBX-KWTO, Springfield, Mo.

ZUGADI, IGNACIO
WHOM, Jersey City, N. J.



LT. AL HELFER

U.S.N.R.

Formerly

M. C. SPOTLIGHT BANDS

MUTUAL

•

**CO-ANNOUNCER BROOKLYN
DODGERS BASEBALL GAMES**

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SPORTSCASTER-ANNOUNCER

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*Planning to return to
radio at end of war*

SPORTS COMMENTATORS



AND THEIR WORK DURING 1941



— A —

AKKRIDGE, BING
WMSD, Muscle Shoals City,
Ala.

ALBURY, BOB
WHBQ, Memphis, Tenn.

ALEXANDER, JACK
KGGM, Albuquerque, N. M.

ALLEN, MEL
CBS.

ALLEN, PHIL
KITO, Boise, Ida.

ALLISON, ROBERT
WNYC, New York, N. Y.

ALSUP, CHARLES C.
KICA, Clovis, N. M.

ALTMAN, RICHARD
WSAV, Savannah, Ga.

ANDREWS, TED
KOCY, Oklahoma City, Okla.

ANSLEY, BRAD
WIOD, Miami, Fla.

ANTHONY, CHUCK
WBCM, Bay City, Mich.

ARMENTROUT, CHARLES
WJLS, Beckley, W. Va.

ARNOLD, FULTON
WTNJ, Trenton, N. J.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

ATWOOD, JACK S.
WDRO, Augusta, Me.

AUSTIN, CARLYLE
KEVR, Seattle, Wash.

AUSTIN, MEL
WCSG, Charleston, S. C.

AYA, BILL
KEVE, Seattle, Wash.

— B —

BABCOCK, CHARLIE
WTAW, College Station, Texas

BAKER, MEL
KABR, Aberdeen, S. D.

BAKER, NELSON
WFBR, Baltimore, Md.

BAKER, ROGER
WLW-WSAI, Cincinnati, Ohio.

BARBER, RED
WOR.

BARNETT, MELVIN
WHIS, Bluefield, W. Va.

BARRY, EDWARD
WMFF, Plattsburg, N. Y.

BARRY, LES
KBUR, Burlington, Ia.

BARTLETT, MARCUS
WSB, Atlanta, Ga.

BARTON, HAL
KLUF, Galveston, Texas.

BATCHELDER, C. F.
WDBO, Orlando, Fla.

BATEY, R.
CJVI, Victoria, B. C.

BAYEUR, ROLAND
CHLT, Sherbrooke, Que.

BEAUDRY, ROLLAND
CBF, Montreal, Que.

BECKER, TED
WRBN, Warren, Ohio.

BELLIE, KEN
WHA, Madison, Wis.-c.

BELL, CY
WGGA, Gainesville, Ga.

BELL, TED
KRSC, Seattle, Wash.

BENEDICT, CHARLES
WORD, Spartanburg, S. C.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BINGHAM, BOB
WITH, Baltimore, Md.

BISHOP, BURTON
KTEM, Temple, Texas.

BISHOP, PAT
KECA, KFI, Los Angeles,
Calif.

ROCHMAN, BILL
WCOS, Columbia, S. C.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOLLEY, LEO
WFBL, Syracuse, N. Y.

BOLLS, F. E.
KELD, El Dorado, Ark.

BONNER, CRENSHAW
WAGA, Atlanta, Ga.

BOX, VES
KLRD, Dallas, Texas.

BOYER, JOHN C.
KDKA, Pittsburgh, Pa.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLOOM LARRY
KFBC, Cheyenne, Wyo.

BRACKEN, SAMMY
WJMA, Covington, Ky.

BRAMHALL, ARTHUR
WIBA, Madison, Wis.-c.

BRANDT, LYNN
WMAQ-WENR, Chicago, Ill.

BRANDY, JOE
WSLB, Ogdensburg, N. Y.

BRAY, DICK
WLW-WSAI, Cincinnati, Ohio.

BREEN, EDWARD
KVFD, Fort Dodge, Ia.

BREMNER, LYELL
KFOR-KFAB, Lincoln, Nebr.

BRENT, JACK
CKCR, Kitchener, Ont.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRITT, JIM
WAAB-WNAC, Boston, Mass.

BROOKBANK, ROY
CJCS, Stratford, Ont.

BROSE, CARL
WMAM, Marinette, Wis-c.

BROWN, BILL
WHO, Des Moines, Ia.

BROWN, BOB
WBIR, Knoxville, Tenn.

BROWN, HAL
KMJ, Fresno, Calif.

BROWN, J. N.
WHKY, Hickory, N. C.

BROWN, W. J.
CFCY, Charlottetown, P.E.I.

BROWNE, BILL
KPDN, Tampa, Texas.

BRUCE, FRANK
WJRD, Tuscaloosa, Ala.

BRUZEK, WALTER
KROC, Rochester, Minn.

BRYAR, ROBERT
WHIP, Hammond, Ind.

BRYSON, JOHN
KFPP, Spokane, Wash.

BUCK, LOUIE
WSM, Nashville, Tenn.

BUCKMILLER, CHRIS
KBKR, Baker, Ore.

BUDNICK, JACK
WBRW, Welch, W. Va.

BURCH, EDWARD
WPID, Petersburg, Va.

BURICK, SI
WHIO, Dayton, Ohio

BURNS, JERRY
WSAV, Savannah, Ga.

BURTON, DON
WLBC, Muncie, Ind.

BUTLER, GRANT
WHFC, Cicero, Ill.

BUXBAUM, JR., PHILIP L.
WELI, New Haven, Conn.

BYER, HAL
KWIL, Albany, Ore.

BYERS, WAYNE
WJW, Akron, Ohio.

BYRUM, HOWARD
WLJB, Bowling Green, Ky.

— C —

CALDWELL, BRUCE
WTFH, Hartford, Conn.

CALDWELL, FRED
KTBC, Austin, Texas.

CALLAN, R. L.
WHKY, Hickory, N. C.

CAMPBELL, DICK
KGGF, Coffeyville, Kans.

CAMPBELL, JAMES
WMAQ-WENR, Chicago, Ill.

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WKZO, Kalamazoo, Mich.

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CFGP, Grande Prairie, Alta.

CARLYLE, HUGH
WRNL, Richmond, Va.

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WKBB, Dubuque, Ia.

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WVNY, Watertown, N. Y.

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KGMB, Honolulu, Hawaii

CASPER, TEE
KGKO-WBAP, Fort Worth,
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WMFR, High Point, N. C.

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KIT, Yakima, Wash.

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KFLO, Spokane, Wash.

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KFDM, Beaumont, Texas.

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WDNC, Durham, N. C.

CLARK, RAY
WOW, Omaha, Nebr.

CLARK, RED
WHIS, Bluefield, W. Va.

CLARK, WALLY
ROY, Phoenix, Ariz.

CLAYTON, BOYARD
WEBQ, Harrisburg, Ill.

CLELLAND, ROD
KOY, Phoenix, Ariz.

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KLUF, Galveston, Texas.

CODY, DEL RIO
KGA-KHQ, Spokane, Wash.

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COLLINS, JUD
WSM, Nashville, Tenn.

CONINE, BILL
KOME, Tulsa, Okla.

CONN, MARVIN L.
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CONNOLLY, JOHN
WBRC, Birmingham, Ala.

CONRAD, JOHN
KTSM, El Paso, Texas.

CONSIDINE, BOB
WNEW, New York, N. Y.

COOK, LOU
KVAN, Vancouver, Wash.

COOK, RON
CHAB, Moose Jaw, Sask.

COOKE, HENRY
WMAQ-WENR, Chicago, Ill.

CORBIN, PAUL
KIEM, Eureka, Calif.

CORLYE, BILL
WBNS, Columbus, Ohio.

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WILL, Urbana, Ill.

COVINGTON, TED
WRUF, Gainesville, Fla.

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WGBI, Columbus, Miss.

COZART, SAM
WLPM, Suffolk, Va.

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WKPA, New Kensington, Pa.

CRAFT, A. B.
KVOL, Lafayette, La.

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WJHO, Opelika, Ala.

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WEBQ, Harrisburg, Ill.

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KWJB, Globe, Ariz.

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KPHO, Phoenix, Ariz.

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CKNX, Wingham, Ont.

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KWOC, Poplar Bluff, Mo.

CURLIN, GEORGE
KOTN, Pone Bluff, Ark.

CUSHING, KERBY
KYW, Philadelphia, Pa.

— D —

DAILEY, TOM
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DAKIN, R. S.
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DALE, HAROLD
WGTC, Greenville, N. C.

DANE, WILLIAM
CFOS, Owen Sound, Ont.

DARLING, FRED
CKGB, Timmins, Ont.

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KATE, Albert Lea, Minn.

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WTAD, Quincy, Ill.

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KDLR, Devils Lake, N. D.

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DREW, AL
WBTM, Danville, Va.

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CRCK, Regina, Sask.

DRYDEN, BOB
KTNM, Tucumcari, N. M.

DRYDEN, FOSTER "BUCK"
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DUNBAR, STUART
KSAL, Salina, Kans.

DUNPHY, DON
WNS, WOR-Mutual

DUPRE, HENRY
WWL, New Orleans, La.

DURGIN, LARRY
WCOU, Lewiston, Me.

BURNEY, BILL
WIL, St. Louis, Mo.

DYBDAL, VERNON
KWLC, Decorah, Ia.

— E —

ECKLES, DAMON
KFJB, Marshallton, Ia.

EDWARDS, WEBLEY
KGMB, Honolulu, Hawaii

EGAN, GAIL
CFAC, Calgary, Alta.

EISENMAN, BOB
WCOS, Columbia, S. C.

ELDER, DON
WDAY, Fargo, N. D.

ELKINS, LISTON
WAYX, Waycross, Ga.

ELLIOTT, PERRY
WDAK, West Point, Ga.

ELLIS, STEPHEN
WPAT, Paterson, N. J.

ELMER, BOB
WQAM, Miami, Fla.

EISON, BOB
WGN, Chicago, Ill.

ELSTON, BOB
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ELVIN, RALPH
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ENSELMAN, TED
WLDS, Jacksonville, Ill.

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ESCUDIER, R. A.
KVOL, Lafayette, La.

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WTAR, Norfolk, Va.

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— F —

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FLAHERTY, PAT
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FLEISCHER, JACK
WNAW, Bridgeport, Conn.

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WDAE, Tampa, Fla.

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WBLK, Clarksburg, W. Va.

FLYNN, JERRY
WBTA, Batavia, N. Y.

FLYNN, PAUL
WFEA, Manchester, N. H.

FORESTER, BOB
WLEU, Erie, Pa.

FORSYTH, BOB
WCAL, Northfield, Minn.

FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.

FOWLER, FRED
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FRANK, NOBE
WHP, Harrisburg, Pa.

FRANKISH, GRANT
WJAX, Jacksonville, Fla.

FRANKLYN, DEL
KDAL, Duluth, Minn.

FRASER, RONALD C.
CJLS, Yarmouth, N. S.

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FRIEDBERG, IRVING
WNAB, Bridgeport, Conn.

FRINK, WILLIAM
WTRC, Elkhart, Ind.

FROGT, CLANCY
WNAD, Norman, Okla.

FRYE, MAX
KRNR, Roseburg, Ore.

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WGST, Atlanta, Ga.

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WKBW, Youngstown, Ohio.

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WDAN, Danville, Ill.

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WEIM, Fitchburg, Mass.

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CKLW, Windsor, Ont.

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KGHX - KWTO, Springfield, Mo.

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GIBBONS, TOMMY
WPTC, Sharon, Pa.

GIBNEY, J. B.
WRBL, Columbus, Ga.

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WHDL, Olean, N. Y.

GIBSON, ROSS
KUOA, Siloam Springs, Ark.

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WLB, Minneapolis, Minn.

— H —

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 Orange County Sports

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 NBC - WNEW - WNYC
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 WJAG, Norfolk, Nebr.

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 KCMO, Kansas City, Mo.

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 WCAX, Burlington, Vt.

HEATH, MICKEY
 WEMP, Milwaukee, Wisc.

HEATON, TOM
 WMAZ, Macon, Ga.

HEIBECK, FRANK
 WLOK, Lima, Ohio.

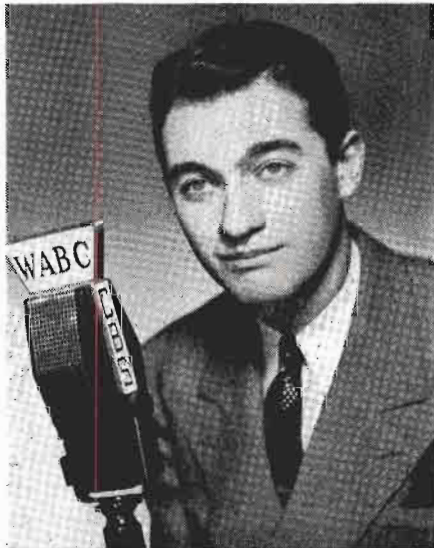
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 WXYZ, Detroit, Mich.

HELPER, AL
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 WLPM, Suffolk, Va.

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WTCM, Traverse City, Mich.

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WAVE, Louisville, Ky.

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WFNC, Fayetteville, N. C.

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KVI, Tacoma, Wash.

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WAAB, Boston, Mass.

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KOAC, Corvallis, Ore.

— I —

IDE, CARL
WKNE, Keene, N. H.

INGHAM, BOB
WTOL, Toledo, Ohio.

INGLIS, CHARLES
WKY, Oklahoma City, Okla.

INGRAM, ART
WERC, Erie, Pa.

INGSTAD, BOB
KOVG, Valley City, N. D.

IZZACSON, BRUCE
KFXJ, Grand Junction, Colo.

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JACKSON, FRANK
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WPAR, Parkersburg, W. Va.

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KCY, Phoenix, Ariz.

JARVIS, BILL
KVGB, Great Bend, Kans.

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WTMC, Ocala, Fla.

JENNINGS, AL
WMSL, Decatur, Ala.

JENSEN, JERRY
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JOHNSON, ROLLIE
WCCO, Minneapolis-St. Paul, Minn.

JOHNSTON, JIM
WSLS, Roanoke, Va.

JOHNSTON, LARRY
KUSD, Vermillion, S. D.

JONES, E. Z.
WBBB, Burlington, N. C.

JONES, JAMES
KAND, Corsicana, Texas.

JORDAN, CHARLES
WRR, Dallas, Texas.

— K —

KABER, RUSS
KGGU, Mandan, N. D.

KAMM, HERE
WCAP, Asbury Park, N. J.

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WSIX, Nashville, Tenn.

KARSON, LEE
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CJOR, Vancouver, B. C.

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WDSM, Superior, Wisc.

KEITER, LESTER
KELA, Centralia - Chehalis, Wash.

KELLEY, BOB
WGAR, Cleveland, Ohio.

KELLEY, BOYD
KRLH, Midland, Texas.

KELLY, GENE
WCHS, Charleston, W. Va.

KELLY, JACK
WGST, Atlanta, Ga.

KELLY, NED
KROW, Oakland, Calif.
Ice Hockey Descriptions.

KEMPER, HOWARD
KBST, Big Spring, Texas.

KENNEDY, BOB
WMRO, Aurora, Ill.

KENNEDY, EDWARD
WSPR, Springfield, Mass.

KENT, JR., CARL
WAKR, Akron, Ohio.

KING, EDDIE
KGO-KPO, San Francisco, Calif.

KINNEY, GORDON
WHEB, Portsmouth, N. H.

KIRBY, LEE
WBT, Charlotte, N. C.

KLEIN, DON
KEVR, Seattle, Wash.

KLIMENT, BOB
WEBR, Buffalo, N. Y.

KLISE, R. A.
KRLLC, Lewiston, Ida.

KOLBMANN, JOHN
WHAT, Philadelphia, Pa.

KONZ, WALLY
KFIZ, Fond du Lac, Wisc.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.

LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LAIRD, BEN
WBY, Appleton, Wisc.

LALLY, WILLIAM
WHYN, Holyoke, Mass.

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WHIP, Hammond, Ind.

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KRSC, Seattle, Wash.

LASSITER, ED
WSLS, Roanoke, Va.

LAUX, FRANCE
KMOX, St. Louis, Mo.

LA VALLE, AL
WEDC, Chicago, Ill.

LAVERY, DON
WEDC, Chicago, Ill.

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WINX, Washington, D. C.

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WRBL, Columbus, Ga.

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LEE, BOB
KFFA, Helena, Ark.

LEE, EDDIE
WJMC, Rice Lake, Wisc.

LEE, JOSEPH
KOVO, Provo, Utah

LENTZ, ARTHUR
WTBA, Madison, Wisc.

LEO, FRED
WMRO, Aurora, Ill.

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WSOY, Decatur, Ill.

LESUEUR, P.
CKOC, Hamilton, Ont.

LEVENHAGEN, DICK
KTBI, Tacoma, Wash.

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WCOU, Lewiston, Me.

LINDSAY, MERRILL
WSOY, Decatur, Ill.

LONDON, JOE
KTOK, Oklahoma City, Okla.

LOOSE, CARL
WPAR, Parkersburg, W. Va.

LORIG, M. C.
WGPC, Albany, Ga.

LOWRANCE, BOMAR
WSOC, Charlotte, N. C.

LOWRY, LEW
WBOW, Terre Haute, Ind.

LYLE, BOB
KMOX, St. Louis, Mo.

LYNCH, "BUDD"
CKLW, Windsor, Ont.

LYON, EDDIE
KTUL, Tulsa, Okla.

LYONS, JIM
KVOE, Santa Ana, Calif.

LIND, VICTOR H. (VIC)
WAOV, Vincennes, Ind.

LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

MABRY, JOE
WHUB, Cookeville, Tenn.

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WBML, Macon, Ga.

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KOKO, La Junta, Colo.

MacGOWAN, DAVID
WGH, Newport News, Va.

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KROW, Oakland, Calif.

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KROW, Oakland, Calif.

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WLAW, Lawrence, Mass.

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WDGY, Minneapolis, Minn.

MANNERS, DAVE
ROME, Tulsa, Okla.

MARGET, M. M.
KVXO, Moorhead, Minn.

MARKEY, ARTHUR
WJAR, Providence, R. I.

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MARSHALL, JOHN
WLAV, Grand Rapids, Mich.

MARSHALL, NORM
CHML, Hamilton, Ont.

MARTIN, JACK
WKBH, La Crosse, Wis.

MARTIN, JACK
WOPJ, Bristol, Tenn.

MARTIN, LOU
KOAM, Pittsburg, Kans.

MASON, ROY
KEVE, Everett, Wash.

MATHEWS, JOE
WGKV, Charleston, W. Va.

MATTHEWS, BRUCE
WLOF, Orlando, Fla.

MAWSON, DICK
WBAX, Wilkes Barre, Pa.

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WWRL, Woodside, N. Y.

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CKAC, Montreal, Que.

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KASA, Elk City, Okla.

McALISTER, R. B.
KFYO, Lubbock, Texas

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KORN, Fremont, Nebr.

McCARTHY, CLEM
WHN, New York, N. Y.

McCARTHY, DICK
WKNY, Kingston, N. Y.

McCURLEY, LANSE
WDAS, Philadelphia, Pa.

McDANIEL, CARL
KLUF, Galveston, Texas

McDONALD, ARCH
WJSU, Washington, D. C.

McDONALD, BOB
KGNC, Amarillo, Texas

McDONALD, L. A.
CFCY, Charlottetown, P. E. I.

McDONNELL, GENE
KELO-KSOO, Sioux Falls, S. D.

McDOWELL, GOODLOE
KENO, Las Vegas, Nev.

McELROY, MICHAEL
WMT, Cedar Rapids, Waterloo, Ia.

McGEE, WILSON
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KGNC, Amarillo, Texas
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WBCM, Bay City, Mich.
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WWSR, St. Albans, Vt.
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 DWORKIN, BERNARD
 DYER, A. MURRAY

— E —

EAST, ED
 EDGLEY, LESLIE
 EDWARDS, JOHN
 EICKS, ELISE L.
 EIKEL, VERA
 ELIOT, GEORGE FIELDING
 ELKINS, SAUL
 ELLINGTON, ALPHA A.
 ELLIOTT, ELAINE
 ELLIS, FRANCES
 ELLIS, SALONE
 ELLSWORTH, FANNY
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 ENTRIKIN, KNOWLES
 EPSTEIN, JEROME

Arch Oboler

Charles Martin

WRITERS

ERP, JOHNNY H.
 ERSKINE, ANNA
 ERSKINE, LAURIE YORK
 ESHENFELDER, HENRY
 ESTE, LOUIS
 EVANS, MILDRED
 EWING, ANNEMARIE

— F —

FABER, BEATRICE
 FAHEY, JOHN
 FAIRGRIEVE, ANITA
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 FERRO, MATHILD
 FERRO, THEODORE E.
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 FISHER, MARVIN A.
 FISK, HOWARD WALTER
 FLEMING, VAN
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 FORCE, ARTHUR R.
 FOX, JOSEPH P.

FOX, STEPHEN
 FRANK, MELVIN G.
 FRANKEL, DORIS
 FRANKLIN, PAUL
 FRESS, DANIEL
 FRYER, J. GAILLARD
 FULTON, LOU
 FUNT, JULIAN

— G —

GALEN, FRANK
 GALLAGHER, IRVING J.
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 GARDNER, ED
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 GOLDSMITH, CLIFFORD

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 GORDON, MATTHEW
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 GOTTFESMAN, JOE
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 GOULD, WALLY
 GRAYSON, ELEANOR
 GREEN, HOWARD
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 GRIFFIN, JOE
 GUEDEL, JOHN
 GUILFOYLE, JAMES A.

— H —

HACKETT, WALTER A.
 HAHN, D. S.
 HALEY, EUGENE S.
 HALL, RICHARD E.
 HALLOWAY, JEAN
 HALMAN, DORIS F.
 HALPERN, LAURA
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 Terry and Ted

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 HUNTER, IAN

— I —

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"I LOVE A MYSTERY"

N.B.C.
 Coast-To-Coast

CARL BIXBY

•	•
CREATOR	Co-author
WRITER	"LIFE CAN BE
PRODUCER	BEAUTIFUL"
OF	and
HIGH-RATED	"THE MAN I
RADIO	MARRIED"
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— R —

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ROSS, JEROME D.
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RUSH, CELESTE
RYAN, DAN

— S —

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SARGENT, GEORGE L.
SAVAGE, COURTENAY
SAWYER, THOMAS CONRAD
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SHEVEY, HY
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SMITH, G. K.
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SMITH, MARK S.
SMITH, VICTOR
SOLOMAN, LOUIS
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de SOOS, ANDOR
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STRUTT, ERIC
STULLA, BETTY
STULLA, WILLIAM
SUTTON, WAIN
SWEETS, WILLIAM M.

— T —

TALLMAN, ROBERT
TASEK, WILLIAM
TAYLOR, DAVID
TAZEWELL, CHARLES

WRITERS - PRODUCTION

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 THAYER, HENRY
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 THOMAS, L. W.
 THOMPSON, LYNNE
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 THORN, SYLVIA M.
 THORNTON, FRANK
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 TOMLINSON, EVERETT
 TOMPKINS, JANE
 TOOTLE, HARRY KING
 TOVROV, ORIN
 TOWNSEND, DALLAS S.
 TOWNSEND, LEO
 TRIVERS, BARRY
 TROUT, BOB
 TUCKER, JAMES ERIC

— U —

ULLMAN, ELWOOD
 UPTON, MONROE
 UZZELL, THOMAS G.

— V —

VAN, MILDRED
 VANDA, CHARLES

VANDERCOOK, JOHN
 VAN GLUCK, STEPHEN
 VAN SICKLE, RAYMOND
 VARNEY, CHASE
 VERRAL, CHARLES SPAIN
 VICTOR, DAVID
 VOLLMER, LULA

— W —

WALKER, TURNLEY
 WALPOLE, HELEN
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 WEBB, KENNETH
 WEBBER, GORDON
 WEFING, HENRY
 WEINBERG, ARTHUR
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 WELLES, ORSON
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 WICKER, IRENE

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 WRIGHT, WATKINS E.
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ADAMS, GLENN
WIS, Columbia, S. C.

ADELMAN, PAT
KNOW, Austin, Texas.

ADKINS, HERMAN
WDBJ, Roanoke, Va.

AFELICK, MARY
WGN, Chicago, Ill.

AINLEY, J. T.
NBC-CBS, Story of Mary Marlin, Knickerbocker Playhouse, First Nighter.

ALDRIDGE, WILLIAM
WPAY, Portsmouth, Ohio.

ALEXANDER, MYER
NBC-CBS, Musical Americana, Schaefer Review, Columbia Workshop, Texaco Star Theater, Coca Cola Program, We the People, March of Time, 26 by Corwin, Forecast Program, School of the Air, NBC Thesaurus ETs.

ALEY, JACK
WGTC, Greenville, N. C.

ALLAN, ANDREW
CBF, Vancouver, B. C.

ALTER, BENNE
WMT, Cedar Rapids-Waterloo, Ia.

AMBERG, GEORGE
KFOD, El Paso, Texas.

AMUNDSEN, ALBERT
KIRO, Seattle, Wash.

ANDERSON, DICK
WHO, Des Moines, Ia.

ANDERSON, ROBERT
KGA-KHQ, Spokane, Wash.

ANTHONY, ROBERT
WORD, Spartanburg, S. C.

APPELEGATE, GEORGE
KMJ, Fresno, Calif.

ARGABRITE, CARL
KIUP, Durango, Colo.

ARMSTRONG, D.
CKBI, Prince Albert, Sask.

ARMSTRONG, FRANK
WJPR, Greenville, Miss.

ARNOLD, BERT
WFLA, Tampa, Fla.

ARNOLD, ED
KPHO, Phoenix, Ariz.

ARRINGTON, BILL
WGBR, Goldsboro, N. C.

AYE, JR., THOMAS L.
WKPA, New Kensington, Pa.

ASH, BETTY
KIDO, Boise, Ida.

ASHLEY, BARBEE
WJPR, Greenville, Miss.

ASPINWALL, HUGH
KGBX-KWTO, Springfield, Mo.

ATCHINSON, CHARLES
WDEF, Chattanooga, Tenn.

— B —

BACHER, WILLIAM A.
WGN, Chicago, Ill.

BADER, HUGH
KGVO, Missoula, Mont.

BAER, PARLEY
KSL, Salt Lake City, Utah.

BAIRD, DORWIN
CJOR, Vancouver, B. C.

BAKER, JANET
WHBC, Canton, Ohio.

BAKER, RUSS
WOW, Omaha, Nebr. Music Well Done.

BALDWIN, RUSSELL W.
WNBH, New Bedford, Mass.

BALES, DORIS
KCKN, Kansas City, Kans.

BALLANCE, WILLIS
KMYR, Denver, Colo.

BALTIN, CHARLES
WHOM, Jersey City, N. J.

BANISTER, MANLY
KCKN, Kansas City, Kans.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARBER, J. A.
KGVO, Missoula, Mont.

BARDEN, WALTER
WDBO, Orlando, Fla.

BARKER, ROBERT L.
WSBT, South Bend, Ind.

BARRETT, MAURICE
WHN, New York, N. Y.

BARRY, GEORGE
WIP, Philadelphia, Pa.

BARTELL, GERALD
WHA, Madison, Wis.

BARTLETT, GEORGE W.
WTSP, St. Petersburg, Fla.

BARTON, HAL
KLUF, Galveston, Texas.

BASS, BETTY JAYNE
WNAD, Norman, Okla.

BASSO, NICK
WBRW, Welch, W. Va.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEAN, HAROLD
WMAQ-WENR, Chicago, Ill.

BEARDSLEY, LEONARD
KINY, Juneau, Alaska.

BECKER, JOHN
WAAB-WNAC, Boston, Mass.

BELL, ALLEN
WINN, Louisville, Ky.

BELL, HOWARD
KRRK, Los Angeles, Calif.

BELT, RICHARD
WHIO, Dayton, Ohio.

BENJAMIN, O. C.
KBIX, Muskogee, Okla.

BENNAGE, DAN
KPHO, Phoenix, Ariz.

BENNETT, DONN
KYW, Philadelphia, Pa.

BENNETT, WILLIAM
WKBZ, Muskegon, Mich.

BENWARE, REX
WQXR, New York, N. Y.

BERCOVICI, LEONARDO
CBS, The Life of Riley.

BERG, HAL
WARM, Scranton, Pa.

BEVERLY, JOHN
KFWB, Los Angeles, Calif. Hollywood Radio Playhouse.

BINGHAM, ROBERT B.
WITB, Baltimore, Md.

BISHOP, FRED
WAAB-WNAC, Boston, Mass.

BLACK, JACK
WBTM, Danville, Va.

BLACK, R. LEE
KIT, Yakima, Wash.

BLACK, W. SHIRL
KOVO, Provo, Utah.

BLAIR, FRANK
WOL, Washington, D. C.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLANKS, VICTOR
KSAL, Salina, Kans.

BLISS, TED
KNX, Los Angeles, Calif.

BLOCKI, FRITZ
Lincoln Highway NBC, Kate Hopkins CBS.

BOGEN, RUTH
WMAZ, Macon, Ga.

BONDA, ORVEL
KVCV, Redding, Calif.

BONNER, KAY
KATE, Albert Lea, Minn.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWERS, BILL
WJZM, Clarksville, Tenn.

BRADLEY, BILL
WHEB, Portsmouth, N. H.

BRADSHAW, VAUGHN
WTAR, Norfolk, Va.

BRAMSTEDT, A. O.
KFAR, Fairbanks, Alaska

BRANNEN, A. LYNNE
WHMA, Anniston, Ala.

BEATSBURG, H. A.
KFPY, Spokane, Wash.

BRAZEAL, R. W.
KFPY, Spokane, Wash.

BREJCE, CHARLES A.
WFRM, Indianapolis, Ind.

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WHYN, Holyoke, Mass.

BRIDGES, JIMMY
WSB, Atlanta, Ga.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRINNON, VIRGIL
KWLK, Longview, Wash.

BROOK, PHIL
WTAG, Worcester, Mass.

BROWN, FOSTER
KFRU, Columbia, Mo.

BROWN, GEORGE
CJOC, Lethbridge, Alta.

BROWN, GORDON
KSRO, Santa Rosa, Calif.

BROWN, HIMAN
CBS, Joyce Jordan, Girl Interpreter

BROWN, J. N.
WHKY, Hickory, N. C.

BORWN, KAY
WHIP, Hammond, Ind.

BROWNE, BILL
KPDN, Pampa, Texas

BRUCE, DWIGHT
WTOG, Savannah, Ga.

BRYSON, CONREY
KTSM, El Paso, Texas

BUCHANAN, STUART
CBS, Jones and I.

BUELL, BRUCE
KVOE, Santa Ana, Calif.

BUFFINGTON, ALBERT
WFBK, Baltimore, Md.
BULL, HOWARD
KVOA, Tucson, Ariz.
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WJW, Akron, Ohio.
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BYRON, HOWARD
WLBK, Bowling Green, Ky.

— C —

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CAMERON, RAY
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WDBO, Orlando, Fla.
CARTER, DALE
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CARTER, DICK
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CATTON, STANLEY
CBR, Vancouver, B. C.
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CHITTICK, H. R.
KGEZ, Kalispell, Mont.
CIANDELLA, TONY
WAAT, Jersey City, N. J.
CIVILE, ROY
KFPO, Spokane, Wash.
CLARK, CARL
WJNN, Louisville, Ky.
CLARK, GENE
KGO-KPO, San Francisco,
Calif.
CLARK, SIM
KFDM, Beaumont, Texas.
CLINE, CALDWELL
WUNC, Asheville, N. C.
CLOS, JEAN
WNYN, Watertown, N. Y.
CLOUGH, LEE D.
KLUF, Galveston, Texas.
COATES, F. FLETCHER
CHNS, Halifax, N. S.
COBB, DAVID
WSM, Nashville, Tenn.
COFFIN, FRANK
KWLK, Longview, Wash.
COLE, HARRY
WJAX, Jacksonville, Fla.

CONKLIN, NEIL C.
WOC, Davenport, Ia.
CONN, MARVIN L.
WMT, Cedar Rapids-Water-
loo, Ia.
CONNER, WILLIAM
WEAU, Eau Claire, Wis.
CONNOLLY, JAMES
WMSD, Muscle Shoals, Ala.
CONNOR, NAPI
WMMN, St. Paul-Minneapolis,
Minn.
CONRAD, RICHARD
WHBL, Sheboygan, Wis.
CONRAD, STAN
WMFR, High Point, N. C.
CONRAD, WILLIAM
KMPC, Beverly Hills, Calif.
COONTZ, EDWARD C.
KVOO, Tulsa, Okla.
COOPER, MADGE L.
WMRN, Marion, Ohio.
COOPER, STANLEY
WFIG, Sumter, S. C.
CORNELL, SID
WKRC, Cincinnati, Ohio.
CORWIN, NORMAN
CBS, 26 by Corwin, Columbia
Workshop.
COX, LESLIE
KGFV, Kearney, Nebr.
CRABTREE, CHARLES
KTFF, Twin Falls, Ida.
CRANDALL, BRAD
WDAF, Kansas City, Mo.,
Footlights of the Air, Cud-
dles and Tuckie.
CRANDALL, PAUL
WDEF, Chattanooga, Tenn.
CRANDELL, PAUL
WBML, Macon, Ga.
CRARY, CLARENCE
KGER, Long Beach, Calif.
CRESSMAN, JAMES
KTAR, Phoenix, Ariz.
CRIPPS, FRED
CKCK, Regina, Sask.
CROCKER, J. W.
KRLD, Dallas, Texas.
CROOKS, WILBUR S.
WBTH, Williamson, W. Va.
CROSBY, DELL
KPHO, Phoenix, Ariz.
CUBBERLY, DAN
KOY, Phoenix, Ariz.
CUIVER, CARROL
KFIZ, Fond du Lac, Wis.
CUNNINGHAM, OWEN
KGMB, Honolulu, Hawaii.
CUP, RODERICK
WLS, Chicago, Ill.
CURTIN, CHARLES
WAAW-WNAC, Boston, Mass.

— D —

DARLING, FRED
CKGB, Timmins, Ont.
DAUB, JACK
WAPO, Chattanooga, Tenn.
DAVIES, BILL
WDDP, Chattanooga, Tenn.
DAVIES, GEORGE
CKCK, Regina, Sask.
DAVIES, KERR
WBTM, Danville, Va.
DAVIS, CLIVE
WTAG, Worcester, Mass.
DAVIS, KEN
KWIL, Albany, Ore.
DAVIS, LUCIAN
KNX, Los Angeles, Calif.
DAWSON, NORTHPRO
WCCO, Minneapolis-St. Paul,
Minn.
DEAN, BEV
WLS, Chicago, Ill.
DEAN, F. LEON
KASA, Elk City, Okla.
DE ANGELO, CARLO
O'Neills NBC, Wheatena Play-
house.

DEFFENBAUGH, EDGAR C.
WJFF, Herrin, Ill.
DeFREITAS, DICK
WFAS, White Plains, N. Y.
DE HAVEN, ROBERT
WTCN, Minneapolis, Minn.
DEL VALLE, JAIME
KARM, Fresno, Calif.
DeMOSS, LYLE
WOW, Omaha, Nebr.
DENT, KENNETH M.
WTMA, Charleston, S. C.
DERBASHIRE, T. J.
CJAT, Trail, B. C.
DEVANEY, FRANK
WMIN, St. Paul-Minneapolis,
Minn.
DEVINE, OTT
WSM, Nashville, Tenn.
DeVORE, THOMAS
WBNS, Columbus, Ohio.
DICKSON, FRANK
WNBH, New Bedford, Mass.
DILLER, ROBERT
WIND, Gary, Ind.
DILLON, JAMES
KGB, San Diego, Calif.
DILLON, JOHN
WFAS, White Plains, N. Y.
DISNEY, PETER RICCARDI
WHAS, Louisville, Ky.
DIXON, DON
WCAE, Pittsburgh, Pa.
DIXON, JOHN J.
WROK, Rockford, Ill.
DIXON, MARION
KGYO, Missoula, Mont.
DIXON, MASON
KNOX, Knoxville, Tenn.
DOBSON, G.
CKBI, Prince Albert, Sask.
DOLBIER, MAURICE W.
WABJ, Bangor, Me.
DOLBY, JACK
WNAB, Bridgeport, Conn.
DOLLAR, RUSSELL
WDBJ, Roanoke, Va.
DONALDSON, L.
CKOC, Hamilton, Ont.
DONKAN, FLORENCE
CKCL, Toronto, Ont.
DORSEY, ROD
WOLS, Florence, S. C.
DOUGLAS, DICK
KDJ, Santa Barbara, Calif.
DOUGLASS, JAMES
KMOX, St. Louis, Mo.
DOWTY, BYRON
KALB, Alexandria, La.
DREYFUS, WOODS
WISN, Milwaukee, Wis.
DUNLOP, ROY
CBR, Vancouver, B. C.
DUNLAP, WALLACE
WMOB, Mobile, Ala.
DUNN, JOHN
WNAD, Norman, Okla.
DURANCEAU, OMER
CKAC, Montreal, Que.
DURKIN, RALPH SHERWOOD
WMT, Cedar Rapids-Waterloo,
Ia.
DWAN, ROBERT
KGO-KPO, San Francisco,
Calif.

— E —

EBERT, MICHAEL
WNBZ, Saranac Lake, N. Y.
EDMUNDS, JACK
KTUL, Tulsa, Okla.
ELIAS, LLOYD
CKVD, Val D'Or, Que.
ELLIOT, MELVIN
WQXR, New York, N. Y.
ELLIOTT, FRANCIS
WGMC, Elizabeth City, N. C.
ELLIOTT, PERRY
WDAK, West Point, Ga.

• • •

PRODUCTION

• • •

ELLIS, BOB
WHP, Harrisburg, Pa.

ELLIS, ELMO
WSB, Atlanta, Ga.

ELTON, DALT
CJOC, Lethbridge, Alta.

EMMETT, GEORGE
KMJ, Fresno, Calif.

ENGEL, ROY
WHB, Kansas City, Mo.

ENGLISH, GENE
KNX, Los Angeles, Calif.

EREKSON, REID
WLB, Minneapolis, Minn.

ERICKSON, W.
KPHO, Phoenix, Ariz.

ERWIN, NAT H.
WILL, Urbana, Ill.

EVANS, DOUGLAS
KECA-KFI, Los Angeles, Calif.

EVANS, EDDIE
KOMA, Oklahoma City, Okla.

EVANS, JO ANN
KHL, Chico, Calif.

EVANS, W. J.
WBAX, Wilkes-Barre, Pa.

EWING, CHARLES
WBIR, Knoxville, Tenn.

— F —

FACENDA, FRANK
WPID, Petersburg, Va.

FALVEY, J. D.
KBIZ, Ottumwa, Ia.

FARBER, LESTER
KVOA, Tucson, Ariz.

FARRIS, JOSEPH
WGKY, Charleston, W. Va.

FAY, LARRY
WTMV, East St. Louis, Ill.

FEHYL, HORACE
WCAU, Philadelphia, Pa.

FENDER, WILLIAM
WHOM, Jersey City, N. J.

FERGUSON, ANDREW
WMVA, Martinsville, Va.

FERGUSON, E.
CKBI, Prince Albert, Sask.

FERRIS, RAY
WLS, Chicago, Ill.

FIEL, E. G.
KEEW, Brownsville, Texas.

FINCH, H. K.
WJIM, Lansing, Mich.

FINCH, MERITT E.
WELL, New Haven, Conn.

FINGER, LEN
KFDM, Beaumont, Texas.

FISHBURN, ALAN
WMAQ-WENR, Chicago, Ill.

FITZGERALD, DANA
WAAB-WNAC, Boston, Mass.

FLEMING, DOUGLAS
WKY, Oklahoma City, Okla.

FLYNN, WILLIAM P.
WIBU, Poynette, Wisc.

FOGARTY, PAUL
WGN, Chicago, Ill.

FOLL, CHARLES
KTKC, Visalia, Calif.

FORD, JOE
WFTL, Fort Lauderdale, Fla.

FOSS, JOE
KWNO, Winona, Minn.

FOSTER, W. K.
KFAR, Fairbanks, Alaska.

FOWLER, FRED
WATL, Atlanta, Ga.

FOWLKES, ROSSER
WAIR, Winston-Salem, N.C.

FOX, FRED
KSFO, San Francisco, Calif.

FRAMER, WALT
WWSW, Pittsburgh, Pa.

FRANKLIN, TOMMY
KLS, Oakland, Calif.

FRASER, RONALD C.
CJLS, Yarmouth, N. S.

FRAZIER, KYLE
WMSL, Decatur, Ala.

FRECKELTON, SLIM
CKCL, Toronto, Ont.

FREEMAN, R. A.
WEEL, Boston, Mass.

— G —

GAINES, RUBEN
KVI, Tacoma, Wash.

GANTTER, RAYMOND
WFBL, Syracuse, N. Y.

GARDNER, R.
CKMO, Vancouver, B. C.

GARDNER, WARD
WHYN, Holyoke, Mass.

GARIC, BILL
WJBC, Baton Rouge, La.

GARRIGUS, F. H.
WEEL, Boston, Mass. Young Americans in the Making.

GATES, TED
KROD, El Paso, Texas.

GAUNT, JOHN
WRC-WMAL, Washington, D.C.

GENDOT, ADRIAN
KPRC, San Francisco, Calif.

GEORGE, ROY
KRLL, Dallas, Texas.

GERSTNER, FRANCIS
WLL, St. Louis, Mo.

GEYER, WILLIAM
WFDF, Flint, Mich.

GIBSON, ALEC
WFBK, Baltimore, Md.

GIFFORD, L. A.
KVFD, Fort Dodge, Ia.

GIGUERE, CONRAD
WCOU, Lewiston, Me.

GILLESPIE, WARING
WMCA, New York, N. Y.

GILMORE, GRAEME
WAVE, Louisville, Ky.

GIRARDIN, R. G.
WEEL, Boston, Mass.

GIROUX, PAUL
KTAR, Phoenix, Ariz.

GLASGOW, DON
WJBC, Bloomington, Ill.

GODT, PAUL O.
KARK, Little Rock, Ark.

GOGGIN, RICHARD
WABC, New York, N. Y.

GOODWIN, SID
KECA-KFI, Los Angeles, Calif.

GORSUCH, KEN
KPXJ, Grand Junction, Colo.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULET, BERNARD
CKAC, Montreal, Que.

GOVER, CURTIS
WMSL, Decatur, Ala.

GRAHAM, ARTHUR W.
WST, New Castle, Pa.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRANT, DAVE
WAAB-WNAC, Boston, Mass.

GRAY, ROBERT
WOOD-WASH, Grand Rapids, Mich.

GRAYSON, MITCHELL
WYXC, New York, N. Y.

GREENWOOD, WARREN
WHAI, Greenfield, Mass.

GRIFFITHS, BILL
WJW, Akron, Ohio.

GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.

GRIFFIN, BILL
KVEC, San Luis Obispo, Calif.

GRIFFIN, W. R.
KPYR, Mismark, N. D.

GUEDEL, JOHN
MBS-Don Lee, Pull Over Neighbor.

GUEST, J. EDGAR
CKCL, Toronto, Ont.

GUGGENHEIM, ROBERT
KNX, Los Angeles, Calif.

GUNDAKER, ED
WHP, Harrisburg, Pa.

— H —

HAIG, THEODORE
WQXR, New York, N. Y.

HALEY, PAT
KDKA, Pittsburgh, Pa.

HALL, DICK
WOL, Ames, Ia.

HALL, LEON
KPPC, Pasadena, Calif.

HALLIDAY, GENE
KSL, Salt Lake City, Utah.

HAMILTON, JIM
WLEU, Erie, Pa.

HAMILTON, JR., R. L.
KAND, Corsicana, Texas.

HANEY, LORAN
WKBZ, Muskegon, Mich.

HARDEN, REGINALD
WMVA, Martinsville, Va.

HARDER, JACK
WAYX, Weyerross, Cross.

HARDING, VINCENT
KGBX-KWTO, Springfield, Mo.

HARKIND, BEN
KPRC, San Francisco, Calif.

HARNACK, ROBERT
WFMI, Youngstown, Ohio.

HARRIS, BUDDY
WRR, Dallas, Texas.

HARRIS, LESLIE
WQAM, Miami, Fla.

HARTMAN, E. G. R.
CJAT, Trail, B. C.

HARTUNG, PETE
WHJB, Greensburg, Pa.

HARVEY, JAMES
KYYV, Philadelphia, Pa.

HAWKINS, WOODROW
WTRC, Elkhart, Ind.

HAWTHORNE, BEN
WTC, Hartford, Conn.

HAWTHORNE, JIM
KMYR, Denver, Colo.

HAYES, JAMES
KPHO, Phoenix, Ariz.

HAYWARD, FRED
WBT, Charlotte, N. C.

HEADY, KENNETH
KPMO, Kansas City, Mo.

HEGLAND, FRED
KGO-KPO, San Francisco, Calif.

HEIBECK, FRANK
WLOK, Lima, Ohio.

HELTON, BERNIE
WACO, Waco, Texas.

HENLEY, DAVE
WDAY, Fargo, N. D.

HENNESSY, HARRY J.
WHCF, Ithaca, N. Y.

HERMAN, CHESTER
WLW-WSAI, Cincinnati, Ohio.

HERRIN, WELDON
WTOC, Savannah, Ga.

HESTER, BOB G.
WBTH, Williamson, W. Va.

HETERINGTON, KEITH
KPHO, Phoenix, Ariz.

HETMANSKI, JOHN
WJBK, Detroit, Mich.

HEWETSON, H.
CFCF, Montreal, Que.

HUCKMAN, HENRY
WFBK, Baltimore, Md.

HUESTAND, ROB
KECA-KFI, Los Angeles, Calif.

HIGBEE, ARTHUR
KSUB, Cedar City, Utah.

HILL, D. G.
CKMO, Vancouver, B. C.

HILL, JACK
WWJ, Detroit, Mich.

HILLEARY, PERRY
KOY, Phoenix, Ariz.

HILLIER, S. H.
CHRM, Regina, Sask.

HODGE, AL
WXYZ, Detroit, Mich.

HODGE, KENNETH
KNX, Los Angeles, Calif.

HOERNER, ED
WWL, New Orleans, La.

HOFFMAN, HOWARD
WILB, Greensburg, Pa.

HOFFMAN, JACK
KTUL, Tulsa, Okla.

HOHFELD, FERD
WIL, St. Louis, Mo.

HOLCOMB, GRANT
KPRO, Riverside, Calif.

HOLDEN, KENNETH
KBKR, Baker, Ore.

HOLLNER, MANN
NBC, Good News of 1941.

HOLMES, A.
CKBI, Prince Albert, Sask.

HOLMES, BILL
KPRO, Riverside, Calif.

HOLMES, THURSTON S.
WHOM, Jersey City, N. J.

HOLT, RUSS
WOLS, Florence, S. C.

HOWARD, ELISABETH
NBC, Pepper Young's Family.

HOWARD, HERBERT
WNAX, Yankton, S. D.

HOWARD, LEO
KFBI, Wichita, Kans.

HOWELL, OLIF
KNX, Los Angeles, Calif.

HOWSE, L. B.
WHOP, Hopkinsville, Ky.

HUGHES, HAROLD
KOIL, Omaha, Nebr.

HULL, RICHARD B.
WOL, Ames, Ia.

HURDLE, JACK
Lincoln Highway NBC, Kate Hopkins CBS, Junior Miss CBS.

HURT, R. B.
KLS, Oakland, Calif.

HUSEBY, LARRY
KVI, Tacoma, Wash.

HUSTON, LOU
KMPC, Beverly Hills, Calif.

HUTTON, PEGGY
KCKN, Kansas City, Kans.

— I —

IRVINE, RICHARD
CHS, Farmouth, N. S.

IRVIN, GEORGE
KFJZ, Fort Worth, Texas.

— J —

JACKOBSON, LOU
WGN, Chicago, Ill.

JACKSON, DONN
WOL, Ames, Ia.

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, RILEY
WIND, Gary, Ind.

JACOBS, EDWIN
WABC, New York, N. Y.

JAMES, RICHARD
WQXR, New York, N. Y.

JANES, DOLPH
KORE, Eugene, Ore.

JANSSEN, KARL F.
WMBS, Uniontown, Pa.

JARVIES, LES
WHB, Kansas City, Mo.

JOACHIM, MAURICE
WHN, New York, N. Y.

JOB, FENWICK
CKCL, Toronto, Ont.

JOHNS, RUSS
CBS, Short Wave Division.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSTON, WAYNE
WKBN, Youngstown, Ohio.

JOHNSTON, DIPPY
WDZ, Tuscola, Ill.

JOHNSTON, GEORGE
WHCU, Ithaca, N. Y.

JOHNSTONE, FRANK
KVCV, Redding, Calif.

JOHNSTONE, JACK
MBS, Who Knows.

JONASON, BILL
KPEQ, St. Joseph, Mo.

JONES, PAUL
WFLA, Tampa, Fla.

JONES, RUSSELL
WIOD, Miami, Fla.

— K —

KALTENBORN, ROLF
CBS.

KARL, MAX
WCCO, Minneapolis-St. Paul, Minn.

KAYE, MILTON B.
WPAT, Paterson, N. J.

KEEBLE, GORDON
CFCH, North Bay, Ont.

KEENE, SHERMAN
WCOP, Boston, Mass.

KELLY, FRANK
WAAT, Jersey City, N. J.

KELSEY, JOHN
WHOM, Jersey City, N. J.

KEMPER, HOWARD
KBST, Big Spring, Texas.

KENNEDY, CATHERINE
KCKN, Kansas City, Kans.

KENNEDY, RALPH
KIOA, Siloam Springs, Ark.

KENT, JIM
CKCK, Regina, Sask.

KEPNER, ARCH
WQXJ, New York, N. Y.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KERWOOD, ORRIE
KELO-KSOO, Sioux Falls, S.D.

KIKER, WILLIAM
WTCM, Traverse City, Mich.

KILEY, JOHN
WMEX, Boston, Mass.

KING, CYRIL
CJKL, Kirkland, Ont.

KING, EDWARD
WMAQ-WENR, Chicago, Ill.

KINZEL, JACK
KIRO, Seattle, Wash.

KISTLER, GLEASON
WKBB, Dubuque, Ia.

KLEBAN, MONTE
WOAI, San Antonio, Texas.

KLEIN, DON
KEVR, Seattle, Wash.

KNOERNSCHILD, ELMER
KFIO, Clayton-St. Louis, Mo.

KNOPE, ELMER
WFDE, Flint, Mich.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KOZAK, MIKE
WEIM, Fitchburg, Mass.

KRAMER, BEN
WDEF, Chattanooga, Tenn.

KRASIN, GERTRUDE
KPNM, Tuenneari, N. M.

KRUG, PETER A.
WEBR, Buffalo, N. Y.

— L —

LAFFERTY, PERRY
CBS, Matinee at Meadow Brook.

LA FORCE, CHARLES
WEMP, Milwaukee, Wis.

LaGRAVE, JR., ED
KUSD, Vermillion, S. D.

LAMB, RUSS
KFJZ, Fort Worth, Texas.

LAMMERS, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAMPKIN, CHARLES
KECA-KFI, Los Angeles, Calif.

LANE, MRS. BETTY
WHYN, Holyoke, Mass.

LANG, CHARLES WILLIAM
KPKA, Greeley, Colo.

LANGGUTH, TONY V.
WESX, Salem, Mass.

LaPOINT, ARMOND
WHEB, Portsmouth, N. H.

LATEAU, HERBERT W. S.
KVOO, Tulsa, Okla.

LAUGHLIN, KEN
KFQD, Anchorage, Alaska.

LAURIE, BILL
KONO, San Antonio, Texas.

LAURION, ROBERT
CBF, Montreal, Que.

LAUZON, PHIL
CKAC, Montreal, Que.

LAVERY, DON F.
WEDC, Chicago, Ill.

LAVIGNE, RICHARD
WSPR, Springfield, Mass.

LAWDER, SAM
WINX, Washington, D. C.

LAWRENCE, G. H.
CJAT, Trail, B. C.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAYSEN, KENNETH
WSAY, Rochester, N. Y.

LE BLANC, ROMEO
CHNC, New Carlisle, Que.

LEDUC, PAUL
CBF, Montreal, Que.

LEE, BOB
KPKA, Helena, Ark.

LEE, BURE
WENR, Chicago, Ill.
WMAQ, Chicago, Ill.

LEE, CLETE
KIDO, Boise, Ida.

LEE, JACK
WHAM, Rochester, N. Y.

LEE, JOSEPH
KOVO, Provo, Utah.

LEE, KATHLEEN BRUSH
WLF, Roanoke, Va.

LEEFERS, ROBERT
WMT, Cedar Rapids-Waterloo, Ia.

LESLIE, IRA
WBRC, Birmingham, Ala.

LeTOURNEAU, ART
KIDO, Boise, Ida.

LEUER, KATHERINE
KFPY, Spokane, Wash.

LEVY, ROBERT M.
KRIC, Beaumont, Texas.

L'HEUREUX, LEOPOLD
CHNC, New Carlisle, Que.

LICAU, LIONEL
WSM, Nashville, Tenn.

LIVINGSTON, LOUIS
KGA-KHQ, Spokane, Wash.

LIVINGSTONE, CHARLES
WXYZ, Detroit, Mich.

LJUNGHE, ESSA
CJRC, Winnipeg, Man.

LLEWELYN, AL
WCLE-WHK, Cleveland, Ohio.

LOGAN, DON
KROW, Oakland, Calif.

LONDON, ETHEL
WTMC, Ocala, Fla.

LONG, HARRY
KVI, Tacoma, Wash.

LOOKER, JACK
WJW, Akron, Ohio.

LORIG, M. C.
WGPC, Albany, Ga.

LORRAIN, LEON
CBF, Montreal, Que.

LOUDON, GORDON
KALB, Alexandria, La.

LOUGHRANE, BASIL
NBC, The Parker Family.

LOVE, MARK
WHIP, Hammond, Ind.

• • • PRODUCTION • • •

LOWE, DOUGLAS
KATE, Albert Lea, Minn.

LOWE, GUY W.
KFRU, Columbia, Mo.

LOWELL, MAURICE
NBC, Lincoln Highway.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUMMIS, DAYTON
WCAM, Camden, N. J.

LUMMIS, GEORGE
WHIO, Dayton, Ohio

LUNDQUIST, H. W.
WEEL, Boston, Mass.

LUNN, HERBERT
WAAB-WNAC, Boston, Mass.

LUTHER, LESTER
WHIP, Hammond, Ind.

LUXFORD, NOLA
British American Ambulance
Corps Shows.

LYMAN, PETE
WTGN, Minneapolis, Minn.

LYON, LEONARD
KBST, Big Spring, Texas.

LYTLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MACK, NILA
CBS, Let's Pretend, March of
Games.

MACKINTOSH, BILL
KBIZ, Ottumwa, Ia.

MacRAE, JACK
CKCK, Regina, Sask.

MacRAE, ROSS
CKCK, Regina, Sask.

MAGNER, MARTIN
WMAQ-WENR, Chicago, Ill.

MAGUIRE, WALT
WCAM, Camden, N. J.

MALL, RICHARD
KSAL, Salina, Kans.

MALONE, ROY
CKCK, Regina, Sask.

MANN, LEO
WELL, New Haven, Conn.

MARTA, JOHN
WATW, Ashland, Wis.

MARKEY, RAYMOND D.
WNBH, New Bedford, Mass.

MARSHALL, NORM
CHML, Hamilton, Ont.

MARTIN, BOB
WAAT, Jersey City, N. J.

MARTIN, BUD
KVCV, Redding, Calif.

MARTIN, CHARLES
NBC-CBS, Johnny Presents,
Great Moments from Great
Plays.

MARTIN, DON
WFIL, Philadelphia, Pa.

MARTIN, DON E.
KOA, Denver, Colo.

MARTIN, MAURINE
WSTS, Roanoke, Va.

MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.

MASON, LIN
WKRC, Cincinnati, Ohio.

MASSEY, GEORGE
WALB, Albany, Ga.

MAUFFETTE, GUY
CBF, Montreal, Que.

MAYHEW, F. E.
KASA, Elk City, Okla.

MAYPOLE, ROY
WABC, New York, N. Y.

McAULEY, HOWARD
KSRQ, Santa Rosa, Calif.

McAVITY, TOM
NBC, Bob Hope Program.

McCALLISTER, PAUL
KFDA, Amarillo, Texas.

McCARRON, EARL
CKCW, Moncton, N. B.

McCLANAHAN, STEELE
KGGM, Albuquerque, N. M.

McCLINTOCK, JACK
KEVE, Everett, Wash.

McDANIEL, CARL
KLUF, Galveston, Texas.

McDONALD, L. A.
CFCY, Charlottetown, P. E. I.

McDONALD, NORMAN
WJLS, Beckley, W. Va.

McDONNELL, NORMAN
KNX, Los Angeles, Calif.

McGEER, ADA
CBR, Vancouver, B. C.

McGENTY, DENIS
WJMC, Rice Lake, Wis.

McGILL, EARLE
CBS, Treasury Hour.

McGOUGH, J. R.
CHNC, New Carlisle, Que.

McGRATH, WILLIAM
WNEW, New York, N. Y.

McGREW, JACK
KPRC, Houston, Texas.

McILVAIN, HARRY
WCAU, Philadelphia, Pa.

McKEAN, EDDY
KFH, Wichita, Kans.

McKEE, BLANCHARD
KFJZ, Fort Worth, Texas.

McKEON, NOEL
WNBH, New Bedford, Mass.

McKINLEY, LYNN
KSL, Salt Lake City, Utah.

McLEAN, BOB
CHAB, Moose Jaw, Sask.

McLEOD, DUKE
CFAR, Flin Flon, Man.

McPHILLIPS, ARTHUR
WJR, Detroit, Mich.

McTIGHE, JAMES
KDAL, Duluth, Minn.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

MELIA, WILLIAM F.
WWNC, Asheville, N. C.

MENSER, C. L.
NBC-Blue, Tom Mix Straight
Shooters.

MERDIAN, JOHN L.
WSTV, Steubenville, Ohio.

MEYERS, JOE
KSTP, St. Paul-Minneapolis,
Minn.

MILLER, ALLAN
WTOL, Toledo, Ohio.

MILLER, J. HUBERT
KFAR, Fairbanks, Alaska.

MILLER, L. W.
KFAR, Fairbanks, Alaska.

MILLIGAN, David F.
WFBM, Indianapolis, Ind.

MILLS, RICHARD
WGNV, Newburgh, N. Y.

MILOE, DON
KOMA, Oklahoma City, Okla.

MIMS, STUART
WAPI, Birmingham, Ala.

MITCHELL, JACK O.
KTSA, San Antonio, Texas.

MITTET, MILDRED
KEVE, Everett, Wash.

MONDAY, RAY
KPDN, Pampa, Texas.

MONTANO, CARLOS
KOY, Phoenix, Ariz.

MONTGOMERY, JOHNNY
WNAB, Bridgeport, Conn.

MOODY, RALPH
WLW-WSAI, Cincinnati, Ohio.

MOON, AL
KWYO, Sheridan, Wyo.

MOORE, C. D.
WFNC, Fayetteville, N. C.

MOORE, VERN
KIDO, Boise, Ida.

MORELAND, EARL
WMC, Memphis, Tenn.

MORGAN, ALBERT
WWRJ, Woodside, N. Y.

MORGAN, BREWSTER
CBS, Report of the Nation,
Proudly We Hail, Spirit of '41.

MORGAN, ERNEST
CBR, Vancouver, B. C.

MORGAN RICHARD
WHDI, Olean, N. Y.

MORRIS, CLAUDE C.
KDKA, Pittsburgh, Pa.

MORRISON, STE
KTNM, Tucumcari, N. M.

MORTON, DONALD
WEAN, Providence, R. I.

MOSELEY, HEYWARD
WMGA, Moultrie, Ga.

MOSES, CARL B.
WMPC, Lapeer, Mich.

MOSES, JOHN
WHKC, Columbus, Ohio

MOWERS, ROBERT
WWNY, Watertown, N. Y.

MUNSON, LYLE
WCBS, Springfield, Ill.

MUROS, BEN
WCAE, Pittsburgh, Pa.

MURPHEY, HUNTER
WAJR, Morgantown, W. Va.

MURPHY, WILLIAM
KIT, Yakima, Wash.

MUSSON, DUDLEY T.
WHAS, Louisville, Ky.

— N —

NEWMAN, IVON B.
WNLC, New London, Conn.

NICHOLS, HORACE W.
WHAJ, Greenfield, Mass.

NICKLE, RUSS
CFCH, North Bay, Ont.

NORWINE, JACK
WTMV, East St. Louis, Ill.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

OATES, WILLIAM
WLBJ, Bowling Green, Ky.

OCHOA, FERNANDO
WKAQ, San Juan, P. R.

OCHOA, MANUEL
WKAQ, San Juan, P. R.

O'CONNOR, CHARLES
NBC, Johnny Presents

O'CONNOR, JOHN
WLDS, Jacksonville, Ill.

O'CONNOR, RALPH
WIBU, Poynette, Wis.

ODAM, G. H.
KGKL, San Angelo, Texas

O'HOLLAREN, BILL
KMA, Shenandoah, In.

OLSON, DAVID
WJR, Detroit, Mich.

OLSON, RAY
WOW, Omaha, Nebr.

O'NEIL, JACK
WFBL, Syracuse, N. Y.

ORAM, RICHARD
WMAN, Mansfield, Ohio

OSBORN, OSSIE
KGGF, Coffeyville, Kans.

OTIS, ED
WAAB-WNAC, Boston, Mass.

OWEN, ALFRED
WJRD, Tuscaloosa, Ala.

OWEN, EM
KBIZ, Ottumwa, Ia.

OWENS, MOREY
WROK, Rockford, Ill.

OWNBY, JAMES
WJHO, Opelika, Ala.

— P —

PALMERI, VINCENT
WELI, New Haven, Conn.

PAPP, FRANK
WENR, Chicago, Ill.
WMAQ, Chicago, Ill.

PAQUETTE, ARTHUR
WFCL, Pawtucket, R. I.

PARADIS, BRUNO
CBF, Montreal, Que.

PARKER, GLEN
WHO, Des Moines, Ia.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PARSON MARY HELEN
WRAC, Williamsport, Pa.

PARSONS, LEE
WFBC, Greenville, S. C.

PARTEN, W. E.
WLBJ, Bowling Green, Ky.

PATTERSON, HELEN H.
WAPQ, Chattanooga, Tenn.

PATTON, GEORGE
WMBL, Macon, Ga.

PAULSEN, JACK
WOC, Davenport, Ia.

PAULSON, ROBERT
KATE, Albert Lea, Minn.

PAYNER, ROBERT I.
WCOU, Lewiston, Me.

PEAKE, FLORENCE
CFCW, Moncton, N. B.

PEARSON, AL
KFQD, Anchorage, Alaska

PEARSON, O. R.
WHFC, Cicero, Ill.

PELOQUIN, JEAN
CBF, Montreal, Que.

PENMAN, CHARLES
CBS, Stepmother

PERKINS, GEORGE M.
WFBL, Syracuse, N. Y.

PERNELL, CHARLES
WKY, Oklahoma City, Okla.

PERRY, CAMERON
CJOC, Lethbridge, Alta.

PERRY, ROBERT
KVEC, San Luis Obispo, Cal.

PETERS, WALLIE
CJOR, Vancouver, B. C.

PETERSON, ART
KFBC, Cheyenne, Wyo.

PFLEGER, GEORGE
WJTN, Jamestown, N. Y.

PHILLIPS, BILLY
KIDO, Boise, Ida.

PHIPPS, JACK
WBT, Charlotte, N. C.

PITT, W. LOWELL
KWAT, Watertown, S. D.

PLAMADORE, RAYMOND
WKBH, La Crosse, Wis.

POLEN, REUBEN
WCAR, Pontiac, Mich.

PORTER, EARL
WIL, St. Louis, Mo.

POSKA, AL
KECA-KFI, Los Angeles, Calif.

POULTON, CURT
WDZ, Tuscola, Ill.

POWELL, MARILYN
WMIN, St. Paul-Minneapolis, Minn.

PRICE, MARY EILEEN
WJFF, Herrin, Ill.

PRUD'HOMME, CAMERON
KGO-KPO, San Francisco, Calif.

PURYS, MELVIN H.
WOLS, Florence, S. C.

PLYLE, JACK
WGNC, Elizabeth City, N. C.

— Q —

QUINNEY, G. B.
CJRM, Regina, Sask.

— R —

RADCLIFFE, BULL
WSPA, Spartanburg, S. C.

RANDALL, RALPH
WTMV, East St. Louis, Ill.

RAPKIN, MAURICE
CKCL, Toronto, Ont.

RAWSON, RON
KELO-KSOO, Sioux Falls, S. D.

RAYMOND, CARL
WGY, Schenectady, N. Y.

RECK, SAM
WOI, Ames, Ia.

REDMOND, DICK
WHP, Harrisburg, Pa.

REED, PAUL
WRDW, Augusta, Ga.

REID, VERNON E.
KFH, Wichita, Kans.

REESE, H.
WHFC, Cicero, Ill.

REESE, J.
WHFC, Cicero, Ill.

REYNOLDS, CARTER L.
WMT, Cedar Rapids, Waterloo, Ia.

REYNOLDS, CONGER
WHIP, Hammond, Ind.

REYNOLDS, GENE
KGKO-WBAP, Fort Worth, Texas

REYNOLDS, PAUL
WDBJ, Roanoke, Va.

RIANHARD, CONRAD
WBTM, Danville, Va.

RIDER, M. A.
KIRO, Seattle, Wash.

RICCA, ERNEST D.
WWJ, Detroit, Mich.

RICHBOURG, JOHN
WTMA, Charleston, S. C.

RIGSBEE, LOUIS
WGNC, Elizabeth City, N. C.

ROARK, C. A.
KRLH, Midland, Texas

ROBERTS, CLIFF
WHA, Madison, Wis.

ROBERTS, HOWARD
WMT, Cedar Rapids-Waterloo, Ia.

ROBERTS, WALTER
WXBF, Binghamton, N. Y.

ROBERTSON, ELECTA
WSAV, Savannah, Ga.

ROBERTSON, JAMES
WIBA, Madison, Wis.

ROBINSON, NEIL
WATN, Watertown, N. Y.

ROBINSON, TOM
KGEZ, Kalispell, Mont.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROSE, RAYBURN
WLBJ, Bowling Green, Ky.

ROSS, ANNIE
WMCA, New York, N. Y.

ROTH, GORDON
KSKO, Santa Rosa, Calif.

ROTHMAN, LARRY
WALB, Albany, Ga.

ROWE, RALPH
WMT, Cedar Rapids-Waterloo, Ia.

ROWLEY, JANE
KTBC, Austin, Texas

ROYAL, WILLIAM
WMCA, New York, N. Y.

RUFF, L. L.
KEVE, Everett, Wash.

RUGGLES, WALLACE
KGO-KPO, San Francisco, Calif.

RUMSEY, LEO
KGMB, Honolulu, Hawaii

RUSSELL, DALE E.
KWAT, Watertown, S. D.

RUSSELL, JACK
CKKL, Kickland Lake, Ont.

RUSSELL, R. L.
WOPI, Bristol, Tenn.

— S —

SACHS, MILTON
KTAR, Phoenix, Ariz.

SADDLER, OWEN
KMA, Shenandoah, Ia.

SALVEYERSON, GEORGE
CFAR, Flin Flon, Man.

SANFORD, BULL
KMJ, Fresno, Calif.

SARIMAN, CARROLL
WOOD-WASH, Grand Rapids, Mich.

SANTON, GLEN
WFTL, Fort Lauderdale, Fla.

SCARBOROUGH, GANUS
WSAV, Savannah, Ga.

SCHLANGER, BERT
WCBT, Roanoke, N. C.

SCHWEIKER, FRED
WMAL - WRC, Washington, D. C.

SCOTT, CHARLES P.
KTKC, Visalia, Calif.

SEAL, BOB
KGO-KPO, San Francisco, Calif.

SEAVEY, CECIL
KFEL, Denver, Colo.

SEGUN, FRANK
CFHC, North Bay, Ont.

SEITZ, HOWARD
KFHO, Phoenix, Ariz.

SEROTA, SAM
WIP, Philadelphia, Pa.

SEVILLIER, JEAN
KSLM, Salem, Ore.

SEXTON, JACK
WTPAD, Quincy, Ill.

SEYFORTH, DAN
KWK, St. Louis, Mo.

SHACKLEY, GEORGE
NBC, National Veterans, National Radio Pulpit

SHARP, IRVING
WDBJ, Roanoke, Va.

SHATFORD, LIONEL L.
CHNS, Halifax, N. S.

SHORT, JOSEPH A.
WHCU, Ithaca, N. Y.

SHOALTER, WAYNE
KRLH, Midland, Texas

SHRADER, BYRON HUTTON
KGA-KHQ, Spokane, Wash.

SHUMATE, LOUIS
KMOX, St. Louis, Mo.

SHUMATE, PAUL
KMOX, St. Louis, Mo.

SHUTE, JR., ELDEN H.
WCOU, Lewiston, Me.

SILER, WENDELL
WDBJ, Roanoke, Va.

SIMMS, RAY
WFAS, White Plains, N. Y.

SIMPSON, BRAD
WKRC, Cincinnati, Ohio

SIRMONS, JIM
WFMJ, Youngstown, Ohio

SKELTON, K. W.
WDAE, Tampa, Fla.

SKINNELL, J. F.
WMBG, Richmond, Va.

SKOTCH, EDWARD
WLSL, Roanoke, Va.

SLAYTON, JANET
WELI, New Haven, Conn.

SMITH, A. L.
CFAC, Calgary, Alta.

SMART, BULL
WTOC, Savannah, Ga.

SMITH, C. R.
CJVI, Victoria, B. C.

SMITH, DICK
WHB, Kansas City, Mo.

SMITH, E. K.
WHP, Harrisburg, Pa.

SMITH, N. PRATT
KSUB, Cedar City, Utah.

PRODUCTION

SMITH, NORBOURNE
KOBH, Rapid City, S. D.

SMITHERMAN, ROSS
WMOB, Mobile, Ala.

SNIDER, MERLE
WKNE, Keene, N. H.

SNOWDEN, TOMMY
WEED, Rocky Mount, N. C.

SPAFFORD, SGT.
WDBO, Orlando, Fla. (Air Base Shows)

SPEARS, CHARLES
WORD, Spartanburg, S. C.

SPEER, JOHN
KPH, Wichita, Kans.

SPIEGELMAN, JEANNETTE
KMPC, Beverly Hills, Calif.

SPIROS, BOB
WBTH, Williamson, W. Va.

SPRAGUE, EDGAR A.
WKWK, Wheeling, W. Va.

SPROUL, DERBY
KLZ, Denver, Colo.

STAHL, PHILIP
WQXR, New York, N. Y.

STANLEY, CLINTON
WMAQ-WENR, Chicago, Ill.

STANLEY, ERNEST
WRUF, Gainesville, Fla.

STEELE, TED
CBS, Ted Steele Songs

STEFFY, GEORGE
WAAB-WNAC, Boston, Mass.

STEPP, T. E.
KOA, Denver, Colo.

STEWART, E. CALDWELL
WSFA, Montgomery, Ala.

STEWART, RUSSELL
KSL, Salt Lake City, Utah

STONE, CLAIR
WINN, Louisville, Ky.

STONE, DAVID
KSTP, St. Paul-Minneapolis, Minn.

STONER, PETER
WELL, New Haven, Conn.

STREET, MALCOLM
WHMA, Anniston, Ala.

STRETER, RAY
WMAM, Marinette, Wisc.

STROTHMAN, BILL
KGVO, Missoula, Mont.

STROUSE, IRVING
WINS, New York, N. Y. (Invisible Theater)

STRUCK, NEWELL
WNBK, Binghamton, N. Y.

STULLA, ELIZABETH
KMYR, Denver, Colo.

SULLIVAN, HENRY
WRIG, Greensboro, N. C.

SUNDBERG, OSCAR
KHSL, Chico, Calif.

SUSSON, E. G.
CBS, Lady Esther Program

SUTERFIELD, PHIL
WTMA, Charleston, S. C.

SUTTON, ROBERT
WLOL, Minneapolis-St. Paul, Minn.

— T —

TAGGART, BYRON
WINN, Louisville, Ky.

TALBOT, WILLIAM
KORN, Fremont, Nebr.

TAULBEE, ALAN
WQXR, New York, N. Y.

TAYLOR, DAVIDSON
CBS, Columbia Workshop.

TAYLOR, JR., FRED G.
KSL, Salt Lake City, Utah.

TAYLOR, PAT
WMFR, High Point, N. C.

TEMPLE, FRED
WFTL, Fort Lauderdale, Fla.

TEMPLE, JACK
KDB, Santa Barbara, Calif.

TENPENNY, RAYMOND J.
WBU, Poyonette, Wisc.

TERRY, BILL
WSGN, Birmingham, Ala.

THOMAS, BOB
WJAG, Norfolk, Nebr.

THOMAS, JACK
WACO, Waco, Texas.

TIMBERLAKE, B.
WMSL, Decatur, Ala.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TITUS, DAVID
KGB, San Diego, Calif.

TOMMERDAHL, GENE
WBTH, Williamson, W. Va.

TOLL, TED
WMAQ-WENR, Chicago, Ill.

TRACKMAN, HERB
KFEL, Denver, Colo.

TRACY, STERLING
KNX, Los Angeles, Calif.

TRUERE, BOB
WGNC, Elizabeth City, N. C.

— U —

ULBRICHT, WILLIAM
WTRC, Elkhart, Ind.

ULRICH, AL
WMAQ-WENR, Chicago, Ill.

URQUHART, CHARLES
WMAQ-WENR, Chicago, Ill.

URRY, FRANCIS
KSL, Salt Lake City, Utah.

— V —

VANAGRIFT, CARL
WGL-WOVO, Ft. Wayne, Ind.

VANDA, CHARLES
CBS, They Live Forever.

VENTER, MEL
KFRG, San Francisco, Calif.

VAN DRIEL, BOB
KGGM, Albuquerque, N. M.

VINCENT, CHICK
NBC, This Small Town.

VON LINDER, L.
WMT, Cedar Rapids, Waterloo, Ia.

VOUTSAS, GEORGE
WMAQ-WENR, Chicago, Ill.

— W —

WADE, FRED
WTFB, Hartford, Conn.

WALKER, ALLAN
WTMY, East St. Louis, Ill.

WALL, DICK
WTMV, East St. Louis, Ill.

WALLACE, JACK
KBST, Big Spring, Texas.

WALLACE, WESLEY
WPTF, Raleigh, N. C.

WALLISER, BLAIR
WGN, Chicago, Ill.

WALTERS, GILBERT E.
KRNK, Roseburg, Ore.

WALTON, SIDNEY
NBC, Sidney Walton's Music.

WALTZ, GORDON
WLW-WSAI, Cincinnati, Ohio.

WANN, PAUL
WDOB, Chattanooga, Tenn.

WARNER, HAROLD
WNBZ, Saranac Lake, N. Y.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WELTMER, FRANK
KOY, Phoenix, Ariz.

WERLING, RUPE
WIBG, Glenside, Pa.

WESTER, CARL
CBS-NBC, Woman in White.

WETZEL, MAURICE
WMAQ-WENR, Chicago, Ill.

WHEELER, GEORGE
WRC - WNAL, Washington, D. C.

WHEELER, JON
KCKN, Kansas City, Kans.

WHIKEHART, EDDIE
WBTH, Williamson, W. Va.

WHITE, ROBERT
WMAQ-WENR, Chicago, Ill.

WHITE, ROBERT E.
WBZ - WBZA, Boston - Springfield, Mass.

WHITESCARVER, WILDA
KCKN, Kansas City, Kans.

WHITING, C. PEROT
WALB, Albany, Ga.

WHITNEY, WILL
WFBR, Baltimore, Md.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WIGHT, HERMAN B.
WCAX, Burlington, Vt.

WILDY, LAWRENCE
WIL, St. Louis, Mo.

WILES, CHARLES
WKY, Oklahoma City, Okla.

WILEY, HOWARD
WMAQ-WENR, Chicago, Ill.

WILKEY, EUGENE
WDOB, Chattanooga, Tenn.

WILLSON, COLEMAN
WTSF, St. Petersburg, Fla.

WILSON, BEN
WTAD, Quincy, Ill.

WILSON, EDITH
KCKN, Kansas City, Kans.

WILSON, GEORGE P.
WBIG, Greensboro, N. C.

WISE, RUSSELL B.
WAKR, Akron, Ohio.

WOLEVER, JR., JACK
WSIX, Nashville, Tenn.

WOLFE, EDWIN
NBC, Pepper Young's Family.

WOOD, GEORGE
KGEZ, Kalispell, Mont.

WOODFORD, A. M.
KGKO-WBAP, Fort Worth, Texas.

WOOLF, JOHN M.
KDYL, Salt Lake City, Utah.

WORKHOVEN, MERRILL
KELO-KSOO, Sioux Falls, S. D.

WRIGHT, JEAN
WTOL, Toledo, Ohio.

WRIGHT, JOHN H.
WBZ-WBZA, Boston - Springfield, Mass.

WRIGHT, MEL
KLO, Ogden, Utah.

WRIGHT, WYNN
WENR-WMAQ, Chicago, Ill.

— Y —

YAKUS, MILTON
WMEX, Boston, Mass.

YARNALL, DICK
KMMJ, Grand Island, Nebr.

YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZELLMER, LESTER
WTRC, Elkhart, Ind.

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

ZITCER, AL
KYA, San Francisco, Calif.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1942)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Fifth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: **Malcolm Street**
Birmingham News & Age-Herald: **Turner Jordan**
Chambers County News (Lanett): **Victor Norris**
Mobile Labor Journal: **Stanton Dann**
Mobile Press-Register: **George M. Cox, Jr.**
Montgomery Journal: **Sarah Crist**
Montgomery Advertiser: **Bill Mahoney**
Southern Radio News (Birmingham): **Andrew W. Smith**

•

ARIZONA

Arizona Farmer (Phoenix): **Bob Mauch**
Arizona Record (Globe): **Ralph Herron**
Arizona Silver Belt (Miami): **Sam Kiamy**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford): **V. P. Richards**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Tucson Citizen: **Dorothy Williams, A. K. Parker**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl Allen**

•

ARKANSAS

Arkansas Democrat (Little Rock): **Effie Wooten**
Arkansas Gazette (Little Rock): **Eleanor Wassell**
Blytheville Courier-News: **Sam Norris**
Cinemag (Paragould): **Orris Collins**
Jonesboro Sun: **Fred Troutt**

Jonesboro Tribune: **Donald Murray**
Pine Bluff Commercial: **Walter Sorrels**
Pine Bluff Daily Graphic: **Kenneth Riddle**
Siloam Springs Daily Herald & Democrat: **Alf Perrine**

•

CALIFORNIA

Anaheim Bulletin: **L. Loudon**
Kern Herald (Bakersfield): **Carroll Stalcup**
Bakersfield Californian: **Bill Moses**
Berkeley Gazette: **Howard Sipe**
Carpinteria Herald News: **Arthur Clark**
Fresno Bee: **A. J. Welter**
Fresno Guide: **Jim McCollum**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **Walt Christie, Julius L. Jacobs**
Kings County Herald (Hanford): **Arthur C. Mace**
Hollywood Citizen-News: **Zuma Palmer**
Hollywood Shopping News: **John Kemp**
Long Beach Press Telegram: **Jenny Howell, Jimmie Allen**
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): **Jack Holmes**
Community Paper Syndicate (Los Angeles): **Barney Glazer**
Oakland Post Enquirer: **Richard Loomis, Robert Douglas, Frank Tiazzi**
Oakland Tribune: **Charles McIntosh, Shirley Schwartz**
Orange Daily News: **William Hart**
Pasadena Independent: **W. N. MacBird**
Pasadena Post & Star News: **Reginald Warren**
Riverside News: **Harry Harper**
Sacramento Bee: **Ronald Schofield**

San Bernardino Sun & Telegram: **Harry Carey**
 San Diego Union & Tribune-Sun: **Don Short**
 San Francisco Call Bulletin: **Bert Darr, Edward Romero**
 San Francisco Chronicle: **Fred Gunsky, Sanford Paganucci**
 San Francisco Examiner: **Edward Murphy**
 San Francisco News: **Emilia Hodell**
 San Francisco Shopping News: **Tom Tyrell, Tom Foster**
 San Luis Obispo Telegram Tribune: **Norman Spicer**
 Santa Barbara News Press: **Mary Hagen**
 Santa Rosa Press Democrat & Republican: **Mike Pardee**
 Stockton Record: **Mr. Remington**
 Turlock Times: **Bob Whiteside**
 Vallejo Times Herald & Evening Chronicle: **A. Riley**
 Visalia Times-Delta: **Click Relander**
 Wasonville Register-Pajaronian: **Frank Orr**
 Wasonville Sun: **Ed Slusser**
 Whittier Reporter: **Dick Crow**

COLORADO

Colorado Springs Gazette-Telegraph: **Guy Sampson**
 Colorado Herald (Denver): **Helen Ferril**
 Denver Daily Record-Stockman: **Willard Simms**
 Denver Monitor: **Carson Harris**
 Denver Post: **Betty Craig**
 Denver Times: **William Schmitz**
 Rocky Mountain News (Denver): **James Briggs, Mark Rousseau**
 Grand Junction Daily Sentinel: **Preston Walker**
 La Junta Daily Tribune: **Charles Nelson**
 Longmont Ledger: **Fred Ferguson**
 Montrose Press: **John Addington**
 Pueblo Star Journal & Chieftain: **Frank F. Hoag, Sr.**

CONNECTICUT

Bridgeport Post: **Rocky Clark**
 Bridgeport Sunday Herald: **Leo Miller**
 Bridgeport Life: **Robert Sperry**
 Bridgeport Time Star: **Fred Thoms**
 Bristol Press: **Clarkson Barnes**
 Groton Advocate: **Archie Saxby**
 Hartford Courant: **Robert Prentiss, M. Oakley Christoph**
 Hartford Times: **Harold B. Waldo, A. B. McGinley**

New Britain Herald: **Charles Sikora**
 New Haven Register: **John Day Jackson**
 Stamford Advocate: **Leonard Massell**
 Stonington Mirror: **Jerome Anderson**
 Waterbury Democrat: **Jim Parker**

DISTRICT OF COLUMBIA

Washington Times-Herald: **Bill Frank**
 Washington News: **Frances Kimble**
 Washington Post: **Dick Coe**
 Washington Star: **John Stepp, William Coyle**

FLORIDA

Broward County Home News (Ft. Lauderdale): **K. R. Davis**
 Fort Lauderdale Daily News: **J. W. Dickey**
 Fort Lauderdale Times: **Walter Day**
 Lake Worth Leader: **Merle Meade**
 Miami Herald: **Marion Stevens**
 Miami News: **Jimmie McLean**
 Miami Beach Daily Tropics: **Jack Rice**
 Ocala Evening Star: **Bert Dosh**
 Ocala Morning Banner: **Harris Powers**
 Orlando Morning Sentinel: **L. J. Hagood**
 Orlando Reporter Star: **R. H. Haskell**
 Orlando Times: **Col. W. M. Glenn**
 Panama City News-Herald: **Toni Veverka**
 Panama City Pilot: **Eddie Pierce**
 Sarasota Herald Tribune: **Bill Coe**
 St. Petersburg Independent: **Eric Parsons**
 St. Petersburg Times: **Ogden Sharpknack**
 Tampa Times: **J. F. Smiley**
 Tampa Tribune: **Betty Copelin**
 West Palm Beach Post: **LaMar Allen**

GEORGIA

Albany Herald: **Kenneth Pryce**
 Albany Journal: **John Crouch**
 Atlanta Constitution: **Paul Jones**
 Atlanta Journal: **Ernest Rogers**
 Augusta Chronicle: **Bob Parks, Frank Hawkins**
 Augusta Herald: **Sam Moss, J. Davenport**
 Cordele Dispatch: **Gaines Brewster**
 Columbus Ledger: **Ben Vig**
 Dalton News: **R. E. Hamilton**
 LaGrange News: **Hal David**
 Macon News-Telegraph: **Donald McDonald**
 Rome News-Tribune: **Lewis Higgins**

Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Percy Miller**
Toccoa Record: **Robert Graves**
Waycross Journal-Herald: **Jack Williams, Jr.**

IDAHO

Blackfoot Daily Bulletin: **John Rider**
Couer d'Alene Press: **Louise M. Shaddock**
Lewiston Morning Tribune: **Claude Baskett**
Lewiston Shopping News: **Howard Wallace**
Moscow News-Review: **Louis A. Boas**
McCammon News: **R. N. Massie**

ILLINOIS

Alton Evening Telegraph: **P. B. Cousley**
Belleville Daily Advocate: **A. R. Schmidt**
Bloomington Pantagraph: **Harold Adams**
Champaign News - Gazette: **Harold Holmes**
Chicago Herald-American: **Lorraine Nystrom, Harry Munzell, Walter Hecht**
Chicago News: **Joseph Gorg, John Smith**
Chicago Sun: **Wauhillau LaHay**
Chicago Times: **Don Foster, Bill Irvin**
Chicago Tribune: **Larry Wolters, Stan Kramer**
Down Beat (Chicago): **Harold Jovien**
Cicero-Berwyn Life: **R. Blakely**
Decatur Herald: **E. O. McCann**
Decatur Review: **James Beaumont**
East St. Louis Journal: **Marjorie Wall**
Freeport Journal-Standard: **Grace L. Barnett**
Illinois State Journal (Springfield): **Harry Moody**
Marion Republican: **Homer Butler**
Moline Dispatch: **Fred Klann**
Peoria Journal-Transcript: **R. M. Shepherdson**
Peoria Star: **Joan Kelly**
Rockford Register-Republic & Star: **William R. Traum**
Rockford Labor News: **Casper Brady**
Rock Island Argus: **Don Wright, M. E. Emery**
Tuscola Review: **Gene Dillener**
Urbana Courier: **Robert Sink**

INDIANA

Anderson Herald: **Bill Toner**
Elkhart Truth: **Dan Albrecht**
Evansville Sunday Courier & Press: **George H. Miller**
Fort Wayne Journal Gazette: **Chester**

Brouwer

Fort Wayne News-Sentinel: **William Middaugh**
Gary Times: **L. B. Snowden**
Goshen News-Democrat: **Herb Swartz**
Hammond Times: **Paul Damai**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **C. L. Kern**
Indianapolis Times: **Edwin C. Heineke, Tom Kennedy**
Lafayette Journal-Courier: **Dick Greenwood**
New Albany Tribune: **James Montgomery**
South Bend Tribune: **Ira Carpenter, Lee Douglass**
The Spectator (Terre Haute): **R. Tuttle**
Terre Haute Star: **David Fox**
Terre Haute Tribune: **Marsee Cox**
Vincennes Sun Commercial: **Ross Garrigus**

IOWA

Cedar Rapids Gazette: **Nadine Subotnik**
Council Bluff Nonpareil: **Helen Lindsay**
Davenport Daily Times: **Betty Soller**
Davenport Democrat & Leader: **Ina Wickham**
Decorah Journal: **Justin Hammond**
Decorah-Posten: **Georg Strandvoid**
Decorah Public Opinion: **L. Dale Aherne**
Eldon Star: **Charles Haines**
Des Moines Register & Tribune: **Mary Little**
Dubuque Daily Tribune: **Carl Ochs**
Dubuque Telegraph-Herald: **Al Ney**
Iowa City Daily Iowan: **Loren Dickerson**
Ottumwa Daily Courier: **Jeannette B. Stein, John Huston**
Shenandoah Sentinel: **Robert Tindall**
Sioux City Tribune: **John Kelly**
Waterloo Courier: **Marion Mayes**

KANSAS

Coffeyville Journal: **Kenneth Cape**
Dodge City Globe: **Roy Buckingham**
Emporia Times: **May Clausen**
Great Bend Tribune: **M. D. Spencer**
Kansas City Kansan: **C. E. Nohe, Jim Porter**
Lawrence Journal-World: **Bob Busby**
Manhattan Mercury: **H. O. Dendurant**
Manhattan Morning Chronicle: **Lowell Treaster**
Wichita Beacon: **S. A. Coleman**
Wichita Eagle: **Sam Keifner**

KENTUCKY

Kentucky New Era (Hopkinsville): **Dudley Taylor**

Louisville Journal-Courier & Times:
James Sheahy, Mary Gaunt West
Owensboro Messenger & Inquirer: **John Potter**

LOUISIANA

Baton Rouge State Times: **C. P. Liter**
Baton Rouge Morning Advocate: **Margaret Dixon**
Lafayette Advertiser-Gazette: **T. M. Callahan**
New Orleans Item & Tribune: **Ted Liuzza**
New Orleans States & Times-Picayune: **Mercedes Mateu**

MAINE

Kennebec Journal (Augusta): **Jean La Maye**
Bangor Daily Commercial: **B. M. Havey**
Bangor Daily News: **Eugene Rowe**
Lewiston Sun-Journal: **Miss Mitchell**
Le Massager (Lewiston): **Paul Belanger**
Portland Sunday Telegram: **Richard Sullivan**

MARYLAND

Baltimore News-Post & Sunday American: **J. Hammond Brown**
Baltimore Evening Sun: **Harry Stewart**
Baltimore Morning Sun: **E. J. Chapman**
Baltimore Sunday Sun: **Helen Cadwalader**
Cumberland Guide: **M. F. Prendergast**
Salisbury Times: **Oscar L. Morris**

MASSACHUSETTS

Attleboro Sun: **Ethel MacDonald**
Berkshire Evening Eagle (Pittsfield): **Kingsley Rex Fall**
Beverly Times: **Lawrence Hovey**
Boston American & Record & Advertiser: **Newcomb F. Thompson**
Boston Globe: **Elizabeth L. Sullivan**
Boston Herald-Traveler: **Alice Quinlan**
Boston Post: **Howard Fitzpatrick**
Christian Science Monitor (Boston): **Albert Hughes**
Cambridge Star Bulletin: **Margaret Suermeister, Alden B. Hoag**

Fall River Herald-News: **Edward Delaney**
Greenfield Recorder-Gazette: **H. Irving Jenks**
Holyoke Transcript: **Alvin King**
Hampshire Daily Gazette (Northampton): **Mr. Emerson**
Harwich Independent: **H. B. Albro**
Hyannis Patriot: **Jack Johnson**
Haverhill Gazette: **John T. Russ**
Lawrence Eagle & Evening Tribune: **Sebastian Bartolotta, William Noble**
L'Independent (New Bedford): **Armand Lajoie**
Lowell Journal: **Henry Mulcahy**
Lowell Sun: **Charles G. Sampas**
Lynn Telegraph News: **Jake Finkel**
New Bedford Standard-Times & Mercury: **Charles Caro, William Clough**
North Attleboro Chronicle: **Charles F. Martin**
Salem News: **C. L. Twiss**
Springfield News & Republican: **Richard C. Fernald**
Springfield Union: **Henry P. Lewis, Violet Tiffany**
Worcester Sunday Telegram & Evening Gazette: **Frederick L. Rushton**
Yarmouth Register: **Charles F. Swift**

MICHIGAN

Bay City Times: **Margaret Carroll**
Detroit Free Press: **Stephanie Putt**
Detroit News: **Herschell Hart, Kenneth Manuel**
Detroit Times: **Jack Koehler**
Detroit Times (Flint edition): **Jim Kauffmann**
Flint News-Advertiser: **Irving Chimo-vitz**
Flint Journal: **Dick Chappell**
Grand Rapids Herald: **Forrest Weaver, John F. Wurz**
Grand Rapids Chronicle: **Ray Doran, George Zaronfenaitis**
Shopping News (Grand Rapids): **George Marshall, Miss M. K. DeGroot**
Grand Rapids Press: **Evelyn Husen, Lee M. Woodruff**
Ironwood Times: **H. O. Sonneyson**
Kalamazoo Gazette: **R. A. Patton**
Lansing State Journal: **Jerry Root**
Muskegon Chronicle: **Paul Elliott**
Pontiac Daily Press: **Maxine Mason**
Royal Oak Tribune: **Lynn Miller**
Saginaw News: **Leslie Wahl**
Cherryland Review (Traverse City): **John Ewing**
Traverse City Record Eagle: **Jay Smith**

MINNESOTA

Duluth News-Tribune & Herald: **Nathan Cohen**
Hibbing Tribune: **George M. Fisher**
Menominee Herald-Leader: **Gene Worth**
Minneapolis Star-Journal: **George Grim, Jeanne Huck**
Minneapolis Times: **Grace Krause, Carl Carlson**
St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller, C. T. Peterson, Carl G. Langland**
Willmar Daily Tribune: **Reuben Bengston**
Winona Republican-Herald: **Gordon Closway**

MISSISSIPPI

Columbus Commercial Dispatch: **Drew Shankle**
Natchez Democrat: **James Lambert**
Natchez Press: **Leighton McDonald**
Summit Sun: **Charles W. McGehee**
Vicksburg Evening Post: **B. C. Conway**

MISSOURI

Hannibal Courier-Post: **Bob Parker**
Kansas City Journal: **Dan Donovan**
Kansas City Star: **H. Dean Fitzner, V. S. Batten**
Springfield Newspapers, Inc.: **George McCue**
St. Joseph News-Press: **Prentis Mooney**
St. Joseph Journal: **C. E. Lemon**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star-Times: **Vera Carle, Harry Renfro**

MONTANA

Bozeman Courier: **John Lyman**
Western News (Hamilton): **Miles Romney, Jr.**

NEBRASKA

Beatrice Daily Sun: **R. S. Marvin**
Fremont Tribune: **Lynn Fenstermacher**
Lincoln Star & Journal: **Hubert Ogden**
Norfolk Daily News: **Art Thomas**
Omaha World-Herald: **Keith Wilson**

NEVADA

Nevada State Journal (Reno): **Joe McDonald**
Reno Evening Gazette: **Max Jensen**

NEW HAMPSHIRE

Keene Sentinel: **Harry Shaw**
Laconia Evening Citizen: **Elwin Twombly**
Manchester Union-Leader: **Bill Thornton, Robert Blood**

NEW JERSEY

Asbury Park Press: **Miss Adams**
Atlantic City Press & Union: **Howard P. Dimon**
Bound Brook Chronicle News: **Irving J. Reimers**
Camden Argus: **William H. Jeffries**
Camden Courier-Post: **Marian Gibson**
South Jersey News (Camden): **Lawrence Casey**
Jersey Journal (Jersey City): **C. J. Ingram**
Long Branch Daily Record: **Houston Brown**
Newark Evening News: **Hubert R. Ede**
Newark Star-Ledger: **Jack Shafer**
Newark Sunday Call: **Albert Edwin Sonn**
New Brunswick Home News: **Will Baltin**
Paterson Morning Call: **Seymour Greenwald**
Plainfield Courier News: **Kenneth White**
Red Bank Register: **Thomas Brown**
Somerville Messenger Gazette: **G. Wallace Conover**
Trenton News: **Thomas Waldron, James R. Wells**
Shopping News (Trenton): **H. N. Richards**

NEW MEXICO

Eddy County News (Carlsbad): **Lucille Neilson**
Las Vegas Daily Optic: **Walter T. Vivian**
Tucumcari American: **Emmet J. Corn**
Santa Fe News: **J. F. Pichler**

NEW YORK

Auburn Citizen-Advertiser: **William O. Dapping**
Binghamton Press: **Fred Stein**
Binghamton Sun: **Letitia Lyon**
Brooklyn Eagle: **Jo Ranson**
Kings County Chronicle: **Charles De Mangin**
Buffalo Courier-Express: **Don Tranter**
Buffalo News: **Joseph Betzer**
Endicott Bulletin: **Charles Villency**
Brown Newspapers (Ithaca): **Don Rich**
Jamestown Post-Journal: **William Price**
Kingston Daily Leader: **Nathan Markson**

Kingston Daily Freeman: **R. O. Gruver**
 Ulster County News (Kingston): **Ira V. D. Warren**
 Middletown Times-Herald: **Raymond J. Dulye**
 Newburgh News: **Wesley McGinn**
 County Weeklies (Newburgh): **Mabel Shroyer**
 Associated Press (New York City): **Charles Butterfield**
 Bronx Home News: **James Niklad**
 New York Herald Tribune: **Elizabeth S. Colclough**
 New York Journal-American: **Tom Brooks**
 New York Mirror: **Nick Kenny**
 New York Morning Telegraph: **Mel Spiegel**
 New York News: **Ben Gross, Sid Shalit**
 New York Post: **Leonard Carlton**
 New York Sun: **E. L. Bragdon**
 New York Times: **John Hutchins, T. R. Kennedy, Jr.**
 New York World Telegram: **Alton Cook**
 P M (New York City): **John McManus**
 Movie-Radio Guide (New York City): **Arthur Miller**
 The Billboard: **Paul Ackerman**
 United Press (New York City): **A. L. Bradford**
 Variety (New York City): **Bob Landry**
 Niagara Falls Gazette: **Bill Boles. Fran Skimin**
 Olean Times-Herald: **Arthur Wakelee**
 Plattsburgh Press: **William Lynch**
 Plattsburgh Republican: **Percy Stoughton**
 Poughkeepsie Sunday Courier: **Herbert Thomsen**
 The New Yorker (Poughkeepsie): **Clifford J. Nuhn, Rodney Swift**
 Queens Ledger (Long Island City): **Joe Hanley**
 Rochester Democrat, Chronicle & Times Union: **Donald Yerger**
 Schenectady Gazette: **John Hume**
 Schenectady Union-Star: **Al Dorn**
 Syracuse Herald-Journal: **Hayden Hickock, George Wright**
 Syracuse Post-Standard: **Albert V. Brewster**
 Watertown Times: **John B. Johnson**
 Yonkers Herald Statesman: **Henry Lewis**

NORTH CAROLINA

Asheville Citizen-Times: **William F. Melia**
 Charlotte Observer: **Dick Pitts, P. H. Batte**
 Dunn Dispatch: **L. Busbee Pope**

Durham Morning Herald: **Fred Haney**
 Durham Sun: **Wyatt Dixon**
 Elizabeth City Independent: **George W. Haskett**
 Goldsboro Record: **Joe Brown**
 Greenville News Leader: **David W. Mosier**
 Hickory Record: **Mary E. Willis**
 Kannapolis Independent: **J. Moore**
 Nashville Graphic: **Sam Austin**
 Raleigh News & Observer: **Jonathan Daniels**
 Raleigh Times: **John A. Park**
 Raleigh Union Leader: **Ruth Taylor**
 Rocky Mount Telegram: **Vernon Secriest, "Bugs" Barringer**
 Salisbury Evening Post: **John Hardin**
 Tarboro Daily Southerner: **Aubrey Shackell**
 Wilmington Post: **Charles West**
 Wilson Daily Times: **John Thomas**
 Winston Salem Journal & Sentinel: **Oliver Crawley**

NORTH DAKOTA

Bismarck Capital: **Gaylord Conrad**
 Bismarck Tribune: **John Hjelle**
 Devils Lake Journal: **Russell Dushinski**
 Devils Lake World: **Gordon Stefanomicz**
 Fargo Forum: **Roy Johnson**
 Radio Shopper (Fargo): **Ed Eastman**
 Grand Rapids Herald: **M. M. Oppegard**
 Grand Rapids Chopper's Guide: **Shirley Boylan**
 Jamestown Reminder: **Don Davis**
 Jamestown Sun: **Mrs. M. Cook**
 Peoples' Opinion (Valley City): **I. J. Moe**
 Stutsman County Record (Jamestown): **Eva Plunkett**
 Valley City Times-Record: **Phil Marks**
 Williston Graphic: **W. M. Zahl**

OHIO

Akron Beacon Journal: **Dorothy Doran**
 Canton Repository: **Clifford Grass**
 Cincinnati Enquirer: **Andrew Foppe**
 Cincinnati Post: **Paul Kennedy**
 Cincinnati Times-Star: **France Raine**
 Cleveland Plain Dealer: **Robert S. Stephen**
 Cleveland Press: **Norman Siegel**
 Cleveland News: **Elmore Bacon**
 Columbus Citizen: **Norman Nadel**
 Columbus Dispatch: **Richard A. Mohr, Dick Moore**
 Columbus Sunday Star: **Joe Mills**

Ohio State Journal (Columbus): **Harold Eckert**

Dayton Journal-Herald: **Gordon Graham**

Dayton News: **Chuck Gay**

Findlay Republican-Courier: **Andrew H. Fish, Charles Beard, Marden Bishop**

La Rue News: **Elmer Blazer**

Lima News: **Richard F. Moffat**

Marion Star: **William Elliott**

Mt. Gilead Union-Register: **Fred Sweet**

Portsmouth Times: **Charles McKenna**

Prospect Monitor: **Fred Keller Dix**

Springfield News: **Richard Wolbert**

Springfield Sun: **Justin Henley**

Steubenville Herald Star: **Ed Worstall**

Toledo Blade: **Richard Pheatt**

Toledo Times: **Chester Morton**

Toronto Daily Tribune: **Mrs. Forest Richmond**

Xenia Gazette: **Mildred Mason**

Youngstown Vindicator: **Winnifred McAllister**

Youngstown Shopping News: **Ella Kirber**

Zanesville News: **Don Wiseman**

Zanesville Times Recorder: **Charles Starrett**

Zanesville Sunday Times Signal: **Joe Rathbun**

Zanesville Signal: **John Okey**

OKLAHOMA

Daily Ardmore (Ardmore): **Bill Morrison**

Elk City Journal: **W. G. Smith**

Elk City Daily News: **Cullen Johnson**

Lawton Morning Press: **Homer Hedges**

Muskogee Daily Phoenix & Times Democrat: **Paul Bruner, L. C. Gentry**

Oklahoma City Oklahoman & Times: **Irwin Watson**

Oklahoma City Advertiser: **Dan Hogan, C. L. Leathwood**

Oklahoma City Shopping News: **Jim Monarch**

Sayre Headlight: **W. J. Bacon**

Shawnee Evening Star: **Jack Spencer**

Shawnee Morning News: **Harold Humphrey**

Tulsa Tribune: **David Kerr**

Tulsa World: **Lee Earhart**

OREGON

Albany Democrat-Herald: **W. L. Jackson, R. R. Cronise**

Astorian Budget: **Fred Andrus**

Coos Bay Times (Marshfield): **Red Hor-nish**

Corvallis Shopping News: **Mr. Lehnert**

Eugene Morning News: **Jimmie Leonard**

Eugene Register Guard: **Horace Burnett**

Grants Pass Courier: **Rex Tussing**

Kelso Publishing Co.: **Carlton Moore**

Medford Mail Tribune: **Mr. Ferguson**

Portland Journal: **Lawrence Gilbertson**

Portland Oregonian: **William Moyes**

Roseburg News-Review: **Charles Stanton**

PENNSYLVANIA

Allentown Call: **Russell Worman**

Allentown Chronicle: **William H. Reinert**

Altoona Mirror: **Phil Fair**

Altoona Tribune: **Scott MacDonald**

DuBois Courier: **F. I. Gillung**

DuBois Express: **W. B. Ross**

Erie Dispatch-Herald: **C. B. Hollinger, A. J. White**

Erie Daily Times: **Charles Wells**

Grove City Reporter-Herald: **Ralph Mc-Climons**

Homestead Messenger: **Ida Ahlberg**

Johnston Democrat: **John Sheridan**

Johnstown Tribune: **Ben Coll**

Lancaster Intelligencer Journal: **Donald M. McCollough**

Lewistown Sentinel: **Chris Rowland**

North East (Pa.) Breeze: **Forest Hop-kins**

Philadelphia Bulletin: **Elmer Cull**

Philadelphia Inquirer: **Frank Rosen**

Philadelphia News: **Raymond Gathrid, Jeff Keen**

Philadelphia Public Ledger: **Josephine Cattagio**

Philadelphia Record: **George Lilley**

Pittsburgh Post-Gazette: **Vincent John-son**

Pittsburgh Press: **Si Steinhauser**

Pittsburgh Sun-Telegraph: **Sam Kennedy**

Scranton Scrantonian-Tribune: **Alex Thomson**

Scranton Times: **Tom Nealon**

Sunbury Daily-Item: **Reg Meraiden**

Uniontown Morning Herald: **Phil E. Con-nelly, Jr.**

Wilkes-Barre Sunday Independent: **Paul J. Walker**

Wilkes-Barre Times-Leader: **Joseph Mur-phy**

Williamsport Gazette & Bulletin: **Quen-tin Beauge**

Williamsport Sun: **Mark Good**

RHODE ISLAND

Newport Herald: **Frances Flannery**

Pawtucket Times: **Ves Sprague**

Providence Journal & Bulletin: **Ben Kap-lan**

Pawtuxet Valley Times-Arctic (West Warwick): **Irving P. Hudson**

Woonsocket Call: **Gerard Steere, Carl F. Morrison**

SOUTH CAROLINA

Anderson Independent: **S. A. Hall**
 Anderson Daily Mail: **J. B. Hall**
 Belton News: **Mr. Coward**
 Charleston News & Courier: **T. R. Waring**
 Charleston Evening Post: **Manning Rubin**
 Columbia Record: **Caldwell Withers**
 Columbia State: **S. L. Latimer, Murray DeBennoit**
 Florence Morning News: **Roy Graham**
 Florence Evening Star: **J. A. Zeigler**
 Greenville News & Piedmont: **James Dawson, E. N. Smith, George Chaplin**
 Greenwood Index-Journal: **Paul Barret**
 North Augusta Way (Saluda): **Ralph Bennett**
 Spartanburg Herald & Journal: **Vernon Foster**
 Sumter Daily Item: **Frances Haynesworth**
 Sumter Herald: **E. Jenkins Knight**

SOUTH DAKOTA

Pierre Capital-Journal: **Robert Hipple**
 Pierre Daily Dakotan: **Tom Roberts**
 Vermillion Plain Talk: **Guy DeVany**
 Dakota Republican (Vermillion): **J. B. Townsley**
 Yankton Press & Dakotan: **Fred H. Monfore**

TENNESSEE

Bristol Herald Courier: **Wood Vance, Walter Crockett**
 Chattanooga News-Free Press: **Ralph Sanders**
 Chattanooga Evening Times: **Warner Ray**
 Kingsport Times: **Eilene Crawford**
 Knoxville Journal: **Frank Larkin**
 Knoxville News - Sentinel: **William Clebsch**
 Memphis Commercial Appeal: **Robert Gray**
 Memphis Press-Scimitar: **Robert Johnson**
 Nashville Tennessean: **Robert M. Seals**
 Nashville Banner: **Milton Randolph**

TEXAS

Abilene Reporter-News: **Wendell Bedichek, Jack Hogan**

Amarillo Globe & News: **Wes Izzard**
 Amarillo Times: **George May**
 Austin Tribune: **John Babcock**
 Austin American-Statesman: **Bill Weeg, Ruth Lewis**
 State Observer (Austin): **Vann Kennedy**
 Beaumont Enterprise: **Merita Mills**
 Beaumont Journal: **Eva Feinberg**
 Big Spring Herald: **Bob Whipkey**
 Brady Standard: **Doris Reed**
 Brownsville Herald: **Hal Eustace**
 Brownwood Bulletin: **Mack Boswell**
 Bryan Daily Eagle: **John Sidney Smith**
 College Station Battalion: **Don Gabriel**
 Corsicana Democrat: **Ed Bateman**
 Denison Herald: **Mildred Cope**
 Dallas Journal: **Lorayne Holmes, Renwick Phillips**
 Dallas News: **Victor Davis, John Rosenfield**
 Dallas Times-Herald: **Douglas Hawley, Ruth Clem**
 El Paso Herald-Post: **H. A. Michael, Chester Choep**
 El Paso Times: **Ray Stover**
 El Continental (El Paso): **Glenn F. Nichols**
 Fort Worth Press: **Rip Manning**
 Fort Worth Star-Telegram: **Bill Potts**
 Valley Morning Star (Harlingen): **John Stone**
 Kerens Tribune: **Bedford Bateman**
 South Texas Citizen (Laredo): **George Peters**
 Midland Reporter-Telegram: **James Allison**
 Odessa American: **Henderson Shuffler**
 Orange Leader: **James Quigley**
 San Antonio Express: **A. W. Grant, Ed Spill**
 San Antonio Light: **Frank Ragsdale**
 San Antonio News: **A. W. Walliser**
 Temple Daily Telegram: **Onita Lee**
 Victoria Advocate: **Chester Evans**
 Wichita Falls Daily Times: **Louis T. Hamlett**

UTAH

Iron County Record (Cedar City): **Noel Rollo**
 Cache American (Logan): **James England**
 Ogden Standard Examiner: **Ethel G. Clark**
 Provo Daily Herald: **Ernest Rassmussen**
 Deseret (Salt Lake City): **Wilby Durham**
 Salt Lake Tribune-Telegram: **Gilbert B. Heal**

VERMONT

Burlington Daily News: **Gilbert Hammond**
St. Albans Messenger: **Walter Murtagh**
Waterbury Record: **Milton Sunderland**

VIRGINIA

Fredericksburg Shopping News: **Katherine Skinner**
Martinsville Daily Bulletin: **Kay Thompson**
Newport News Daily Press: **Lewis T. Jester**
Newport News Times-Herald: **William M. Harrison**
Norfolk Ledger Dispatch: **Charles Hoofnagle**
Norfolk Virginian-Pilot: **Warner Twyford**
Petersburg Progress-Index: **Curtis Lyons**
Richmond News-Leader: **Virginia Oakley**
Richmond Times-Dispatch: **Mary Louise Dawe**
Roanoke Times: **William Atkinson, Carl Andrews**
Roanoke World-News: **C. B. Thornton**

WASHINGTON

Associated County Newspapers (Spokane): **Margaret Porter, H. L. Thorson**
Bremerton Daily News Searchlight: **Jean Rothenberg**
Centralia Chronicle: **Ray Edinger**
Centralia Tribune: **George Harrison**
Chehalis Advocate: **Chapin Foster**
Everett Daily Herald: **Walter Butler**
Longview Daily News: **Doris McKinney**
Daily Olympian (Olympia): **Dave Adams**
Olympia News: **Preston Wright**
Radio Review (Seattle): **Nick Hughes**
Raymond Advertiser: **John Zonich**
Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**
Seattle Star: **Dick Brome**
Seattle Times: **Robert Heilman**
Metropolitan Record (Spokane): **Einar Larson**
Spokane Daily Chronicle: **Wafford Conrad**
Spokane Spokesman-Review: **Byron Johnsrud**
Tacoma News Tribune: **Lennie Anderson**
Tacoma Times: **Gifford Thrasher**
Vancouver Columbian: **Ray Bachman**

WEST VIRGINIA

Bluefield Daily Telegraph: **Bill Blake**
Charleston Mail: **Arnold Knapp**

Charleston Gazette: **Major Beane**
Clarksburg Exponent: **George Clark**
Clarksburg Telegram: **Frank Carpenter**
Clarksburg News: **H. G. Rhawn**
Fallansbee Review: **George S. Hahne**
Hancock Courier (New Cumberland): **Burt Brown**
Huntington Herald-Dispatch: **Bill Birke**
Huntington Advertiser: **Catherine Enslow**
Logan Banner: **Kel Holliday**
Logan County News: **Roscoe Spence**
Weirton Times: **John Glover**
Wellsburg Herald: **L. H. McCamic**
Morgantown Dominion News: **Bill Hart**
Williamson Mingo Republican: **Frank Sohn**

WISCONSIN

Janesville Gazette: **Ann Tenny**
Kenosha Evening News: **Ellen Gibson**
Madison Capital Times: **Bowden Curtiss**
Wisconsin State Journal (Madison): **William L. Doudna**
Madison Daily Cardinal: **Lyman Nordhoff**
Marinette Times Union: **Ed Cochrane**
Taylor County Star News (Medford): **Art Wichern**
Milwaukee Journal: **Larry Lawrence, Dick Bellamy**
Milwaukee Evening Post, Mr. Luppnow
Milwaukee Sentinel: **Buck Herzog**
Mosinee Times: **Herb Israel**
Racine Journal-Times: **Eddie Bronson**
Sheboygan Press: **Mona J. Pape**
Stevens Point Daily Journal: **James Hull**
Superior Evening Telegram: **Seegar Swanson, George C. Flowers**
Waterloo Dairyland News: **Herbert Hall**

WYOMING

Wyoming Eagle (Cheyenne): **Bob Rhodes**
State Tribune (Cheyenne): **Lew Bates**
Sheridan Press: **L. L. MacBride**
Sheridan Star: **Mr. Meyers**

ALASKA

Anchorage Alaskan: **R. Southwough**
Alaska Daily Empire (Juneau): **Elmer Friend**
Alaska Daily Press (Juneau): **William Evans**

TERRITORY OF HAWAII

Honolulu Star-Bulletin: **Paul Findeisen**

PUERTO RICO

El Dia (Ponce): Victor Bono

ALBERTA

Calgary Albertan: Thomas Meade
 Calgary Herald: Miss M. Stevens
 Edmonton Bulletin: Jack Deprose, Jack Oliver
 Edmonton Journal: Gordon MacCallum
 Grande Prairie Herald Tribune: Jim Yule
 Lethridge Herald: Harold Long

BRITISH COLUMBIA

Nelson Daily News: Hume A. Lethridge
 Vancouver Province: Helen Walls
 Vancouver Sun: Oswald Odum, Will Reeder
 Victoria Daily Colonist: Gordon Forbes
 Victoria Times: Ray Wormald

MANITOBA

Flin Flon Miner: H. J. Miles
 Northern Mail (The Pas): Mrs. Taylor
 Sherridon Press: R. Whelan
 Winnipeg Free Press: Peter B. Whittall
 Winnipeg Tribune: Denny Brown, S. R. Maley

NEW BRUNSWICK

Campbellton Graphic: Al Anslow
 Campbellton Tribune: Harold Crockett
 Dalhousie News: George Christie
 Moncton Transcript: Fraser Robb, Clair Ganong

NOVA SCOTIA

Halifax Herald & Mail: Bert Wetmore
 Halifax Star & Chronicle: Harold Horgan
 Yarmouth Herald: Joe LeBlanc
 Yarmouth Telegram: Katherine Redding

ONTARIO

Chatham Daily News: R. Doyle
 Hamilton Review: Archie MacMillan
 Hamilton Spectator: Mabel Bruce
 Kenira Miner & News: Tom Johnston
 Kirkland Lake Daily Press: Dennis Braithwaite
 London Free Press: L. N. Bronson, J. C. Burns
 Ottawa Citizen: C. Hammerstrom
 Ottawa Journal: M. Taschereau
 Le Droit (Ottawa): M. Berriault
 St. Catherines Standard: Larry Hardy
 Timmins Press: Edwin Copps, Sonya Barnett
 Toronto Globe & Mail: Charles Jenkins
 Toronto Star: Edna Hardy
 Toronto Telegram: James Hunter
 Radio News (Toronto): Henry Gregg
 Toronto Weekly News: Bill Walker
 Stratford Beacon-Herald: Lotta W. Gibson
 Windsor Daily Star: J. R. H. Cruickshank

PRINCE EDWARD ISLAND

Charlottetown Patriot: W. A. Gaudet

QUEBEC

La Presse (Montreal): Romeo LeBlanc
 Montreal Gazette: Thomas Archer, H. Whittaker
 Montreal Herald: B. Fitzgerald
 Montreal Standard: E. Gannon
 Montreal Star: R. Haviland
 Val D'Or Star: C. Caesar

SASKATCHEWAN

Battleford Press: R. A. Bock
 Humboldt Journal: R. A. Telfer
 Melfort Journal: George Lancaster
 Moose Jaw Times: Don Dornan
 Regina Post-Leader: Gaston J. Johnson
 Western Spotlight (Moose Jaw): Dave Miller
 Saskatchewan Farmer (Regina): Gee Johnson
 Shellbrook Chronicle: G. H. Pickup
 Saskatoon Star Phoenix: R. Taylor
 Saskatoon National Advertiser: Mr. McCaul
 Tisdale Recorder: Vern Rutledge

LATIN-AMERICAN NETWORKS

CBS — CROSLLEY — NBC

CBS PAN-AMERICAN NETWORK

ARGENTINA

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
LU7.....	Radio General San Martin	Bahia Blanca	1240	1500
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LV3.....	Radio Cordoba	Cordoba	620	15000
LT7.....	Radio Provincia	Corrientes	1340	500
LT1.....	Radio del Litoral	Rosario	780	20000
LV1.....	Radio Graffigna	San Juan	730	10000
LV4.....	Radio San Rafael de Mendoza.....	San Rafael	690	10000
LV11.....	Radio del Norte	Santiago del Estero. 1170		2500
LV12.....	Radio Aconquija	Tucuman	580	5000

BOLIVIA

CP4.....	Radio Illimani	La Paz	6200	1000
CP5.....	Radio Illimani	La Paz	1040	10000

BRAZIL

PRE8.....	Radio Nacional	Rio de Janeiro.....	980	20000
PRB9.....	Radio Record	Sao Paulo	1000	50000

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura. Santiago de Chile...		570	10000
CB1180.....	Radio Sociedad Nacional de Agricultura. Santiago de Chile...		11800	2500
CB90.....	Radio Sociedad Nacional de Agricultura. Valparaiso		900	2500

COLOMBIA

HJAG.....	Emisora Atlantico	Barranquilla	4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	50000
HJEB.....	La Voz del Valle	Cali	1150	1000
HJED.....	La Voz del Valle	Cali	4825	1000
HJFB.....	Radio Manizales	Manizales	6105	1000
HJFD.....	Radio Manizales	Manizales	1390	1000
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun.....	Pereira	1350	1000

COSTA RICA

TIPG.....	La Voz de la Victor.....	San Jose	625	4000
TIPG.....	La Voz de la Victor.....	San Jose	9615	2000

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	20000
COCY.....	RHC Cadena Azul	Havana	11476	1000
CMKV.....	RHC Cadena Azul	Holguin	600	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	10000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba... 930		1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6315	250
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HC2AJ.....	Radiodifusora del Ecuador	Guayaquil	1050	2500
HC2AK.....	Radiodifusora del Ecuador	Guayaquil	9310	1000
HCQR.....	Radiodifusora del Ecuador	Quito	1340	250
HCQRX.....	Radiodifusora del Ecuador	Quito	5970	250

EL SALVADOR

YSP.....	La Voz de Cuscutian	San Salvador	1560	300
YSP.....	La Voz de Cuscutian	San Salvador	780	300
YSPA.....	La Voz de Cuscutian	San Salvador	10400	300
YSPA.....	La Voz de Cuscutian	San Salvador	6575	300

GUATEMALA

TGW.....	La Voz de Guatemala	Guatemala City	1520	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685 15170 11760 17800	10000
TGWB.....	La Voz de Guatemala	Guatemala City	6480	1000
TGWC.....	La Voz de Guatemala	Guatemala City	2320	1000

HAITI

HHW.....		Port-au-Prince	1230	250
HH3W.....		Port-au-Prince	9890	500

HONDURAS

HRN.....	La Voz de Honduras	Tegucigalpa	5875 2380	4000
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MEXICO

XEQ.....	Radio Pan Americana, S. A.	Mexico City	730	50000
XEQQ.....	Radio Pan Americana, S. A.	Mexico City	9680	2000

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	750
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PANAMA

HOC.....	Radio Teatro Estrella de Panama	Panama City	1440	600
HP5A.....	Radio Teatro Estrella de Panama	Panama City	11700	2000

PARAGUAY

ZP5.....	Radio Paraguay	Asuncion	1365	100
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PERU

OAX6C.....	Radio Continental	Arequipa	1370	350
OAX6D.....	Radio Continental	Arequipa	9500	350
OAX6E.....	Radio Continental	Arequipa	6320	1000
OAX4A.....	Radio Nacional del Peru	Lima	854	20000
OAX4R.....	Radio Nacional del Peru	Lima	15150	10000
OAX4T.....	Radio Nacional del Peru	Lima	9562	12000
OAX4Z.....	Radio Nacional del Peru	Lima	6082	14000

PUERTO RICO

WKAQ.....		San Juan	620	5000
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URUGUAY

CX16.....	Radio Carve	Montevideo	850	10000
CX24.....	Radio la Voz del Aire.....	Montevideo	1010	4500
CXAB.....	Radio Belgrano	San Carlos, Colonia.....	11820	5000
CXA14.....	Radio Belgrano	San Carlos, Colonia.....	9640	7500

VENEZUELA

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
YV5RG.....	Ondas Populares	Caracas	1010	1000
YV5RU.....	Ondas Populares	Caracas	4860	5000
YV6RA.....	Ecos Del Orinoco.....	Ciudad Bolivar	1400	1000
YV6RU.....	Ecos Del Orinoco.....	Ciudad Bolivar	4790	1000
YV1RA.....	Ecos Del Orinoco.....	Maracaibo	1300	250
YV1RV.....	Ecos Del Orinoco.....	Maracaibo	4750	250

UNITED STATES OF AMERICA

WCBX.....	Columbia Broadcasting System	Brentwood, N. Y.....	various	50000
WCRC.....	Columbia Broadcasting System	Brentwood, N. Y.....	various	50000

CADENA RADIO INTER-AMERICANA (CRIA) (CROSLEY CORP.)

MEXICO

Call Letters	Owner and/or Station Name	Location	Frequency Kilocycles	Power Watts
XEB.....	El Buen Tono, S. A.....	Mexico City	1220	20000 (Auth. 100000)
XEBT.....	El Buen Tono, S. A.....	Mexico City	6000	10000

GUATEMALA

TGW.....	Radiodifusora Nacional	Guatemala City	1520	10000
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HONDURAS

HRN.....	Rafael Ferrary-La Voz de Honduras.....	Tegucigalpa	1450	500
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SAN SALVADOR

YSR.....	El Salvador
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COSTA RICA

TIBAS.....	Gonzalo Pinto H.....	San Jose	650	8000
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PANAMA

HP5B.....	Radio Miramar	Panama City	6030	100
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VENEZUELA

YV5RB.....	Degwitz & Siblesz-Radiodifusora Venez.....	Caracas	790	7250
YB5RF.....	N. Vale Quintero-Ondas del Lago.....	Maracaibo	1120	845

COLOMBIA

HJCB.....	Colombia Broadcasting	Bogota	1105	1000
HJDK.....	Cia. Colombia de Radiodifusion.....	Medillin	1250	500
HJEL.....	Hernando Bueno	Cali	1260	500

ECUADOR

HC2AJ.....	Odalia Arauz de G—Radio Guayaquil... Guayaquil	900	100
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PERU

OAX4I.....	Radio Internacional	Lima	1320	250
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CUBA

CMCK.....	Luis Casas Romero	Havana	980	500
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NBC PAN-AMERICAN SERVICE

PUERTO RICO

WIAC.....Enrique Abarca San Feliz.....San Juan 580 5000

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000

LR4 Network

LW1.....	Radio Cultura	Cordoba	790	20000
LT2.....	Radio Stantor	Rosario	1230	20000
LU3.....	Radio Del Sur	Bahia Blanca	1150	10000
LT4.....	Radio Posadas	Posadas	1010	1500
LU5.....	Radio Neuquen	Neuquen	1130	1500
LU6.....	Radio Mendoza	Mendoza	630	10000
LW7.....	Radio Catamarca	Catamarca	730	1500

BOLIVIA

CP4..... Radio Ilimani (Government)La Paz 1000 10000

BRAZIL

PRB6.....	Radio Cruzeiro Do Sul	Sao Paulo	1220	5000
PRD2.....	Radio Cruzeiro Do Sul	Rio de Janeiro	1060	10000

PRB6 Network

PRA2.....	Radio Club do Brasil	Rio de Janeiro	860	10000
PRE7.....	Radio Cosmos, S. A.	Sao Paulo	1410	5000
PR19.....	Radio Club do Espirito Santo Victoria		1350	1000
PRF9.....	Radio Difusora Porto Alegrense	Porto Alegre	640	5000
PRG8.....	Bauru Radio Club	Bauru	1210	250
PRB2.....	Radio Club Paranaense	Curityba	1440	5000
PRC5.....	Radio Club do Para	Para	1450	2000
PRD4.....	Radio Cultura de Araraquara	Araraquara	1370	500
PRE5.....	Radio Sociedade do Triangulo Mineiro	Uberaba	1390	500
PRH2.....	Radio Sociedade Farroupilha	Porto Alegre	600	25000
PRF7.....	Sociedade Radio Cultura de Campos	Campos	1330	250
PR13.....	Radio Inconfidenciade Minas Geraes	Belo Horizonte	880	25000

CHILE

CB138.....Radio El MercurioSantiago 1380 5000

CB138 Network

CC125.....	Radio La Frontera	Temuco	1250	1200
CC117.....	Radio Zenith	Concepcion	1170	1000
CB64.....	Union de Recreo	Valparaiso	640	25000
CD69.....	Radio Sur	Valdivia
CD101.....	Radio Llanquihue	Puerto Montt

COLOMBIA

HJCC.....	La Voz de Bogota	Bogota	870	5000
HJCR.....	Radiodifusora Nacional (Government)	Bogota	1200	5000
HJ CZ.....	Cipriano Rios Hoyos "Voz de Colombia"	Bogota	1040	2500
HJAN.....	Emisoras Unidas	Barranquilla	1190	1000
HJFAX.....	Emisoras Electra	Manizales

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	4000
			9615	2500

CUBA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
CMBZ	Radio Salas	Havana	950	5000
COBZ	Radio Salas	Havana	9030	...
CMQ	Combo & Gabriel, S. A.	Havana	690	25000
COCQ	Combo & Gabriel, S. A.	Havana	9670	10000

CMQ Network

CMHQ	Combo & Gabriel, S. A.	Santa Clara	810	10000
CMJK	Jones Castrillon & Cia.	Camaguey	920	10000
CMJL	(In construction)	Camaguey	620	500
CMKF	Manuel J. de Gongora	Holguin	1490	500
CMKU	Combo & Gabriel, S. A.	Santiago de Cuba	970	1000
CMKJ	(In construction)	Holguin	800	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Trujillo	800	1000
HIIX	Radiodifusora Oficial	Trujillo	6206	300
			17400	

ECUADOR

HCJB	La Voz de los Andes	Quito	4107	200
			12460	10000
			974	100
HC2ET	El Telegrafo	Guayaquil	1131	200

GUATEMALA

TGW	Radiodifusora Nacional de Guatemala	Guatemala City	1520	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	
			11760	
			17800	
TGWB	Radiodifusora Nacional	Guatemala City	6485	1000
TGWC	Radiodifusora Nacional	Guatemala City	2320	1000

HAITI

HH2S	Societe Haitienne de Radiodiffusion	Port-au-Prince	5945	400
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HONDURAS

HRN	Rafael Ferrari, Paul John	Tegucigalpa	5875	500
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MEXICO

XEW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	890	100000
XEWW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	15160	10000

XEW Network

XEDK	Salvador Vazquez T.	Guadalajara, Jal.	1490	500
XERJ	Oscar Perez A.	Mazatlan, Sin.	610	600
XECZ	Zeferino Z. Jimenez	San Luis Potosi, S. L. P.	1370	100
XES	Difusora Portena	Tampico, Tamps.	1300	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XEBI	Pedro C. Rivas	Aguascalientes Aga.	1360	250
XECW	Juan Sedas M.	Cordoba, Ver.	1340	250
XEME	Perfecto Villamil Cisero	Merida, Yuc.	1240	400
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEHV	J. A. Palavicini	Veracruz, Ver.	1310	1000
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBR		Hermosillo, Son.	1000	150
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XERZ		Leon, Gto.	1030	250
XEBP	Maria R. Acosta	Torreon, Coah.	1260	250
XEFE	Rafael T. Carranza	N. Laredo, Tamps.	960	1000
XEE	Alejandro O. Stevenson, Jr.	Durango, Dgo.	1280	250
XEJX	Radio Emisor O. Queretana, S. de R. L.	Queretaro	1450	250
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
XEPP.....	H. Sotomayer	Orizaba, Ver.	1450	150
XEHR.....	Manuel R. Canale.....	Puebla, Pue.	1090	250
XEA.....	Luis A. Maury.....	Campeche, Camp. ..	1370	250
XEAX.....	Alvaro Rodriguez A.....	Oaxaca, Oax.	1270	500
XEP.....	Esteban Parra	C. Juarez, Chih.	1300	500
XEI.....	Tiburcio Ponce	Morelia, Mich.	1400	250
XEBA.....	Javier Velasco	C. Guzman, Jal.	1270	125
XEBX.....	Miguel B. Rodriguez.....	Sabinas, Coah.	610	250
XEDE.....	Saltillo, Coah.	1400	100
XECF.....	Francisco Perez H.....	Los Mochia, Sin.....	1330	1000

NICARAGUA

YNRS.....	Radiofusora Nicaraguense	Managua	8590	650
YNPH.....	Radiofusora Nicaraguense	Managua	1180	500

PANAMA

HOK.....	Panama Broadcasting System	Colon	640	250
HP5K.....	La Voz de la Victor.....	Colon	6005	250

PARAGUAY

ZPI.....	Radio La Capital	Asuncion	970	2000
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PERU

OAX4A....	Radiodifusora Nacional (Government) ..	Lima	854	10000
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PUERTO RICO

WNEL.....	Juan Piza, "The Link of the Americas" ..	San Juan	1320	5000
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EL SALVADOR

YSS.....	Estacion Radiodifusora Nacional (Govt.)	San Salvador	730	500
YSM.....	Estacion Radiodifusora Nacional (Govt.)	San Salvador	11710	500
YSD.....	Estacion Radiodifusora Nacional (Govt.)	San Salvador	7894	500
HUB.....	Estacion Radiodifusora Nacional (Govt.)	San Salvador	5556	500

URUGUAY

CX14.....	El Espectador	Montevideo	810	10000
CXA19.....	El Espectador	Montevideo	11705	1000
CXA9.....	El Espectador	Montevideo	15345	...

CX14 Network

CX18.....	Radio Sport	Montevideo	890	5000
CW7.....	Radio Carmelo	Carmela	640	1000
CW46.....	Radio Zorrilla de San Martin.....	Tacuarembó	1400	250
CW45.....	Radio Trienta y Tres.....	Treinta y Tres.....	1390	100
CW19.....	Radio Rochense	Rocha	1340	100
CW47A....	Radio Welcome	San Jose	500
CW43.....	Radio Internacional	Rivera	1480	500
YV5RA....	Radio Caracas	Caracas	960	5000
YR5RN....	Radio Caracas	Caracas	5040	10000

YV5RA Network

YV1RK....	Radio Popular	Maracaibo	1250	300
YV1RL....	Radio Popular	Maracaibo	4810	...
YV4RE....	Radio Valencia	Valencia	1400	250
YV4RP....	Radio Valencia	Valencia	3460	300
YV3RE....	Radio Barquisimeto	Barquisimeto	1470	1000
YV3RN....	Radio Barquisimeto	Barquisimeto	4780	600
YV1RW....	Radio Coro	Coro	1370	1000
YV1RY....	Radio Coro	Coro	4770	...
YV2RB....	La Voz del Tachira.....	San Cristobal	980	500
YV2RN....	La Voz del Tachira.....	San Cristobal	4830	500
YV5RC....	La Voz de Anzoategui.....	Barcelona	1080	100
YV5RE....	Onda del Neveri.....	Barcelona	3450	1000
.....	Radio Trujillo	Trujillo	3340	...
.....	La Voz de la Sierra.....

SHOWMAN'S CALENDAR

FOR 1942

January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896).
New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 20: Inauguration Day.
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.



February

- 3: Horace Greeley Born (1811).
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 18: Ash Wednesday (First Day of Lent).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).



March

- 2: Texas Independence Day.
- 3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).

- 7: Luther Burbank's Birthday (California).
- 17: St. Patrick's Day.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 29: Palm Sunday.
- 30: Seward Day (Alaska).



April

- 1: All Fools' Day.
- 3: Good Friday.
- 5: Easter Sunday.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909).
- 8: Battle of Appomattox (1865).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida)
Daylight Saving Time Starts.
Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).



May

- 1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).
- 10: Confederate Memorial Day (Kentucky, North Carolina).

Mother's Day (2nd Sunday).

- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).



June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
Flag Day.
- 15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).



July

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).



August

- 1: Colorado Day.
Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Philippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

September

- 6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
- 7: Labor Day.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
First Day of Autumn.
- 22-23: Rosh Hashonah (Hebrew).
- 26: American Indian Day (4th Friday).
- 27: Daylight Saving Time Ends.



October

- 1: Missouri Day.
Yom Kippur (Hebrew).
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
Farmer's Day (2nd Friday) (Florida).
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 31: Hallowe'en.
Admission Day (Nevada).



November

- 1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).
- 3: General Election Day.
- 4: John Philip Sousa Born (1854).
- 7: Montana Admitted (1889).
- 11: Armistice Day.
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 26: Thanksgiving Day.



December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
Pearl Harbor Attacked (1941)
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declares War on Germany-Italy (1941).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862).
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1941

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1942. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS. Abbreviations: PC, Pacific Coast; NE, New England.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	Smilin' Ed McConnell	NBC—Red	Henri Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Edna Wallace Hopper Cosmetics, Kolyons	The Romance of Helen Trent John's Other Wife	CBS NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Albers Bros. Milling Co. Cereals, Flour	Whodunit Voice of Experience H. V. Kalttenborn	CBS—PC NBC—PC NBC—PC	Lord & Thomas Erwin, Wasey & Co. Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Can Co. Institutional	The Amazing Mr. Smith	MBS	Young & Rubicam
American Chicle Co. Chiclets, Dentyne, Beeman's Gum	By the Way Drama Behind the News Wake Up America	CBS—PC NBC—Blue MBS	Badger, Browning & Hersey Badger & Browning Bayless-Kerr Co.
American Economic Foundation Institutional	The Human Side of the News	CBS	Joseph Katz Co.
American Oil Co. Gas and Oil	Wythe Williams, As The Clock Strikes	MBS	Federal Advertising Agency
American Safety Razor Co. Razor Blades			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's College of Musical Knowledge Information Please	CBS NBC—Red NBC—Red and NBC-PC	Lord & Thomas Lord & Thomas Lord & Thomas
Anacin Co. Anacin	Our Gal, Sunday Easy Aces Just Plain Bill Front Page Farrell Treat-Time	CBS NBC—Blue NBC—Blue MBS CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Lord & Thomas Lord & Thomas
Armour & Co. Treat, Luxor Toiletries	Wayne King and His Orchestra	CBS	Batten Barton, Dursline & Osborn
Armstrong Cork Co. Armstrong Quaker Rugs	Armstrong Theatre of Today	CBS	Cecil & Presbrey
Art Metal Works, Inc. Ronson Lighters	Paul Sullivan Reviews the News	CBS	Blackett-Sample-Hummert
Aspertane Co. Aspertane	John B. Hughes, News Commentator	MBS	N. W. Ayer & Son
Atlantic Refining Co. Gas & Oil	Football Broadcasts	CBS—NE	Weiss & Geller
Axton Fisher Tobacco Co. Twenty Grand and Spud Cigarettes	Twenty Grand Salutes Your Happy Birthday Danger Is My Business Mary Small	NBC—Blue MBS MBS	Weiss & Geller and McCann-Erickson, Inc. Weiss & Geller and McCann-Erickson, Inc.
B. T. Babbitt Co. BAB-O Cleaner	David Harum	NBC—Red	Maxon, Inc.
P. Ballantine's & Son Beer & Ale	Three Ring Time	MBS and NBC—Blue	J. Walter Thompson Co.
Bank of America National Trust & Saving Association	John Nesbitt	NBC—PC	Charles R. Stuart, Advertising
Barbasol Co. Shaving Accessories	Gabriel Heatter, News	MBS	Erwin, Wasey & Co.

B

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bathasweet Corp.	Bob Garred Reporting	CBS—PC	H. M. Kiesewetter Advertising Agency
Bayer Co. Aspirin	Second Husband American Album of Familiar Music Young Widder Brown American Melody Hour	CBS NBC—Red NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	Inside of Sports (Sam Balter and Jack Stevens, Commentators) Cal Tinney	MBS MBS	Ivey & Ellington Ivey & Ellington
Beatrice Creameries Dairy Products	Keep Fit to Music	MBS	Lord & Thomas
Paul F. Beich Co. Candy	Peter Quill	MBS	N. W. Ayer & Son
Bekins Van & Storage Co. Moving and Storage	Bill Henry	CBS—PC	Brooks Advertising Agency
The Bell Telephone System Telephone Service	The Telephone Hour	NBC—Red	N. W. Ayer & Son
Bendix Aviation Corp. Institutional	The Treasury Hour—Millions for Defense	NBC—Blue	Buchanan & Co.
The Best Foods, Inc. Nucoa, Hellman's and Best Foods Mayonnaise	We The Abbotts	CBS and NBC—Red	Benton & Bowles
Bisodol Co. Bisodol	Mr. Keen, Tracer of Lost Persons Just Plain Bill	NBC—Blue NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bowley's Inc. Chocolate Milk	News and Rhythm Stars Over Hollywood	CBS CBS	Sorensen & Co. Sorensen & Co.
A. S. Boyle Co. Old English Wax	John's Other Wife	NBC—Blue	Blackett-Sample-Hummert
Breakfast Club Coffee, Inc. Coffee	Voice of Friendship Rita Murray	CBS—PC CBS—PC	Lockwood-Shackleford Advertising Agency Lockwood-Shackleford Advertising Agency
Bristol-Myers Co. Vitalis	Mr. District Attorney	NBC—Red	Pedlar & Ryan
Bristol-Myers Co. Ipana, Sal Hepatica	Quizzer Baseball Dinah Shore Time to Smile	NBC—Red NBC—Blue NBC—Red	Young & Rubicam Young & Rubicam Young & Rubicam
Bristol-Myers Co. Mint-Rub	Mint-Rub News	NBC—PC	Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Avalon Cigarettes	Show Boat	NBC—Red	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Big Ben Tobacco, Target Tobacco	Renfro Valley Folks	NBC—Red	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Plantation Party	NBC—Red	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	College Humor Red Skelton and Company Uncle Walter's Dog House Paul Sullivan Reviews the News	NBC—Red NBC—Red NBC—Red CBS	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co. Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Wings Cigarettes	Wings of Destiny	NBC—Red	Russel M. Seeds Co.
Cal Aspirin Corp. Cal Aspirin	Amanda of Honeymoon Hill	NBC—Blue	Blackett-Sample-Hummert
California Fruit Growers Exchange Citrus Fruits	Sunkist Presents Hedda Hopper's Hollywood	CBS	Lord & Thomas
Campana Sales Co. Toiletries	First Nighter	CBS	Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	Campbell Playhouse Amos n' Andy Martha Webster Charlie and Jessie Fletcher Wiley The Man I Married The Arkansas Traveler You're the Expert	CBS CBS CBS CBS CBS CBS CBS CBS	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ruthrauff & Ryan Ward Wheelock Co.
Campbell Soup Co. Spaghetti, Macaroni	Lanny Ross	CBS	Ruthrauff & Ryan, Inc.
Canada Dry Ginger Ale, Inc. Beverages	Michael and Kitty	NBC—Blue	J. M. Mathes, Inc.
Cardinet Candy Co. Candy	Night Editor	NBC—PC	Tomachke-Elliott, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Carnation Co. Milk	Contented Program Arthur Godfrey	NBC—Red MBS	Erwin, Wasey & Co. Erwin, Wasey & Co.
Carter Products, Inc. Little Liver Pills	Inner Sanctum Mystery	NBC—Blue	Street & Finney
George W. Caswell Co. Coffee and Food Products	Caswell's Petite Concert	NBC—PC	Botsford, Constantine & Gardner
Chamberlain Sales Corp. Hand Lotion	Serenade to Loveliness Program	NBC—Red and PC	L. W. Ramsey Co.
Chemicals, Inc. Vano House Cleaner	Just Between Friends	NBC—PC	Botsford, Constantine & Gardner
Chesebrough Manufacturing Co. Vaseline Preparations	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Major Bowes Original Amateur Hour	CBS	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	Elmer Davis Major Bowes-Morton Gould Hour President's Press Conference Cities Service Concert	CBS CBS MBS NBC—Red	Lee Anderson Advertising Co. Ruthrauff & Ryan Lee Anderson Advertising Co. Lord & Thomas
Harold Clapp, Inc. Baby Food	Mother of Mine	NBC—Blue	Young & Rubicam
D. L. Clark Co. Candy Bars	Service With a Smile	NBC—Blue	Albert P. Hill Co.
Coca Cola Co. Beverage	Pause That Refreshes on the Air Spotlight Band Program	CBS MBS	D'Arcy Advertising Co. D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Dental Products	Stepmother Colgate Ask-It-Basket Colgate Spotlight Guy Lombardo and His Orchestra Bachelor's Children Wayne King Orchestra	CBS CBS CBS CBS NBC—Red CBS	Sherman & Marquette Ted Bates, Inc. Ted Bates, Inc. Ted Bates, Inc. Sherman & Marquette
Colgate-Palmolive-Peet Co. Cashmere Bouquet, Halo	Sports Newareel of the Air	NBC—Blue and Red	Sherman & Marquette
Colgate-Palmolive-Peet Co. Shaving Cream	Hobby Lobby City Desk	CBS CBS	Ted Bates, Inc. Ted Bates, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Colgate-Palmolive-Peet Co. Palmolive Soap	Hilltop House The Story of Bess Johnson	CBS CBS and NBC—Red CBS	Ward Wheelock Co. Ward Wheelock Co.
Colgate-Palmolive-Peet Co. Super Suds Products	Elmer Davis Myrt and Marge Ellen Randolph The Story of Bess Johnson Woman of Courage	CBS NBC—Red NBC—Red CBS	Ward Wheelock Co. Sherman & Marquette Sherman & Marquette Ward Wheelock Co. & Sherman & Marquette Ted Bates, Inc. and Sherman & Marquette
Colgate-Palmolive-Peet Co. Octagon Products, Crystal White Cosmetics	Find the Woman	CBS—PC	Glaser Advertising Agency and Glasser, Gailey & Co.
Commercial Credit Co. Auto Finance Service	Bob Trout, News	CBS	O'Dea, Sheldon & Canaday
Consolidated Royal Chemical Co. Yeast Foam	Hidden Stars	NBC—Blue	Stack-Goble Advertising Agency
Continental Baking Co. Bakery Products	Maudie's Diary Your Marriage Club Breakfast Club	CBS CBS NBC—Blue	Ted Bates, Inc. Ted Bates, Inc. Batten, Barton, Durstine & Osborn
Cuddahy Packing Co. Old Dutch Cleanser	Bachelor's Children Help Mate Manhattan At Midnight	CBS, MBS and NBC—Red NBC—Red NBC—Blue	Blackett-Sample-Hummert and Sherman & Marquette Blackett-Sample-Hummert Young & Rubicam
Summer Products Co. Energine	Battle of the Sexes	NBC—Red	Young & Rubicam
Summer Products Co. Molle Shaving Cream	News With Jackson Wheeler	CBS	C. L. Miller Co.
Curtis Candy Co. Candy Bars			

D

Delaware, Lackawanna & Western
Coal Co.
Blue Coal

The Shadow

MBS

Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Detroit Bible Class Religious	Detroit Bible Class	MBS	Aircasters, Inc.
E. J. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC—Red	Batten, Barton, Durstine & Osborn

E

Eagle Oil & Refining Co. Gasoline	The World Today	CBS—PC	General Advertising Agency
Elgin National Watch Co.	Shirley Temple Time	CBS	William Esty & Co.
Emerson Drug Co. Bromo-Seltzer	Ben Bernie's Army Game Vox Pop	NBC—Blue CBS and NBC—Blue	Ruthrauff & Ryan Ruthrauff & Ryan
Eversharp, Inc. Pen and Pencils	Take It Or Leave It	CBS	The Biow Company

F

Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone	NBC—Red	Sweeney & James Co.
F. W. Fitch Co. Shampoo	Fitch Bandwagon Musical Tonic	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	Mary Margaret McBride	CBS	Arthur Kudner, Inc.
Ford Motor Co. Motor Cars	Sunday Evening Hour Ford Summer Hour	CBS CBS	McCann-Erickson McCann-Erickson

Gallenkamp Stores Co. Shoes	Professor Puzzlewit Here's the Clue	NBC—PC CBS—PC	Long Advertising Service Long Advertising Service
General Baking Co. Bakery Products	The Lone Ranger	MBS	Batten, Barton, Durstine & Osborn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Cigar Co. White Owl Cigars, Van Dyck Cigars	Raymond Gram Swing Answer Man	MBS MBS	J. Walter Thompson Co. Federal Advertising Agency
General Electric Co. Lamps	Hour of Charm	NBC—Red	Batten, Barton, Durstine & Osborn and Foster & Davies
General Foods Corp. Grape Nuts Products	News of the Week in Industry	NBC—Blue	Maxon, Inc.
General Foods Corp. Jello Products	Kate Smith Hour Claudia and David	CBS CBS	Young & Rubicam Young & Rubicam
General Foods Corp. Maxwell House Coffee	The Jello Program, starring Jack Benny The Aldrich Family Reg'lar Fellers	NBC—Red NBC—Red NBC—Red	Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown	Maxwell House Coffee Time Kate Hopkins	NBC—Red CBS	Benton & Bowles Benton & Bowles
General Foods Corp. La France, Sofina, Minute Tapioca, Postum	Kate Smith Speaks	CBS	Benton & Bowles and Young & Rubicam
General Foods Corp. Swansdown, Calumet	Joyce Jordan, Girl Interne	CBS	Young & Rubicam
General Foods Corp. Sanka	When a Girl Marries The Home of the Brave	NBC—Red CBS and NBC—Red	Benton & Bowles Young & Rubicam
General Foods Corp. Postum, Walter-Baker's Chocolate and Cocoa	We, the People William L. Shirer	CBS CBS	Young & Rubicam Young & Rubicam
General Foods Corp. Post Toasties and Bran Flakes	The Second Mrs. Burton Second Wife Aldrich Family	CBS—PC CBS—PC NBC	Young & Rubicam Young & Rubicam Young & Rubicam
General Mills, Inc. Corn Kix	Young Dr. Malone Elmer Davis Portia Face Life	CBS CBS CBS and NBC—Red	Benton & Bowles Benton & Bowles Benton & Bowles
	Light of the World	NBC—Red and Blue	Blackett-Sample-Hummert
	Beat The Band Arnold Grimm's Daughter	NBC—Red NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
	The Lone Ranger	MBS	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Flour	Betty Crocker Valiant Lady	CBS, NBC—Red and Blue NBC—Red and Blue	Blackett-Sample-Hummert Knox Reeves Advertising
General Mills, Inc. Wheaties	Hymns of All Churches Light of the World	CBS, NBC—Red and Blue NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Petroleum Corp. Gas & Oil	Jack Armstrong By Kathleen Norris The Lone Ranger The Mystery Man	NBC—Red and MBS CBS MBS NBC—Red and Blue CBS	Knox Reeves Advertising Knox Reeves Advertising Blackett-Sample-Hummert Knox Reeves Advertising
Gillette Safety Razor Co. Shaving Accessories	Stories America Loves Pigskin Preview I Was There	CBS MBS NBC—Red and Blue CBS	Knox Reeves Advertising Smith & Drum Smith & Drum
Gospel Broadcasting Association Religious	Orange Bowl Football Game Kentucky Derby Elmer Davis World Series Boxing Bout Cotton Bowl Football Game	CBS CBS CBS MBS MBS MBS	Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc.
Griffin Manufacturing Co. Shoe Cleaner	Old Fashioned Revival Who Knows?	MBS MBS	R. H. Alber & Co. Bermingham, Castleman & Pierce
Grove Laboratories Bromo Quinine	Adventures of Sherlock Holmes The Westerners Reveille Roundup	NBC—Red and Blue NBC—Red NBC—Red	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.
Charles Gulden Mustard	Serenaders	NBC—Blue	Charles W. Hoyt Co.
Gulf Oil Co. Gas & Oil	Screen Guild Theatre World News Tonight	CBS CBS	Young & Rubicam Young & Rubicam

H

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Hall Brothers, Inc. Greeting Cards	Tony Wons Radio Scrapbook	NBC—Red	Henri, Hurst & McDonald
Hartz Mountain Products Co. Bird Food	Hartz Mountain Singing Canaries	MBS	George Hartman Co.
Healthaids, Inc. Serutan	Pearson and Allen	NBC—Blue	Raymond Spector & Co.
Hebrew Evangelization Society Religious	Dr. Michelson, Talks	MBS	Tom Westwood Advertising Agency
Hecker Products Corp. Flour	This Is Life	MBS	Leo Burnett Co.
Hecker Products Corp. Shinola	Lincoln Highway	NBC—Red	Benton & Bowles
Holland Furnace Co. Heating Equipment	House Warming	NBC—Red	Ruthrauff & Ryan
George A. Hormel & Co. Food Products	Burns & Allen	NBC—Red	Batten, Barton, Durstine & Osborn
Howard Clothes, Inc. Men's Clothes	The Adventures of Bulldog Drummond	MBS	Redfield-Johnstone, Inc.
Richard Hudnut Cosmetics	Hollywood Showcase	CBS—PC	Benton & Bowles

I

Igglehart Bros.	Johnson Family	MBS	Young & Rubicam
Illinois Central Railroad Travel	Cameos of New Orleans	NBC—Red	The Caples Co.
Illinois Meat Co. Food Products	Play Broadcast	MBS	Neisser-Myerhoff, Inc. and Arthur Meyerhoff & Co.
International Cellulocotton Products Co. Kleenex	Ginny Simms, Songs	CBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
International Silver Co. Silverware	Silver Theatre Silver Theatre Summer Show	CBS CBS	Young & Rubicam Young & Rubicam
Interstate Bakeries Bakery Products	The Lone Ranger	MBS	Scholtz Advertising Service
Ironized Yeast Co. Ironized Yeast	Good Will Hour Are You a Missing Heir A Helping Hand Court of Missing Heirs	NBC—Blue CBS CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Andrew Jergens Co. Soaps & Cosmetics	Jergens Journal with Walter Winchell The Parker Family	NBC—Blue and PC NBC—Blue and PC	Lennen & Mitchell Lennen & Mitchell
Johns-Manville Corp. Insulation Johnson & Johnson Bond-aid	Tony Martin from Hollywood How Did You Meet? Adventures of the Thin Man Frazier Hunt, News Voice of Broadway	NBC—Red NBC—Red NBC—Red CBS CBS	Lennen & Mitchell Lennen & Mitchell Lennen & Mitchell J. Walter Thompson Co. Young & Rubicam
S. C. Johnson & Son Floor Wax	Fibber McGee & Molly Hap Hazard	NBC—Red NBC—Red	Needham, Louis & Brorby Needham, Louis & Brorby
Walter H. Johnson Candy Co. Candy	The Shadow	MBS	Franklin Bruck Advertising Corp.
Kilpatrick Bakeries Bakery Products	The Lone Ranger	MBS	Emil Reinhart
Knox Gelatine Co. Gelatine	Background for Headlines	CBS—PC	Kenyon & Eckhardt
Kolynos Co. Dentifrice	Jean Sablon Romance of Helen Trent Mr. Keen, Tracer of Lost Persons	NBC—Blue CBS NBC—Blue	John F. Murray Advertising Co. Blackett-Sample-Hummert Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kraft-Phenix Cheese Corp. Cheese and Salad Dressing, Margarine	The Kraft Music Hall The Great Gildersleeve	NBC—Red NBC—Red	J. Walter Thompson Co. Needham, Louis & Borby
Lady Esther, Ltd. Cosmetics	Guy Lombardo Orchestra Lady Esther Serenade Lady Esther Presents Orson Welles	CBS CBS CBS	Pedlar & Ryan Pedlar & Ryan Pedlar & Ryan
Lance, Inc. Peanut Products and Confections	Morning Toastchee Time	NBC—Blue	Nachman-Rhodes Advertising Agency
Land o' Lakes Creameries, Inc. Dairy Products	Edgar A. Guest Program Boake Carter, News	NBC—Blue MBS	Campbell-Mithun, Inc. Campbell-Mithun, Inc.
La Rosa & Sons, Inc. Food Products	Radio Concert Antonini Concert Series	MBS MBS	Commercial Radio Service Advertising Agency Commercial Radio Service Advertising Agency
Lever Brothers Co. Spry	Aunt Jenny's Real Life Stories Uncle Jim's Question Bee The Rinso-Spry Vaudeville Theater	CBS NBC—Blue NBC—Red	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Rinso	Big Sister Big Town Grand Central Station	CBS CBS CBS and NBC— Red and Blue	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lifebuoy	Bringing Up Father	NBC—Blue	Ruthrauff & Ryan
Lever Brothers Co. Lux Toilet Soap	Meet Mr. Meek Hollywood Premiere	CBS CBS	William Esty & Co. William Esty & Co.
Lever Brothers Co. Swan, Silver Dust	Lux Radio Theatre	CBS	J. Walter Thompson Co.
Lewis-Howe Co. Tums	Burns and Allen With Paul Whiteman Bright Horizon	NBC—Red CBS	Young & Rubicam Young & Rubicam and Batten, Barton, Durstine & Osborn
Lewis-Howe Co. NR5	The Tums Show Starring Frank Fay Horace Heidt's Treasure Chest Pot of Gold Fame and Fortune	NBC—Red NBC—Red NBC—Blue NBC—Blue	Stack-Goble Advertising Agency Stack-Goble Advertising Agency Stack-Goble Advertising Agency Stack-Goble Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Libby-Owens-Ford Glass Co. Flat Glass Products	Design For Happiness	CBS	United States Advertising Corp. and Fuller & Smith & Ross
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	Glenn Miller and His Orchestra Chesterfield Presents Fred Waring In Pleasure Time	CBS NBC—Red	Newell-Emmett Co. Newell-Emmett Co.
Liggett & Myers Tobacco Co. Velvet Pipe and Cigarette Tobacco Beverage	Professor Quiz	CBS	Newell-Emmett Co.
Lime Cola Co. of California	The Kids of the Week	NBC—PC	Davis & Pearson
Thomas J. Lipton, Inc. Tea, Soup Mix	Helen Hayes Theater Bright Horizon	CBS CBS	Young & Rubicam Young & Rubicam
Local Cooperative Campaign Various	Fulton Lewis, Jr.	MBS	Various and Direct
Local Cooperative Campaign Various	Adventures of Bulldog Drummond	MBS	Direct
Local Cooperative Campaign Various	B. S. Bercovici	MBS	Direct
Local Cooperative Campaign Various	Confidentially Yours	MBS	Direct
Local Cooperative Campaign Various	Cedric Foster	MBS	Direct
Local Cooperative Campaign Various	Keep Fit to Music	MBS	Direct
Local Cooperative Campaign Various	The Lone Ranger	MBS	Direct
Local Cooperative Campaign Various	The Shadow	MBS	Direct
Local Cooperative Campaign Various	Johnson Family	MBS	Direct
Local Cooperative Campaign Various	I Want A Divorce	MBS	Brisacher, Davis & Staff
Local Cooperative Campaign Various	Show of The Week	MBS	Redfield Johnstone, Inc.
Local Cooperative Campaign Various	Dorothy Thompson	MBS	M. H. Hackett, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
P. Lorillard Co. Old Gold Cigarettes	Tommy Riggs and Betty Lou The New Old Gold Program	NBC—PC NBC—Blue	J. Walter Thompson Co. J. Walter Thompson Co.
P. Lorillard Co. Sensation Cigarettes, Beechnut Cigarettes Los Angeles Soap Co. Scoop	Talk Your Way Out of This One Don't Be Personal Art Baker's Notebook Knox Manning, News	CBS—PC CBS—PC NBC—PC CBS—PC	Lennen & Mitchell Lennen & Mitchell Raymond R. Morgan Co. Raymond R. Morgan Co.
Ludon's, Inc. Cough Drops Lutheran Laymen's League Religious	Elmer Davis, News Dave Lane, Songs Lutheran Hour	CBS—PC CBS—PC MBS	J. M. Mathes, Inc. J. M. Mathes, Inc. Kelly, Zahndt & Kelly
Luxor, Ltd. Cosmetics	Wayne King and His Orchestra	CBS	Lord & Thomas

M

MacFadden Publications, Inc. True Story Magazine	The Voice of Liberty, Gabriel Heatter	MBS	Erwin, Wasey & Co.
Magazine Repeating Razor Co. Rozors and Blades	Bob Garred Reporting Paul Sullivan Reviews the News Duffy's Tavern	CBS—PC CBS CBS	Erwin, Wasey & Co. Erwin, Wasey & Co. J. M. Mathes, Inc.
Marrow's, Inc.	George Fisher, Hollywood Reporter	MBS	Hays MacFarland & Co.
Mars, Inc. Candy Bars	Dr. I. Q. Dr. I. Q., Jr. What's Your Idea?	NBC—Red NBC—Red NBC—Red	Grant Advertising Inc. Grant Advertising, Inc. Grant Advertising, Inc.
Mennen Co. Toilet Articles	Bob Garred Reporting Colonel Stoopnagle's "Quizie Doodle Contest" Captain Flagg and Sergeant Quirk	CBS—PC CBS NBC—Blue	H. M. Kiesewetter Advertising Agency H. M. Kiesewetter Advertising Agency Russel M. Seeds Co.
Miles Laboratories, Inc. Alka-Seltzer and Vitamins	Quiz Kids Alec Templeton Time National Barn Dance Lum and Abner	NBC—Blue NBC—Red NBC—Red NBC—Blue and PC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
	Alka-Seltzer News of the World Alka-Seltzer Newsroom of the Air	NBC—Red NBC—Red	Wade Advertising Agency Wade Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Modern Food Process Co. Dog Food, Philadelphia Scrapple	Olivio Santoro The Moylan Sisters	NBC—Blue NBC—Blue	Clements Co. Clements Co.
Moody Bible Institute Religious Training	Let's Go Back to the Bible	MBS	Critchfield & Co.
Benjamin Moore & Co. Paints	Betty Moore	NBC—Red	Direct
John Morrell & Co. Dog Food	Bob Becker's Dog Chats	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	Johnnie Presents	CBS and NBC—Red	The Biow Co.
Philip Morris & Co. Cigarettes	Great Moments from Great Plays	CBS	The Biow Co.
	Philip Morris Playhouse	CBS	The Biow Co.
	The Crime Doctor	CBS	The Biow Co.
C. F. Mueller Co. Macaroni Products	Mark Hawley and the News	CBS	Moxon, Inc.
Mystic Labs, Inc. Toiletries	John's Other Wife	NBC—Blue	Blackett-Sample-Hummert
N			
National Lead Co. Paints	Answer Auction	CBS—PC	Erwin, Wosey & Co.
National Fellowship for Prayer and Evangelism Religious	Religious Program	MBS	Direct
Neighbors of Woodcraft Life Insurance	Grandpappy and His Pals	NBC—PC	MacWilkins & Cole
Nestle's Milk Products, Inc. Alpine Coffee	Bob Garred Reporting William Winter	CBS—PC CBS—PC	Leon Livingston Advertising Agency Leon Livingston Advertising Agency
Ohio Oil Co. Gas and Oil	Melody Marathon	NBC—Blue	Byer & Bowman Advertising Agency

P

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Pacific Coast Borax Co. Borax Products	Death Valley Days	CBS, NBC—Blue and PC	McCann-Erickson
Pacquin, Inc. Cosmetics	Speaking of Glamour	NBC—PC	William Esty & Co.
Pan-American Coffee Bureau Coffee	Comments by Mrs. Roosevelt Over Our Coffee Cups	NBC—Blue NBC—Blue	Buchanan & Co. Buchanan & Co.
Parker Pen Co. Pens and Pencils	Walt Disney's Song Parade	MBS	Blackett-Sample-Hummert
Penn Tobacco Co. Tobacco	Vox Pop	CBS	Ruthrauff & Ryan
Pepsi-Cola Co. Beverage	The Nickel Man	NBC—Blue	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	A Date With Judy The Pepsodent Show Starring Bob Hope	NBC—Red NBC—Red	Lord & Thomas Lord & Thomas
Peter Paul, Inc. Candy Bors and Gum	Bob Garred Reporting Wythe Williams	CBS—PC MBS	Brisacher, Davis & Staff Platte-Forbes, Inc.
Pet Milk Sales Corp. Pet Milk	Mary Lee Taylor, Home Economist Saturday Night Serenade	CBS CBS	Gardner Advertising Co. Gardner Advertising Co.
Pharmco, Inc.	Double or Nothing	MBS	William Esty & Co.
Charles H. Phillips Chemical Co. Milk of Magnesia	Lorenzo Jones Stella Dallas Waltz Time	NBC—Red NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Holey's M-O	Amanda of Honeymoon Hill	NBC—Blue	Blackett-Sample-Hummert
Piel Brothers Beer	Boake Carter, News	MBS	Sherman K. Ellis, Inc.
Pillsbury Flour Mills Co. Flour	The Walter Patterson-Pillsbury Program The Musical Millwheel	NBC—Blue NBC—Blue	McCann-Erickson McCann-Erickson
Planters Nut & Chocolate Co. Peanut Products	What's On Your Mind	CBS—PC	Raymond R. Morgan Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Camoy	Pepper Young's Family	NBC—Red and Blue	Pedlar & Ryan
Procter & Gamble Co. Chipso	Woman In White	NBC—Red	Pedlar & Ryan and Blackett-Sample-Hummert
Procter & Gamble Co. Crisco	The Guiding Light	NBC—Red & CBS	Compton Advertising and Pedlar & Ryan Hummert
Procter & Gamble Co. Dash	The Road of Life	NBC—Blue	Pedlar & Ryan and Blackett-Sample-Hummert
Procter & Gamble Co. Dreft	This Small Town	NBC—Red and Blue	Pedlar & Ryan
Procter & Gamble Co. Drene	Vic and Sade	NBC—PC	Compton Advertising
Procter & Gamble Co. Duz	Right to Happiness	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Products	Road of Life	NBC—Red	Pedlar & Ryan
Procter & Gamble Co. Lava Soap	Kitty Keene	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	Lone Journey	NBC—Red	Blackett-Sample-Hummert
	The Goldbergs	NBC—Red	Blackett-Sample-Hummert and Compton Advertising
	The Man I Married	NBC—Red	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
	Knickerbocker Playhouse	NBC—Red	Compton Advertising
	Those We Love	NBC—Red	Blackett-Sample-Hummert and Compton Advertising
	This Small Town	NBC—Red	Compton Advertising
	The Goldbergs	NBC—Red	Blackett-Sample-Hummert and Compton Advertising
	The Bartons	NBC—Red	Compton Advertising
	Lone Journey	NBC—Red	Compton Advertising
	Life Can Be Beautiful	NBC—Red	Compton Advertising
	Story of Mary Marlin	NBC—Red	Compton Advertising and Benton & Bowles
	Against the Storm	NBC—Red	Compton Advertising
	The O'Neills	NBC—Red	Compton Advertising
	Truth and Consequences	NBC—Red	Compton Advertising
	Houseboat Hannah	NBC—Red	Blackett-Sample-Hummert
	Ma Perkins	NBC—Red	Blackett-Sample-Hummert
	The Goldbergs	NBC—Red	Blackett-Sample-Hummert
	The Man I Married	NBC—Red	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Oxydol	Road of Life Everyman's Theater Woman in White	NBC—Red NBC—Red CBS	Pedlar & Ryan and Blackett-Sample-Hummert Blackett-Sample-Hummert Pedlar & Ryan and Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	Knickerbocker Playhouse Those We Love	NBC—Red CBS	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. White Naphtha	Pepper Young's Family The Guiding Light	NBC—Red NBC—Red	Compton Advertising and Pedlar & Ryan
Province of Ontario Travel Service	Ned Sparks Show The Ontario Show	CBS CBS	Walsh Advertising Co. Walsh Advertising Co.
Prudential Insurance Co. Life Insurance	When A Girl Marries Prudential Family Hour	CBS CBS	Benton & Bowles Benton & Bowles
Pure Oil Co. Gas and Oil	Kaltenborn Edits the News	NBC—Red	Leo Burnett Co.
Quaker Oats Co. Cereals and Flour	Girl Alone Your Dream Has Come True That Brewster Boy	NBC—Red NBC—Red NBC—Red	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Ralston-Purina Co. Wheat Cereal	Tom Mix Ralston Straight Shooters	NBC—Blue	Gardner Advertising Co.
Remington Rand, Inc. Shavers & Typewriters	Newsroom of the Air	NBC—Red	Leeford Advertising Agency
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	Camel Caravan Grand Ole Opry Blondie Luncheon at the Waldorf The Al Pearce Show Uncle Ezra Penthouse Party Cugat-Rumba Revue Sports Roundup	NBC—Red NBC—Red CBS NBC—Blue CBS NBC—Red CBS and NBC—Blue NBC—Red NBC—Int.	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Richfield Oil Co. Gas & Oil	Richfield Reporter Confidentially Yours	NBC—PC MBS	Hixson & O'Donnell Advertising Sherman K. Ellis, Inc. and Hixson-O'Donnell Advertising
Roma Wine Co. Wines	What Do You Think?	MBS	Cesana & Associates
S			
Sealtest, Inc. Milk and Milk Products	Sealtest-Rudy Vallee Program	NBC—Red	McKee & Albright
Seaside Oil Co. Gas & Oil	Seaside Spelling Bee Liner	CBS—PC	The McCarty Co.
R. B. Semler, Inc. Hair Tonic	Gabriel Heatter, News	MBS	Erwin, Wasey & Co.
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions of The Air	NBC—Red	Worwick & Legler
Sherwood Bros., Inc.	Confidentially Yours	MBS	Van Sant, Dugdale & Co.
Signal Oil Co. Gas & Oil	The Signal Carnival	NBC—PC	Barton A. Stebbins Advertising Agency
Stelly Oil Co. Gas & Oil	Captain E. D. C. Herne, News Commentator Donald McGibney Clifton M. Utley	NBC—Red NBC—Red NBC—Red	Henri, Hurst & McDonald Henri, Hurst & McDonald Henri, Hurst & McDonald
Smith Bros. Cough Drops	Knox Manning, News William Winter Smith Brothers News	CBS—PC CBS—PC NBC—Blue	J. D. Tarcher & Co. J. D. Tarcher & Co. J. D. Tarcher & Co.
Alexander Smith & Sons Carpet Co. Carpets	The New England Home	CBS—NE	Anderson, Davis & Plotte
Soil Off Manufacturing Co. Cleaning Fluid	Bob Garred Reporting	CBS—PC	Hillman-Shane Advertising Agency
Southwest Tablet Manufacturing Co.	Shafter Parker and His Circus	MBS	Gandy Advertising
Sperry Flour Co. Flour, Cereals	Sam Hayes Dr. Kate	NBC—PC NBC—PC	Westco Advertising Agency Westco Advertising Agency
E. R. Squibb & Sons Squibb Products	Golden Treasury of Song	CBS	Geyer, Cornell & Newell

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Program	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts, Chase & Sanborn Coffee	What's My Name?	NBC—Red	Sherman K. Ellis Co.
Standard Brands Inc. Fleischmann's Fowl Yeast	I Love a Mystery	NBC—Blue	Kenyon & Eckhardt
Standard Oil Co. of Indiana Petroleum Products	Auction Quiz	NBC—Blue	McCann-Erickson
Studebaker Corp. (Pacific Division) Motor Cars	John B. Hughes, News Commentator	MBS	Roche, Williams & Cunningham
Sun Oil Co. Gas & Oil	Lowell Thomas—The Day's News	NBC—Blue	Roche, Williams & Cunningham
Swift & Co. Food Products	Breakfast Club	NBC—Blue	J. Walter Thompson Co.
T			
The Tayton Co. Cosmetics	Jimmie Fidler	MBS and CBS—PC	Batten, Barton, Durstine & Osborn
Texas Co. Gas and Oil	Texaco Star Theatre Metropolitan Opera Broadcasts Treasury Hour—Millions for Defense	CBS NBC—Blue CBS	Buchanan & Co. Buchanan & Co. Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	Football Games	NBC—Blue	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	Bennie Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Time, Inc. Time Magazine	March of Time	NBC—Blue	Young & Rubicam
Trimount Clothing Co. Clipper Craft Clothing	Hillman and Clapper, News Here and Abroad	NBC—Blue	Emil Mogul, Inc.

U

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Union Oil Co. Gas and Oil	Nelson Pringle, News Analysis Point Sublime	CBS—PC NBC—PC	Lord & Thomas Lord & Thomas
United Air Lines, Inc. Air Travel	Boake Carter	MBS	N. W. Ayer & Son
United States of Brazil Institutional	News for the Americas	NBC—Blue	Campbell-Ewald Co. of N. Y.
U. S. Tobacco Co. Tobacco	Gay Nineties Revue Pipe Smoking Time	CBS CBS	Arthur Kudner, Inc. Arthur Kudner, Inc.

V

Vick Chemical Co. Vapo-Rub, Vatronol	News for Women We're Five in the Family The Nichols Family of Five Wake Up and Sing	CBS NBC—Red NBC—Red NBC—PC	Morse International, Inc. Morse International, Inc. Morse International, Inc. Morse International, Inc.
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W

Wander Company Ovaltine	Captain Midnight	MBS	Blackett-Sample-Hummert
William R. Warner Co. Sloan's Liniment	Gang Busters	NBC—Blue	Warwick & Legler
R. L. Watkins Co. Dr. Lyons Toothpowder	Backstage Wife Manhattan Merry-Go-Round Orphans of Divorce Monday Merry-Go-Round Ahead of the Headlines	NBC—Red NBC—Red NBC—Blue NBC—Blue NBC—Blue and PC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Tracy-Locke-Dawson
Weekly Publications, Inc. News-Week Magazine	Dear John	NBC—Blue and PC	H. W. Kastor & Sons Advertising Co.
Welch Grape Juice Co. Grape Juice	Hawthorne House	NBC—PC	Fitzgerald Advertising Agency
Wesson Oil & Snowdrift Sales Co. Salad Oil			

RULES AND REGULATIONS OF F. C. C. REGARDING PRODUCTION BY RADIO BROADCAST STATIONS

As of January 1, 1942

GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

Share-Time Stations

If the 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 rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof.

If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed at such locations. This provision shall

govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however, That* when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the locations of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

The provisions of the rules defining various types of stations and time periods shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided*: That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections regarding sharing time of these rules shall be applicable to such agreements.

(2) Any class II stations causing interference by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement.

(3) Operation by use of its daytime facilities of any class II station on any

class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section on minimum operating schedule of these rules.

General Rules Applicable to Standard and High Frequency Broadcast Stations

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music,"

"drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency monitor reading.
- (4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

- (1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission or concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

A licensee of a standard or high frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and either on the half hour or quarter hour following the hour and at the quarter hour preceding the next hour: Provided

Such identification announcement during operation need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of such program.

Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity, and at the conclusion of the program, *Provided*, That an announcement within 5 minutes of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour, will satisfy the requirements of identification announcements.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour.

In case of all other programs the identification announcement shall be made within two minutes of the hour and on the half hour and at the quarter hour following the hour and at the quarter hour preceding the next hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the be-

ginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony, concert or operatic production of longer duration than thirty minutes;

2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph is used it shall be announced as a "record."

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard or high frequency broadcast station may, without further authority from the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting

certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a non-commercial basis a non-commercial program of a United States international broadcast station.

The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

In the case of any rebroadcast under these provisions, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast.)

(e) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geo-

graphically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof."

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who has qualified for place in the ballot or is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and has been duly nominated by a political party which is commonly known and regarded as such, or makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests and the charges made, if any, if request is granted.



T E L E V I S I O N



F R E Q U E N C Y
M O D U L A T I O N



F A C S I M I L E

TELEVISION HEADLINES OF 1941—From Radio Daily

JANUARY

- Jan. 2—FCC Sees Television Activity; Sixth Annual Report Covers Commercial Possibilities; Program Seen Throughout Entire Industry.
- Jan. 3—Television Progress Aided By Laboratory Research.
- Jan. 10—CBS Color Television Tries First Direct Pickups.
Use Television Antenna for FM Broadcasts.
- Jan. 13—Engineers See Television Via 190-Mile Cable.
- Jan. 14—General Electric Buys Plot for New Television Studios.
- Jan. 15—DuMont Television Report Hits Optimistic Note.
- Jan. 16—Television On Large Screen; Bankers Giving Dough.
- Jan. 20—FCC Sets Details for Television Committee Meet.
- Jan. 2—Farnsworth Television Permit for Fort Wayne Station.
- Jan. 24—New Color Television Patent Hailed as "Workable."
Television Committee's Report May Recommend Old Standards.
- Jan. 27—RCA's Large Screen Television; Highlights Two-Day Tour for FCC with Hour-Long Show; Committee Formally Reports Today.
FCC Formally Considering Television Reports By National Television Standards Committee.
- Jan. 28—Commercial Standards in FCC's Television Report.
- Jan. 30—Fly Reveals Television Stand; Told House Committee FCC Did Well in Holding Off; Says Industry Unity Will Solve Problem.
- Jan. 31—Baird Develops Color Television in England, Despite War.

FEBRUARY

- Feb. 4—Television Patent Granted on Production Method.
- Feb. 11—FCC Still Studying Chain and Television Reports.
Engineers Open Confab; Dr. Baker Talks on Television Standards.
- Feb. 14—FM and Television Interests Race for Chicago "First."
- Feb. 19—FM and Television Interests Battle for High Sites.
- Feb. 20—NBC Big Television Schedule Waits on FCC's Okay.

- Feb. 28—FCC Suggests Rules for Hearing on Television.
Don Lee Completing Work on New Television Antenna.

MARCH

- Mar. 4—Chain Reports Final Draft; FCC to Make New Television Tour.
- Mar. 11—Fly Sees Agreement on Television Standards.
- Mar. 13—Theatrical Union Again Set for Television Jurisdictional Tiff.
- Mar. 14—CBS Sets Negotiation for Chicago FM and Television Site.
- Mar. 17—Green Light for Television on Commercial Basis Seen.
- Mar. 18—Set Television Hearing Agenda; Fly Sees Encouraging Step.
- Mar. 19—Fly Pays Visit to FDR Before Television Hearings.
- Mar. 20—Television Hearings Open.
- Mar. 21—FCC Hears Television Pro and Con; NTSC Asks Limited Commercial Okay While Others Seek Deferment; Color Television an Issue.
Advances in Television Field on SMPE Spring Agenda.
- Mar. 24—Webs Now Holding Off Commercial Television Rush.
- Mar. 25—Television Status Now Vague; Reversal of Former Opinions Again Heard as FCC Hearing Adjourns; Defense Orders Big Factor.
- Mar. 27—Talent Unions Go Slow in Seeking Television Rights.

APRIL

- Apr. 4—First Television Station Set for South America.
- Apr. 10—New Don Lee Television Station Will Make Debut on Sunday.
Television and Disk Recording on SMPE Spring Agenda.
- Apr. 11—Television Activity Surges in Chicago Area.
- Apr. 17—DuMont Television Readied for Early "Green Light."
- Apr. 22—CBS Seeks Field Tests for Its Color Television.
- Apr. 25—Television Green Light Expected in Near Future.
RCA to Show Fight on Big Television Screen.

Apr. 28—RCA Theater-Television Plan: Will Market Large Screen Apparatus But Do No Programming; Sees Need of Outside Producing Units.

MAY

May 2—NBC Shows Color Television; Cites Its Advantages.

May 5—Commercial Television July 1; Green Light on 525 Lines—30 Frames Set as Standard; FM Transmission Required for Sound. Union Jurisdiction Fight Holds Up Television in Chicago.

May 9—Large Screen Television Gets Preview Tonight.

May 12—RCA Large Screen Television Pleases in First Showing.

May 13—Commercial Television Interests Advertising Agencies. Industry Enthused By Theater Television Showing.

May 16—Rapid Growth of Television Seen in Next Five Years.

May 21—First Television Theater Set; Large Screen Going Into the Rialto (New York City) as Part of Regular Entertainment on a Commercial Basis.

May 23—Television Momentum Gains Daily, Says Morton.

May 27—Fly Sees No Reason to Hold Up Television and FM.

May 28—Levy System of Television Offered on License Basis.

JUNE

June 2—Seven Theater Circuits Want Big Screen Television. CBS and DuMont Rush Plans for Commercial Television.

June 3—Talent Bookers Happy as Commercial Television Looms.

June 9—Dozen Major Accounts "Interested" in Television. NBC Uses Television Technique in Latin American Broadcast.

June 13—Movie Men Get Report on Large Screen Television.

June 17—Commercial Television Web in NBC Future Plans. Television Information Exchange Formally Organized.

June 18—Television to Concentrate on News Presentation.

June 19—Commission Approves NBC's Television Licenses.

June 23—CBS's Tentative Plans for Television on July 1.

June 24—Television Plans Continue; Sets Being Revised.

June 25—Sports Being Lined Up for NBC Television Schedule.

June 26—Ask New Television Station for CBS in New York.

June 27—Priorities Hold Back Chicago's Television Debut. Programming Held Keynote to Future of Television Industry. DuMont Resumes Television Production on July 1.

June 30—CBS Gets Permission for Television Test Period.

First Television Rate Card: \$120 Evening Hours.

JULY

July 1—Television Goes Commercial; Years Of Research And \$25,000,000 Plus FCC Okay Takes New Medium Out Of The Laboratory.

July 2—Bulova Extends Television Contract Following Commercial Debut.

July 3—Commercial Television Debut Is Called "Successful."

Jurisdiction Over Television Again Worries Actor Unions.

July 7—Television Audience Grows; Industry Gears To Meet Demand For New Television Sets.

July 8—NBC Television Acquires Historical Movies.

July 9—"Radio City Matinee" First Regular Television Series.

July 11—Mull Scale For Television Artists Next Week.

July 14—CBS's Color Television Starts On Air Thursday.

Lee Television Commercials Scheduled For October 1.

Television-FM Studio Center Planned For Milwaukee.

July 15—Adam Hats To Sponsor Sports Over NBC Television.

See AFRA Now Ready For Television Jurisdiction.

July 17—General Electric Eyes Color Television; DuMont Asks Commercial CP.

July 21—Commercial Television Boom; Fall Outlook Optimistic As Sponsors Indicate Full Cooperation; Don Lee Files Application For Commercial CP; 6 Outlets Expected To Be In Operation By September 1.

Talent Unions Jockeying For Position In Television Field.

July 22—Television Future Bright As CBS Celebrates.

Television Consumer Drive Inaugurated By NBC.

July 23—NBC Television Division In Heavy Expansion Move.

AFM Seeks Full Scale On Television Airings.

July 24—Television Interest Spurts As Activity Increases.

July 28—Theaters Eyeing Television From Box-Office View.

July 29—CBS Asks Extension For Commercial Television.

'Frisco Television-FM Site Picked by Don Lee Engineers.

July 30—Commercial Television Adds Fourth Long-Term Client.

AUGUST

Aug. 1—Grant CBS's Request On Commercial Television Stay.

Aug. 4—AFM Approaching Television With Cautious Tread.

Television Interest Grows As NBC Adds Clients; Fifth Advertiser Signed.

Television-Equipped Boats Pass Initial Trials.

New General Electric Television Antenna Combats All Elements.

DuMont Begins Coast Television Tests In Fall.

Aug. 5—Prices Dropping On All Television Receivers.

Aug. 11—Agencies Eyeing Television As Momentum Increases.

Aug. 13—Commercial Television Receives Shot-In-Arm With New FCC Grant.

Aug. 18—Equity Demands Television Talent Jurisdiction.

Aug. 19—Anthony Asks License For Los Angeles Television Station.

Adam Hats Signs Pact For NBC Television Sports.

Aug. 20—Philco Gets Authorization To Use No. 3 Television Channel.

Aug. 21—Commercial Television Adds Retail Store Accounts.

Aug. 22—General Electric Expanding Plant For Radio And Television Tubes.

Aug. 26—Television As Theater Draw Starts In Chicago On September 8.

Aug. 27—New Television Film Service Gathers Vast Catalog.

SEPTEMBER

Sept. 2—See 20 Television Sponsors Within Coming Month.

Sept. 8—Set Pro-Football Schedule For Radio And Television.

Sept. 10—Program Building Firm Exclusively For Television.

Sept. 11—Chicago Theater Television As Additional Draw.

Sept. 15—See Amicable Setup Of Television-Actor Union.

Sept. 16—Television Guild Members Discuss Commercials.

Sept. 17—Three New Television Grants; Philly, Milwaukee And Los Angeles Set With Commercial Licenses; Also Okay Three More FM Stations.

Sept. 18—Two More Sports Events On NBC's Television Schedule.

Sept. 22—Television Stages Big Show With Defense Keynote.

Sept. 24—Society Of Motion Picture Engineers Semi-Annual Meet Will Discuss Television.

Sept. 25—Television Getting Interest Of Outside Producers.

Sept. 26—First Pigskin Sponsor Goes On Television Tomorrow.

OCTOBER

Oct. 3—Public Interest In Television Found To Be Lagging.

Oct. 6—Television Society Sees Lack Of Definite Information.

Oct. 10—Television Hurdles Major Barrier In Cross-License Agreements.

Oct. 14—Favorable Moves Seen Aiding Television Programs.

Oct. 20—Adam Hats Starts Sponsorship Of Television Wrestling Bouts

Oct. 22—Asks Television Recognition As Aid In Emergency.

Oct. 27—Fly Gets Television Proposal; Mellett Refers Move To Use Medium For Defense Purposes To FCC Head And Communications Board.

Oct. 28—Fly Arranges Confab For "Television In Defense."
Columbia University Okays Televising All Football Games.

Oct. 29—Increase Television Sets As Public Educators.

NOVEMBER

Nov. 3—Television Activity Desired, Chairman Fly Reveals.

Nov. 4—Television Men Meet Today; "Fusion" Gathering Will Discuss Ways And Means Of Developing Art For Defense Purposes.

Nov. 5—Need Government Committee, Television Confab Decides.

Nov. 10—Civil Defense Series Scheduled By NBC Television.

Nov. 12—Don Lee Television Station Sets Augmented Schedule.

Nov. 19—Hosiery Commercial Signed By NBC Television.

Nov. 24—Television Package Program For WNBT New Series.

Nov. 25—Fact-Finding Board Sought As Television Aid.

FCC Plans Trip On December 1 To Study Color Television.

Nov. 27—Offers Five-Point Television Plan To Aid Medium's Development.

Army Training Program To Be Televised By CBS.

DECEMBER

Dec. 2—FCC Sees Color Television on Large and Small Screens.

Dec. 3—First Television Spot Announcements Seeks to Locate Sets.

Dec. 4—Proposed New York Television License Called Off Via FCC Hint.

Dec. 5—Television Production Firm Acquires Film Library.

Dec. 8—Television Sponsor Claims High Sales Percentage.

Dec. 11—Plan Greater Television Use As Civil Defense Aid.

Dec. 12—New Television Society President (Is) Strong "Defense" Advocate.

Dec. 16—Television "Defense Pool" to Be Offered Gratis.

Dec. 18—Television Defense Backing; Civilian Organization Is Extremely Interested as Television Society Under New Aegis Draws Important Antendees.

Dec. 23—Action Theme as Television Starts Defense Program.

Dec. 24—NBC Reveals Progress in Annual Television Report.

Television Society Meets to Start Civil Defense Cooperation.

Dec. 26—Large Screen Television Is Planned by USO for U. S. Army Camps.

Dec. 31—Television Organization Committees for Government Programs.

TELEVISION AIDS IN DEFENSE

By Noran E. Kersta, Manager, Television Dept., National Broadcasting Co.

TELEVISION, the "hard luck guy" of the radio industry, faces in 1942 the most critical of a succession of critical years. The misfortunes that have dogged television's steps since the inception of regular broadcasting service in 1939 continue to bedevil its progress.

The inaugural broadcast from the World's Fair was followed, in five months, by the outbreak of history's greatest war. A regrettable controversy over technical standards flared up in 1940. In 1941 television finally received the full recognition of the Federal Communications Commission. A brave new start was made against obstacles of a nation disturbed by the prospect of imminent war, priorities in raw materials and manufacturers' assembly lines groaning under the load of defense orders. Five months later Japanese bombers blasted Pearl Harbor. Restrictions on the 1942 production of radio receivers are only the latest block in television's path toward the future.

But if 1942 brings fresh crisis for television it also brings new opportunity. In the service of national defense, television is proving the contention that it can transmit intelligence, instruction, better and faster than any other known means of communication.

National Defense

As these words are written, television is undertaking its biggest job in national defense work, the job of instructing New York City's air wardens and fire watchers. In cooperation with the city's Police Department, NBC's television division is to broadcast lecture-demonstrations in officially approved methods of combatting the enemy's war from the skies. A tentative schedule calls for eighteen such television lessons a week within one month after the beginning of the series. The radio industry is generously contributing television receivers for installation in precinct house classrooms throughout the nation's largest city.

Television has given, is giving, liberally of its limited hours on the air to organizations associated with the national effort. New York viewers are constantly reminded of drives for Defense Bonds and Stamps, Army and Navy

recruiting, the American Red Cross, Bundles for Britain and like organizations. The Red Cross and the New York City Fire Department have been represented by regular programs on first aid and fire control.

Television brings to its new defense tasks implements and techniques sharpened through more than two years of regular broadcasting. In its daily work on behalf of war activities, television introduces elements of showmanship to infuse public appeals with more urgency and to dramatize instruction relayed to televiewing volunteer workers and citizen owners of receivers.

Tele in Peace

Those charged with the direction of television have still another job. No more than the wars of centuries gone by, will this one last forever. The day will come when men must turn to the task of rebuilding a world of peace. "Pilot" industries, new activities to lead the country out of the morass of post-war depression, will be needed as never before. Television must be ready then, ready for a period of expansion that will carry it across the country. And to be ready means the accumulation of experience, during months or years of war, in television showmanship, improving equipment and in the business of operating a television station.

The year just ended has given television six months of commercial experience. By order of the Federal Communications Commission, television advanced to full commercial status on July 1, 1941. On that day NBC's WNBT went on the air as the world's first commercial television station. The Philco Radio & Television Corporation station at Philadelphia received the second license under the new order. At the year's end these two were the only commercial television broadcasters. Several others, however, were near commercial status. Among them were W9XBK, a Chicago station operated by the Balaban & Katz Corp.; W6XAO, Los Angeles, owned by the Don Lee Broadcasting System, and W2XWB, the Allen B. DuMont Laboratories station at New York City. WCBW, of the Columbia Broadcasting System, complied with

the operating requirements laid down by the F.C.C. under experimental license.

Rates

Commercialization did not, of course, solve television's economic problem. Current rates cover no more than a fraction of the cost of putting a program on the air. The sponsor does, however, pay the entire cost of talent and of special stage sets involved in his production.

Time charges, being intimately bound up with the number of receivers in a station's service area, will probably remain at or near their present levels for some time to come. The outlook for additional sets from manufacturers' assembly lines does not appear bright at the moment. The demands of war production on available time, men and materials make it improbable that the industry will be able to supply the existing, much less the potential, demand for television receivers.

New York City, with more than half of the country's receiving sets, now has about 5,000. Of these 600 are located in public places, so that the average nighttime audience for New York stations must be in the neighborhood of 40,000 persons. Some sponsors have found television attractive as an advertising medium. In the first six months of commercial operation NBC had fourteen individual sponsors, eight of whom rep-

resented apparel industries, which thus far have found little advantage in sound broadcasting.

Relay Progress

With convincing demonstrations of television's utility in the national defense, the broadcasters should make 1942 the year of a regularly established network. WNBT has been linked experimentally for some time with the Philco station at Philadelphia. A single relay, located at Wyndmoor, eight miles from the Philco station, establishes a connecting link through which NBC programs from New York are rebroadcast to Philadelphia viewers.

In another direction, a distance of 129 miles is bridged by a relay receiver near the General Electric Company station on Helderberg Mountain, near Schenectady. It is not too sanguine to hope for an extension of the network to the nation's capital through the construction of additional radio relay units.

Technical development has been going forward these last few months despite the nation's demands on the time of scientists and development engineers in the industry's laboratories. Significant advances have been made in the design of television apparatus, and constant improvement continues in the circuits of studio and transmitter equipment.

TELECAST PRODUCTIONS, INC.

are pleased to announce that they have taken over the exclusive sales and distribution for Advance Television Picture Service, Inc.

Over 500 feature pictures and more than 1,000 short subjects are now available for sustaining or sponsored programs. Full cutting room, projection room, inspection, delivery and programming service. Special production department.

Best independent feature films in blocks of 13, 26 and 52 are now available for telecasting at reduced unit prices.

TELECAST PRODUCTIONS, Inc.

Myron Zobel, President

30 ROCKEFELLER PLAZA

NEW YORK, N. Y.

TELEVISION

BROADCASTING STATIONS

As of February 1, 1942

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

COMMERCIAL

Licensor and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)	
Earle C. Anthony, Inc. Los Angeles, Calif.....	KSEE	96000-102000	1850	(CP only)
Columbia Broadcasting System, Inc. New York, N. Y.....	WCBW	60000-66000	2400	(CP only)
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000	5600	(CP only)
Allen B. DuMont Laboratories, Inc. New York, N. Y.....	WABD	78000-84000	950	(CP only)
General Electric Co. Schenectady, N. Y.....	WRGB	66000-72000	3100	(CP only)
Transmitter: New Scotland, N. Y.				
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000	1200	(CP only)
National Broadcasting Co. New York, N. Y.....	WNBT	50000-56000	1800	
National Broadcasting Co. Washington, D. C.....	WNBW	60000-66000	1200	(CP only)
Philco Radio & Television Corp. Philadelphia, Pa.	WPTZ	66000-72000	680	(CP only)
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000	1270	(CP only)

Pending Commercial Applications

Applicant and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Metropolitan Television, Inc. New York, N. Y.....	---	162000-168000	1000 w	500 w

EXPERIMENTAL

Licensor and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Earle C. Anthony, Inc. Los Angeles, Calif.....	W6XEA	96000-102000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.....	W9XBT	204000-216000	40 w	(CP only)

Licensee and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Balaban & Katz Corp. Portable-area of Chicago, Ill.....	W9XBB	384000-396000	10 w	(CP only, television relay station with W9XBK)
Balaban & Katz Corp. Chicago, Ill.	W9XPR	384000-396000	10 w	(CP only)
Bamberger Broadcasting Service New York, N. Y.....	W2XBB	96000-102000	1000 w	1000 w (CP only)
Columbia Broadcasting System Chicago, Ill.	W9XCB	78000-84000	1000 w	1000 w (CP only)
Columbia Broadcasting System Los Angeles, Calif.....	W6XCB	162000-168000	1000 w	1000 w (CP only)
Columbia Broadcasting System New York, N. Y.....	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y..	W2XCB	346000-358000	25 w (peak)	(CP only television relay station with W2XAB)
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	78000-84000	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.....	W2XWV	78000-84000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y..	W10XKT	258000-270000	50 w	(Television relay station with W2XVT)
Allen B. DuMont Laboratories, Inc. Washington, D. C.....	W3XWT	50000-56000	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y.....	W2XB	66000-72000	10000 w	3000 w
General Electric Co. Schenectady, N. Y.	W2XD	162000-168000	40 w	
General Electric Co. New Scotland, N. Y.....	W2XI	162000-168000	10 w	(Television relay station with W2XB)
General Electric Co. Schenectady, N. Y.	—	162000-168000	60 w	50 w (CP only, television relay station with WRGB)
Hughes Tool Co. Los Angeles, Calif.....	W6XHH	60000-66000	10000 w	10000 w (CP only)
Hughes Tool Co. San Francisco, Calif.....	W6XHT	60000-66000	10000 w	10000 w (CP only)
The Journal Co. Portable-area of Milwaukee, Wisc.	W9XCV	300000-312000	6.5 w	(CP only, television relay station with W9XMJ)
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	W9XAK	50000-56000	100 w	100 w (CP only)

TELEVISION STATIONS

Licensee and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Metropolitan Television, Inc. New York, N. Y.....	W2MT	162000-168000	250 w	250 w (CP only)
Don Lee Broadcasting System Los Angeles, Calif.....	W6XAO	50000-56000	1000 w	150 w
Don Lee Broadcasting System San Francisco, Calif.....	W6XDL	50000-56000	1000 w	1000 w (CP only)
Don Lee Broadcasting System Portable-area of Los Angeles, Calif.	W6XDU	318000-330000	6.5 w	
(CP 50w, Special television relay station with W6XAO)				
National Broadcasting Co., Inc. New York, N. Y.....	W2XBS	50000-56000	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.....	W2XBT	162000-168000	400 w	
(Television relay station with W2XBS)				
National Broadcasting Co., Inc. Portable-area of New York.....	W2XBU	282000-294000	15 w	
(Television relay station with W2XBS)				
National Broadcasting Co., Inc. Washington, D. C.....	W3XNB	60000-66000	1000 w	1000 w (CP only)
National Broadcasting Co., Inc. Philadelphia, Pa.	W3XPP	102000-108000	1000 w	1000 w (CP only)
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	66000-72000	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	230000-242000	15 w	15 w (CP 125 Watts)
(Television relay station with W3XE)				
Philco Radio & Television Corp. Portable-area of Philadelphia, Pa.	W3XPR	230000-242000	60 w (peak)	
(Television relay station with WPTZ)				
Purdue University West Lafayette, Ind.	W9XG	66000-72000	750 w	750 w (CP only)
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.....	W3XAD	321000-327000	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.....	W3XEP	84000-90000	30000 w	30000 w
State University of Iowa Iowa City, Iowa.....	W9XUI	50000-56000 210000-216000	100 w	
Television Productions, Inc. Los Angeles, Calif.....	W6XLA	234000-246000	250 w	
(CP only, television relay station with W6XYZ)				
Television Productions, Inc. Los Angeles, Calif.....	W6XYZ	78000-84000	1000 w	1000 w (CP only)
WCAU Broadcasting Co. Philadelphia, Pa.	W3XAU	84000-90000	1000 w	1000 w (CP only)
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000	1000 w	1000 w

COMMERCIAL TELEVISION STATIONS

PERSONNEL—FACILITIES—ACTIVITIES

K S E E* LOS ANGELES

Frequency: 96000-102000 Kc.
Power: Sight, 1000 Watts; Sound, 2000
Watts
Effective Signal Radiated.....1850
Owned-Operated By.....Earle C. Anthony,
Inc.
Business Address.....141 N. Vermont Ave.

W C B W** NEW YORK

Frequency: 60000-68000 Kc. (Sight, 61250;
Sound, 65750); Power: Sight, 15000 Watts.
Sound, 7500 Watts
Effective Signal Radiated.....2400
Owned-Operated By....Columbia Broadcast-
ing System
Business Address.....485 Madison Ave.
Phone Number.....Wickersham 2-2000
Studio Address.....15 Vanderbilt Ave.
Transmitter and Antenna Location,
Chrysler Building
Time on the Air: 15 hours (or more) weekly

Personnel

Executive Director.....Adrian Murphy
Manager of Operations.....Leonard Hole
Program Director.....Gilbert Seldes
Production Manager
Director..... Worthington Miner
Publicity Director..... Wil Marcus
Casting Director..... Ruth Norman
Musical Clearance..... Steve Marvin
Chief EngineerDr. Peter C. Goldmark

1941-1942 ACTIVITIES

In January, 1941, CBS demonstrated both live and film pick-up of color television to the Federal Communications Commission and the National Television System Committee in New York. This demonstration employed the

television system developed by CBS during 1940.

As soon as the CBS transmitter in the Chrysler Building had been converted for operation on the new frequency in June, daily experimental color broadcasts were conducted, and have been continued ever since.

The color development of the Columbia Broadcasting Television has proceeded throughout 1941 and has resulted in basic technical data looking toward the setting of standards. New equipment for both pick-up and receiving, based on commercially practical designs, was constructed.

On July 1, 1941, station WCBW began a regular weekly program schedule of 15 hours per week under the rules of the Federal Communications Commission. The following people in the field of public affairs have appeared before the Columbia Broadcasting System television cameras:

Governor Philip LaFollette, Admiral Yates Sterling, Norman Thomas, Harper Sibley, Mrs. Preston Davie, William L. Shirer, Rex Stout, Morris L. Ernst, Clark Eichelberger, Quincy Howe, Linton Wells, Robert K. Straus, Major George Fielding Elliot, Mrs. Harold V. Milligan, Judge Dorothy Kenyon, Emmet S. Conely, Father Talbot, Helen Parkhurst, Janet Flanner, Michael Strange.

In the field of sports, Arthur Donovan, Johnny Vandermeer, Ruth Aarons, Sandor Glancy, Billy Soose, Lefty Gomez and others.

Third, in the general field of entertainment. The great dancers Paul Draper, Paul Haakon, Patricia Bowman, Eric Hawkins, Estelle and LeRoy, Betty Jane Smith, Harland Dixon and Victor. Singers: Joan Edwards, Tamara, Kuznetzoff, Tana, Burl Ives, Mary Sutherland. Comedians: Al Bernie, Hal Sherman, Gus Van, Jack Gilford, John Hoysradt.

In the arts, Francis Henry Taylor, the Direc-

*Station has special authority to operate experimentally with a commercial license at press-time.

*Station had construction permit at press-time.

tor of the Metropolitan Museum of Art and members of the Metropolitan staff; Thomas Craven the famous art critic; Sidney Janis, authority on modern art; also among architects and designers, Buckminster Fuller and Donald Deskey.

In the great field of country and folk dancing, May Gadd, the head of the Country Dance Society, and the folk dances of a dozen nations.

The lack of mobile equipment because of priorities, hampered the operation of the station because of the pressure it put on the studio. Nevertheless, a new ease of movement, sense of space and sense of real life were developed in the technique of handling the camera and the participants in the programs. These constitute a major contribution in the art of producing television programs.

WCBW, since the start of its operations in July, has presented programs dealing with the National Defense and War Efforts, has shown the workings of many branches of the services of the United States Government, including the Navy, Coast Guard, Marine Corps; also, the Red Cross, Boy Scouts and Civilian Defense organizations. The station developed a technique for the direct sale of Defense Bonds to the television audience by inviting members of the audience to telephone in their Defense Bond orders. In three programs, a total of 100,000 dollars worth of bonds were sold.

• K T S L

LOS ANGELES (HOLLYWOOD) —

EST. 1931

Frequency: Sight, 51250 Kc.; Sound, 55750 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated..... 5600

Owned-Operated By.....Don Lee Broadcasting System

Business-Studio Address...3800 Mount Lee Drive

Phone Number..... Hollywood 8255
Transmitter & Antenna Location...3800 Mount Lee Drive

Time on the Air: 4 to 5 p.m.; 8 to 11 p.m.

Personnel

PresidentThomas S. Lee
Vice-President and General Manager,

Lewis Allen Weiss

Director of Television.....Harry R. Lubcke
Assistant Director of Television,

Wilbur E. Thorp

Television Engineer.....William S. Klein

Television Engineer.....Harold W. Jury

Television Engineer.....Robert L. Pitzer

Television Engineer.....Thornton Chew

Television Cameraman.....Dwight Warren

Television Cameraman.....James Palmer

Television Producer.....Jack Stewart

Building Superintendent.....Paul Marshall

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Studio Cameras and film equipment. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft. stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

W6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

DEVELOPMENTS OF 1941: W6XAO (experimental call letters of KTSL) operated 590 hours. Sixty-seven remote programs scheduled and broadcast.

Studio shows have included vaudeville by Maury Amsterdam, Mabel Todd, Tony Romano, the Montez ballet dancers, news telecasts featuring Maxine Gray, and an enlistment and instructional group of acts by the U. S. Navy.

Film presentations included educational items and instruction on and promotion of interest in National Defense. Comedies also were shown, and exceptionally fine films from the Hancock Expedition's travels on the western coast of North and South America. Newsreels also played an important part in the television program, several being prepared especially for television station W6XAO.

Remote television pickups included the professional boxing and wrestling matches from the Hollywood American Legion Stadium twice weekly until November, 1941; thereafter, the same program from the Olympic Auditorium in downtown Los Angeles. The pickup of the Hollywood Stars Coast Baseball League twice weekly was also another remote of great interest to our television lookers. The Easter Sunrise service at the Hollywood Bowl, the Easter Promenade and auto races from Southern Ascot speedway were also telecast.

RECEIVERS: There are between 400 and 500 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distances. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch

receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

There are over a hundred owner constructed television receivers fabricated from Meissner and other kits, as well as completely according to the owners' design. A number of the latter give excellent operation, some utilizing 12-inch cathode ray tubes giving actually superior images at 15 and 20 miles from W6XAO than would be expected from commercially manufactured models.

PUBLIC DEMONSTRATIONS: Television receivers have been maintained by the Don Lee Broadcasting System at the following public places: Wilshire Brown Derby, Kiefer's Pine Knot Drive-In, Vine Brown Derby, Griffith Planetarium, Miramar Hotel, Hollywood Roosevelt Hotel, The Town House. Various radio stores have also held public demonstrations.

PATENTS & RESEARCH: In addition to regularly scheduled programs, research work on television in all of its branches has continued at W6XAO. Membership on NTSC committees and testimony at F.C.C. hearings assisted in setting the commercial standards for television.

W A B D*

NEW YORK CITY

Frequency: 78000-84000 Kc. (Sight, 79250 Kc.; Sound, 83750 Kc.); Power: Sight, 1000 Watts; Sound, 1000 Watts

Owned-Operated By...Allen B. Du Mont Laboratories, Inc.

Business-Studio Address...515 Madison Ave.

Phone Plaza 3-9037

Transmitter & Antenna Location...515 Madison Ave.

Personnel

President Allen B. Du Mont

W R G B*

SCHENECTADY, N. Y.

Frequency: 66000-72000 Kc.; Power: Sight, 10000 Watts; Sound, 3000 Watts

Effective Signal Radiated.....1200

Owned-Operated By.....General Electric Co.

Business Address1 River Road

Phone Number 4-2211

Transmitter & Antenna Location.....New Scotland, N. Y.

W M J T*

MILWAUKEE

Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts

Effective Radiated Signal.....1200

Owned-Operated By.....The Journal Co.
Business-Studio Address.....720 East Capitol Drive

Phone Number Marquette 6000

Transmitter & Antenna Location...720 East Capitol Drive

W N B T

NEW YORK

Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 12000 Watts; Sound, 15000 Watts

Effective Signal Radiated.....1800

Owned-Operated By.....National Broadcasting Co.

Business Address.....30 Rockefeller Plaza

Phone Number Circle 7-8300

Studio Address.....30 Rockefeller Plaza

Transmitter and Antenna Location... Empire State Bldg.

Time on the Air: Full time commercial license

Personnel

Manager of Television Department.

Noran E. Kersta

Executive Program Director... Warren Wade

Chief Television Engineer... Robert E. Shelby

FACILITIES

Technical facilities of Station WNBT include a direct pickup studio for live talent productions, a mobile television unit and transportable equipment. All facilities operate under technical standards established in 1941 by the Federal Communications Commission.

The live talent studio, located in Radio City, is fitted with three camera chains. The cameras are of the Iconoscope type. A film scanning room has two cameras and specially adapted motion picture projectors for both 35 mm. and 16 mm. films.

The mobile unit, mounted in two motor vans, is equipped with two cameras for direct pickup of a wide variety of outdoor and indoor programs at points remote from NBC's Radio City sight-sound studios. It has successfully relayed outdoor programs over a distance of 27 miles. Its video transmitter has an output of 400 watts; an associated sound transmitter is rated at 100 watts. The two operate in the relay channel of 162,000-168,000 Kc. Cable carried with the unit enables the field crew to operate cameras at distances up to 800 feet from the motor vans.

The transportable equipment used by NBC television for remote pickups is a compact unit, weighing less than 1,000 pounds and divided into carrying cases, none of which weighs more than 90 pounds. The equipment

*Station had construction permit at press-time.

• • • **COMMERCIAL TELEVISION STATIONS** • • •

is used for remote pickups where operation of the larger mobile unit is impracticable. It includes a 15-watt video transmitter, two cameras and associated monitoring and control apparatus. A typical instance of its use was in relay of the 1941 New Year's Eve celebration at the Rainbow Room in New York City. The unit is licensed to operate in the channel 162,000-168,000 Kc.

Signals from the WNBT transmitter, located in the Empire State Building tower, are received over a service area with a radius of approximately 60 miles. Under favorable conditions the NBC television programs are seen and heard over considerably greater distances. The General Electric Company's Station W2XB, located 129 miles from the NBC transmitter, has in the past rebroadcast NBC programs originating in New York City. Station WPTZ, Philadelphia, undertook regular rebroadcast of NBC programs in 1941. A single relay link, located at Wyndmoor, eight miles from the Philco station's transmitter, shunts NBC programs to the WPTZ transmitter in North Philadelphia.

The National Broadcasting Company maintains a television staff of nearly 80 persons at Radio City. These are engaged in technical, programming, sales and research activities. A minimum weekly program service of 15 hours is offered to viewers in the New York City area.

Experimental facilities associated with the station include studio equipment for color television. This is of the mechanical, three-color scanning disc type. Experimental broadcasts in color have been made; also frequency modulated transmissions in black-and-white images.

Station WNBT, the world's first commercial television station, was formerly operated as experimental station W2XBS. Originally an RCA station, it was first licensed April 4, 1928. W2XBS was successively located in Fifth Avenue and the Times Square Studio of the National Broadcasting Company. It passed under NBC management in 1930. Since 1931 NBC has conducted television transmissions from the present location of WNBT, in the Empire State Building tower.

The all-electronic system of television was introduced by NBC in a series of test transmissions in 1936. Images were first in 343 horizontal scanning lines. Later the standard was raised to 441 lines, then to 525 lines.

Regular public service in television programs was inaugurated April 30, 1939, when opening ceremonies of the New York World's Fair were broadcast to New York viewers.

The first commercial license issued under the rules of the F.C.C. was granted to NBC in June, 1941. On July 1 the station, as WNBT, went on the air with four commercial pro-

grams. The station's commercial record for the first six months of commercial operation included thirteen sponsors, representing eight different industries. The percentage of sponsored time in December, 1941, was slightly less than ten per cent.

Outstanding programs transmitted by the NBC station have included the complete floor proceedings of the 1940 Republican National Convention at Philadelphia; National League baseball games at Ebbets Field, professional and college football games, numerous Madison Square Garden sports events, supper club floor shows and a wide range of dramatic, variety, educational and personality presentations from the Radio City television studios.

•
W N B W*

WASHINGTON, D. C.

Frequency: 60000-66000 Kc.; Power: Sight, 1000 Watts; Sound, 1000 Watts
Effective Signal Radiated1200
Owned-Operated By..... National Broadcasting Co.
Business-Studio Address.....Wardman Park Hotel

•
W P T Z*

PHILADELPHIA, PA.

Frequency: 66000-72000 Kc.; Power: Sight, 10000 Watts; Sound, 10000 Watts
Owned-Operated By.....Philco Radio & Television Corp.
Effective Signal Radiated680
Business Address.....Tioga & C Streets

•
W T Z R*

CHICAGO

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address.....6001 Dickens Ave.
Phone NumberBerkshire 7500
Transmitter & Antenna Location....135 S. La Salle St.
Time on the Air.....Unlimited license

Personnel

PresidentE. F. McDonald, Jr.
Station Manager.....J. E. Brown

*Station had construction permit at press-time.

F. C. C. REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1942

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public¹.

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable

fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the

¹ The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel	
No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc

8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 ks
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

Experimental operation.—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 4.261 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control)² shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided, however,* That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more

²The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

than one television broadcast station that would serve substantially the same 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.

Normal license period.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

Equipment

Maximum rated power; how determined.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Maximum power rating and operating power.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in section titled "Basis for License."

Monitors.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

Required transmitter performance.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating instruments.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

Auxiliary and duplicate transmitters.—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations

Changes in equipment and antenna system.—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.")

(b) Specific authority³ is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific authority,⁴ upon filing *informal* request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

³ Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

⁴ Informal application by letter may be made.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. On each day, except Sunday, there shall be at least 2 hours program transmission between 2 p.m. and 11 p.m., including at least 1 hour program transmission on five week days between 7.30 p.m. and 10.30 p.m.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film

broadcast is of more than 15 minutes duration, it shall also be briefly described or immediately following the broadcast of as such either at the end of the program the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(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.

Logs; retention of.—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission

of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification an-

nouncements are made, there shall be added the following:

'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel		Channel	
No. 1	50,000-56,000 kc	No. 8	162,000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	230,000-236,000
7	102,000-108,000	14	236,000-242,000
Group C		15	258,000-264,000
Any 6000 kc band		16	264,000-270,000
above 300,000 kc		17	282,000-288,000
excluding band		18	288,000-294,000
400,000-401,000 kc.			

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast

station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.

2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

3. Data on expense of research and operation during the period covered.

4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.

5. Estimated degree of public participation in reception, and the results of public observation as to the efficiency of types of transmission.

6. Conclusions, tentative and final.

7. Program for further developments in television broadcasting.

8. All developments and major changes in equipment.

9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

— FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

3. That the program of research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of 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.

Frequencies Allotted

a. The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>
25,025 kc	43,540 kc	Any frequency above
25,050	43,580	3 0 0,0 0 0
25,075	43,620	kc excluding band
25,100	43,660	400,000 to
25,125	43,700	4 0 1,0 0 0
25,150	43,740	kc.
25,175	43,780	
25,200	43,820	
25,225	43,860	
25,250	43,900	
	43,940	

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 subsection (a) of this rule. More than one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Courier-Journal & Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	25100	100	A4
WBNS, Inc. Columbus, Ohio	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4

BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
WGN . .	WGN, Inc. Chicago, Ill.	720	50000
WLW . .	Crosley Corp. Cincinnati, Ohio	700	50000
WOR . .	Bamberger Broadcasting Service, Inc..... Newark, N. J.	710	50000

FM MAKING RAPID PROGRESS

By Dick Dorrance, General Manager, FM Broadcasters, Inc.

IT is doubtful whether any single medium in the history of radio has ever made quite so much progress in the space of one year as frequency modulation (FM) broadcasting did during 1941. And yet, when analyzed, there is nothing unduly surprising about it. FM has had the ingredients of success which appeal to both broadcasters and public. It can provide improved and expanded service beyond the technical limitations of ordinary broadcasting; it has the enthusiastic support of some of the biggest broadcasters and engineering groups in the country.

When 1941 started there were, according to the most optimistic estimates, about 15,000 receivers in the nation equipped for FM reception. By the end of the year, the FM listening audience had grown to approximately a quarter of a million sets, with close to 50,000 being sold each month. These figures, accurately compiled by FM Broadcasters, Inc., with the cooperation of manufacturers, indicate an increase of 1400 per cent during the twelve-month period.

Commercial FM

Officially, FM assumed its commercial status on January 1, 1941, but it was not until March 1 that the first commercial FM station actually began operating. By the end of 1941, the Federal Communications Commission had authorized the construction of 62 such transmitters, 24 of which had already gone on the air. The rest are pushing installation of equipment as fast as war-time exigencies will permit.

The increased coverage of FM stations now on the air contrasts sharply with the limited reception available from the handful of low-power experimental stations operating at the close of 1940. Although these had an average range of about 30 miles, it is not uncommon to find commercial outlets serving a radius of 70 to 100 miles and more. Some 40,000,000 persons live within the assigned service areas of the 24 transmitters on the air at the end of 1941.

Another interesting development of the past year has been the organization of The American Network, Inc., FM's first chain with coast-to-coast ambitions. Ultimate plans call for outlets in the 42 largest U. S. markets, providing maximum coverage with a pre-planned network.

Time Sales

Time sales over FM stations in 1941, while not epochal, have at least been promising. There was great variation from city to city in the amount of business secured, but local accounts far out-totaled national business. Toward the close of the year agency interest appeared to be growing as the FM audience reached appreciable proportions. Many stations began to set up special FM sales staffs.

The public today has a selection of over 125 different set models to pick from, produced by 20 manufacturers. The year brought noticeable reductions in price, with table receivers capable of both FM and AM reception selling for as little as \$67.50. Practically all sets now on the market are of the FM-AM type, and extensive improvements in circuit design have taken place in the 1942 models.

Future

It cannot be denied that the war will place formidable obstacles in the path of FM development in the coming year—a situation now being faced by almost every civilian industry. Curtailment of set production, however, is expected proportionately to wreak no more havoc on FM than on ordinary broadcasting, with the likelihood that manufacturers, confronted by shortages of raw material, will use their limited allotments to make FM-AM sets, thus compensating with quality for revenue normally brought in by the sale of low-priced AM midget receivers.

There can be no question that further FM development during 1941 was held up by the FCC investigation of newspaper-controlled radio stations. Some three dozen of the ungranted FM applications pending have been filed by newspapers, anxious to enter the FM field. These, however, have been kept in abeyance by the Commission until definite policies with respect to such ownership are determined.

Active throughout the year, and an important factor in coordinating the growth of FM, has been FM Broadcasters, Inc., the young industry's trade association to which all leading FM groups belong. Its promotional work, public education, liaison with manufacturers, and trade representation has served FM well, and will continue to do so in 1942.

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
COMMERCIAL				
Alpine, N. J.....	W31NY	Edwin H. Armstrong.....	43100	15600
Baltimore, Md.	W59BM	Baltimore Radio Show, Inc.....	45900	5500
Baton Rouge, La.....	W45RG	Baton Rouge Broadcasting Co.....	44500	8100
Binghamton, N. Y.....	W49BN	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	W67B	Westinghouse Radio Stations, Inc..	46700	6700
Boston, Mass.	W39B	The Yankee Network, Inc.....	43900	31000
Chicago, Ill.	W67C	Columbia Broadcasting System, Inc.	46700	10800
Chicago, Ill.	W75C	Moody Bible Institute of Chicago...	47500	10800
Chicago, Ill.....	W63C	National Broadcasting Co.....	46300	10800
Chicago, Ill.	W79C	Oak Park Realty & Amusement Co..	47900	10800
Chicago, Ill.....	W59C	WGN, Inc.	45900	10800
Chicago, Ill.....	W47C	WJJD, Inc.	44700	10800
Chicago, Ill.....	W51C	Zenith Radio Corp.....	45100	10800
Columbus, Ohio	W45CM	WBNS, Inc.	44500	12400
Detroit, Mich.	W49D	John Lord Booth.....	44900	6800
Detroit, Mich.	W45D	The Evening News Association.....	44500	6800
Detroit, Mich.	W73D	King-Trendle Broadcasting Corp....	47300	6800
Detroit, Mich.	W53D	WJR, The Goodwill Station.....	45300	6800
Evansville, Ind.	W45V	Evansville On the Air, Inc.....	44500	8400
Fort Wayne, Ind.....	W49FW	Westinghouse Radio Stations, Inc..	44900	6100
Hartford, Conn.....	W53H	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	W65H	WDRG, Inc.	46500	6100
Hollywood, Calif.	K31LA	Columbia Broadcasting System.....	43100	38000
Kansas City, Mo.....	K49KC	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	4400
Lansing, Mich.	W77XL	WJIM, Inc.	47700	3800
Lexington, Ky.	W51SL	American Broadcasting Corp. of Kentucky	45100	6300
Los Angeles, Calif.....	K37LA	Earle C. Anthony, Inc.....	43700	28000
Los Angeles, Calif.....	K45LA	Don Lee Broadcasting System.....	44500	7000
Los Angeles, Calif.....	K49LA	Hughes Tool Co.....	44900	7000
Los Angeles, Calif.....	K61LA	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Los Angeles, Calif.....	K53LA	Standard Broadcasting Co.....	45300	7000
Milwaukee, Wisc.	W55M	The Journal Co.....	44500	8500
Nashville, Tenn.	W47NV	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.....	W71NY	Bamberger Broadcasting Service, Inc.	47100	8500

<i>LOCATION</i>	<i>Letters Call</i>	<i>Licensee</i>	<i>Frequency Kilocycles</i>	<i>Service Area Sq. Mi.</i>
New York, N. Y.....	W39NY	City of New York Municipal Broadcasting System	43900	3900
New York, N. Y.....	W67NY	Columbia Broadcasting System, Inc.	46700	8500
New York, N. Y.....	W55NY	William G. H. Finch.....	45500	8500
New York, N. Y.....	W59NY	Interstate Broadcasting Co.....	45900	8500
New York, N. Y.....	W63NY	Marcus Loew Booking Agency.....	46300	8500
New York, N. Y.....	W75NY	Metropolitan Television, Inc.....	47500	8500
New York, N. Y.....	W47NY	Muzak Corp.	44700	8500
New York, N. Y.....	W51NY	National Broadcasting Co.....	45100	8500
Paxton, Mass.	W43B	The Yankee Network, Inc.....	44300
Philadelphia, Pa.	W49PH	Pennsylvania Broadcasting Co.....	44900	9300
Philadelphia, Pa.	W81PH	Seaboard Radio Broadcasting Corp..	48100	9300
Philadelphia, Pa.	W69PH	WCAU Broadcasting Co.....	46900	9300
Philadelphia, Pa.	W53PH	WFIL Broadcasting Co.....	45300	9300
Philadelphia, Pa.	W57PH	Westinghouse Radio Stations, Inc...	45700	9300
Philadelphia, Pa.	W73PH	William Penn Broadcasting Co....	47300	9300
Pittsburgh, Pa.	W47P	Walker & Downing Radio Corp....	44700	8400
Pittsburgh, Pa.	W75P	Westinghouse Radio Stations, Inc...	47500	8400
Rochester, N. Y.	W51R	Stromberg Carlson Telephone Mfg. Co.	45100	3200
Rockford, Ill.	W71RF	Rockford Broadcasters, Inc.....	47100	3900
St. Louis, Mo.	K59L	Columbia Broadcasting System.....	45900	13000
St. Louis, Mo.	K51L	St. Louis University	45100	13000
Salt Lake City, Utah.....	K47SL	Radio Service Corp. of Utah.....	44700	700
San Francisco, Calif.....	K45SF	Hughes Tool Company	44500	10800
Schenectady, N. Y.....	W47A	Capitol Broadcasting Co.....	44700	6600
Schenectady, N. Y.....	W57A	General Electric Co.....	45700	6600
South Bend, Ind.....	W71SB	South Bend Tribune.....	47100	7100
Springfield, Mass.	W81SP	Westinghouse Radio Stations, Inc...	48100	2500
Syracuse, N. Y.....	W63SY	Central New York Broadcasting Corp.	46300	6800
Winston-Salem, N. C.....	W41MM	Gordon Gray	44100	69400

EXPERIMENTAL

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
Edwin H. Armstrong, Alpine, N. J.....	W2XMN	42800, 43000, 117430	40000
City of New York Municipal Broadcasting System, New York, N. Y.....	W2XVP	26100	1000
General Electric Co., New Scotland, N. Y.....	W2XOY	43200	2500
Head of Lakes Broadcasting Co., Superior, Wisc....	W9XYH	43000	1000
John V. L. Hogan, Long Island City, N. Y.....	W2XQR	48700	1000
C. M. Jansky, Jr. and Stuart L. Bailey, d/b as Jansky & Bailey, Georgetown, D. C.....	W3XO	43200	1000
KLZ Broadcasting Co., Denver, Colo.....	W9XLA	25400	100
National Broadcasting Co., New York, N. Y.....	W2XWG	45100	1000
Carman R. Runyon, Jr., Yonkers, N. Y.....	W2XAG	117190	5000
WBNS, Inc., Columbus, Ohio.....	W8XVH	43000	250
Westinghouse Radio Stations, Inc., Hull, Mass....	W1XK	42600	1000
Westinghouse Radio Stations, Inc., East Springfield, Mass.....	W1XSN	42600	1000
WHEC, Inc., Rochester, N. Y.....	W8XAD	42600	1000
WKY Radiophone Co., Oklahoma City, Okla.....	W5XAU	26125	100
Worcester Telegram Publishing Co., Worcester, Mass.	W1XTG	43400	1000

Pending Applications

LOCATION	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
Albany, N. Y.	WOKO, Inc.	45100	7164
Amarillo, Texas	Amarillo Broadcasting Co.	45100	5628
Ashland, Ky.	Ashland Broadcasting Co.	46100	4160
Baltimore, Md.	The A. S. Abell Co.	46300	6040
Battle Creek, Mich.	Federated Publications, Inc.	48100	4100
Boston, Mass.	Columbia Broadcasting System, Inc.	43500	20200
Boston, Mass.	Boston Edison Co.	44700	6930
Boston, Mass.	The Yankee Network, Inc.	44300	19230
Cedar Rapids, Ia.	The Gazette Company	44700	7400
Chicago, Ill.	Chicago Federation of Labor	47900	10800
Cicero, Ill.	WHFC, Inc.	48300	10800
Cicero, Ill.	WHFC, Inc.	44700	3200
Cleveland, Ohio	United Broadcasting Co.	48500	8420
Detroit, Mich.	James F. Hopkins, Inc.	46500	6790
Detroit, Mich.	James F. Hopkins, Inc.	46500	6790
Duluth, Minn.	Head of Lakes Broadcasting Co.	44500	2754
Duluth, Minn.	Head of Lakes Broadcasting Co.	44500	2754
Grand Rapids, Mich.	Federated Publications, Inc.	46100	5300
Indianapolis, Ind.	Associated Broadcasters, Inc.	47300	6665
Indianapolis, Ind.	Indianapolis Broadcasting Co.	45300	13640
LaCrosse, Wisc.	The LaCrosse Tribune Co.	46500	7040
Lansing, Mich.	Federated Publications, Inc.	47100	3820
Los Angeles, Calif.	Don Lee Broadcasting Co.	43500	18050
Louisville, Ky.	Courier Journal & Louisville Times Co.	45700	13200
Manchester, N. H.	The Radio Voice of New Hampshire, Inc.	43500	20290
New Bedford, Mass.	E. Anthony & Sons, Inc.	45700	1787
New York, N. Y.	Debs Memorial Radio Fund, Inc.	48700	8600
New York, N. Y.	FM Radio Broadcasting Co.	48300	8600
New York, N. Y.	Greater New York Broadcasting Corp.	48700	8500
New York, N. Y.	Knickerbocker Broadcasting Co.	48300	6800
New York, N. Y.	News Syndicate Co.	47900	8500
New York, N. Y.	Woodaam Corp.	46700	8500
New York, N. Y.	WBNX Broadcasting Co.	48300	8730
Oakland, Calif.	Tribune Building Co.	46500	1216
Philadelphia, Pa.	Gibraltar Service Corp.	46100	9318
Pittsburgh, Pa.	Pittsburgh Radio Supply House	43900	11488
Portland, Maine	Portland Broadcasting System	47100	3980
Providence, R. I.	Cherry & Webb Broadcasting Co.	47500	6207
Providence, R. I.	The Outlet Co.	48500	4840
Rochester, N. Y.	WHEC, Inc.	44700	3200
St. Louis, Mo.	Globe Democrat Publishing Co.	44700	13083
St. Louis, Mo.	The Pulitzer Publishing Co.	45550	13391
St. Louis, Mo.	Star-Times Publishing Co.	44700	12480
San Bernardino, Calif.	The Sun Co. of San Bernardino, Calif.	44100	17101
Trenton, N. J.	Mercer Broadcasting Co.	44700	3200
Washington, D. C.	M. A. Leese Radio Corp.	47100	5600
Winston-Salem, N. C.	Piedmont Publishing Co.	46700	4600
Worcester, Mass.	Worcester Telegram Publishing Co.	46100	10000

F. C. C. Regulations

Regarding High Frequency Broadcast Stations

As of January 1, 1942

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

Definitions

High Frequency Broadcast Band. The term "high frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

Frequency Modulation. The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Center Frequency. The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

High Frequency Broadcast Channel. The term "high frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

Service Area. The term "service area" of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

Antenna Field Gain. The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

Free Space Field Intensity. The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

Frequency Swing. The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Multiplex Transmission. The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Percentage Modulation. The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

Experimental Period. The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high fre-

quency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Main Studio. The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made programs originating at remote points.

Allocation of Facilities¹

Basis of Licensing High Frequency Broadcast Stations. High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*

Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data². Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

¹The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

²There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area; *Provided, however,* That the station may be licensed to serve temporarily an area less than the basic trade area, subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district in which it is located; (3) that such an applicant show compliance with the section of these rules regarding similarity of service areas for all stations in the same established area except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations.

The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Time of Operation. All high frequency broadcast stations shall be licensed for unlimited time operation.

Showing Required. Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on *Service Areas* stated above.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new

station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel Assignments

The channels set forth below with the indicated center frequencies are available

for assignment to high frequency broadcast stations to serve the areas provided in the section on *Service Areas Established* stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900	49300	49500	49700
49100			49900

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	45700	46700	47900
44700	45900	46900	48100
44900	46100	47100	48300
45100	46300	47300	48500
45300	46500	47500	48700
45500		47700	

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

43100	43500	43900	44300
43300	43700	44100	

(d) Notwithstanding the provisions of subsection (a) of this section, an applicant for a station to serve an area specified in section of these rules defining the establishment of "an area comprising a limited trade area and city," to be located in a city having a population greater than 25,000, in or adjacent to any metropolitan district having a population greater than 1,000,000, may apply for one of the following channels:

49100	49500	49900
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Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Multiple Transmission

Facsimile Broadcasting and Multiplex Transmission. The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with standard broadcast station rule on special experimental authorizations.

Proof of Performance Required. Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Multiple Ownership. (a) No person (including all persons under common control¹) 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,

¹The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

convenience, or necessity; *provided, 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.

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

(a) For stations operating on the frequency issued for a normal license period of one year, expiring as follows:

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

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.

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 carried power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Frequency Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million.

Modulation Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter an approved modulation monitor.

Required Transmitter Performance. (a) The external performance of high frequency broadcast transmitters shall be within the minimum requirement 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 Electrical Code as approved by the American Standards Association.

Indicating Instruments. The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy.

Changes in Equipment and Antenna System. Licensees of high frequency broadcast stations shall observe the following provisions with regard to change in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) Specific authority, upon filing formal application¹ 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.

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

¹See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

or which would affect the determination of the operating power by direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in 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 place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating Power; How Determined. The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Modulation. (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Frequency Tolerance. The operating

frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

Operation

Minimum Operating Schedule; Service.

(a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by an standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XDD	560, 900, 1340	50000 w	A3
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XPY	43500, 49100	5000 w	Special
Central Broadcasting Co. Mitchellville, Iowa	W9XC	1040	150 w	A3 (C.P. only)
The Crosley Corp. Near Mason, Ohio.....	W8XO	700	100 kw-500-kw	A3
Midland Broadcasting Co., Kansas City, Mo.....	W9XER	46500	1500 w	Special
Muzak Corporation New York, N. Y.....	W2XMC	117650	1000 w	Special (C.P. only)

Pending Developmental Stations

McNary & Chambers Washington, D. C. (portable)	W10XMC	550 to 1600	100 w	A-0
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 116050, 116250, 116450, 116850, 117050, 117250, 117650, 118050, 118250, 118450, 118650, 118850, 156525, 156975, 157425, 157725, 158175, 159075, 160425, 161325, 161775, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.

— F. C. C. REGULATIONS REGARDING — DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

(2) That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

(3) That the program of research and experimentation will be conducted by qualified persons.

(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A licensee of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made

over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, the FCC Regulation on rebroadcasting holds.

Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations*:

	1,614				
2,396	} 2,398	12,855	} 12,862.5	37,140	37,540
2,400		12,870		39,140	39,460
3,490	} 3,492.5	17,300	} 17,310	39,540	116,050
3,495		17,320		116,250	116,450
4,795	} 4,797.5	23,100		116,850	117,050
4,800		30,660	31,020	117,250	117,650
6,420	} 6,425	31,140		118,050	118,250
6,430		31,180	31,540	118,450	118,650
9,130	} 9,135	33,340		118,850	156,525
9,140		33,460	35,060	156,975	157,425
		37,060		157,725	158,175
				159,075	160,425
				161,325	161,775
				162,000-168,000	210,000-216,000
				264,000-270,000	300,000-400,000
				401,000 and above	

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be main-

* Also available for assignment to all other stations in the experimental service.

tained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Supplemental Report

A supplemental report shall be filed with and a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. Any other pertinent developments.

A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast and are not in conflict with rules of the Commission for stations in general or for rules for developmental broadcast stations.

ST BROADCAST STATIONS

The term "ST broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency or an international broadcast station.

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts	Emission
Capitol Broadcasting Co. Schenectady, N. Y.....	W2XEO	331000	50	Special (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.....	W2XYN	330400, 333400, 336400	25	Special (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.....	W2XYO	330400, 333400 336400	25	Special (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.....	W2XYP	330400, 333400 336400	25	Special (CP only)
Gordon Gray Winston-Salem, N. C.....	—	337000	25	Special (CP only)
The Journal Co. Milwaukee, Wisc.	W9XJC	331000	50	Special (CP only)
The Moody Bible Institute of Chicago Chicago, Ill.	W9XMB	333400	25	Special (CP only)
Standard Broadcasting Co. Los Angeles, Calif.....	—	333400	25	Special (CP only)

Pending ST Stations

Boston Edison Co. Boston, Mass.	—	330400	25	Special
Radio Service Corp. of Utah Salt Lake City, Utah.....	—	331000	25	Special
WOKO, Inc. Albany, N. Y.....	—	337000	25	Special

RULES GOVERNING ST BROADCAST STATIONS

The term "ST¹ broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connect with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

Frequency Assignment

The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis:

kc	kc	kc	kc	kc
330,400	333,400	335,800	338,200	340,600
331,000	334,000	336,400	338,800	341,200
331,600	334,600	337,000	339,400	341,800
332,200	335,200	337,600	340,000	342,400
332,800				343,000
				343,600

ST broadcast stations will be authorized to employ frequency modulation only.

The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

The licensee of each ST broadcast

¹ The abbreviation "ST" is derived from "studio-transmitter."

station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10 (field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at one mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed ¼ of the free space field gain from a doublet.

ST broadcast stations will be licensed with a power output not in excess of that necessary to render a satisfactory service.

The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:

- (a) Design of equipment and power required to render a satisfactory service.
- (b) Design and adjustment of directional transmitting antennas.
- (c) Design and location of receiving antennas.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

- (a) Total hours of operation.
- (b) Continuity of service, causes and duration of any interruptions.
- (c) Power required to deliver satisfactory signal at receiver.
- (d) Data on design, adjustments and operation of directional receiving and transmitting antennas.
- (e) Interference to service resulting from other stations or other sources.
- (f) Cost of transmitter and receiver installation and expense of operation.
- (g) Overall fidelity of equipment, frequency and amplitude.



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NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1626 K. St., N.W., Washington, D. C.

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		Everett E. Revercomb <i>Auditor</i>

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Paul W. Morency..... WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
*Clarence Wheeler..... WHEC, Rochester, N. Y.	2	New York, New Jersey.
Isaac D. Levy..... WCAU, Philadelphia, Pa.	3	Delaware, Pennsylvania.
*John A. Kennedy..... WCHS, Charleston, W. Va.	4	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.
Frank King..... WMBR, Jacksonville, Fla.	5	Alabama, Florida, Georgia, Puerto Rico.
*Edwin W. Craig..... WSM, Nashville, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
J. Harold Ryan..... WSPD, Toledo, Ohio	7	Kentucky, Ohio.
*John E. Fetzner..... WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Edgar L. Bill..... WMBD, Peoria, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
*John J. Gillen, Jr..... WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

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*Herbert Hollister KANS, Wichita, Kans.	12	Kansas, Oklahoma.
O. L. Taylor KGNC, Amarillo, Texas	13	Texas.
*Eugene P. O'Fallon KFEL, Denver, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Howard Lane KFBK, Sacramento, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
*Harrison Holliway KECA-KFI, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

* Term expires in 1942.

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BROADCASTING AND THE WAR

By Neville Miller, President, National Association of Broadcasters

RADIO broadcasting in the United States is just entering upon a period of what promises to be its greatest effectiveness. While it is not possible to form definite conclusions as to the effect of this long, hard war upon the industry, it is gratifying to note that the first impact of the war found the broadcasters measurably prepared to fulfill their responsibility.

Radio was ready because there has been many months of careful planning and more than two years of experience in news handling under war conditions abroad and radio had been consistently performing a notable service in the national defense effort which preceded the actual declaration of war. The groundwork to meet just such a contingency as arose out of the Pearl Harbor incident had been laid. Within two days after the attack upon Hawaii a voluntary set of rules and regulations for the handling of news and other types of programs, easily accessible to subversive interests, had been formulated. Within ten days after our entry into the war an almost complete set of rules and regulations had been perfected and the industry was voluntarily following it closely.

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

to the elimination of free speech and finally of freedom itself. This must not, and I am convinced will not, happen in America.

Radio's War Purposes

On the other hand, radio will undoubtedly be used to a constantly greater extent for war purposes. The Defense Communications Board has been designated by the President to coordinate the physical facilities of the industry to the end that they may most adequately serve the war effort. The President has delegated to the Office of Censorship the responsibility of eliminating from programs any material which might serve to aid the enemy. The broadcasters have cooperated wholeheartedly in devising reasonable rules and regulations that would make these two important functions effective.

For many months prior to the actual advent of war, broadcasters had devoted a substantial portion of their time and facilities on a gratis basis to promote the national defense program. While the responsibilities of radio have been increased by the advent of war, the demands of the armed services have exacted their toll from the industry. The need of the military for trained radio men together with the operation of the Selective Service System, has produced a dangerous shortage of trained technicians. As a service to the armed forces, as well as for its own needs, the industry set out, even prior to the declaration of war, to establish courses for the training of radio technicians. This activity has received enthusiastic cooperation from the educational institutions of the country and is now well under way in all areas.

In addition, lack of critical materials, many of which are essential to the proper technical operation of radio broadcasting, will hamper normal operations and in some cases retard developments. Television and frequency modulation have made great strides in the past year and the industry will assuredly devote as much of its time and effort as possible to continue the development in these new fields consistent with the large demands upon its facilities and the handicaps of the emergency period.

"Business as Usual"

From the commercial standpoint, while broadcasters do not hope for a "business as usual" program, there is every reason

to believe that radio will continue to be used as a major advertising medium. Radio listening is at its peak and there has even been an increase in the sale of radio receiving sets. With a peak audience and a higher degree of sustained listening audience it is felt that advertisers and agencies will not abandon radio to any great extent. There is, of course, the probability that some commodities heretofore widely advertised by radio will be affected by material shortage and compelled to discontinue all advertising. Experienced operators feel, however, that these losses will be more than offset by advertising of substitute commodities coming into the field.

In the early stages of the war when commercial programs were interrupted by war announcements and when occa-

sional black-outs were required, sponsors of commercial programs cooperated heartily and for this the broadcasters are grateful. It is my belief that the officers of government appreciate the importance of keeping broadcasting at its job. I also believe that they appreciate the fact that in performing its normal duties radio can pay its own way and at the same time render a most essential service to the country.

Despite all the uncertainties of what may develop the broadcasting industry faces 1942 with confidence and a determination to render an even greater service to the country in this time of crisis and to carry on our normal job in an orderly and efficient manner. No industry, no individual citizen, can be expected to do more.

1941 RESEARCH ACTIVITIES

By Paul F. Peter, NAB Director of Research

THIS Department materially expanded its activities during the past year, continues to grow in usefulness to the industry. In January, the NAB Broadcast Advertising Record was inaugurated. This is a monthly report on the nature and extent of the use of radio by advertisers throughout the country. This service to all stations has received widespread commendation as one of the most valuable sales-building tools at the disposal of the individual station, and it serves as basic material for the NAB Department of Broadcast Advertising.

The monthly publication of the "Broadcast Advertising Record" contains a tabulation in terms of time units of advertising placed by advertisers on the station and networks cooperating in the service. Advertisers are classified as to type of business in sufficient detail to permit of quite specific examination. Separate consideration is given Local, National, Spot, Regional Network and National Network business. Averages are presented for Local and National Spot business to provide a direct comparison of an individual station's business to serve station management.

Urban Radio Survey

Early in 1941, the NAB published its "Survey of Urban Radio Listening in the United States," a companion study to the "Rural Radio Ownership Study" made public in 1939. Heralded as a major contribution to knowledge of the broadcasting industry, this survey of radio owner-

ship and listening habits in urban areas was made in collaboration with the National Broadcasting Company and the Columbia Broadcasting System. It has been widely distributed among radio broadcast stations, advertisers and advertising agencies.

Pursuing its studies of methods used in program audience measurement, the NAB Research Committee invited the C. E. Hooper organization to present to it an analysis of the method employed in preparing the monthly "telephone coincidental" reports which this organization furnishes to its subscribers. A similar invitation was extended to the Co-operative Analysis of Broadcasting (Crossley) services who employ the "telephone recall" system. Both of these services furnished exceedingly interesting reports on their respective methods. It is the intention of the Research Committee to hear further reports on methods used in audience measurement, and to prepare a Research Manual for the use of NAB membership in placing or conducting audience measurement research.

A considerable amount of the Research Director's time during the year was devoted to work on various committees engaged in drafting standard forms of contracts and invoices for use by broadcast stations and agencies in connection with the purchase and sale of broadcasting time.

LEGAL—LEGISLATIVE ACTIVITIES

By Russell P. Place, NAB Counsel

OF the bills affecting the broadcasting industry which have been introduced during the first session of the 77th Congress, undoubtedly the bills to amend the Communications Act introduced respectively by Senator White of Maine and Representative Sanders of Louisiana most vitally affect broadcasters. Seeking as they do to make changes in the organic act governing the industry and the Federal Communications Commission, these measures deserve the careful study of every broadcaster. In order to assist broadcasters in such study, the Legal Department prepared an analysis of the bills, which was circulated to the membership of the NAB at the District meetings held during the fall of 1941.

Leading up to the introduction of these bills, was Senator White's resolutions calling for an investigation of the Federal Communications Commission's Regulations Governing Chain Broadcasting, introduced almost immediately following the promulgation of those regulations on May 2, 1941. Pursuant to the vote of the NAB membership at the St. Louis Convention in May, the NAB, acting through Neville Miller, President, appeared before the Interstate Commerce Committee of the Senate in support of the resolution. The hearings were recessed, subject to the call of the chair, on June 20, and have not since been resumed. Subsequent to the recess, the Commission amended the regulations in certain respects; in November, by stipulation approved by the Court, the operation of the regulations was suspended pending judicial determination of the bill for a temporary injunction against their operation which was filed by CBS and NBC, and in which stations WHAM and WOW joined.

Of vital importance to the broadcasting industry and advertising generally was the eleventh hour threat to impose a gross receipts tax on time sales by stations and networks. A united industry succeeded in defeating the tax.

Copyrights

Strenuous efforts were made by the State Department to persuade the Committee on Foreign Relations of the Senate that the Senate should give its advice and consent to adherence to the International Copyright Union. The NAB, in company with all other users and authors of copyrighted material, vigorously opposed adherence at the hearings before

that Committee. To date, the Committee has not made a report to the Senate. The effect of adherence of greatest importance to broadcasters would be the enormous number of musical compositions now in the public domain which would be thrown into the field of copyright protection. These works would become unusable because of the impossibility, under existing world conditions, of contacting their authors at the present time. Companion bills for the preservation of authors' rights during the emergency were introduced by Senator Bone and Representative Kramer; NAB appeared at the hearing and suggested perfecting amendments.

The Johnson Bill seeking to bar the advertising of alcoholic beverages by radio was reintroduced at this session. The Committee on Interstate Commerce of the Senate has not scheduled hearings on the bill. Because the measure is grossly discriminatory against radio in favor of competing media, NAB will oppose the bill if hearings are held.

The NAB appeared at the hearings on the daylight-saving time bills and urged the Committee on Interstate and Foreign Commerce of the House to report out a bill providing for daylight-saving time on a nation-wide basis. Such a bill has passed both branches of the Congress and has gone to the President for signature.

The Sacks Bill to legalize copyright in recorded renditions and interpretations has been referred to the Committee on Patents of the House; no hearings have been scheduled. The NAB is opposed to this measure.

State Legislation

Legislatures in forty-four states have been in session this year. District Directors cooperated with counsel by appointing broadcasters in each state, and wherever possible in the state capital, to serve as Legislative Contacts for NAB. By providing an additional safeguard against overlooking the introduction of bills affecting radio, and liaison for communication on legislative matters in each state, this innovation has been most useful in this department.

Chiefly of note at this year's sessions was the introduction of 35 so-called "anti-ASCAP" bills in 18 states. Other than enactment of the Wisconsin law to provide effective enforcement of existing provisions relating to investigators and

music brokers, no such bills have been enacted. The NAB did not encourage or support any legislation of this character. The Montana law of this character was repealed.

The Perry bill to bar off-the-air recording of broadcasts was again introduced, in somewhat different form, in New York. New York state broadcasters persuaded the author to strike the enacting clause, and the measure was killed. A committee is working to perfect an acceptable bill for introduction at the next session.

Oregon passed a radio libel law, relieving broadcasters from liability for radio defamation unless the plaintiff can prove that the broadcaster failed to exercise due care. A similar bill was vetoed by the Governor of Washington.

Litigation

The position of the NAB in *RCA v. Whiteman* was sustained in the Circuit Court of Appeals and again in the Supreme Court, thus establishing the law, except in Pennsylvania, that broadcasters are at liberty to play phonograph records without license from the record manufacturer or the performing artists. This was a notable accomplishment for the industry, particularly for the smaller stations.

The Florida and Nebraska statutes prohibiting as an "unlawful combination" the activities of an aggregation of authors, composers, publishers and copyright owners whose object is to fix prices were held by the U. S. Supreme Court not to violate

the Federal Constitution or copyright laws.

Other Activities

Nearly five months were required in conference with the AAAA Time-Buyers' Committee to determine that complete reconciliation of views on certain provisions was impossible at the time. The Agency Contract, recommended by the NAB March 21, is the result of the protracted discussions. During the summer new committees were appointed and conferences have been resumed.

In cooperation with FCC staff an NAB committee was successful in securing amendment to the standard and FM application forms which greatly facilitates filling out of these forms.

Correspondence with stations and their attorneys on numerous matters as well as assistance to staff and general office work has consumed considerable time. Since Ed Kirby's going to the War Department, the duties of Secretary of the Code Committee have devolved on counsel. Service as alternate to Neville Miller on the International Broadcasting Committee of the Defense Communications Board has not been burdensome to date. There have been no meetings of the Committee on Cooperation Between Press, Radio and Bar since the last report. The New York Tax Committee, appointed to combat assessment by the City of New York of real estate tax on station equipment, was successful in its efforts.

NAB WAR-DEFENSE ACTIVITY

By Arthur Stringer, NAB Director of Promotion

THE march of world events brought changes to the NAB promotion department in 1941. The last normal operation ended on March 29 with the nationwide Radio Movin' Day promotion, when 90 per cent of all broadcast stations shifted to new locations on listeners' dials in accordance with the terms of the Havana Treaty.

At the year's end the department's activities were concerned solely with winning the war. It was engaged in coordinating the radio recruiting efforts of the nation's fighting forces, Army, Navy, Marine Corps and Coast Guard. It continued cooperation with the U. S. Civil Service Commission and, upon request, cooperated with members of other agencies.

Assisting OPM

On September 10, with the cooperation of manufacturers of broadcasting apparatus, NAB completed an involved research job for OPM which ordinarily would have taken months and the employment of large numbers of auditors. The problem was to determine in pounds the needs of the broadcasting industry on a 1940 basis—apparatus, parts, tubes and towers. Ninety-five per cent of the volume of the manufacturing end of the business responded, on a few days notice, to a conference called in Washington. At the end of the day those attending had produced the required information. After another day of calculations, the findings

were presented to Director of Priorities, Donald M. Nelson.

As an outgrowth of this meeting, this and other NAB departments continue to devote considerable time with government officials concerned with priorities. Information, rulings and suggestions are relayed to stations through NAB Reports and by correspondence having to do with specific problems.

Immediately after Pearl Harbor, the Army and Navy requested the NAB National Defense Committee, of which the promotion manager is secretary, to urge the institution of intensive radio technician training courses throughout the United States. During the previous several months some thirty-two such radio

courses with approximately 900 students, had been established. But with official requests from the armed forces, the committee quickly inaugurated a plan which contemplated the training of tens of thousands of technicians during 1942. Colleges and universities throughout the country are cooperating in this all-out educational effort. Funds are provided by Congress with supervision and disbursements under the Engineering, Science and Management Defense Training program of the U. S. Office of Education. The plan provides for the teaching of the fundamentals of radio. The courses are essentially foundation-feeder courses for later "in-service" Army and Navy specialized instruction.

LABOR RELATIONS IN 1941

By Joseph L. Miller, NAB Director of Labor Relations

CORRELATING the broadcasting industry's labor policy with national war-time labor policy will be the principal function of the NAB's Labor Relations Department in 1942. Management and labor generally have agreed that there shall be no strikes for the duration of the war, and that all disputes shall be settled by peaceful means. All the principal labor unions dealing with the broadcasting industry have subscribed to this policy—a policy adopted by the NAB when its Labor Relations Department was established in 1938.

Steering whatever disputes may arise into the proper channels for amicable settlement will be the Department's major function during the coming year. The Department, however, deals with all problems involving broadcasting stations and labor—both personnel problems and problems concerning labor programs on the air. The Department advises all

member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; keeps the members informed of all labor developments affecting the industry.

Broadcasting and labor enjoyed a harmonious relationship in 1941. Evidence of this harmony was seen in the whole-hearted support given to the industry by the entire organized labor movement in killing the time sales tax proposed in Congress. There were only a few work stoppages, and most of these were settled within a day or two of their start. The industry was generous with the time on the air accorded to the labor unions. Labor leaders made 74 appearances on the four major networks alone, while numerous local stations carried periodic programs devoted to labor problems.

For "Engineering Developments" by Lynne C. Smeby, NAB Director of Engineering, please turn to page 973 in the Technical Section.

1941-PUBLIC RELATIONS-1942

PUBLIC relations of radio begin in the program department. NAB has repeated this up and down the land for the past four years. Today, the war drives this home as never before. In 1941, the industry went through a gradual transition into defense programming culminating to a full war-time basis on December 7. Elaborate brochures, issuance of mighty pronouncements are meaningless unless the program log can back up every claim, spoken or written.

Fortunately the claim that no media in history ever won the complete confidence of the public as has American radio can be documented and authenticated to the satisfaction of all but the blind. This confidence, this tremendous audience, was begot by what came from the loud-speaker in the front parlor, in the kitchen, on the farm, and in the office. If there is criticism to be made, it is that radio has, in years gone by, been reluctant to take its stand on its own record. In good faith, it adopted a policy of "let the record speak for itself."

But there were those, for reasons, political or otherwise, who sought to bring into court a record of their own making. Upon how vigorously radio mobilizes its legions of listeners in every segment of our social and economic life, depends the future development of American radio under the American system. Public relations, then, is the number one mission of radio in this war.

In the past year, the NAB Code stood like a rock of Gibraltar against those who would assault and destroy radio for their own interests. There was the unfounded attack upon the integrity of radio news, and the fairness in apportioning time for controversial public issues, by a sub-Committee of the Senate, operating under questionable investigatory authority. This melted under the sunlight of public opinion. The integrity of radio news and its fairness in the controversial field was vindicated.

There were a few who started an insidious campaign that "commercial" radio could not be relied upon to "indoctrinate" the youth of the next generation with principles of democracy as the Nazis had used radio to indoctrinate their present and next generation with nazi ideology. But the preponderance of women's organizations whose confidence had been

won through sheer sincerity of purpose, beat down this fallacious and clever approach for "social" control of American broadcasting.

Radio's War Service

Radio has managed to serve the defense and now the war effort, without dropping essential public service features in the agricultural, educational and religious fields. This is no little accomplishment. In these three groups will be found the most steadfast supporters of the American system of radio. When the war came, through the workings of self-regulation instituted by the Code three years ago, it was ready to make the necessary program adjustments caused by war secrecy and censorship. In fact, in advance of the censor, the NAB issued its own War Time Guide voluntarily, which, with few modifications, is the industry's censor's guide as officially promulgated.

Along with all others, radio stations have had to make financial sacrifices in the war thus far. More may be expected. Revenues will be lost on coastal stations which will go off the air from time to time for air-warning service. In one or two instances, certain types of media competition have sought to take advantage of this in showing loss of audience. Such underhand efforts should be exposed to full public view. As a matter of fact, a silent station during an air raid warning has probably more potential listeners standing by, ready and eager to listen upon resumption of service, than it has at any time, day or night. In war, people rely on radio for instruction, for news and for inspiration.

In anticipation of the war, the NAB Board of Directors assented to a request by the War Department for the loan of Ed Kirby, its Public Relations Director "for the duration." As a dollar-a-year man, representing the industry in the war-nerve center in Washington, he has surrounded himself with a staff of men chosen directly from the industry, representative of all types of stations and networks, and all sections of the country. This work has been a real contribution to both the Army and to the industry. It is sound public relations work, because it is concerned only with what does and does not go into the microphone.

THE N A B CODE

AMONG the highlights of this past year were evidences of continued public approval of the Code and the placing of the commercial sections in effect. Restrictions on the length of commercial copy in five, ten and twenty-five minute programs were adopted by the membership. In his message to the 1941 annual convention NAB President Neville Miller stated: "Time continues to prove the wisdom shown by the industry in the adoption of the Code." Code provisions are in six sections, as follows:

Children's Programs

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

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

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

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot

Time for the presentation of controversial issues shall not be sold, such time with fairness to all elements in a given controversy. except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third,

and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

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

Commercial Programs and Length of Commercial Copy

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

Brief handling of commercial copy is recommended procedure.

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

Daytime

Five-minute programs	2:00
*Five-minute news programs	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.



NATIONAL INDEPENDENT BROADCASTERS, INC.

THE National Independent Broadcasters, consistent with the purposes of its creation and existence, has during the year 1941 been extremely active in the interests of the broadcasters of radio stations in this country. Among the many matters receiving the attention of its officers and committees was the negotiations with Ascaph, BMI, AF of M and NAPA; rules, regulations and forms of the FCC. Several committee meetings were held to discuss other important matters, including; national business and how to obtain it; interference on local and regional channels; free time to the Government and the advisability of asking compensation for at least a portion of the services rendered, for and in behalf of the Government.

Also, its officers devoted considerable time in defeating the proposed tax on broadcasting stations. The president of National Independent Broadcasters testified on that subject before the Senate Committee in Washington.

On September 21st and 23rd a very successful convention was held in Chicago, attended by over 200 broadcasters from all parts of the United States, and included many distinguished guests. Among them were the Honorable James Lawrence Fly, Army officials, representatives of the Department of Justice, officials of Ascaph, BMI, etc. It was considered unusual since it was a meeting of the Broadcasters for the Broadcasters with no slate of pre-arranged resolutions. Everyone had an equal opportunity to be heard. Many important subjects were discussed and everyone benefited by attendance.

Since the convention, committees and the officers have been extremely busy on matters of importance to all broadcasters and are now cooperating with the different branches of the Government in connection with the War and War activities.

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INDEPENDENT RADIO NETWORK AFFILIATES, INC.

FUTURE STATUS OF IRNA remained in doubt as RADIO ANNUAL went to press. Late in November, 1941, after having served as a key factor in working out details of the industry peace settlement with the American Society of Composers, Authors and Publishers, IRNA was eclipsed and, to a certain extent, relegated to the background by defections from its own ranks resulting in the formation of a new trade organization, Network Affiliates, Inc. As a result of this and certain other factors, including the inability of IRNA officers, all of whom are unpaid, to devote the necessary time to carrying out the arduous duties imposed upon them, it was decided at a board meeting in Chicago on Nov. 25, 1941, to discontinue regular meetings and activities pending final decision at the May, 1942, NAB convention in Cleveland on IRNA's future course. Its officers twice tried to resign, but were persuaded to continue in office pending the May convention. Meanwhile, IRNA remained quiescent, but without dissolution.

Although NAI took the play away from IRNA in final stages of the Ascap negotiations, the latter's contributions to settlement of that 10-month battle were of no small significance to the industry. INRA secured two important concessions from Ascap: a reduction of the local blanket commercial fee from 2¾ per cent to 2¼ per cent, and an allowance of 15 per cent (the advertising agency commission) deductible by stations from gross local business before applying the Ascap tax. These concessions, it was figured, amounted to a total saving over a year's time of approximately 30 per cent from the original network agreement with Ascap or, in round figures based on 1940 non-network revenue, over \$600,000 per annum.

Executive Committee

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WWNC, Asheville, N. C.
I. R. LOUNSBERRY,
WGR, Buffalo

P. W. MORENCY, *Vice Chairman*
WTIC, Hartford

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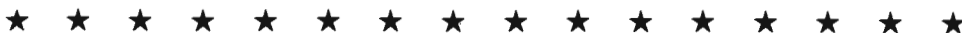
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L. B. WILSON,
WCKY, Cincinnati



NETWORK AFFILIATES, INCORPORATED

NETWORK AFFILIATES, INC. (which was temporarily called Independent Broadcasters, Inc.), was organized in Chicago, November 1941, by a group of 76 owners and managers of independently owned network affiliated stations, who felt the need for an organization actively functioning in behalf of their stations. Any regional outlet, whether or not affiliated with a network, is eligible for membership, provided it has no management or ownership connection with a national network.

At its organizational meeting, NAI stated that the original purpose and fundamental objective behind its formation was the preservation of the American System of Broadcasting. With membership in practically every state in the Union, the immediate aims and purposes of the organization were outlined as follows:

1. The clarification of contracts then being offered to the industry by Ascap.
2. The organization of active opposition to the granting of super-power stations, which are regarded as a threat to the fundamental structure of the American System of Broadcasting.
3. The selection of a committee to counsel and cooperate with the FCC in formulating regulations designed to stimulate the growth and development of the American System of Broadcasting. In this connection a committee of NAI met with the FCC to clarify and understand the Chair broadcasting rules.
4. The appointment of a Legislative Committee to give intelligent and constructive study to proposed legislation which would affect the radio industry. This committee was successful in helping to "debunk" the proposed Sanders advertising tax bill.
5. The formation of a Network Committee to work with the national networks in an effort to develop and promote healthy and mutually beneficial relations between the members of NAI and the network.

Board of Directors of NAI met with FCC Chairman James L. Fly on the day war was declared by the United States against Japan and offered the cooperation and services of NAI to whatever purpose was deemed desirable. At the present time the organization has put first and foremost among its purposes cooperation on all radio matters relating to National Defense and the war program.

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HULBERT TAFT, JR., *Vice President*
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Present officers and directors will serve until some time in April 1942, when the next regular meeting of the NAI will be held. National office of the NAI is in the Munsey Bldg., Washington, D. C., under the direction of Ed Cooper. Paul Spearman is Washington attorney for the group.



ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

919 North Michigan Ave., Chicago, Ill.
Whitehall 7010

OFFICERS

President..... E. C. Wente
(Bell Telephone Laboratories, Inc.)
Vice-President..... C. R. Hanna
(Westinghouse Electric & Mfg. Co.)
Secretary..... Wallace Waterfall
(The Celotex Corp.)
Treasurer..... Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor..... F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association

45 W. 47th St., New York, N. Y.

Bryant 9-3550

OFFICERS

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Auditor..... Frank Mesurac
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Terms Expire in 1945: John Alexander, Louis Calhern, Mady Christians, John Eriot (CEA), Lillian Gish, Alan Hewitt, Myron McCormick, Cornelia Otis Skinner, Richard Taber, Ethel Waters, Margaret Webster.

Terms Expire in 1945: Walter Abel, Leon Ames, Jean Beryl (CEA), Matt Briggs, Audrey Christie, John Emery, Ruth Hammond, Sam Jaffe, Sam Levene, Kent Smith.

Terms Expire in 1944: Patricia Collinge, Dudley Diggs, E. John Kennedy, Philip Loeb, John A. Lorenz, Emily Marsh (CEA), Hiram S. Sherman, Jack Whiting, Mervin Williams, Harold Vermilyea.

Terms Expire in 1943: Broderick Crawford, Eric Dressler, Earle Larimore, Gerald Moore (CEA), Hugh Rennie, Katherine Warren.

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BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.

San Francisco: Theodore Hale, 111 O'Farrell Street.
Chicago: Frank Dare, 720 Bittersweet Place.

Advertising Federation of America

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

Bryant 9-0430

OFFICERS

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Director, Bureau of Research & Education

General Counsel..... Alfred T. Falk
Charles E. Murphy

DIRECTORS

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NATIONAL DEFENSE COMMITTEE

Lt. Col. Gilbert T. Hodges, The Sun, Chairman; Richard Manville, Newell-Emmett Co.; Secretary: H. M. Messenger, Advertising Specialty National Association; John Benson, American Association of Advertising Agencies; Adolph Treidler, Artists Guild & Illustrators Society; Stanley A. Knisely, Associated Business Papers; Paul West, Association of National Advertisers; Carl Ganz, Association of Newspaper Classified Advertising Managers; Ralph L. P. Smith, Association of North American Directory Publishers; Ray Maxwell, Council of Advertising Clubs of the Advertising Federation of America; Mabel G. Flanley, Council on Women's Advertising Clubs of the Advertising Federation of America; L. Rohe Walter, Direct Mail Advertising Association; Robert J. Izant, Financial Advertisers Association; K. E. Kellenberger, International Affiliation of Sales & Advertising Clubs; Neville Miller, National Association of Broadcasters; W. D. Murphy, National Industrial Advertising Association; Col. Roy Dickinson, National Publishers Association; C. E. Phillips, Newspaper Advertising Executives Association; Herbert E. Fisk, Outdoor Advertising Association of America; Don Belding, Pacific Advertising Association; Howard W. Dunk, Premium Advertising Association of America; Al C. Joy, Public Utilities Advertising Association.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

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

Longacre 3-1454

OFFICERS

Chairman..... Harold B. Thomas
Treasurer..... John Benson
Secretary..... Paul B. West

Agricultural Marketing Service— Radio Section

United States Department of Agriculture
Washington, D. C.
Republic 4142

OFFICERS

Senior Information Specialist.....Elwyn J. Rowell
Associate Radio Specialist.....Jack H. Towers
Assistant in Radio Information.....K. M. Sisco

BRANCH OFFICERS

Boston: 408 Atlantic Ave.; Phone, Hubbard 2087;
Charles E. Esbach, Director.
Chicago: 1103 New Post Office Bldg.; Phone,
Wabash 9207; Lance G. Hooks, Associate Information
Specialist.
Atlanta: 522 New Post Office Bldg.; Phone, Main
3517; A. D. Harlan, Regional Representative.
Kansas City, Mo.: 317 U. S. Court House Bldg.;
Phone, Victor 3755; R. E. Corbin, Regional Representa-
tive.

FUNCTIONS

The function of this government agency is the preparation and presentation of broadcasts and broadcast material for use on network, regional and local programs; and the preparation of daily reports on the markets for all important crops and live-stock reports, etc., for dissemination locally and on a regional basis through all press associations. In addition the Washington office supervises remote control programs devoted to market news presented over more than 25 stations, and broadcasts of market information for homemakers presented over 37 stations.

American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.
LExington 2-7980

OFFICERS

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Secretary.....Wilbur Van Sant
Treasurer.....E. DeWitt Hill
Director of Service.....L. W. MacKenzie
Counsel.....McKercher & Link

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 810 Colorado Bldg.
Washington, D. C.

COMMITTEE

Chairman.....John W. Guider
Committeeman.....Edwin M. Borchard
Committeeman.....John C. Kendall
Committeeman.....Eugene O. Sykes
Committeeman.....Harry P. Warner

FUNCTIONS

The main function of this committee is to keep in touch with any phase of the field of communications in which the American Bar Association may have an interest. It reports to the Bar Association at intervals with recommendations for action, and carries out such mandates as it receives from the Association.

American Communications Associa- tion (C. I. O.)

10 Bridge St., New York, N. Y.
BOWling Green 9-3006

OFFICERS

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American Council on Education

744 Jackson Place, Washington, D. C.
NATIONAL 5691

EXECUTIVE OFFICERS

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Assistant to President.....Donald J. Shank
Chief Accountant.....Grace R. Ontrich

BRANCH OFFICE

9 Rockefeller Plaza, New York, N. Y.
Director of Recording Division.....Emilie Holey

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

1450 Broadway, New York, N. Y.
PEnnsylvania 6-2545

OFFICERS

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Vice-President.....Charles L. Bagley
Secretary.....Fred W. Birnbach
Financial Secretary-Treasurer.....Harry E. Brenton

EXECUTIVE COMMITTEE

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Walter M. Murdoch, Oscar F. Hild.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
VANDerbilt 6-1810

NATIONAL OFFICERS

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Vice-President.....Ben Grauer
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BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; I. B. Kornblum, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—111 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—1500 Penobscott Bldg., Detroit, Mich. St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 3545, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—11418 Bellflower Rd., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Portland Local—P. O. Box No. 263, Portland, Ore. Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
 Murray Hill 2-5644

OFFICERS

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 Second Vice-President.....Richard Bonelli
 Third Vice-President.....Margaret Speaks
 Fourth Vice-President.....Jose Iturbi
 Fifth Vice-President.....Howard Hanson
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 Treasurer.....Frank Chapman
 Executive Secretary.....Blanche Witherspoon
 Counsel.....Henry Jaffe

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BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311; Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with

employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

American Marketing Association

Address individual officers

OFFICERS

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 (University of Pennsylvania)
 Secretary.....Albert Haring
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 Vice-President.....Archibald Crossley
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 Vice-President.....Alvah B. Wheeler
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 Editor-in-Chief, Journal of Marketing, Ewald T. Grether
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DIRECTORS

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FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y.
 Caledonia 5-2000

OFFICERS

President.....Walter M. Dear
 Vice-President.....Linwood I. Noyes
 Secretary.....Norman Chandler
 Treasurer.....W. G. Chandler
 General Manager.....Cranston Williams

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

The American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
 Hartford 3-6269

OFFICERS

President.....George W. Bailey
 Vice-President.....Charles E. Blalack
 Managing Secretary.....Keneth B. Warner
 Acting Treasurer.....David H. Houghton
 Communications Manager.....F. E. Handy

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
 Columbia 5-7464

OFFICERS

President.....Gene Buck
 Vice-President.....Louis Bernstein

Vice-PresidentOtto A. Harbach
 SecretaryGeorge W. Meyer
 TreasurerGustave Schirmer
 Assistant SecretaryJ. J. Bregman
 Assistant TreasurerIrving Caesar
 General ManagerJohn C. Paine

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 Irving Caesar, Walter Fischer.

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 Richard Rodgers, Walter Fischer, Oscar Hammerstein II,
 Otto A. Harbach, Jerome Kern, Geo. W. Meyer, Jack
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FUNCTIONS

ASCAP licenses public performance for profit of
 music copyrighted by its members and the members of
 many similar societies located in foreign countries.

BRANCH OFFICES AND REPRESENTATIVES

ALABAMA: I. T. Cohen, 607-11 First National Bank
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 Hollywood Blvd., Hollywood, Calif.
ARKANSAS: Frank H. Hemby, 1613-14 Tower Petroleum
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CALIFORNIA: (Northern Part) H. A. Levinson, 111
 Sutter Bldg., San Francisco, Calif.; (Southern Part)
 Richard J. Powers, 414 Guaranty Bldg., 6331 Holly-
 wood Blvd., Hollywood, Calif.
COLORADO: H. O. Bergkamp, 1101-2 Security Bldg.,
 Denver, Colo.
CONNECTICUT: ASCAP, 30 Rockefeller Plaza, New
 York, N. Y.
DELAWARE: E. A. Sherwood, 1616 Baltimore Trust
 Bldg., Baltimore, Md.
DISTRICT OF COLUMBIA: E. A. Sherwood, 1616
 Baltimore Trust Bldg., Baltimore, Md.
GEORGIA: I. T. Cohen, 607-11 First National Bank
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IDAHO: Herman Kenin, 911 Public Service Bldg., Port-
 land, Ore.
ILLINOIS: E. S. Hartman, 7 So. Dearborn St., Chi-
 cago, Ill.
INDIANA: Sneathen & Summers, 1214 Circle Tower,
 Indianapolis, Ind.
IOWA: John C. Wooden, 601 Des Moines Bldg.,
 Des Moines, Iowa.
KENTUCKY: William F. Clarke, Jr., Louisville Trust
 Bldg., Louisville, Ky.
LOUISIANA: J. Studebaker Lucas, 1015 Carondelet
 Bldg., New Orleans, La.
MAINE: R. W. Rome, 44 School St., Boston, Mass.
MARYLAND: E. A. Sherwood, 1616 Baltimore Trust
 Bldg., Baltimore, Md.
MASSACHUSETTS: R. W. Rome, 44 School Street,
 Boston, Mass.
MICHIGAN: Grosner & Burak, 782-784 Penobscot
 Bldg., Detroit, Mich.
MINNESOTA: Dwain M. Ewing, 909 Northwestern
 Bank Bldg., Minneapolis, Minn.
MISSISSIPPI: J. Studebaker Lucas, 1015 Carondelet
 Bldg., New Orleans, La.
MISSOURI: (Address Nearest Office) Maurice J.
 O'Sullivan, 700 Gloyd Bldg., Kansas City, Mo.
 Karl P. Spencer, 407 N. 8th St., St. Louis, Mo.
MONTANA: Herman Kenin, 911 Public Service Bldg.,
 Portland, Ore.
NEVADA: H. A. Levinson, 111 Sutter Bldg., San Fran-
 cisco, Calif.
NEW HAMPSHIRE: R. W. Rome, 44 School St., Boston,
 Mass.
NEW JERSEY: ASCAP, National Newark Bldg., 744
 Broad St., Newark, N. J.
NEW MEXICO: H. O. Bergkamp, Security Bldg., Denver,
 Colo.
NEW YORK: (Address Nearest Office) American Soci-
 ety of Composers, Authors and Publishers, 30
 Rockefeller Plaza, New York, N. Y.
 Lawrence Schlus, 1140 Lincoln-Alliance Bank Bldg.,
 Rochester, N. Y.
NORTH CAROLINA: I. T. Cohen, 607-11 First Na-
 tional Bank Bldg., Atlanta, Ga.
OHIO: (Address Nearest Office) Samuel Feldman,
 3910-11 Carew Towers, Cincinnati, Ohio.
 Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.

OKLAHOMA: Frank H. Hemby, 1613-14 Tower Petrole-
 um Bldg., 1905 Elm St., Dallas, Texas.
OREGON: Herman Kenin, 911 Public Service Bldg.,
 Portland, Oregon.
PENNSYLVANIA: (Address Nearest Office) (Western
 Part) William J. O'Brien, 509 Grant Bldg., Pitts-
 burgh, Pa.
 (Eastern Part) H. A. Brown, 1638 Lincoln Liberty
 Bldg., Philadelphia, Pa.
RHODE ISLAND: R. W. Rome, 44 School Street,
 Boston, Mass.
SOUTH CAROLINA: I. T. Cohen, 607-11 First National
 Bank Bldg., Atlanta, Ga.
SOUTH DAKOTA: Dwain M. Ewing, 909 Northwestern
 Bank Bldg., Minneapolis, Minn.
TENNESSEE: I. T. Cohen, 607-11 First National Bank
 Bldg., Atlanta, Ga.
TEXAS: Frank H. Hemby, 1613-14 Tower Petroleum
 Bldg., 1905 Elm Street, Dallas, Texas.
UTAH: H. O. Bergkamp, Security Bldg., Denver, Colo.
VERMONT: R. W. Rome, 44 School Street, Boston,
 Mass.
VIRGINIA: I. T. Cohen, 607-11 First National Bank
 Bldg., Atlanta, Ga.
WEST VIRGINIA: I. T. Cohen, 607-11 First National
 Bank Bldg., Atlanta, Ga.
WISCONSIN: Robert A. Hess, Flankinton Bldg., Mil-
 waukee, Wis.
WYOMING: H. O. Bergkamp, 1101-2 Security Bldg.,
 Denver, Colo.
EUROPEAN REPRESENTATIVE: Hugo Bryk, Mirabeau,
 Hotel, Monte Carlo, Monaco, France.
JAPAN: Dr. W. Plage, 29 Mikawadaimachi, Azabu-Ku,
 Tokyo, Japan.
HAWAII: H. A. Levinson, 111 Sutter Bldg., San Fran-
 cisco, Calif.
PUERTO RICO: Augusto Suarez, Atlantic Ave. No. 8,
 P. O. Box 3949, Santurce, P. R.
CUBA: Dr. Ricardo E. Viurrun, 211 O'Reilly Street,
 Havana, Cuba.
CANADA: Canadian Performing Right Society, Ltd.,
 Royal Bank Bldg., Toronto, Ont.

American Television Society

Headquarters: 1140 Broadway, New York, N. Y.
 CAledonia 5-7430
 Meeting Place: Hotel Woodstock, New York, N. Y.

OFFICERS

PresidentNorman D. Waters
 Vice-PresidentDon McClure
 TreasurerRobert Champlain
 SecretaryKay Reynolds

DIRECTORS

David O. Alber, Halsey V. Barrett, William Caro,
 Don McClure, Robert Champlain, Olga Lee, Kay
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 Talent: Olga Lee, Chairman
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 Research: C. Matthew Dessner, Chairman
 Library: Charles H. Whitebrook, Chairman
 Education: J. Raymond Hutchinson, Chairman
 Publications: George Wallace, Chairman
 Public Relations: David O. Alber, Chairman
 Social: Vivian Fletcher, Chairman
 Membership: Halsey V. Barrett

FUNCTIONS

American Television Society is a non-profit society
 organized to foster the study, understanding and
 appreciation of television as a cultural, educational,
 entertainment and advertising medium. It provides its
 members with an intelligence center and clearing
 house for information pertaining to television and its
 development; a forum for the exchange of ideas and
 discussion of mutual problems relating to or affecting
 television; a television library; special meetings for
 the dissemination of television information; the op-
 portunity to view and study television technique.

**Associated Actors and Artists of
 America**

45 West 47th St., New York, N. Y.
 Phone: BRyant 9-3550

OFFICERS

President-Executive DirectorFrank Gillmore

ORGANIZATIONS

Executive Secretary.....Paul Dullzell
 1st Vice-President.....Jean Greenfield
 2nd Vice-President.....Kenneth Thomson
 Treasurer.....Ruth Richmond
 Counsel.....Paul M. Turner

FUNCTIONS

Associated Actors and Artists of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artists, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.
 District 3766

OFFICERS

President.....Arthur J. Maus
 Vice-President.....Russell S. Stanton
 Secretary-Treasurer.....F. Lee Dechant
 Business Manager.....Russ Rennaker

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 5th Region.....Lawrence H. Dammert
 6th Region.....Arthur J. Maus
 7th Region.....F. L. Dechant
 8th Region.....N. P. Nelson
 9th Region.....Russell S. Stanton

FUNCTIONS

Associated Broadcast Technicians is an association of IBEW local unions of radio broadcast technicians. It functions as a council for the purposes of coordinating and furthering interests of its members.

Association for Education By Radio

228 N. La Salle St., Chicago, Ill.
 Dearborn 7801

OFFICERS

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 Membership Chairman.....William D. Boutwell
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Association of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
 Adelaide 9774

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Mason, Canada Dry Ginger Ale, Ltd.; R. L. Sperber, Sterling Products, Ltd.; Neil B. Powter, Howard Smith Paper Mills, Ltd.; Leslie Choycem McColl-Frontenac Oil Co., Ltd.; Joseph R. Foster, Courtaulds-Canada, Ltd.; Sydney R. Skelton, Goodyear Tire & Rubber Co.; George Bertram, Swift Canadian Co., Ltd.; S. H. Young, Christie, Brown & Co., Ltd.; G. H. Morgan, Canadian Kodak Co., Ltd.

FUNCTIONS

This association was incorporated in March 1917 for the improvement and promotion of the advertising and sales interests of its members and the exchange of information among its members. "Analysis of Circulation of Canadian Publications" is published every two years.

Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
 BRyant 9-6330

OFFICERS

Chairman of Board.....Gordon E. Cole
 (Cannon Mills, Inc.)
 Vice-Chairman.....Carleton Healy
 (Hiram Walker, Inc.)
 Vice-Chairman.....Charles G. Mortimer, Jr.
 (General Foods Corp.)
 President.....Paul B. West
 Treasurer.....M. H. Leister
 (Sun Oil Co.)
 Secretary.....G. S. McMillan

DIRECTORS

Albert Brown, The Best Foods, Inc.; Robert B. Brown, Bristol-Myers Co.; A. O. Buckingham, Cluett Peabody & Co.; C. C. Carr, Aluminum Company of America; Paul S. Ellison, Hygrade Sylvania Corp.; Keith C. Evans, Inland Steel Co.; Price Gilbert, Jr., The Coca Cola Co.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; J. P. Miller, Pet Milk Sales Corp.; H. W. Roden, Harold H. Clapp, Inc.; D. P. Smeiser, The Proctor & Gamble Co.; H. M. Warren, National Carbon Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
 HOLLYWOOD 3545

OFFICERS

President.....Gerald King
 Secretary.....C. P. MacGregor
 Treasurer.....J. Messer
 General Counsel.....John J. Wilson

DIRECTORS

Gerald King, C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Sloman Productions, Ltd.; George Logan Price, Inc.

Authors' Guild

6 E. 39th St., New York, N. Y.
 Murray Hill 5-6930

OFFICERS

President.....Carl Carmer
 Vice-President.....Manuel Komroff
 Secretary.....Helen Huff

COUNCIL

Helen Christine Bennett, Berton Braley, Ben Lucien Burman, Elmer Davis, Fairfax Downey, Bernard DeVoto, Mignon Eberhart, Walter D. Edmonds, Arthur Guiterman, Harry Hansen, Fannie Hurst, Inez Haynes Irwin,

Will Irwin, Denis Tilden Lynch, Alice Duer Miller, Frederick C. Painton, Henry F. Prongle, Kenneth Roberts, Marjorie Hillis Roulston, Carl Sandburg, Oscar Schisgall, Emma Gelders Sterne, Arthur Train, Jr., Mark Van Doren, M. R. Werner, Margaret Widdemer, Thyra Samter Winslow, W. E. Woodward, Arthur Leo Zagat.

Authors' League

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Howard Lindsay
Vice-President.....Henry F. Pringle
Secretary.....Kenneth Webb

COUNCIL

Louis Adamic, Stephen Vincent Bennett, Irving Berlin, Elaine Sterne Carrington, Marc Connelly, Norman L. Corwin, Russel Crouse, Elmer Davis, Merrill Denison, Frances Goodrich, Moss Hart, Philo Higley, Inez Haynes Irwin, Will Irwin, Sidney Kingsley, John Howard Lawson, Denis Tilden Lynch Albert Maltz, William Brown Me'oney, Kenyon Nicholson, Nathaniel Peer, Arthur Richman, Oscar Schisgall, Lyman Beecher Stowe, A. E. Thomas, John Vandercook, Rita Weiman, Stanley Young.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copy-rightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.

1802 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....Neville Miller
Vice-President.....M. E. Tompkins
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
Pennsylvania 6-5466

OFFICERS

President.....Neville Miller
Vice-President-General Manager.....M. E. Tompkins
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President.....Carl Haverlin
Treasurer.....C. E. Lawrence

DIRECTORS

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Edward K'auber, Columbia Broadcasting System; Niles Trammell, National Broadcasting Co.; Paul Morency, WTIC; John Shepard, 3rd, The Yankee Network.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge.....Harry Engel

54 West Randolph St., Chicago, Ill.
Executive-in-Charge.....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the

performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Association of Broadcasters

1802 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 61 privately owned radio stations.

(For detailed information concerning officers and directors see Canadian Section.)

Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
Circle 6-5566

OFFICERS

President.....George M. Cohan
First Vice-President.....Gene Buck
Second Vice-President.....Hugh O'Connell
Honorary Vice-Presidents:

Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian Chaplain-Treasurer.....Rev. John F. White
Recording Secretary.....Don Gautier
Counsel.....Hon. Alfred J. Talley
Historian.....Allyn Gilly
Executive Secretary.....George Buck
Chairman of Executive Board.....John A. Bado
Social Secretary (Theatrical).....Jane Hoy
Social Secretary (Non-Theatrical)

Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

OFFICERS

President.....Joseph Avery Durkin
1st Vice-President.....Edwin P. Kilroe
2nd Vice-President.....Richard Reid
3rd Vice-President.....Daniel D. Halpin
Treasurer.....Hugh A. O'Donnell
Financial Secretary.....Eleanor M. Tucker
Recording Secretary.....Clarence E. Heller
Corresponding Secretary.....Bernadette A. Forrest
Counsel.....Henry N. Steinert
Spiritual Director.....Rev. John B. Kelly
Honorary President.....Very Rev. Francis Joseph Spellman
President Emeritus.....James J. Walsh

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh

ORGANIZATIONS

Morley, Katherine Egerly, Charles H. Moran, Margaret Marshall, Nick Kenny, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.
REpublic 3306

OFFICERS

Chairman.....Edwin W. Craig
Director.....Victor Sholis
Treasurer.....Harold Hough
Chairman, Engineering Committee.....J. H. DeWitt, Jr.
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MURry Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and other interested in management problems arising from consumer movements.

Defense Communications Board

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fiy, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer of U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of Treasury Enforcement Activities.

COMMITTEES

Alternates: E. K. Jett, Chief Engineer, Federal Communications Commission; Colonel Otis K. Sadtler, Chief of Operations Branch of Signal Corps; Captain Joseph R. Redman, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of Division of International Communications; Commander J. F. Farley, Chief of Communications of U. S. Coast Guard.

Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbacher, Department of Navy; Commander J. F. Farley, Chief of Communications, U. S. Coast Guard, Department of Treasury.

Law: Telford Taylor, General Counsel of Federal Communications Commission, Chairman; Major J. W. Huysson, Office of the Judge Advocate General, Department of War; Steven Spingarn, Department of Treasury; Lt. Commander Franz O. Willenbacher, Department of Navy; Raymond T. Ringling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: Paul Goldsborough, Chairman; Ford Studebaker, Secretary.

Domestic Broadcasting: Neville Miller, Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: J. H. Dellinger, Chairman; E. K. Jett, Vice-Chairman; Gerald C. Gross, Secretary; P. F. Siling, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: E. M. Webster, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman.

(For complete personnel of various committees see section in this volume titled "Radio in Defense".)

Defense Savings Radio Section, Treasury Department

709 Twelfth St., N. W., Washington, D. C.
National 6400

PERSONNEL

Chief, Radio-Press Section.....Vincent F. Callahan
Assistant Chief, Radio Section.....Charles J. Gilchrist
Chief, Women's Programs.....Marjorie L. Spriggs
Chief, Farm & Foreign Language Programs,
Emerson Waldman

Copy Editor.....Frank R. King

FUNCTIONS

The Radio Section of the Defense Savings Staff of the Treasury Department handles all radio promotion for the sale of Defense Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MURray Hill 5-6930

OFFICERS

President.....Elmer Rice
Vice-President.....George S. Kaufman
Secretary.....Richard Rodgers

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Clare Boothe, Edward Childs Carpenter, Marc Connelly, Rachel Crothers, Russel Crouse, Owen Davis, Philip Dunning, Dorothy Fields, Rose Franken, Clifford Goldsmith, Paul Green, Lorenz Hart, Lillian Hellman, Arthur Kober, Melvin Levy, Howard Lindsay, Elizabeth MacFadden, George Middleton, John Monks, Jr., Eugene O'Neill, Arthur Richman, Irwin Shaw, Arthur Schwartz, Robert E. Sherwood, George Sklar, Lulu Vollmer, Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Association

National Press Bldg., Washington, D. C.

OFFICERS

President.....Eugene O. Sykes
First Vice-President.....Paul M. Segal
Second Vice-President.....Eliot C. Lovett
Secretary.....Reed T. Rollo
Treasurer.....John M. Littlepage

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
RRepublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Getrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange,
Gordon Studebaker

COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; Harold B. McCarthy, National Association of Educational Broadcasters; Gerald C. Gruss, Federal Communications Commission; Walter G. Freston, Jr., National Broadcasting Co.; Levering Tyson, Muhlenberg College; Sterling Fisher, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

Federal Trade Commission

Constitution Ave. at 6th St., N.W., Washington, D.C.
NATIONAL 8206

PERSONNEL

Chairman.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....Garland S. Ferguson
Commissioner.....William A. Ayres
Commissioner.....Robert E. Freer
Secretary.....Otis B. Johnson
Chief Economist.....Col. William H. England
Director, Radio & Periodical Division.....P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

Financial Advertisers Association

221 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS

President.....Victor Cullin
(Mississippi Valley Trust Co.)
First Vice-President.....L. E. Townsend
(Bank of America)
Second Vice-President.....Lewis F. Gordon
(Citizens & Southern National Bank)
Third Vice-President.....J. Lowell Lafferty
(Fort Worth National Bank)
Treasurer.....Fred W. Mathison
(National Security Bank)
Executive Vice-President.....Preston E. Reed

First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Atlanta, Ga.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Richmond, Va.; San Francisco, Calif.; San Jose, Calif.; Salt Lake City, Utah; Seattle, Wash.; St. Louis, Mo.; Tacoma, Wash.; Toronto, Ont.; Montreal, Que.; Halifax, Nova Scotia; Vancouver, B. C.; Winnipeg, Manitoba.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

F M Broadcasters, Inc. (FMBI)

21 Brookline Ave., Boston, Mass.
Commonwealth 0800

OFFICERS

President.....John Shepard, 3rd
Vice-President.....John V. L. Hogan
Secretary-Treasurer.....Robert T. Bartley
General Manager.....Dick Dorrance

DIRECTORS

Walter J. Damm, Franklin M. Doolittle, C. M. Jansky, Jr., Ray H. Manson, Carl Meyers, Paul W. Morency, T. C. Streibert.

BRANCH OFFICE

52 Vanderbilt Ave., New York, N. Y.
Phone, Murray Hill 4-7201

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

Georgia Association of Broadcasters

c-o Radio Station WRBL, Columbus, Ga.

OFFICERS

President.....James Woodruff, Jr.
(WRBL, Columbus)
Vice-President.....Ray Ringston
(WRDL, Augusta)
Secretary-Treasurer.....Allie Williams
(WMAZ, Macon)

DIRECTORS

E. K. Cargill, WMAZ, Macon; Jack Williams, WAYX, Waycross; Leonard Reinsch, WSB, Atlanta.

FUNCTIONS

The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

Independent Radio Network

Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg., Philadelphia, Pa.

OFFICERS

Chairman.....Samuel R. Rosenbaum
(WFIL, Philadelphia)
Vice-Chairman & Treasurer.....Paul W. Morency

ORGANIZATIONS

EXECUTIVE COMMITTEE

Martin B. Campbell, WFAA, Dallas, Texas; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR, Buffalo, N. Y.; P. W. Morency, WTIC, Hartford, Conn.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.

DIRECTORS

Martin Campbell, WFAA, Dallas, Texas; Edwin W. Craig, WSM, Nashville, Tenn.; Mark Ethridge, WHAS, Louisville, Ky.; Don S. Elias, WWNC, Asheville, N. C.; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsberry, WGR, Buffalo, N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, WAVE, Louisville, Ky.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.; L. B. Wilson, WCKY, Cincinnati, Ohio.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President.....A. F. Van Dyck
Secretary.....Harold P. Westman

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
Vanderbilt 6-6075

OFFICERS

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

BRANCH OFFICE

720 State St., Schenectady, N. Y.
Technical Manager.....David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: Brown University, University of California, University of California at Los Angeles, Columbia University, University of Connecticut, Cornell University, University of Florida, Georgetown University, Hampton College, Harvard University, Hamilton College, Knox College, Pembroke College, Princeton University, Rhode Island State University, St. Edwards University, St. Lawrence University, Swarthmore College, Union College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman.....Dr. J. H. Dellinger
Vice-Chairman.....E. K. Jett
Secretary.....Gerald C. Gross
Assistant Secretary.....P. F. Silling

MEMBERS

Department of Agriculture.....E. W. Loveridge
Department of Commerce.....Dr. J. H. Dellinger
Federal Communications Commission.....E. K. Jett
Department of Interior.....C. D. Monteith
Department of Justice.....T. D. Quinn
Maritime Commission.....D. S. Brierly

Department of Navy.....Admiral S. C. Hooper
Post Office Department.....Roy M. Martin
Department of State.....Thomas Burke
Department of Treasury.....Commander J. F. Farley
Department of War.....Major General J. O. Mauborgne

ALTERNATE MEMBERS

Department of Agriculture.....Wallace L. Kaddery
Department of Commerce.....L. H. Simson
Federal Communications Commission.....Gerald C. Gross
Department of Interior.....John S. Cross
Department of Justice.....H. J. Walls
Maritime Commission.....J. T. Welsh
Department of Navy.....Commander John R. Redman
Post Office Department.....none
Department of State.....Francis C. de Wolf
Department of Treasury.....Commander C. H. Peterson
Department of War.....Major Wesley T. Guest

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
Phone, 3546-W

OFFICERS

President & Editor.....Arthur J. Green
Board of Advisors.....Joseph B. Sessions
Board of Advisors.....Jacob N. Kleimans
Board of Advisors.....Charles H. Schroeder
European Representative.....Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec.
(Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

The Lambs

130 W. 44th St., New York, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Fred Waring
Boy.....Raymond Peck
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Sam Forrest
Treasurer.....Ralph Trier
Librarian.....John Golden
Assistant Secretary.....T. H. DrUITT

MEMBERS OF THE COUNCIL

Kenneth Webb, Martin Gillen, James E. Meighan, Earl Benham, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Sayle Taylor, M. D. Stauffer, William P. Adams, Hal Christensen, Walter N. Greaza, Thomas Jefferson Miley, Tex O'Rourke.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

Market Research Council

OFFICERS

President.....Will S. Johnson
(Vick Chemical Co.)
Vice-President.....Elmo Roper
(Elmo Roper)
Secretary-Treasurer.....D. B. Lucas
(New York University)

EXECUTIVE COMMITTEE

Will S. Johnson, Elmo Roper, D. B. Lucas, Arno H. Johnson (J. Walter Thompson Co.); Hugh M. Beville, Jr. (National Broadcasting Co.).

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Richard F. Murray
General Manager.....Harry Fox

National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.
MUrray Hill 2-3420

OFFICERS

Secretary.....Dr. Levering Tyson

FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

(Activities suspended for duration of war.)

National Association of Broadcast Engineers

201 N. Wells Bldg., Chicago, Ill.
Randolph 8884

OFFICERS

President.....E. C. Horstman
Vice-President.....J. H. Brown
Secretary-Treasurer.....G. Maher, Jr.
Assistant Secretary-Treasurer.....F. R. Rojas
Assistant Secretary-Treasurer.....E. Stolzenberger

FUNCTIONS

The NABET is a national labor organization which consists of radio engineers in the broadcast industry. Chapters are located all over the United States.

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President.....Neville Miller
Assistant to President-Acting
Secretary-Treasurer.....C. E. Arney, Jr.
General Counsel.....Russell P. Place
Director of Public Relations.....Edward M. Kirby
Director of Labor Relations.....Joseph L. Miller
Director of Broadcasting Advertising.....Frank E. Pellegrin
Director of Research.....Paul F. Peter
Director of Engineering.....Lynne C. Smeby
Director of Promotion.....Arthur C. Stringer
Auditor.....Everett E. Revercomb

BOARD OF DIRECTORS

District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Clarence Wheeler, WHEC, Rochester, N. Y.
Edward Klauber, CBS, New York, N. Y. (director-at-large)
- 3—Isaac D. Levy, WCAU, Philadelphia, Pa.
- 4—John A. Kennedy, WBLK, Clarksburg, W. Va.
Frank M. Russell, WRC, Washington, D. C. (director-at-large)
John Elmer, WCBM, Baltimore, Md. (director-at-large)

Don S. Elias, WWNC, Asheville, N. C. (director-at-large)

- 5—Frank King, WMBR, Jacksonville, Fla.
James W. Woodruff, Jr., WRBL, Columbus, Ga. (director-at-large)
- 6—Edwin W. Craig, WSM, Nashville, Tenn.
- 7—J. H. Ryan, WSPD, Toledo, Ohio
George W. Norton, Jr., WAVE, Louisville, Ky. (director-at-large)

- James D. Shouse, WLW, Cincinnati, O.
8—John E. Fetzer, WKZO, Kalamazoo, Mich.
9—Edgar L. Bill, WMBD, Georgia, Ill.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
J. O. Maland, Des Moines, Ia.
11—Earl H. Gammons, WCCO, Minneapolis, Minn.
12—Herbert Hollister, KFBI, Wichita, Kans.
13—O. L. Taylor, KGNC, Amarillo, Tex.
14—Eugene P. O'Fallon, KFEL, Denver, Colo.
15—Howard Lane, KFBK, Sacramento, Calif.
16—Harrison Holloway, KFI-KECA, Los Angeles, Calif.
17—Harry R. Spence, KXRO, Aberdeen, Wash.

EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, James D. Shouse, Don S. Elias, John J. Gillin, Jr., John Elmer, O. L. Taylor.

National Association of Educational Broadcasters

Exec. Sec'y., Radio Station WILL, Univ. of Illinois,
Urbana, Illinois

OFFICERS

President.....Howard A. Engle
(WHA, Madison, Wisc.)
Vice-President.....Gilbert D. Williams
(WBAA, West Lafayette, Ind.)
Treasurer.....W. I. Griffith
(WOI, Ames, Iowa)
Executive Secretary.....Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Association of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

President.....James J. Walker
First Vice-President.....Fred Waring
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Secretary.....Frank Crumit
Treasurer.....Don Voorhees
General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Jacob Rosenberg, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Erefm Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

National Better Business Bureau, Inc.

405 Lexington Ave., New York, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Harry Dwight Smith
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

ORGANIZATIONS

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.
CAledonia 5-6965

OFFICERS

Chairman..... Arthur G. Crane
(Pres., University of Wyoming)
Vice-Chairman..... James E. Cummings
Secretary..... Ruth L. Goodnough

FUNCTIONS

Acts as spokesman in radio matters for organized education. Publishes a bulletin titled "Education by Radio." Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

National Independent Broadcasters, Inc. (NIB)

Chairman's Office: 730 Fifth Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

Chairman, Board of Directors..... Harold A. Lafount
President..... George B. Storer
Vice-President..... L. B. Wilson
Secretary-Treasurer..... Lloyd C. Thomas
General Counsel..... Andrew W. Bennett
Managing Director..... Edwin M. Spence

DIRECTORS

Harold A. Lafount, Chairman of the Board; Ralph L. Atias, WJJD, Chicago, Ill.; S. A. Cisler, WGRG, Louisville, Ky.; Edward Codel, WPAT, Paterson, N. J.; E. B. Craney, KGIR, Butte, Mont.; A. J. Fletcher, WRAL, Raleigh, N. C.; Thompson Guernsey, WLBZ, Bangor, Me.; James F. Hopkins, WJBK, Detroit, Mich.; C. J. Lanphier, WEM, Milwaukee, Wisc.; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludw, WIBW, Topeka, Kans.; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.; E. C. Reineke, WDAY, Fargo, N. D.; L. M. Sepaugh, WSLI, Jackson, Miss.; Edwin M. Spence, WWDC, Washington, D. C.; George B. Storer, The Fort Industry Co.; Lloyd C. Thomas, KGFV, Kearney, Nebr.; Arthur Westlund, KRE, Berkeley, Calif.; L. B. Wilson, WCKY, Cincinnati, Ohio.

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President..... W. D. Murphy
(Ellis, Younggreen & Finn)
Vice-President..... L. R. Garretson
(Leeds & Northrup Co.)
Vice-President..... E. C. Howell
(The Carboly Co.)
Vice-President..... Herbert V. Mercready
(Magnus Chemical Co.)
Vice-President..... Arthur Neher
(Century Electric Co.)
Vice-President..... Louis J. Ott

(Ohio Brass Co.)

Vice-President..... E. A. Phoenix
(Johns-Manville Sales Corp.)
Secretary-Treasurer..... C. D. Davenport
(Union Steel Products Co.)
Past President..... R. P. Dodds
(Truscon Steel Co.)
Headquarters Secretary..... M. R. Webster

DIRECTORS

Roy D. Baldwin, Simonds Saw & Steel Co., Fitchburg, Mass.; K. R. Sutherland, Sutherland-Abbott, Boston, Mass.; Frederick I. Lackens, The Hays Corp., Michigan City, Ind.; W. Lane Witt, Crane Co., Chicago, Ill.; George F. Mathews, The Lunkenheimer Co., Cincinnati, O.; William E. McFee, American Rolling Mill Co., Middletown, O.; C. B. Cook, The Ewell-Parker Electric Co., Cleveland, O.; Ernest C. Roberts, The Clark Controller Co., Cleveland, Ohio; Tom Moule, Ralph L. Wolfe & Associates, Detroit, Mich.; Bruce Morse, Square D Company, Detroit, Mich.; B. C. O'Brien, Roots-Connersville Blower Corp., Connersville, Ind.; Stanley Murray, The Perfect Circle Co., Hagerstown, Ind.; M. R. Klitten, The McCarty Co., Los Angeles, Calif.; S. C. Eastman, Dozier-Graham-Eastman, Los Angeles, Calif.; J. William Stair, B. M. Root Co., York, Pa.; Frank W. Fensinger, Landis Tool Co., Waynesboro, Pa.; Arnold J. Andrews, Bucyrus-Erie Co., South Milwaukee, Wisc.; Walter E. Schultz, Delta Mfg. Co., Milwaukee, Wisc.; O. J. Eliertson, Pioneer Engineering Works, Inc., Minneapolis, Minn.; Lowell H. Swenson, William Bros. Boiler & Mfg. Co., Minneapolis, Minn.; D. W. Kelley, Canadian Industries, Ltd., Montreal, P. Q.; A. P. Darcel, Crane, Ltd., Montreal, P. Q.; F. H. Finkerton, U. S. Rubber Co., New York, N. Y.; John Coakley, Thomas A. Edison, Inc., West Orange, N. J.; Keith B. Lydiard, Alan Bridgeman Sanger, New York, N. Y.; C. M. Neighbors, Babcock & Wilcox Co.; R. E. Lovekin, R. E. Lovekin Corp., Philadelphia, Pa.; A. O. Witt, Schramm, Inc., West Chester, Pa.; Edmund D. Kennedy, Copperwald Steel Co., Glassport, Pa.; C. E. Herington, Meeharite Research Institute of America, Pittsburgh, Pa.; George R. Holt, W. F. & John Barnes Co., Rockford, Ill.; M. R. Crossman, Barber-Colman Co., Rockford, Ill.; R. T. Reinhardt, California Corrugated Culvert Co., Berkeley, Calif.; Gordon W. Monfort, Caterpillar Tractor Co., San Leandro, Calif.; Arthur Neher, Century Electric Co., St. Louis, Mo.; Charles W. Bolan, Carter Carburetor Co., St. Louis, Mo.; Philip Linne, Cwines-Corning Fiberglas Corp., Toledo, Ohio; Allen P. Colby, National Supply Co., Toledo, Ohio; P. A. M. Galilee, Canadian Westinghouse Co., Hamilton, Ont.; L. B. Hicks, Canadian General Electric Co., Toronto, Ont.; George B. Wright, Nash Engineering Co., South Norwalk, Conn.; G. M. Fletcher, The Stan'ey Works, New Britain, Conn.; L. H. Taylor, The Deming Co., Salem, Ohio; William S. Miller, The General Fireproofing Co., Youngstown, Ohio; C. M. Buchana, Van Sant, Dugdale & Co., Baltimore, Md.; R. D. Hawkins, Hammond Machinery Builders, Inc., Kalamazoo, Mich.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Television System Committee

PERSONNEL

Chairman..... Dr. W. R. G. Baker
(General Electric Co.)
Secretary..... Virgil M. Graham
(Hygrade Sylvania Corp.)
Committeeman..... Dr. Ralph Bown
Alternate..... D. A. Quarles
(Bell Telephone Labs., Inc.)
Committeeman..... Adrain Murphy
Alternate..... Dr. P. C. Goldmark
(Columbia Broadcasting System, Inc.)

Committeeman..... Allen B. DuMont
 Alternate..... Dr. T. T. Goldsmith
 (Allen B. DuMont Laboratories, Inc.)
 Committeeman..... B. R. Cummings
 Alternate..... P. J. Herbst
 (Farnsworth Television & Radio Corp.)
 Committeeman..... Dr. E. F. W. Alexanderson
 Alternate..... I. J. Kaar
 (General Electric Co.)
 Committeeman..... Daniel E. Harnett
 Alternate..... W. A. MacDonald
 (Hazeltine Service Corporation)
 Committeeman..... Albert I. Lodwick
 Alternate..... A. F. Murray
 (Hughes Tool Company)
 Committeeman..... Dr. Alfred N. Goldsmith
 Alternate..... H. A. Wheeler
 (Institute of Radio Engineers)
 Committeeman..... J. V. L. Hogan
 Alternate..... L. C. Smeby
 (National Association of Broadcasters)
 Committeeman..... David B. Smith
 Alternate..... F. J. Bingley
 (Philco Corporation)
 Committeeman..... Dr. R. H. Manson
 Alternate..... Dr. G. R. Town
 (Stromberg-Carlson Telephone Mfg. Co.)
 Committeeman..... Paul Raibourn
 (Television Productions, Inc.)
 Committeeman..... John R. Howland
 Alternate..... J. E. Brown
 (Zenith Radio Corporation)
COMMITTEE CHAIRMAN
 Committee on Synchronization..... D. B. Smith
 Committee on Color Television..... Dr. P. C. Goldmark
 Committee on Monitoring..... Dr. T. T. Goldsmith, Jr.
 Committee on Visual Sideband..... C. A. Priest

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
 Columbus 5-2638

OFFICERS

President..... Louis Handin
 First Vice-President..... Joe McInerney
 Second Vice-President..... Lester Rose
 Treasurer..... William Marble
 Recording Secretary..... Rosa Crouch

DIRECTORS

Charles H. Preston, Jack Boyle, Joe Verdi, Nick Elliott, Charles Johnson, Juliet Heath, Ed West, Joe Rose.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

National Youth Administration Radio Workshop

1697 Broadway, New York, N. Y.
 Circle 6-3888

OFFICERS

Director of Publicity & Radio Workshop,
 Stanley L. Stevens

FUNCTIONS

NYA Radio Workshop gives work experience to youths between the ages of 16 and 25 years in the following phases of radio and entertainment: symphonic music, popular music, choral group, music library, composers laboratory, music research, music copying, production, publicity and radio technology.

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
 Phone: 432

OFFICERS

President..... Vernon H. Smith
 (KOWH, Omaha)
 Vice-President..... L. L. Hilliard
 (KGKY, Scottsbluff)
 Secretary-Treasurer..... Art Thomas
 (WJAG, Norfolk)
DIRECTORS

Don Searle, KOIL, Omaha; W. I. LeBarron, North Platte.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KGFN, North Platte; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

OFFICERS

President..... Eugene C. Pulliam
 (WIRE, Indianapolis, Ind.)
 Vice-President..... Hubert Taft, Jr.
 (WKRC, Cincinnati, O.)
 Secretary-Treasurer..... William J. Scripps
 (WWJ, Detroit, Mich.)

DIRECTORS

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennen, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hubert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.

Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

New Jersey Broadcasters' Association

c/o Walter Patrick Kelly

WAAT, 50 Journal Square, Jersey City, N. J.

OFFICERS

President..... A. Harry Zoog
 (WFPG, Atlantic City)
 Vice-President..... Edward Codel
 (WPAT, Paterson)
 Vice-President..... O. L. Maxey
 (WSNJ, Bridgeton)
 Secretary-Treasurer..... Walter Patrick Kelly
 (WAAT, Jersey City)

EXECUTIVE BOARD

A. Harry Zoog, Edward Codel, O. L. Maxey, Walter Patrick Kelly, John C. Bird, WCAP, Asbury Park; George V. Kelly, WPAT, Paterson, George S. McGinley, WTTM, Trenton; A. B. Schillin, WAAT, Jersey City.

Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.

Lexington 2-8497

OFFICERS

Chairman..... Harold V. Hough
 Vice-Chairman..... Walter J. Damm
 Treasurer..... D. Tennant Bryan

FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

North Carolina Association of Broadcasters

President's Office: c/o WPTF, Raleigh, N. C.

OFFICERS

President..... Richard H. Mason
 (WPTF, Raleigh)
 Vice-President..... George Walker

ORGANIZATIONS

(WAIR, Winston-Salem)
 Secretary-Treasurer.....Richard A. Dunlea
 (WSOC, Charlotte)
FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
 KQW, 87 E. San Antonio St., San Jose, Calif.
OFFICERS
 President.....Arthur Westlund
 (KRE, Berkeley)
 Secretary-Treasurer.....C. L. McCarthy
 (KQW, San Jose)

Ohio Association of Broadcasters

c/o George L. Young, Secretary-Treasurer
 WSPD, Toledo, Ohio
OFFICERS
 President.....W. P. Williamson
 (WKBN, Youngstown)
 Vice-President.....Hulbert Taft, Jr.
 (WKRC, Cincinnati)
 Secretary-Treasurer.....George L. Young
 (WSPD, Toledo)

Oregon State Broadcasters' Association

c/o Lee Bishop, President
 KMED, Medford, Ore.
OFFICERS
 President.....Lee Bishop
 (KMED, Medford)
 Vice-President.....Carey Jennings
 (KWJJ, Portland)
 Secretary.....Frank Loggan
 (KBND, Bend)
FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

Pacific Advertising Association

900 Title Guarantee Bldg., Los Angeles, Calif.
 Michigan 0479
OFFICERS
 President.....Don Belding
 (Lord & Thomas)
 Senior Vice-President.....Lawrence W. Lane
 (Lane Publishing Co.)
 Secretary-Treasurer.....Kenneth Bourke
 (University Union Club)
 Vice-President At-Large.....Claire Drew Forbes
 (Rhodes Department Store)
 Managing Director.....Charles W. Collier
 Executive Secretary.....Lela M. Huey
 V-P District 1.....J. Corning Todd
 (McCandlish Lithograph Co.)
 V-P District 2.....A. A. Campbell
 (Salt Lake City Tribune-Telegram)
 V-P District 3.....Kelmar K. LeMaster
 (Portland Oregonian)
 V-P District 4.....Howard Willoughby
 (Foster & Kleiser Co.)
 V-P District 5.....L. N. Shun
 (Advertising Counselors, Inc.)
 Chairman, Finance Division.....Walter J. Held
 (Standard Oil Co.)

Chairman, Club Service Division.....Elliott C. Hensel
 (Business Counselor)
 Chairman, Advancement of Business Division,
 Walter W. R. May
 (Portland General Electric Co.)
 Chairman, Senior Advisory Committee,
 Junior Division.....Robert L. Philippi
 (Union Oil Co.)
 Chairman, Junior Executive Committee,
 Junior Division.....Mary Cunningham
 (Braun & Co.)

FUNCTIONS
 This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business program.

Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.
OFFICERS
 President.....Clair R. McCollough
 (WGAL, Lancaster)
 Vice-President.....Clifford Chafey
 (WEEU, Reading)
 Secretary.....C. G. Moss
 (WKBO, Harrisburg)
 Treasurer.....Dr. Leon Levy
 (WCAU, Philadelphia)

DIRECTORS
 H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS
 This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
 Circle 7-6075
OFFICERS
 President.....Rocco Vocco
 First Vice-President.....Joseph Santly
 Second Vice-President.....Charles Warren
 Third Vice-President.....Harry Link
 Treasurer.....Irving Tanz
 Financial Secretary.....Michael L. Schloss
 Recording Secretary.....Louis E. Schwartz
 Sergeant-at-Arms.....David Kent
 Executive Director.....Bob Miller

BRANCH OFFICES
 19 S. La Salle St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 5451 Marathon St., Hollywood, Calif.
 Regional Director.....Nat Winecoff
 11 Lewis Street, Somerville, Mass.
 Regional Director.....Frank Machado
 316 Porter St., Philadelphia, Pa.
 Regional Director.....David Blum

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
 Longacre 5-6622
OFFICERS
 President.....John L. Callahan
 Vice-President.....Paul Ware
 Corresponding Secretary.....Lincoln Walsh
 Recording Secretary.....Harold M. Lewis
 Treasurer.....Joe J. Stanley
FUNCTIONS
 Object of the club is the promotion of cooperation among those interested in scientific investigation and

amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Correspondents' Association

United States Capitol, Washington, D. C.
 NAational 3120, Extension 1410

OFFICERS

President.....H. R. Baukage
 Vice-President.....Fred W. Morrison
 Secretary (acting).....Fulton Lewis, Jr.
 Treasurer.....Francis W. Tully, Jr.
 Ex-Officio Member, Executive Committee

Albert L. Warner
 Superintendent, House Gallery.....Robert M. Menaugh
 Superintendent, Senate Gallery.....D. Harold McGrath

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government as well as providing facilities for radio newsmen at national political conventions.

Radio Council— Chicago Public Schools

228 N. La Salle St., Chicago, Ill.
 Dearborn 7801

OFFICERS

Superintendent of Schools.....Dr. William H. Johnson
 Director.....Harold W. Kent
 Program Director.....George Jennings

EXECUTIVE COMMITTEE OF SCHOOL BROADCAST CONFERENCE

Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; Lavinia Schwartz, Columbia Broadcasting System; George Jennings, Chairman of Conference Publications Committee; Harriet Hester, WLS, Chicago; Al Hollender, WJJD-WIND, Chicago; David Heffernan, Cook County Schools; Luella Hoskins, New York University.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-schools broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

Radio Council On Children's Programs

9 Rockefeller Plaza, New York, N. Y.
 Circle 6-1097

OFFICERS

President.....Mrs. Nathaniel Singer
 Vice-President.....Mrs. Dorothy Lewis
 Treasurer.....Wilson Parkhill
 Secretary.....Rita Hochheimer

FUNCTIONS

Council was formed to obtain more and better radio programs for children.

Radio Executives Club of New York

347 Madison Ave., New York, N. Y.

OFFICERS

President.....John Hymes
 Vice-President.....Arthur Sinshemer
 Vice-President.....Alman J. Taranto
 Secretary.....William Wilson
 Treasurer.....Ed. Devney

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to award annually a plaque to any individual or group of individuals who, in the opinion of the club, has made the most outstanding contribution toward the advancement of radio; (5) to maintain a central bureau of employment for members of the club; (6) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held weekly from October to May and membership is open to anyone engaged in the business of radio.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
 National 4901

OFFICERS

President.....Paul V. Galvin
 (Galvin Manufacturing Corp.)
 Executive Vice-President-General Manager
 Bond Geddes
 Vice-President.....Ray H. Manson
 (Stromberg-Carlson Tel. Mfg. Co.)
 Vice-President.....Roy Burlew
 (Ken-Rad Tube & Lamp Co.)
 Vice-President.....H. E. Osmun
 (Centralab)
 Vice-President.....James P. Quam
 (Quam-Nichols Co.)
 Treasurer.....Leslie Muter
 (The Muter Co.)
 General Counsel.....John W. Van Allen
 (Buffalo, N. Y.)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kahn, Standard Transformer Corp.; Ernest Searing, International Resistance Co.; H. E. Osmun, Centralab; Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co.; H. C. Bonfig, RCA Mfg. Co.; E. A. Nicholas, Farnsworth Television & Radio Corp.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David T. Schultz, Rayethon Production Corp.; James T. Buckley, Philadelphia Storage Battery Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; A. S. Wells, Wells-Gardner & Co.; R. C. Crosrove, The Crosley Corp.; E. F. McDonald, Jr., Zenith Radio Corp.; James P. Quam, Quam-Nichols Co.; Ray F. Sparrow, P. R. Mallory & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh.

Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
 Adelaide 1531

OFFICERS

President.....E. C. Grimley
 Vice-President.....L. A. Young

ORGANIZATIONS

Executive Secretary.....W. W. Richardson
 Chairman of Engineering Committee.....C. J. Irwin

FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

Radio Producers Club of Hollywood

404 Guaranty Bldg., Los Angeles, Calif.
 Hollywood 7337

OFFICERS

President.....Z. Wayne Griffin
 Vice-President-Secretary.....Carroll O'Meara
 Vice-President-Treasurer.....Murray Bolen
 Sergeants-At-Arms.....Tom McKnight, Charles Vanda

FUNCTIONS

This club is purely a social and fraternal organization of members all of whom are active producers of TC shows. Membership includes 48 free lance and agency producers in Hollywood who meet every three weeks.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
 Republic 1820, Extension 2225

OFFICERS

Director.....John Gordon Studebaker

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
 Murray Hill 5-6930

OFFICERS

National President.....Henry Fisk Carlton
 Vice-President, Eastern Region.....Katharine Seymour
 Vice-President, Middle Western Region

Courtney Savage

Vice-President, Western Region.....John Boylan
 Executive Secretary, Eastern Region.....Luise Silcox
 Assistant Secretary, Eastern Region

Margaret Scheurman

Assistant Secretary, Western Region.....Pauline Lauber

BRANCH OFFICES

Hollywood: 1655 N. Cherokee Ave.
 Chicago: 1255 North State Parkway.

EASTERN REGIONAL COUNCIL

Stuart Ayers, Ann Barley, Erik Barnouw, Elaine Sterne Carrington, George Corey, Norman Corwin, Merrill Denison, Knowles Entrikin, Laurence Hammond, James Hart, Stuart Hawkins, Harry R. Herrmann, Philo Higley, Welbourn Kelley, Ruth Adams Knight, J. T. W. Martin, Richard McDonagh, Vera Oldham, Addy Richton, Kenneth Webb, Francis Wilson.

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver, Colo.
 KEystone 5306

OFFICERS

President.....C. B. Hershey
 Secretary.....Mrs. M. E. Richards

Treasurer.....E. A. Conway, S. J.
 Director.....Robert B. Hudson

EXECUTIVE COMMITTEE

John W. Amesse, A. Helen Anderson, Dorothy Dee Hamilton, H. M. Crain, Thurston J. Davies, James D. Finn, uigg Newton, Jr., Robert L. Stearns.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 28 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1941 it produced 367 programs for 31 organizations, which were re-broadcast 1542 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

113 W. 42nd St., New York, N. Y.
 BRyant 9-3223

OFFICERS

President.....Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
 LONGacre 5-9124

OFFICERS

President.....Sholom Secunda
 Vice-President.....Rev. Pinchus Jassinowsky
 Treasurer.....Alexander Olshanetsky
 Secretary.....Henry Lefkowitz
 General Manager.....Salom J. Perlmutter
 Counsel.....A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
 PENnsylvania 6-0620

OFFICERS

President.....Emery Huse
 Past President.....E. A. Williford
 Executive Vice-President.....H. Griffin
 Engineering Vice-President.....D. E. Hyndman
 Editorial Vice-President.....A. C. Downes
 Financial Vice-President.....A. S. Dickinson
 Convention Vice-President.....W. C. Kunzmann
 Secretary.....P. J. Larsen
 Treasurer.....G. Friedl, Jr.

GOVERNORS

M. C. Batsel, F. E. Carlson, J. G. Frayne, A. N. Goldsmith, E. M. Honan, J. A. Maurer, L. L. Ryder.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York, N. Y.
 COlumbus 5-3758

OFFICERS

President.....Irving Caesar
 Vice-President.....L. Wolfe Gilbert

Second Vice-President.....Otto Harbach
 Secretary.....Fred E. Ahlert
 Treasurer.....Charles Tobias
 Chairman of Council.....Oscar Hammerstein, 2nd
 Executive Secretary.....Lillian Lange

BRANCH OFFICE

6912 Hollywood, Calif.
 West Coast Representative.....L. Wolfe Gilbert

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters' Association, Inc.

6121 Sunset Blvd., Los Angeles, Calif.
 Hollywood 1212

OFFICERS

President.....Harry W. Witt
 (KNX, Los Angeles)
 Vice-President.....Ben McGlashen
 (KGFJ, Los Angeles)
 Secretary-Treasurer.....Lawrence McDowell
 (KFOX, Long Beach)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 19 southern California stations, represented in each case by its manager or senior executive. Monthly meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)

c/o Dave Driscoll, 1440 Broadway, New York, N. Y.
 Pennsylvania 6-8600

OFFICERS

President.....Ted Husing
 Vice-President.....Paul Douglas
 Treasurer.....Bert Lee
 Secretary.....Dave Driscoll

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

United States Department of Interior—Radio Section

Interior Department Radio Studios, Washington, D. C.
 Republic 1820

PERSONNEL

Director.....Shannon Allen
 Chief Script Writer.....Louis J. Hazam
 Program Director.....Paul Woodbridge
 Chief Engineer.....Walter Pauly

FUNCTIONS

The functions of the Radio Section of the Interior Department is to report the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; to serve all agencies of the Federal government through its studios and transcription production facilities.

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
 Aberdeen 4098

OFFICERS

President.....Harry R. Spence
 (KXRO, Aberdeen)
 Vice-President.....Rogan Jones
 (KVOS, Bellingham)
 Secretary-Treasurer.....Robert Priebe
 (KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

c/o Radio Station CJOR, 846 Howe St., Vancouver, B. C., Canada
 MArine 6464

OFFICERS

President.....G. C. Chandler
 (CJOR, Vancouver, B. C.)

DIRECTORS

Alberta: G. R. A. Rice, CFRN, Edmonton; British Columbia: J. W. B. Browne, CKOV, Kelowna; Manitoba: F. H. Elphicke, CJRC, Winnipeg; Saskatchewan: Lloyd Moffat, CKBI, Prince Albert.

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

G. C. Chandler, CJOR, Vancouver, B. C.; H. R. Carson, CFAC, Calgary, Alberta; G. C. Chandler, CJOR, Vancouver, B. C.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

Wisconsin League of Radio Stations

c/o WNBH, La Crosse, Wisc.
 La Crosse 450

OFFICERS

President.....James F. Kyler
 Treasurer.....Hiram Born
 Secretary.....Ed Cunniff

Woman's National Radio Committee

113 West 57th St., New York, N. Y.
 Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
 Vice-Chairman.....Mrs. D. Leigh Colvin
 Second Vice-Chairman.....Mrs. Marion M. Miller
 Secretary.....Miss Helen Havener
 Treasurer.....Mrs. M. D. Jackson
 Executive Secretary.....Mrs. Rosalie Wolf
 Chairman, Publication Committee.....Mrs. Charles Little
 Committee Chairman.....Mrs. Jesse M. Bader
 Members-At-Large.....Mrs. Sidonie M. Gruenberg,
 Mrs. Samuel Kubic, Mrs. Edwin C. Lewis, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Stanley Woodard.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

COMMITTEES OF THE DEFENSE COMMUNICATIONS BOARD

CONTINUED FROM PAGE 45

LAW COMMITTEE

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

Chairman
TELFORD TAYLOR
 General Counsel, Federal
 Communications Commission
MAJOR J. W. HUYSSOON
 Office of the Judge Advocate General,
 War Department

STEVEN SPINGARN
 Treasury Department
LT. COM. FRANZ O. WILLENBUCHER
 Navy Department
RAYMOND T. YINGLING
 State Department

LABOR ADVISORY COMMITTEE

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

Chairman: Robert J. Watt Secretary: Paul E. Griffith

Organization	Representative	Alternate
American Federation of Labor	Robert J. Watt	
Congress of Industrial Organizations	Joseph P. Selly	
National Federation of Telephone Workers	Paul E. Griffith	Leo George

INDUSTRY ADVISORY COMMITTEE

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

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

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

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh F. C. Alexander
Globe Wireless, Ltd.	Jack Kaufman	
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Postal Telegraph, Inc.	E. F. Chinlund	Ellery W. Stone
Press Wireless, Inc.	Joseph Pierson	Donald K. deNeuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	Wm. E. Beakes R. A. Phillips	R. V. Howley
U. S. Independent Telephone Assn.	(Central Electric & Telephone Co.)	Louis Pitcher
Western Union Telegraph Co.	A. N. Williams	F. E. d'Humy

AVIATION COMMUNICATIONS COMMITTEE

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

Chairman: Paul Goldsborough Secretary: Ford Studebaker

Organization	Representative	Alternate
Aeronautical Radio, Inc.	Paul Goldsborough	A. E. Harrison
American Association of Airport Executives	L. M. Rawlins, Jr., Manager-Engineer	
American Export Airlines, Inc.	Ford Studebaker	E. L. Stuhrman
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)	R. G. Nichols	Eugene Sibley
Federal Communications Commission	E. M. Webster	Marshall S. Orr
National Advisory Committee for Aeronautics	Charles H. Helms	
Navy Department	Comdr. A. I. Price	
Pan American Airways System	H. C. Leuteritz	
Postal Telegraph, Inc.	A. F. Connery	John M. Wells, Southbridge, Mass.
Private Fliers Association, Inc.	Roger Wolfe Kahn	
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Chester L. Harding Lt. Col. A. W. Marriner, Air Corps
War Department	Lt. Col. Wallace G. Smith	
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

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

• • • **DEFENSE COMMUNICATIONS COMMITTEES** • • •

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

Chairman: Neville Miller

Secretary: A. D. Ring

Organization	Representative	Alternate
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Columbia Broadcasting System, Inc.	Harry Butcher	Paul Porter
Federal Communications Commission	George P. Adair	Lucien Hilmer
Federal Radio Education Committee	Wm. D. Boutwell	
FM Broadcasters, Inc.	John Shepard, 3rd.	Philip G. Loucks
Finch Telecommunications, Inc.	W. G. H. Finch	James Baldwin
Mutual Broadcasting System, Inc.	W. E. MacFarlane	Fred Weber
National Association of Broadcasters	Neville Miller	Lynne C. Smeby
National Broadcasting Company	Frank M. Russell	Dr. Charles B. Jolliffe
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Committee of the RMA Engineering Department	W. R. G. Baker	V. M. Graham
Office of Government Reports	Lowell Mellett	Robert I. Berger
Postal Telegraph-Cable Company	Ellery W. Stone	A. F. Connery
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department	Lt. Col. Frank C. Meade, Signal Corps	Major Raymond C. Maude, Signal Corps
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

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

Chairman: Dr. J. H. Dellinger

Vice-Chairman: E. K. Jett

Secretary: Gerald C. Gross

Assistant Secretary: P. F. Siling

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	Wallace L. Kadderly
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	E. K. Jett	Gerald C. Gross
Department of Interior	C. D. Monteith	John S. Cross
Department of Justice	T. D. Quinn	H. J. Walls
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Admiral S. C. Hooper	Comdr. John R. Redman
Post Office Department	Roy M. Martin	Charles M. Knoble

Organization	Representative	Alternate
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Comdr. J. F. Farley	Lt. Comdr. C. H. Peterson
War Department	Major Wesley T. Guest	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMITTEE

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

Chairman: Walter C. Evans Secretary: P. F. Siling

Organization	Representative	Alternate
Columbia Broadcasting System, Inc.	Harry Butcher	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Thomas E. Lyons	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	Gerald C. Gross	P. F. Siling
General Electric Company	Robert S. Peare	
International Broadcasting Coordinator	Stanley P. Richardson	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	Fred Weber
National Association of Broadcasters	Neville Miller	Russell P. Place
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Read Adm. S. C. Hooper	Paul D. Miles
Office of Coordinator of Information	Nathan David	Murry Brophy
Office of Coordinator of Inter-American Affairs	Don Francisco	John H. Payne
Office of Government Reports	Lowell Mellett	Robert I. Berger
State Department	Thomas Burke	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	F. P. Nelson
World Wide Broadcasting Corporation	Walter S. Lemmon	Prof. Wm. Y. Elliott

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: E. M. Webster Secretary: F. M. Ryan

Organization	Representative	Alternate
American Merchant Marine Institute, Inc.	R. J. Baker	
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	

• • • **DEFENSE COMMUNICATIONS COMMITTEES** • • •

Organization	Representative	Alternate
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Donnelly Radio Telephone Company	Louis B. Gilmer	
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	E. M. Webster	Paul M. Lion
Globe Wireless, Ltd.	Jack Kaufman	F. C. Alexander
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
Navy Department	Comdr. R. E. Melling	Comdr. John R. Redman
Press Wireless, Inc.	Joseph Pierson	Donald K. deNeuf
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan, Traffic Manager
R.C.A. Communications, Inc.	Wm. A. Winterbottom	Frank W. Wozencraft
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Lt. Comdr. C. H. Peterson	Comdr. J. F. Farley
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Major Wesley T. Guest	Capt. Wm. E. Plummer, Signal Corps

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

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

Chairman: E. M. Webster

Secretary: Herbert A. Friede

Organization	Representative	Alternate
American Radio Relay League	George W. Bailey	
Federal Communications Commission	E. M. Webster	
International Association of Chiefs of Police	Capt. Donald S. Leonard	
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede	
Office of Government Reports	Robert I. Berger	
War Department	Lt. Col. Frank C. Meade, Signal Corps	Major Raymond C. Maude, Signal Corps
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	Lynne C. Smeby
Telegraph Committee, Defense Communications Board	R. H. Vehling	
Telephone Committee, Defense Communications Board	Ralph I. Mabbs	Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priorities problems confronting the various branches of the communications industry. With the requirements of national defense as a primary consideration the Committee will determine the over-all needs of the communications industry for materials and equipment, and make recommendations to the Board for transmittal to the Office of Production Management or the Supply Priorities and Allocations Board. In addition the Committee will have liaison with representatives of the Office of Production Management and may call upon the priorities communications consultants and representatives of the numbered committees of the Board as well as other government and industry experts for advice and assistance in planning proposed programs and policies.

Chairman: Lt. Comdr. R. H. Griffin

Organization	Representative	Alternate
Federal Communications Commission	E. K. Jett	Gerald C. Gross
Navy Department	Lt. Comdr. R. H. Griffin, U.S.N.	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Comdr. R. J. Mauerman	
War Department	Lt. Col. F. L. Stanley, Signal Corps	Major J. A. Holman, Signal Corps

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
The American Radio League

Aviation Communications Committee

Paul Goldsborough,
Aeronautical Radio, Inc

A. E. Harrison,
Aeronautical Radio, Inc.

Cable Committee

Forest L. Henderson,
All America Cables and Radio, Inc.

I. S. Coggeshall,
The Western Union Telegraph Co.

Domestic Broadcasting Committee

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

Lynne C. Smeby,
National Association of Broadcasters

International Broadcasting Committee

R. J. Rockwell,
The Crosley Corporation

M. L. Prescott,
General Electric Company

Radiocommunications Committee

Donald K. deNeuf,
Press Wireless, Inc.

Haraden Pratt,
Mackay Radio and Telegraph Co.

State and Municipal Facilities Committee

Captain Donald S. Leonard,
International Assn. of Chiefs of Police

Lloyd N. Chatterton,
International Municipal Signal Assn.

Telegraph Committee

Ellery W. Stone,
Postal Telegraph-Cable Company

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

Telephone Committee

L. G. Woodford,
Americal Telephone and Telegraph Co.

E. C. Blomeyer,
U. S. Independent Telephone Assn.

Communications Liaison Committee for Civilian Defense

Herbert A. Friede,
International Assn. of Fire Chiefs

George W. Bailey,
The American Radio Relay League

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1942

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	
KUSD	Univ. of S. Dakota	Vermillion, S. D.	G. R. Bauer
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	Harold W. Kent
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State Teachers College	Kalamazoo, Mich.	W. G. Marburger
	Indiana University	Bloomington, Ind.	Robert Allen
	Oklahoma Baptist University	Shawnee, Okla.	Ralph E. Matthews



EDUCATIONAL RADIO PLAYS ITS PART IN NATIONAL DEFENSE

*By Wm. D. Boutwell, Chief, Division of Radio, Publications and Exhibits
U. S. Office of Education*

THE official recognition and support of Congress was awarded educational radio in 1941 with the establishment of a permanent radio division in the U. S. Office of Education. This significant step has culminated six years of effort in this direction, and insures important plans for the future. Most of these plans center in the Educational Radio Script and Transcription Exchange. In its report, the House Appropriations Committee stated: "The increase in salary appropriations this year for the Office of Education is largely for the expansion of activities of the radio service that is engaged in compiling, indexing, and disseminating radio scripts for distribution in educational channels throughout the country. There is a very large interest in these educational scripts in high schools and colleges through the country, and it is essential that there be one clearing-house to which interested parties may apply in order to obtain the loan of the scripts for educational broadcasting. The radio unit is, in effect, a library service."

Script Exchange

The Exchange was established in 1936 under the auspices of the Federal Radio Education Committee—a committee composed of some 40 men and women representing education, religion, the radio industry, the press, labor, civic organizations, and other related groups. The FREC planned that the Exchange should be a direct answer to the many requests for service of all kinds which it had been receiving from educators, broadcasters, civic groups—in fact anyone who wished to use the radio for educational purposes. That the Exchange serviced 17,000 requests in the past year is evidence to the fact that the FREC did find the answer to an important radio need.

Six radio scripts were offered by the Exchange at the time of its organization. A new script catalog which will be issued in 1942 will probably list about 1,000 scripts on a wide variety of subjects, and many aids to the organization and production of educational programs.

Transcription Service

An initial series of transcribed programs was made available through the Exchange in 1939. The programs, "Americans All—Immigrants All," had been produced by the WPA-financed Radio Project which was then a part of the Office of Education. The programs had been awarded two national honors as the outstanding educational series of the year. The transcriptions pointed the way to the development this past year of the Transcription Service for Schools. A catalog has just been issued listing 96 recorded programs available on a loan basis. Need for this transcription service and the possibilities it offers were proven by a survey conducted by the Office of Education in 1941. This survey indicates that more than 2,700 junior and senior high schools in the United States, Puerto Rico, Hawaii, and the Philippine Islands are equipped to play radio transcriptions at 33 1/3 RPM. These schools represent a potential listening audience of over 2,000,000 students.

The Transcription Service for Schools does not represent an effort to compete with commercial producers. It has been established to provide a source of educational recordings with which schools can experiment. It is another instance where the Exchange can assist in stimulating interest in the tools of education by radio.

Radio and Defense

The national defense effort has placed an added responsibility on educators in the last year. It would be mere wishful thinking to expect this responsibility to lessen in 1942. Radio services in the Office of Education have been geared to this emergency. Scripts and transcriptions are available which can help schools and other groups develop national defense and morale programs. Such Government agencies as the Office for Emergency Management, the Treasury Department, the Department of Justice, and the Public Health Service have placed in the Exchange transcriptions which have timely significance and value.

FM For Education

Encouraging the use by schools of the ultra-high frequency bands reserved exclusively a few years ago for education has been of vital concern to the Radio Division of the Office of Education. The Commissioner of Education, John W. Studebaker, particularly during the past year has insistently called upon city superintendents and state school officers to consider seriously and make definite plans for the establishment of educational FM stations in the bands allocated by the FCC. The Commissioner has carried on his campaign for FM educational stations both by direct appeal to educators and by sponsorship of section meetings devoted to school-owned stations in such national radio conferences as the Institute for Education by Radio at Ohio State University and the Annual School Broadcast Conference in Chicago.

FREC

The Federal Radio Education Committee has continued to work toward the goals stated in its original charter, namely, to eliminate controversy and misunderstanding between groups of educators and between the industry and educators; and to promote actual cooperative arrangements between educators and broadcasters on national, regional, and local bases. The Committee has carried on research studies which may be grouped into three classifications: those under the direction of Dr. Paul F. Lazarsfeld at the Office of Radio Research, Columbia University; those under Dr. I. Keith Tyler, Evaluation of School Broadcasts, Ohio State University; and the studies centered in the Office of Education. The FREC research activities in the Office of Education have been completed. The studies by the Office of Radio Research this year have resulted in two publications, "Radio Listener Panels" and "Audience Building in Educational Broadcasting." This project will continue up to 1944. The Evaluation of School Broadcasts terminates as of June 30, 1942. A total of 60 publications is expected to emerge from the findings of the Ohio group.

The "Service Bulletin" of the Federal Radio Education Committee has been, and will continue to be published monthly. The Bulletin has shown considerable evidence of serving as a helpful medium for the dissemination of in-

formation and the exchange of ideas and experiences of other groups.

New Association

While not a part of the radio work of the Office of Education, the new Association for Education by Radio is worthy of mention as an important recent development in the field. This organization was formed to provide "an instrumentality through which persons interested in education by radio may have adequate communication." Some of its other purposes are to represent the interests of education by radio wherever necessary, to encourage research and experimentation, to advance radio training, and to publish pertinent news and information. It is hoped that the Association for Education by Radio will become the voice of the ever-increasing group of those interested in education by radio.

Future Plans

To look to the future—the Congressional appropriation for radio has made it possible to inaugurate two new services in the Educational Radio Script and Transcription Exchange, a technical advisory service and an information service. The technical advisory service will employ an expert who can give concrete advice to schools about play-back equipment, central sound systems, recording machines, acoustics, building transmitters and receivers, FM broadcasting, and other allied subjects. Judging from the letters which now come to the Exchange, this type of expert advice is greatly needed by educational groups all over the country. Research activities in this field will also be carried on by the technical advisory service.

An attempt has been made to conduct an information service in the Exchange in past years, but because of insufficient facilities it has not been very effective. With the creation of the position of Radio Information Specialist, a better clearing-house and center for information on all aspects of education by radio will go into action. This service will collect and assemble data on such phases of educational radio as teacher training, workshops, conferences, programs, etc., and make it ready for distribution.

The year 1942 will undoubtedly offer us—and all those working in educational radio—greater opportunities for service and greater responsibilities for making that service coordinated and effective.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

F. C. C. LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
San Diego Unified School District, San Diego, Calif.	KSDS	42300	1000 w (CP only)
Board of Education of San Francisco, Unified School District, San Fran- cisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w (CP only)
University of Illinois Urbana, Ill.	WIUC	42900	250 w (CP only)
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w (CP only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42500	1000 w
Board of Education of the Memphis City Schools— Memphis, Tenn.		42100	250 w (CP only)

F. C. C. REGULATIONS

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall

be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

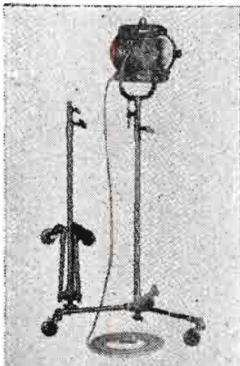
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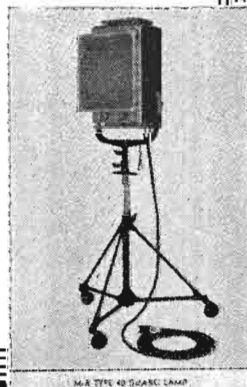
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ENGINEERING DEVELOPMENTS

By Lynne C. Smeby, NAB Director of Engineering

NINETEEN HUNDRED FORTY-ONE brought engineering developments on many fronts. The outstanding developments were: the reallocation of March 29; numerous improvements in the broadcast system such as increases in power; new standard band stations; high frequency stations; television; and improvements in the international broadcasting facilities. Superimposed on the already burdened engineers was the new thing called "Priorities," a frankenstein which never seems to tire of finding new reasons why you can't have 2 cents worth of wire to keep your equipment in operating condition. Uncle Sam's need for unlimited numbers of radio technicians has seriously depleted the staff of most broadcast stations in the country. A chief engineer can no longer telephone the factory and have urgently needed replacement part delivered the next day, nor does he have in his file several score of applicants for jobs as operators from which to draw when a new technician is required.

Frequency Reallocation

On December 13, 1937 the North American Regional Broadcast Agreement was consummated. The Agreement provided broadcast channels for all of the North American countries whereas in the past only Canada and the United States had an agreement and the rest of the countries were forced to spot their transmitters whenever they could receive the best coverage irrespective of the damage done to stations in Canada and the United States. There were many legal and technical difficulties to be ironed out before the agreement could become effective. As late as January 14, 1941 a meeting was held by the representative of the United States, Canada, Mexico, Cuba, Haiti, and the Dominican Republic in order to iron out remaining reallocation conflicts. The reallocation was not definitely ordered until January 31 leaving less than 60 days in which to shift the frequency of approximately 1,300 stations in North America of which approximately 800 were in the United States. Engineers had estimated that it would require a minimum of 3 months in which to properly make the change. Led by A. D. Ring, former Assistant

Chief Engineer of the FCC in charge of Broadcasting, the shifts were made smoothly with the wholehearted cooperation of the FCC, the manufacturers of equipment, and the broadcasters. The morning of March 29 found every station in the country at its new address. A minor number of operations in connection with the reallocation such as realigning some directional antennas upon the new frequencies were performed after March 29.

In the past a good share of our regional and clear channels have been subjected, at one time or another, to ruinous interference from stations particularly in Mexico and Cuba. On March 29 our good friends to the South began participating in the orderly division of channels available to domestic broadcasting. Under the agreement our stations suffer only the normal amount of interference that they would suffer from a station in the United States or Canada. All of the North American countries subscribed to the Standards of Good Engineering Practice of the FCC insofar as they pertain to allocation problems.

Power Increases

The reallocation opened the way for increases in power for some stations. Also a great number of stations during 1941 took advantage of possibilities for power increases. By the end of 1941 a good percentage of the local stations were operating on 250 watts. A large number of regionals increased their night power to 5,000 watts. During the year approximately 80 stations increased power and there was a net increase of 56 operating stations. The breakdown of clear channels and the super-power controversy was revived by a number of applications for duplication on clear channels and by a number of applications for so-called "superpowers" of 500 to 750 kilowatts. The year also saw the start of an attempt to obtain a power of 10,000 watts day time for regionals.

Frequency Modulation

High frequency broadcasting, or FM has undergone a steady development during 1941. One of the most significant rules

established for FM was the one providing for rating of coverage on the basis of square miles covered and not on the power of the transmitters. Also stations in the same locality were required to cover the same area. The first licensed commercial FM station W47NV owned by WSM in Nashville, Tennessee, started regular operation on March 1. The transmitter was designed and built under the direction of Jack DeWitt, Chief Engineer.

At the end of the year CPs for over 60 high frequency stations had been granted and application for over 50 more awaited action by the FCC. Approximately 24 stations were in operation at the end of the year. Early in the year all the channels set aside for FM were used up in New York City leaving a residue of applications which apparently cannot be granted. It was originally thought that FM stations could operate on adjacent channels in the same city. However it was found that a channel must be skipped.

Amateur reports of long distance reception on 5 meters and observations and measurements made by others indicate that FM signals at distances of several hundred miles reach rather high intensities for long enough periods so as to require that they may have to be considered in allocation problems.

Secrecy methods of transmitting by radio telephony have been used extensively on radio extensions to the telephone system. During the year Muzak Corp. of New York City was authorized by the FCC to conduct "scrambled" FM transmissions on 117 megacycles. Regular FM receivers tuned to this transmission will receive a disagreeable squeal along with the program. It is intended that the station will serve listeners who pay for the privilege by renting a special receiver which removes the "pig squeal."

Increase In Receivers

Each year the number of receivers in the hands of the public has shown a steady increase and 1941 was no exception. An estimated 56,000,000 standard band receivers were in the hands of the public at the close of 1941 as against an estimated 50,100,000 at the beginning of 1941. At the close of the year there were an estimated 200,000 FM receivers in the country and an estimated 5,000 television receivers in the New York City area.

Defense Communications Board

Organization of the Defense Communications Board was perfected on January 6. It was charged with the duties of

dealing with the physical aspects of all communications as they pertain to the national defense. Headed by James Lawrence Fly, the Board membership is made up of members from the FCC, the Army, the Navy, the State Department, the Treasury Department and the Coast Guard. Functioning directly under the Board are the law, coordinating, labor advisory and industry advisor committees. Functioning through the coordinating committee are 13 committees as follows:

Amateur Radio, Aviation, Communication, Cable, Domestic Broadcasting, Interdepartment Radio Advisory, International Broadcasting, Radio Communication, State and Municipal Facilities, Telegraph, Telephone, United States Government Facilities, Communication Liaison for Civilian Defense, and Priorities Liaison.

Many engineers of the broadcasting industry have devoted a considerable amount of time to work of the DCB Committees. The DCB work is of course confidential and therefore the work accomplished cannot be given publicity. Suffice to say that the industry in general and many of the industry engineers in particular deserve a great deal of credit for the way in which they have wholeheartedly given of their time and effort in carrying on the work of the DCB.

Television

Although National Defense requirements have seriously interfered with television nevertheless several important and interesting developments occurred during the year. The first public showing of direct color television pickup occurred on January 9 when the CBS demonstrated its system to the Institute of Radio Engineers and the press. During the IRE Convention in January the Bell Telephone Laboratories demonstrated coaxial transmission of television from New York to Philadelphia and back to New York. The demonstration showed the possibility of long distance transmission of television signals over land cables. The pictures showed very little degradation of quality.

The RCA came forward with major contributions during the year. A projection system of television was demonstrated in the New York Theater on a screen 15 by 20 feet. Also during this demonstration part of the program a telecast was picked up at Camp Upton on Long Island and relayed 68 miles to

New York by means of 3 ultra high frequency relay stations. An RCA home receiver with a projection tube producing a picture on a 13½ by an 18 inch screen was demonstrated.

1941 saw the authorization by the FCC of television on a commercial basis. The unselfish cooperation on the part of all those interested in television resulted in standards acceptable to all of those concerned. This was accomplished by the National Television Systems Committee.

Facsimile

Two way multiplexing of facsimile and voice by means of FM from an airplane was demonstrated by W. G. H. Finch during the week of January 13. So far as facsimile transmission to the public is concerned there was very little activity during the year. Facsimile research has turned toward specific uses such as the transmission of press and military uses.

International Broadcasting

During 1941 plans for improving the International Broadcasting facilities of the United States were greatly advanced. The General Electric Company plans to construct a 50 KW short wave plant at Bellemont, California. The Columbia Broadcasting System at the close of 1941 put into service its new extensive Bentwood plant. This plant employs two 50 KW transmitters using 13 antennas. Also late in the year station KSFO at San Francisco was granted a CP for a 100 KW short wave station designed to serve the Orient. This station is being rushed to completion and should be ready for service shortly. These improvements in International Broadcasting facilities augment the improvements made by NBC, GE and Crosley during the past two or three years, and give the United States international facilities second to none in the world.

Recordings

In June a committee sponsored by the NAB was formed for the purpose of establishing Recording and Reproducing Standards. The Committee has a membership of over 70 and represents virtually the entire recording industry. So far 15 standards have been adopted. The committee is continuing its studies and

is making progress in spite of the fact that most engineers are very busy with work in connection with the defense.

Priorities

During the year "priorities" has come to plague the radio industry along with most other industries. The first item to be curtailed was the use of aluminum for acetate recording blanks. The discs manufacturers successfully substituted glass and we now have an adequate supply of discs unless the acetate and the glass becomes critical also.

The broadcasting industry was granted a defense rating of A-10. However, it was soon found that this was entirely inadequate. Work was then started to obtain an allocation plan for the industry. The priority system has been changed several times during the year. A new one has just been announced in which DCB will advise the OPM on priority requests from all communication companies. It is expected that this will expedite the granting of priorities to broadcast stations.

Experimental Activity

One of the most interesting experimental grants during the year was the one to WHO. This grant was for a power of 150 KW to test out the Polyphase transmission systems that had initially been tested with 1 KW. In this system there is a center tower radiating the carrier and four auxiliary towers surrounding it to supply the side bands. The system can be thought of as producing a directional pattern that rotates. The system saves half of the modulator power. Dr. John F. Byrne is credited with the Polyphase idea and Paul Loyet technical supervisor of WHO has directed the experiments.

1942 will present problems that will tax the ingenuity and industry of the broadcast engineers. Replacement and repair parts will become scarcer and scarcer and the armed forces will sap personnel to a great degree. All engineers must and will bend every effort to maintain an efficient broadcast system for the purpose of assisting the war effort and administering to the morale of the public.



WESTERN ELECTRIC IN ALL OUT WAR EFFORT

VASTLY increased production to help meet America's emergency land, sea, and air communications needs—that's the story of Western Electric Company in 1941. During the year the Company threw its technical facilities into the Big Job of turning out equipment for the armed forces of the U. S. and telephone apparatus to meet the unprecedented "emergency" requirements of the Bell System.

In normal times, Western Electric manufactures broadcast transmitters and associated equipment, radio units for aviation, marine, and police service, and other by-products of telephone research—all in addition to its principal function as source of supply for Bell System telephone apparatus.

"Command Sets"

In 1941, however, not only was the production of telephone equipment and material greatly increased, but the company became a source of radio "command sets" for America's fighting planes, tanks, and torpedo boats, throat microphones and "bomber mikes" for Air Corps pilots, battle announcing and battle telephone systems for our two-ocean Navy, and high powered radio units for ground use, as well as of field wire, field telephones and field switchboards.

Before the company could hit its stride in its defense and war work, plant capacity had to be boosted to meet the unprecedented demand. During 1941 employment on Government orders jumped 400 per cent in the Specialty Products Division, responsible for the Company's production of combat equipment. New plants were leased to handle this work supplementing the capacity of the Company's three principal works. At year's end the entire Western Electric Company forces of production were moving into high gear.

Western Electric is producing ever-increasing quantities of aviation radio units, providing instantaneous two-way plane-to-plane and plane-to-ground communication. These "command sets" were, by the end of 1941, leaving the assembly lines at a constantly accelerating pace.

Announcing Systems

Western Electric, fashioning the P.A. system of peacetime to duty in war, is turning out battle telephone and battle announcing systems for America's newest aircraft carriers, battleships, and other naval units. To the engine room, to the gun turrets, to all vital stations on board, these systems carry commands. Thus equipped with "battle announcing systems," the fleet, in battle or on patrol, loses no precious time in transforming word to action.

Telephone Progress

Paralleling its work on Government contracts, Western Electric is today manufacturing greatly augmented quantities of telephone apparatus, keeping pace with the rising telephone traffic curves in Bell System locations throughout the U. S. Each month, as new records are set for the number of telephones in use, so must new records be set for telephone manufacture.

To meet this demand, the company, in 1941 alone, manufactured many billions of conductor feet of cable, built and installed central office equipment in new or expanding Bell System exchanges, manufactured and installed telephone equipment in military and naval locations, as well as defense plants of private industry.

As throughout the communications manufacturing industry, this increased production for 1941 had to be completed despite the necessity of conserving vital materials. To help accomplish this, Western Electric replaced these materials wherever possible with others less essential.

Replacement Methods

So successful has this program proved that several hundred pursuit fighter planes could be built with the aluminum the company will save annually by its replacement methods. By replacing a zinc aluminum alloy, in another manufacturing process, an annual saving of zinc amounting to 1,600,000 pounds was effected. Programs to save many other essential materials, such as nickel and magnesium, are also well under way.



RMA HAS ENORMOUS PROGRAM

*By Bond Geddes,
Executive Vice President of Radio Manufacturers Association*

IN the national defense program, the radio industry is now engaged on an enormous program. Radio is a new agency of offensive and defensive warfare, which practically did not exist in the World War I. For aircraft, submarines, battleships, tanks, Signal Corps and even the individual infantryman now require voluminous radio equipment. For all this, the American radio industry is now being geared into peak defense production, and with the additional problems of producing a substantial volume of new receiving sets required for civilian use and also of providing sufficient tubes, parts, etc. to maintain in operation both the nation's broadcasting service and also the 50 million receiving sets now estimated to be in the hands of the public.

Defense Program Paramount

The radio defense program, of course, is paramount and is being given precedence in all industry factories. Already defense contracts totalling \$300,000,000 have been awarded by the government for radio apparatus. The immediate program aggregates about \$1,100,000,000. It includes many new radio devices which have been developed by government experts and also in the industry's own laboratories. This 1942 defense radio program will tax the capacity—which already has been expanded, with new plants and factories—of the industry, its executives, engineers and skilled employees.

The radio industry, therefore, largely is shifting from a civilian to a defense production basis, with over \$600,000,000 worth of government contracts for defense radio scheduled in the spring of 1942. This includes Army Signal Corps, Navy, Lend-Lease, and other defense requirements for many types of radio equipment. Necessarily, the civilian requirements for new radios are secondary, except for maintenance and repair parts for broadcasting stations and for the public sets now in use.

The national defense agencies, including OPM, have recognized the import-

ance of radio communication for public morale, information and for other purposes, such as the Civilian Defense project, as well as international short wave broadcasting. The general policy of the government largely has been to assist the radio industry to maintain its necessary engineers, laboratories, staffs of skilled radio employees, etc. to do the enormous defense radio job. To this end, sufficient allocations of metals and other "critical" materials have been provided substantially by the government for civilian radio production, to maintain existing plants and personnel until the big defense contracts are distributed.

RMA Priorities Committee

The Radio Manufacturers Association, with its membership representing probably 90 per cent in volume of the radio industry, early in the defense program recognized its responsibilities and problems, both defense and civilian. Shortly after OPM was organized, the RMA appointed, on March 24, a Priorities Committee, to cooperate with all government agencies. This originally was headed by Paul V. Galvin of Chicago, now President of RMA. Its present Chairman is Fred D. Williams of Philadelphia. It began to function with the institution of "priorities"—which now have become so familiar—and has continued largely to represent the industry's interests on both defense and civilian problems.

Prompt steps to conserve "critical" metals were taken by the industry. An all-industry conference was held April 29 and voluntary action taken to reduce the use of aluminum and other defense metals, in addition to discontinuance of some types of radio sets. Substitutions also were an early resort, copper and plastics being substituted for aluminum. Other materials were later substituted when the original "substitutes" became short. Engineering ingenuity also was exercised in conservation and simplification, but there still is nothing approaching "ersatz" in radio design. Special allocations of aluminum, copper,

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

nickel and plastics have been provided to the industry by OPM, on a basis of gradual curtailment, although the popular and familiar plastic cabinet has now virtually disappeared from the production lines, due to the increasing shortage of plastics required for ammunition production.

Problems of conservation, substitution and simplification were met by the industry through the organization, July 1, of an RMA Materiel Bureau, through the Association's Engineering Department. Over 100 of the most expert radio engineers of the country participated in the voluminous and difficult work of the Materiel Bureau. This consists of a dozen "specialist" groups covering various radio components and materials involved in the defense program. Director W. R. G. Baker of the RMA Engineering Department is in charge of this important industry operation.

1941 Civilian Production Maintained

With the expansion of "defense radio" production in 1941 and with the special OPM allocations, plus manufacturers' inventories on hand, the civilian production of 1942 in the industry has been well maintained. Curtailed production of new receiving sets in 1942 is certain, as the industry's plants become more extensively engaged upon defense work.

OPM has organized a Radio Industry Defense Advisory Committee, appointed on October 30. This government agency

will be concerned both with the defense and civilian programs of radio and also the maintenance of broadcasting service and of the receiving sets in the hands of the public.

Problems of all branches of the radio industry have been of concern to RMA, its Priorities Committee and Board of Directors. The interests of radio wholesalers, dealers and service men, as well as manufacturers, have been presented to officials of OPM, OPA and other government agencies in an effort to minimize, so far as may be consistent with the defense program, the effects of curtailed civilian production upon them. They, like the manufacturers, are directly concerned in the price control policies of the Office of Price Administration, which "pegged" radio prices late in 1941 on the levels prevailing October 15, 1941, pending further price control action during 1942. Except for some price increases last September, due largely to the new federal excise tax and increased labor costs, there has been no substantial rise in radio price schedules comparable to those of many other consumer goods.

Thus far, the radio industry has fully met its defense responsibilities to the government and, with difficulties innumerable, has been able to keep its products on reasonable levels of production and price, while, as a high OPM official stated, it has done an outstanding job in conservation and substitution of defense materials.

Radio Manufacturers Association

Officers and Executive Personnel—1941-1942

Headquarters: 1317 F. St., N.W., Washington, D. C.

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Paul V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Washington, D. C.

Vice-Presidents

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Roy Burley, Ken-Rad Tube & Lamp Co., Owensboro, Kentucky.

H. E. Osmun, Centralab, Milwaukee, Wisconsin.

James P. Quam, Quam-Nichols Company, Chicago, Ill.

Treasurer

Leslie F. Muter The Muter Company, Chicago, Illinois.

Secretary

Bond Geddes, 1317 F Street, N. W., Washington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo, New York.

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 Dorman D. Israel, Chairman, Broadcast Receivers Committee, Emerson Radio & Phonograph Corp.
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A. S. Wells, Chairman

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Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; P. J. Herbst, Alternate.

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J. V. L. Hogan, National Association of Broadcasters; L. C. Smeby, Alternate. David B. Smith, Philco Corp.; F. J. Bingley, Alternate.

Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; Dr. G. R. Town, Alternate.

Paul Raibourn, Television Productions, Inc.

John R. Howland, Zenith Radio Corp.; J. E. Brown, Alternate.

Committee on Color Television:

Dr. P. C. Goldmark, Chairman, Columbia Broadcasting System.

Committee on Monitoring:

Dr. T. T. Goldsmith, Jr., Chairman, Allen B. DuMont Laboratories, Inc.

Committee on Visual Sideband:

C. A. Priest, Chairman, General Electric Company.

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(Appointed November 21, 1941)

Ben Abrams, Emerson Radio & Phonograph Corp., New York, N. Y.

W. R. G. Baker, General Electric Co., Bridgeport, Conn.

M. F. Balcom, Hygrade Sylvania Corp., Emporium, Pa.

W. J. Barkley, Collins Radio Co., New York, N. Y.

A. Bloom, General Instrument Corp., Elizabeth, N. J.

H. C. Bonfig, RCA Manufacturing Co., Camden, N. J.

Roy Burlew, Ken-Rad Tube & Lamp Corp., Owensboro, Ky.

H. W. Clough, Belden Manufacturing Co., Chicago, Ill.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc., Passaic, N. J.

P. V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

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R. H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

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Victor Mucher, Clarostat Manufacturing Co., Brooklyn, N. Y.

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James P. Quam, Quam-Nichols Co., Chicago, Ill.

W. F. Satterthwaite, General Dry Batteries, Inc., Cleveland, O.

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Arthur E. Thissen, General Radio Co., Cambridge, Mass.

S. T. Thompson, Zenith Radio Corp., Chicago, Ill.

A. S. Wells, Wells-Gardner & Co., Chicago, Ill.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1942

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WAPI.....Norman S. Hurley
WBRC.....J. C. Bell
WSGN.....Paul Cram
Decatur, WMSL.....Hudie Brown
Dothan, WAGF.....John T. Hubbard
Huntsville, WBHP.....John Garrison
Mobile,
WALA.....R. M. Cole
WMOB.....T. L. Greenwood
Montgomery,
WCOV.....H. R. Johnson
WSFA.....Cliff Shelkofsky
Muscle Shoals City, WMSD.....George Martin
Opelika, WJHO.....F. M. Hyatt
Selma, WHBB.....William Kilgore
Tuscaloosa, WJRD.....Fred L. James, Jr.

Arizona

Globe, KWJB.....Jordan Priestler
Jerome, KCRJ.....Wayne Fernyhough
Lowell, KSUN.....David C. Kaibach
Phoenix,
KOY.....Robert Thompson
KPHO.....Howard Seitz
KTAR.....A. C. Anderson
Prescott, KYCA.....John R. Quinn
Safford, KGLU.....Herbert Hartman
Tucson, KVOA.....R. H. Holsclaw

Arkansas

Blytheville, KLCN.....Bob Connor
Helena, KFPA.....J. C. Warren
Hot Springs National Park, KTHS.....J. C. Norman
Little Rock,
KARK.....Dan Winn
KGHI.....K. F. Tracy
KLRK.....K. F. Tracy
Siloam Springs, KUOA.....Cecil E. Smith

California

Bakersfield,
KERN.....Verne Shatto
KPMC.....L. P. Jarvis
Beverly Hills, KMPC.....Lloyd Sigmon
Chico, KHSL.....Emory P. Milburn
Eureka, KIEM.....Alvor Olson, William R. Rambo
Fresno,
KARM.....John F. Scales
KPRE.....Sheldon Anderson
KMJ.....Irvin Dickinson
Glendale, KIEV.....John Tutt
Long Beach,
KPOX.....Lawrence W. McDowell
KGER.....Jay Tapp
Los Angeles,
KECA.....H. L. Blatterman, Curtis W. Mason
KFAC.....H. W. Anderson
KFI.....H. L. Blatterman, Curtis W. Mason
KFSG.....Myron Kluge
KFVD.....John A. Smithson
KFWB.....Harry Myers
KHL.....Frank Kennedy
KNX.....Lester H. Bowman
KRKD.....Willis O. Freitag
Marysville, KMYC.....John B. Gould
Merced, KYOS.....William Musladin
Modesto, KTRB.....Wayne Berthold
Monterey, KDON.....Omer N. Wright

Oakland,
KLS.....R. C. Butler
KROW.....R. V. Howard
Pasadena,
KPAS.....John A. Smithson
KPPC.....N. V. Parsons
Redding, KVCV.....Pat O'Brien
Riverside, KPRO.....Norman Dewers
Sacramento,
KFEK.....Norman D. Webster
KROY.....Milton Cooper
San Bernardino, KFXM.....Richard T. Sampson
San Diego,
KFMB.....Leslie G. Hewitt
KGB.....Vern Milton
San Francisco,
KFRK.....Jim McArdle
KGO.....Curtis D. Peck
KPO.....Curtis D. Peck
KSAN.....Mel Williams
KSFO.....Royal V. Howard
KYA.....Paul C. Schulz
San Luis Obispo, KVEC.....Earl Travis
Santa Ana, KVOE.....Wallace S. Wiggins
Santa Barbara, KDB.....William A. Crabbe
Santa Rosa, KSRO.....Howard McAuley
Stockton, KGDM.....Fred Eilers
Visalia, KTKC.....Bert Williamson
Watsonville, KHUB.....Fred Clapp

Colorado

Colorado Springs, KVOR.....H. C. Strang
Denver,
KPEL.....Charles Hastings
KLZ.....Harvey Wehrman
KMYR.....Robert Lewis
KOA.....Robert H. Owen
KPOF.....Paul H. Schisler
KVOD.....W. D. Pyle
Grand Junction, KPXJ.....Noel Vaughn
Greeley, KFKA.....George Pogue
La Junta, KOKO.....Leonard E. Wilson

Connecticut

Bridgeport,
WICC.....George Keich
WNAB.....Gard Ray
Hartford,
WDRG.....Italo A. Martino
WHIT.....Richard K. Blackburn
WTRC.....H. D. Taylor
New Britain, WNBC.....Roger B. Holt
New Haven, WELI.....J. Gordon Keyworth
New London, WNLG.....Walter J. Tucker, Jr.
Waterbury, WATR.....Harold Thomas

District of Columbia

Washington,
WINX.....Ralph E. Cannon, Jr.
WJSV.....Clyde Hunt
WMAL.....A. E. Johnson
WOL.....Harry Lyon
WRC.....A. E. Johnson
WWDC.....U. L. Lynch

Florida

Fort Lauderdale, WFTL.....Joe L. Stewart
Gainesville, WRUF.....Albert Moreno

Jacksonville,
 WJAX John T. Hopkins, 3rd
 WJHP B. Hayford
 WMBR H. B. Greene
 Lakeland, WLAJ Roger Jenkins
 Lake Worth, WWPJ W. H. Malone
 Miami,
 WIOD M. C. Scott
 WQAM Ralph Nulsen
 Miami Beach, WKAT Arthur Smith, Thomas Magee
 Ocala, WTMG William P. Callahan
 Orlando,
 WDBO J. E. Yarbrough
 WLOF Russell H. Bennett
 Panama City, WDLF Floyd E. Steele
 Pensacola, WCOA G. E. Mead
 St. Augustine, WFOY Pat Bernard
 St. Petersburg,
 WSUN Tom Herrin
 WTSP Marion Gulick
 Sarasota, WSPB John Buning
 Tallahassee, WTAL William A. Snowden, Jr.
 Tampa,
 WDAE William Pharr Moore
 WFLA Joe Mitchell

Georgia

Albany,
 WALB Noel Martin
 WGPC George Farris
 Atlanta,
 WAGA Cliff Hanson
 WATL J. M. Coner, Jr.
 WGST Ben Ackerman
 WSB C. F. "Harry" Daugherty
 Augusta, WRDW Harvey Aderhold
 Brunswick, WMOG Robert M. Henley
 Cedartown, WGAA Denzil Pulley
 Columbus, WRBL Wilfred Siddle
 Cordele, WMJM Clayton Lee
 Dalton, WBLJ W. C. Roberts
 Gainesville, WGGG L. H. Christian
 La Grange, WLAG James Hudson
 Macon, WMAZ George P. Rankin, Jr.
 Moultrie, WMGA James Wilder
 Rome, WRGA R. L. Starr
 Savannah,
 WSAV Meredith E. Thompson
 WTOC J. R. Donovan
 Thomasville, WPAX James W. Poole
 Tooeva, WRLC H. C. Lindahl
 Valdosta, WGOV L. C. McCall
 Waycross, WAYX John T. Tobola
 West Point, WDAK James G. Cobble

Idaho

Boise, KIDO H. W. Toodtemeier
 Lewiston, KRRC Milton MacLafferty
 Nampa, KFXD Eddie Hurt
 Pocatello, KSEI Henry H. Fletcher
 Twin Falls, KTFI Franklin V. Cox
 Wallace, KWAL W. M. Bruner

Illinois

Aurora, WMRO Leo Burch
 Bloomington, WJBC Ted Bailey
 Chicago,
 WAAF Carl Ehrlich
 WAIT Edward J. Jaeger
 WBBM Frank B. Falknor
 WCFL Maynard F. Marquardt
 WEDC Caleb C. Frisk
 WENR Howard C. Luttgens
 WGES George Bush
 WGN Carl J. Meyers
 WJJD Walter Myers
 WLS Thomas L. Rowe
 WMAQ Howard C. Luttgens
 WMBI A. P. Frye
 WSBG Edward J. Jaeger
 Cicero, WHFC George M. Ives, Jr.
 Danville, WZAN Theodore Magin
 Decatur, WSOY M. H. Stuckwisch
 East St. Louis, WTMV Thomas R. McLean
 Galesburg, WGIL Gerald P. Foster

Harrisburg, WEBQ Joseph R. Tate
 Herrin, WJPF Lynton R. Lemond
 Jacksonville, WLDS Gerald Cassens
 Joliet, WCLS Lester DeCosta
 Peoria, WMBD Ted Giles
 Quincy, WTAD Francis Wentura
 Rockford, WROK T. C. Cameron
 Rock Island, WHBF R. J. Sinnett
 Springfield, WCBS Richard L. Ashenfelter
 Tuscola, WDW Mark Spies
 Urbana, WILL A. James Ebel

Indiana

Elkhart, WTRC K. N. Singleton
 Fort Wayne, WGL-WOWO R. G. Duffield, Jr.
 Gary, WIND George Maki
 Hammond,
 WHIP H. V. Fitzcharles
 WJOB John Felthouse
 Indianapolis,
 WFBM Harold S. Holland
 WIBC Harry Adams
 WIRE Eugene E. Alden
 WISH Stokes Gresham, Jr.
 Muncie, WLBC M. M. Crain
 New Albany, WGRC William Tharp
 South Bend, WSBT H. G. Cole
 Terre Haute, WBOW Robert B. Almon
 Vincennes, WAOV Claude M. Harris

Iowa

Ames, WOI L. L. Lewis
 Boone, KFGQ Paul R. Huntsinger
 Burlington, KBUR Willis Wilson
 Cedar Rapids, WMT Charles F. Quenton
 Clinton, KROS Gilbert Andrew
 Daytonport, WOC Ray Stauffer
 Decorah, KWLC Oliver M. Eittrheim
 Des Moines,
 KRNT-KSO Paul Huntsinger
 WHO P. A. Loyet
 Dubuque,
 KDTH Stan Beck
 WKBB Leonard Carlson
 Fort Dodge, KVFD Jack Hunter Duncan
 Iowa City, WSUI S. J. Ebert
 Marshalltown, KFJB Eugene Peak
 Mason City, KGLO Leo Born
 Ottumwa, KBIZ Wayne J. Hatchett
 Shenandoah,
 KFNE E. George Crocker
 KMA Ray Schroeder
 Sioux City,
 KSCJ Alvin H. Smith
 KTRT Carl MeGee

Kansas

Atchison, KVAK Charles Weisman
 Coffeyville, KGGF Sarto Jaminet
 Dodge City, KGNO Ralph Hickman
 Garden City, KIUL W. N. Moore
 Great Bend, KVGB Leo Legleiter
 Kansas City, KCKN C. E. "Red" Salzer, Jr.
 Lawrence, WREN Carl Blicsner
 Manhattan, KSAC R. C. Dennison
 Pittsburg, KOAM W. L. Brown
 Salina, KSAL N. E. Vance, Jr.
 Topeka, WIBW Karl Troeglen
 Wichita,
 KFBI K. W. Pyle
 KFH Amos C. Daisnian

Kentucky

Ashland, WCMI Clarence Weaver
 Bowling Green, WLB Earl Jaego
 Harlan, WHLN Max Cockley
 Hopkinsville, WHOP B. A. Smith
 Lexington, WLAP Sanford Helt
 Louisville,
 WAVE Wilbur Hudson
 WHAS Orrin W. Townner
 WINN John Alfred Rutherford

CHIEF ENGINEERS

Owensboro, WOMI..... W. W. Binford
Paducah, WPAD..... C. G. Sims

Louisiana

Alexandria, KALB..... Jesse Sexton
Baton Rouge, WJBO..... Wilbur T. Golson
Lafayette, KVOL..... Hillman Bailey
Lake Charles, KPLC..... E. C. Moses
Munroe, KMLB..... O. L. Morgan
New Orleans,
WJBW..... Robert R. Brown
WNOE..... C. E. Davidson
WWL..... J. D. Bloom, Jr.
Shreveport, KRMD..... R. M. Deau

Maine

Augusta, WRDO..... Harold Dinsmore
Bangor, WABI..... Nelson H. Lawson
Lewiston, WCCU..... Leslie R. Hall
Portland, WCSH..... G. Fred Crandon

Maryland

Baltimore,
WBAL..... George W. Cooke
WCAO..... Martin L. Jones
WCBM..... G. Porter Houston
WFBR..... William Q. Ranft
WITH..... James Duff
Cumberland, WTBO..... Charles Ray Sine
Frederick, WFMD..... A. V. Tidmore
Hagerstown, WJEJ..... G. Harold Brewer
Salisbury, WBOC..... Peter A. Alfonsi

Massachusetts

WAAB..... Paul A. DeMars, Irving Robinson
WBZ..... F. M. Sloan
WBZA..... H. E. Randol
WCOP..... Roland C. Hale
WEEL..... P. K. Baldwin
WHDH..... R. G. Matheson
WMEX..... A. S. Pote
WNAC..... Paul A. DeMars, Irving Robinson
WORL..... John Parker
Fall River, WSAR..... John C. Pavao
Fitchburg, KAIM..... Theodore Kalin
Greenfield, WHAI..... James L. Spates
Holyoke, WHYN..... Thomas Humphrey
Hyannis, WOCB..... Rodney A. Merrill
Lawrence, WLAW..... George A. Hincley
Lowell, WLLH..... Anthony Michaels
New Bedford..... Clyde Pierce
Pittsfield, WBRK..... Norman Blake
Salem, WESX..... Richard I. Hammond
Springfield,
WMAS..... Earle G. Hewinson
WSPR..... Lawrence A. Reilly
Worcester, WTAG..... Hobart H. Newell

Michigan

Battle Creek, WELL..... Raymond B. Roof
Bay City, WBCM..... Ralph H. Carpenter
Calumet, WHDF..... George L. Burgan
Detroit,
WJBK..... Paul Frincke
WJLB..... Edward H. Clark
WJR..... M. R. Mitchell
WWJ..... Walter Hoffman
WXYZ..... Verne C. Alston
Escanaba, WDBC..... Jack Postor
East Lansing, WKAR..... Norris E. Grover
Flint, WFDF..... Frank D. Fallain
Grand Rapids,
WASH-WOOD..... Fred W. Russell
WLAV..... Raymond A. Plank
Ironwood, WJMS..... August Jarvi

Jackson, WIBM..... Charles Wirtanen
Kalamazoo, WKZO..... Arthur E. Covell
Lapeer, WMPC..... Hollis P. Hayes
Muskegon, WKBZ..... George Krivitzky
Pontiac, WCAR..... Wiley D. Wenger
Port Huron, WHLS..... Leslie Conant
Royal Oak, WEXL..... Joseph L. McFarland
Saginaw, WSAM..... Simon Maruszyn
Traverse City, WTCM..... Drew McClay

Minnesota

Albert Lea, KATE..... George Church
Duluth, KDAL..... R. A. Dettman
Hibbing, WMFG..... C. B. Persons
Minneapolis,
WCCO..... Hugh S. McCartney
WDGY..... George K. Jacobsen
WLB..... Martin Stuhler
WLOL..... Gene Brautigam, Ogden Prestholdt
WTCN..... John M. Sherman
Moorhead, KVOX..... Fred Monkkonen
Northfield, WCAL..... Amos Dicke
Rochester, KROC..... Fred C. Clarke
St. Paul,
KSTP..... Hector R. Skifter
WMIN..... Warren Fritze
Virginia, WLLB..... Wayne Kestila
Willmar, KWLM..... Vern Baumgartner
Winona, KWNO..... Maurice Reutter

Mississippi

Columbus, WCBI..... P. C. Melone
Greenville, WJPR..... Ray A. Dickson, Horace Alvis
Gulfport, WGCM..... Gordon Clark
Hattiesburg, WFOR..... C. H. Dyess
Jackson, WJDX..... P. G. Root
Laurel, WAML..... Bruce Dennis
McComb, WSKB..... Robert Louis Sanders
Natchez, WMIS..... George Wilson
Vicksburg, WQBC..... C. E. Drake

Missouri

Cape Girardeau, KFVS..... Oscar C. Hirsch
Clayton, KFUO..... Carl H. Meyer
Columbia, KFRU..... Robert Haigh
Hannibal, KHMO..... Ben Parrish
Jefferson City, KWOS..... J. C. Haynes, Jr.
Joplin, WMBH..... Baxter Burriss
Kansas City,
WDAF..... Joseph A. Flaherty
WHB..... Henry Goldenberg
Poplar Bluff, KWOC..... Don Lidenton
St. Joseph, KPFEQ..... J. Wesley Koch
St. Louis,
KMOX..... Harry Harvey
KWK..... James P. Burke
KXOK..... Arthur Rekart
WEW..... George E. Ruoppel
WLL..... Chal C. Stoup
Sedalia, KDRO..... Glen Gray
Springfield, KGBX-KWTO..... Fritz Bauer

Montana

Billings, KGHL..... Jeff Kiichli
Bozeman, KRBM..... Fred Heister
Butte, KGIR..... Fred Heister
Great Falls, KFBB..... Wilbur Myhre
Helena, KPFA..... R. D. Martin
Kalispell, KGEE..... Donald Gorman
Miles City, KRJF..... Henry B. Poole
Missoula, KGVO..... George Allison
Wolf Point, KGCX..... Eugene Bunker

Nebraska

Fremont, KORN..... Lee Gustavson
Grand Island, KMMJ..... Ray Taylor

Kearney, KGFW..... Jack Lewis
 Lincoln, KFAB-KFOR..... Mark W. Bullock
 Norfolk, WJAG..... Frank Weidenbach
 North Platte, KGNF..... Stephen Inns
 Omaha,
 KBON..... Leland Gustafson
 KOLL..... Mark Bullock
 WOW..... William J. Kotera

Nevada

Las Vegas, KENO..... V. L. Harvey
 Reno, KOH..... M. Howlitt Kees

New Hampshire

Keene, WKNE..... M. Leonard Savare
 Laconia, WLNH..... Louis Steady
 Manchester,
 WFEA..... Reginald A. B. Schow
 WMUR..... Vincent H. Chandler
 Portsmouth, WHEB..... William B. Robinson

New Jersey

Asbury Park, WCAP..... Thomas F. Burley, Jr.
 John Basso
 Atlantic City, WBAB..... Earle Godfrey
 Camden, WCAM..... C. E. Onens
 Jersey City,
 WAAT..... Frank V. Bremer
 WHOM..... Allison Burdham
 Paterson, WPAT..... Earl F. Lucas
 Trenton,
 WTNJ..... Edward P. Knowles
 TTTM..... Blair K. Thron
 Zaraphath, WAWZ..... Nathaniel Wilson

New Mexico

Albuquerque,
 KGGM..... Leonard Dodds
 KOB..... George S. Johnson
 Clovis, KICA..... Wesley Rutz
 Las Vegas, KFUN..... A. F. Schultz
 Tucumcari, KTNM..... Lester Q. Krasin

New York

Albany,
 WABY..... J. H. Corey
 WOKO..... O. A. Sardi
 Auburn, WMBO..... Herbert House
 Batavia, WBTA..... John Dinter
 Binghamton, WBNF..... Lester H. Gilbert
 Brooklyn,
 WBBR..... Ralph Leffler
 WBYN..... Peter Testan
 WCNW..... Arthur Faske
 Buffalo,
 WBEN..... Ralph J. Kingsley
 WBNY..... Thomas L. Vines
 WEBR..... Ralph J. Kingsley
 WGR..... K. B. Hoffman
 WKBW..... K. B. Hoffman
 Elmira, WENY..... Perry Esten
 Freeport, WGBB..... Alfred Sturham
 Ithaca, WHCU..... True McLean
 Jamestown, WJTN..... Harold J. Kratzert
 Kingston, WKNY..... M. S. Seimes
 Newburgh, WGNV..... Patrick Simpson
 New York,
 WABC..... Henry Grossman
 WBNX..... H. L. Wilson
 WEAJ (NBC)..... O. B. Hanson
 WEVD..... Charles Brown
 WHN..... Paul Fuelling
 WINS..... Paul Von Kunits
 WJZ (Blue Network)..... George Milne
 WMCA..... Frank Marx
 WOV..... Whitman N. Hall
 WNYC..... I. Brimberg
 WOR..... J. R. Poppele
 WNEW..... M. J. Weiner
 WQXR..... Russell D. Valentine

Niagara Falls, WHLD..... Robert Wilson
 Ogdensburg, WSLB..... Raymond E. Lafferty
 Olean, WHDL..... Warren E. McDowell
 Plattsburg, WMFF..... Jack Nazak
 Poughkeepsie, WKIP..... John Burke
 Rochester,
 WHAM..... Kenneth Gardner
 WHEC..... Bernard C. O'Brien
 WSAY..... Gordon P. Brown
 Saranae Lake, WNBZ..... Harold Warner
 Schenectady, WGY..... W. J. Purcell
 Syracuse,
 WAGE..... Charles Braumen
 WFBL..... Alfred R. Marcy
 WOLF..... David Foote
 WSYR..... A. G. Belle Isle
 Troy,
 WHAZ..... H. D. Harris
 WTRY..... A. H. Chismark
 Utica, WIBX..... J. T. Dowdell
 Watertown,
 WATN..... Craig L. Whitman
 WWNY..... Maynard B. Davis
 White Plains, WFAS..... Harry C. Laubenstein
 Woodside, WRRL..... William H. Reuman

North Carolina

Asheville,
 WISE..... Charles Sumner
 WUNC..... Cecil Hoskins
 Burlington, WBBB..... C. C. Penny
 Charlotte,
 WAYS..... Bob Rigby
 WBT..... J. J. Betoungy
 WSOC..... L. L. Caudle, Jr.
 Durham, WDNC..... Raymond Dalton
 Elizabeth City, WCNC..... Joe Kyle
 Fayetteville, WFNC..... Frank Stewart
 Gastonia, WGNC..... Clarence Morse
 Goldsboro, WGBR..... H. H. Lance
 Greensboro, WBIG..... Earl Allison
 Greenville, WGTC..... Bruce Mayo
 Hickory, WHKY..... E. S. Long
 High Point, WMFR..... Howard Saunders
 Kinston, WPTC..... Glen Neuville
 Raleigh,
 WPTF..... Henry Hutlick, Jr.
 WRAL..... Stanley H. Brown
 Roanoke Rapids, WCBT..... Lewis Hiland
 Rocky Mount, WEED..... Isaac G. Murphrey
 Salisbury, WSTP..... Carl B. Watson
 Wilmington, WMFD..... Robert David England
 Wilson, WGTM..... W. H. Malone
 Winston-Salem,
 WAIR..... Earl F. Downey
 WSIS..... Phil Hedrick

North Dakota

Bismarck, KFYR..... Ivar Nelson
 Devil's Lake, KDER..... Richard Moritz
 Fargo, WDAY..... Julius Hetland
 Grand Forks,
 KFJM..... Elwin J. O'Brien
 KILQ..... Harvey Kees
 Jamestown, KRMC..... Lloyd R. Amoo
 Mandan, KGNU..... Otto H. Lehner
 Minot, KLPN..... C. W. Baker
 Valley City, KOVC..... Stanley Guth

Ohio

Akron,
 WADC..... John Aitkenhead
 WAKR..... Don Dayton
 WJW..... Gerald Roberts
 Ashtabula, WICA..... G. G. Gautney
 Canton, WHBC..... Kenneth L. Sliker
 Cincinnati
 WCKY..... C. H. Topmiller
 WCPO..... Glen A. Davis
 WKRC..... John M. Tiffany
 WLW..... R. J. Rockwell
 WSAI..... R. J. Rockwell

CHIEF ENGINEERS

Cleveland,
 WCLE Carl Smith
 WGAR R. Morris Pierce
 WHK Carl Smith
 Columbus,
 WBNS Lester H. Nafziger
 WCOL Ernest Lowe
 WHKC J. E. Anderson
 Dayton,
 WHIO Ernest L. Adams
 WING Paul F. Braden
 Findlay, WFIN Edgar Smith
 Lima, WLOK Russell Shettler
 Mansfield, WMAN Perry Wilson
 Marion, WMRN S. Robert Morrison
 Portsmouth, WPAY Maurice Myers
 Steubenville, WSTV Joseph M. Troesch
 Toledo,
 WSPD William Stringfellow
 WTOL Frank B. Ridgeway
 Warren, WRRN James F. Ranney
 Youngstown,
 WFMJ Frank Bieringer
 WKBN B. T. Wilkens
 Zanesville, WHIZ William A. Hunt

Oklahoma

Ada, KADA T. A. Golladay
 Ardmore, KVSQ George Milner
 Elk City, KASA Howard Rex Morris
 Enid, KCRC A. B. Clopton
 Lawton, KSWO Clifford Easum
 Muskogee, KBIX Earl Homer Graves
 Norman, WNAD Royden Freeland
 Oklahoma City,
 KOCY G. W. Brock
 KOMA M. W. Thomas
 KTKO Bernard Tullius
 WKY Herman J. Lovell
 Ponca City, WBBZ Louis Brown
 Shawnee, KGFF S. Riccioffi
 Tulsa,
 KOME Leland Sacy
 KTUL Nathan Wilcox
 KVOO L. W. Stinson

Oregon

Albany, KWIL Paul Spargo
 Astoria, KAST Raymond Williams
 Baker, KBKR Sidney Williams
 Bend, KBND Robert Dickinson
 Corvallis, KOAC Grant S. Feikert
 Eugene, KORE Harold Gander
 Grant's Pass, KUIN Edward A. Malone
 La Grande, KLBH Miles L. Shepherd
 Marshfield, KOOS Roger L. Spangh
 Pendleton, KWRC Marvin Johnston
 Portland,
 KBFS Louis Ballinger
 KEX-KGW Harold Singleton
 KALE-KOIN Louis S. Bookwalter
 KXL Ralph C. Mifflin
 Roseburg, KRNR Henry J. Chandler, Jr.
 Salem, KSLM Goodwin Lein

Pennsylvania

Allentown, WCBA-WSAN William A. McCutcheon
 Altoona, WFBG George Burgoon
 Butler, WISR Clifford L. Gorsuch
 Du Bois, WCED D. W. Jefferies
 Easton, WEST J. E. Mathiot
 Erie,
 WERC Otis L. Atherton
 WLEU Clarence Baker
 Greensburg, WHJB Walter McCoy
 Grove City, WSAB H. W. Harmon

Harrisburg,
 WHP R. S. Duncan
 WKBO J. E. Mathiot
 Hazleton, WAZL J. E. Mathiot
 Johnstown, WJAC Nevin Straub
 Lancaster, WGAL J. E. Mathiot
 Lewistown, WMRF Bernard H. Bopp
 New Castle, WKST Robert Emeh
 Philadelphia,
 KYW Ernest H. Gager
 WCAU (acting) George Lewis
 WDAS Frank Unterberger
 WFIL Arnold Nygren
 WIBG John H. Henninger
 WIP Clifford Harris
 WPEN Charles W. Burtis
 WTEL Gray D. MacLaughlin
 Westinghouse Stations, Inc. Joseph E. Baudino
 Pittsburgh,
 KDKA Dwight A. Myer
 KQV Walter McCoy
 WCAG James Schultz
 WJAS Walter W. McCoy
 WWSW Henry R. Kaiser
 Scranton,
 WARM Adolph Oeschmann
 WGBI Kenneth R. Cooke
 Sharon, WPIC A. C. Heck
 Sunbury, WKOK Cliff Kerstetter
 Untontown, WMBS S. M. Glatfely
 Washington, WJPA Joseph M. Troesch
 Wilkes-Barre,
 WBAX R. G. Love
 WBRE Charles Sakoski
 Williamsport, WRAC Louis N. Persio
 York, WORK J. E. Mathiot

Rhode Island

Pawtucket, WFCT Howard Thornley
 Providence,
 WEAN Paul A. DeMars
 WJAR Thomas C. J. Prior
 WPRO Howard W. Thornley

South Carolina

Charleston,
 WCSC James Weaver
 WTMA Douglass M. Bradham
 Columbia,
 WCOS Charles C. Thoman
 WIS Scott Hell
 Florence, WOLS R. M. Wallace
 Greenville,
 WFBC W. C. Etheredge
 WMRC George D. Tate
 Greenwood, WCRS Fred U. Wamble
 Spartanburg, WORD-WSPA Ralph S. Bennett
 Sumter, WFEG Paul Petroski

South Dakota

Aberdeen, KABR Delbert T. Hunt
 Pierre, KGPX Robert H. Dye
 Rapid City, KOBH M. J. Jones
 Sioux Falls, KELO-KSOO Max Staley
 Vermillion, KUSD Kenneth Relf
 Watertown, KWAT Sherrill Zimmerman
 Yankton, WNAX Clifford Todd

Tennessee

Bristol, WOPI R. H. Smith
 Chattanooga,
 WAPO B. B. Barnes
 WDEF J. V. Sanderson
 WDD Julius Vessels
 Clarksville, WZM Bob Thompson
 Cookeville, WHUB Charles R. Duke

Jackson, WTJS.....B. Carey Brummel
 Johnson City, WJHL.....O. K. Garland
 Kingsport, WKPT.....G. W. Upchurch
 Knoxville,
 WBIR.....Edward McGinley
 WNOX.....J. B. Epperson
 WROL.....Owen McReynolds
 Memphis,
 WHBO.....W. M. Roy
 WMC.....C. E. Baker
 WMP5.....J. G. Deaderick
 WREC.....S. D. Wooten, Jr.
 Nashville,
 WLAC.....F. D. Binns
 WSIX.....Bascom E. Porter
 WSM.....J. H. DeWitt, Jr.

Texas

Abilene, KRBC.....J. B. Casey
 Amarillo, KFDA.....Howard Blaker
 Austin,
 KNOW.....James E. Lewis
 KTBC.....Harry Slife
 Beaumont, KFDM.....Lawrence Sanders
 Big Spring, KBST.....Andrew M. Jones
 Brady, KNEI.....J. Royland Gorder
 Brownsville, KEEW.....George Martin
 Brownwood, KBWD.....G. M. Patterson
 College Station, WTAW.....H. C. Dillingham
 Corpus Christi, KRIS.....B. C. Boatright
 Corsicana, KAND.....W. E. Bradford
 Dallas,
 KRLD.....Roy M. Flynn
 RSKY.....Morris M. Ming
 WFAA.....Raymond Collins
 WRR.....D. J. Tucker
 Denton, KDNT.....Harwell V. Shepard
 Dublin, KFPL.....D. Reed
 El Paso,
 KROD.....Edward P. Talbott
 KTSM.....E. L. Gemoets
 Fort Worth,
 KPJZ.....Edward L. Starnes
 KGKO.....R. C. Stinson
 WBAP.....R. C. Stinson
 Galveston, KLUF.....Lee Clough
 Harlingen, KGBS.....David Holt
 Houston,
 KPRC.....H. T. Wheeler
 KXYZ.....Gerald Chinski
 Huntsville, KSAM.....Robert Newton
 Laredo, KPAB.....Lloyd Davidson
 Lubbock, KFYO.....W. H. Torrey
 Lufkin, KRBA.....Ambrose Kramer
 Midland, KRLH.....Robert A. Harmon
 Pampa, KPDN.....H. E. Kreiger
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 Pecos, KIUN.....Carl Cook
 Port Arthur, KPAC.....Glen Boatright
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 San Antonio,
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 KONO.....George W. Ing
 KTSA.....W. G. Egerton
 WOAI.....Fred Sterling
 Sherman, KRRV.....T. E. Spellman
 Sweetwater, KXOX.....G. W. Dotson
 Temple, KTEM.....Paul Shaw
 Texarkana, KCMC.....Harvey Robertson
 Tyler, KGKB.....John B. Sheppard
 Vernon, KWVC.....Herman Ridgway
 Victoria, KVIC.....O. A. Rasmussen, Jr.
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 Weslaco, KRGV.....Neal McNaughten
 Wichita Falls, KWFT.....John Adams

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Vermont

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 St. Albans, WWSR.....Michael Calabrese
 Waterbury, WDEV.....Paul Hurd

Virginia

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 Covington, WJMA.....Howard Schoenwetter
 Danville, WBTM.....Harry W. Spencer
 Fredericksburg, WFVA.....James Garber
 Harrisonburg, WSVL.....Warren L. Braun
 Lynchburg, WLVA.....John Orth
 Richmond,
 WBBL.....J. A. Steere
 WMBG.....Wilfred H. Wood
 WRNL.....Walter S. Selden
 WRVA.....David C. Woods
 Roanoke,
 WDBJ.....J. W. Robertson
 WSLS.....Philip Briggs
 Suffolk, WLPW.....William Rupp
 Winchester, WINC.....Phil Whitney

Washington

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 Centralia-Chehalis, KELA.....DeWitt Morris
 Everett,
 KEVE.....Lloyd Wallgren
 KRKO.....Lee Mudgett
 Longview, KWLK.....B. G. Cunningham
 Olympia, KGY.....John Thatcher
 Pullman, KWSC.....Kenneth Pendleton
 Seattle,
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 KJR.....F. J. Brott
 KOMO.....F. J. Brott
 KRSC.....George Freeman
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 Spokane,
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 Eau Claire, WEAU.....Charles B. Persons
 Fond du Lac, KFIZ.....Wendell S. Meyers
 Green Bay, WTAQ.....Wallace Stengcl
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 WIBA.....Norman Hahn
 Manitowac, WOMT.....W. F. Dubin
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 Medford, WIGM.....Nathan Williams
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 WISN.....D. A. Weller
 WTMJ.....Daniel W. Gellerup
 Oshkosk, WOSH.....Nathan Williams
 Poynette, WIBU.....Leonard Doese
 Racine, WRJN.....F. Lee Dechant
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 Sudbury, CKSO.....Jim McRae
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 CKCK.....E. A. Strong
 Saskatoon, CFQC.....Stan Clifton

SUPREME WAR EFFORT BY RCA

RADIO alone among means of communication meets and surpasses the lightning movement of modern warfare; for this reason, all the resources of the Radio Corporation of America—research, manufacturing, direct communications, and broadcasting—are geared to a supreme war effort.

Minutes after word went out December 7 that the Japanese had struck Pearl Harbor, David Sarnoff radioed President Roosevelt that “all our facilities and personnel are ready and at your instant service;” hours later, every phase of the widespread activities of RCA and its associated companies was shifted from a basis of defense preparation to one of all-out war production and service.

In RCA Laboratories there was an immediate revision of plans and a redoubling of effort to drive the science of radio across new frontiers. Every research scientist and development engineer, already actively engaged in defense work, is sparing no effort or expense in the perfection of new and improved radio communication devices as well as other electronic instruments for the armed forces.

80 Per Cent For War

On the front line in defense production for almost two years, the RCA Manufacturing Company finished 1941 with its volume of unfilled orders at 80 per cent for war, 20 per cent for commercial use. Deliveries are being rushed, and many orders are reaching their destination weeks, and sometimes months, ahead of schedule. Employment is at an all-time high.

It is impossible, in time of war, to describe the exact nature of radio devices being built for the Government. It can be said, however, that the RCA plants are busy turning out radio equip-

ment for tanks, aircraft, battleships, cruisers, submarines, destroyers, field sets for the Army, public address system, under-water sound instruments for detection and location of submarines, radio direction finders, radio locators and altimeters, sound-powered batteryless telephones, many types of vacuum tubes, sound motion picture apparatus and recorders, as well as transmitters and receivers designed for the many purposes and variable conditions under which radio must operate in war-time.

Morale

Within 24 hours after the United States entered the war, more than 16,500 employees of RCAM staged mass demonstrations at the Harrison and Camden, N. J. plants to pledge allegiance to the American flag. Shortly thereafter, it became known that the “Beat the Promise” campaign in defense production, which ended December 1, would be followed by a “Beat the Promise for Victory” campaign in war production starting February 1.

Meanwhile, representatives of RCAM attended radio industry conferences in Washington, where 1942 production plans, laid down a month earlier, were checked and revised upward by officials of the Government, Army and Navy.

Of particular significance in the nation's war production plans was the manufacture of the electron microscope developed by RCA Laboratories. Capable of magnifying infinitely small bits of matter up to 100,000 diameters, this instrument is finding a constantly widening field of application. Built at present for war industries only, the electron microscope is being used on important munitions studies, particularly in the fields of chemistry and metallurgy.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

N. B. C.

With broadcasting performing a vital role in building public morale, the National Broadcasting Company's No. 1 program is war service. as an agent for instantaneous communication with millions of people, NBC has built its news and information services to a point where they equal, if not surpass, broadcasting's value as a medium of public entertainment. In Washington, where the President's words of request and the Congress' action to declare war were broadcast to the nation, and on the war fronts around the world, where eye-witness coverage of war is given, NBC is performing its duty as an agency of defense. At the same time, it maintains its programs of music, drama and comedy, which it regards as revitalizing tonics to the people of a nation at war.

NBC's television service, limited at present, is none-the-less performing a vital war function. In New York, where some 300,000 air-raid wardens are in training, NBC has organized television to greatly facilitate the job. Television receivers are set up in selected areas for the reception of visual instructions, which have been worked out as studio presentations. Experts in bomb protection technique appear in the programs.

All facilities of NBC and the Blue Network Company, Inc., stand ready at all times for the use of the President, Government officials, and the Congress for communicating with the public.

RCA Communications

The direct radio communication circuits of RCA Communications, Inc., which link the United States with forty-nine countries of the world, are performing an irreplaceable function in the general war

scheme. Operating under the jurisdiction of the Defense Communications Board, with censorship being handled by the U. S. Navy, these circuits are maintaining contact with nations and far-flung outposts that could be reached by no other means. Adding materially to its general effectiveness, RCAC opened in December the first direct radiotelegraph circuit ever to link the United States and Australia. Even after its main installations at Manila were destroyed in the face of Japanese advances, the company re-established communications with the Philippines by contacting a small station on the island of Cebu.

Marine Equipment

While its marine radiotelegraph services have been reduced, Radiomarine Corporation of America still maintains to a limited degree these vital links with ships at sea. At the same time, Radiomarine, which has large Government orders for marine radio equipment, has for the second time in a year enlarged its manufacturing space, equipped it with machinery and tools, and added to its personnel. Likewise, it has broadened its facilities for maintaining and servicing its more than 1,500 radio installations in the rapidly expanding merchant fleet.

RCA Institutes

RCA Institutes, deluged by inquiries from prospective students who wished to prepare themselves for war's technical jobs, recently placed under consideration plans for additional radio courses relating to the war effort. The Institutes finished 1941 with enrollment in the New York and Chicago Schools at a record-breaking high.



**AN UP-TO-THE-MINUTE LIST OF IMPORTANT
EQUIPMENT FIRMS
SUPPLYING RADIO IN ALL OF ITS BRANCHES**

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Secretary, Office Manager.....L. E. Williams
Vice President, Chief Electrical Engineer,
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DUCTS: Air Cooled Capacitors, Transform-
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79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430

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Angeles, Calif.; 3218 Western Ave., Seattle,
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DUCTS: Transmitting Tubes.

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Phone CAnal 6-1446

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Humless Regulated (DC) Power Supplies,
Volume Indicators, Direct-Coupled Ampli-
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Portable P. A. Systems, Telephone Repeaters,
High Fidelity Transformers, Saturable Re-
actors.

Ansley Radio Corp.

21-10 49th Ave., Long Island City, N. Y.
Phone STillwell 4-4405

President.....Arthur C. Ansley
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Sales Manager.....John J. Wood

Purchasing Agent.....D. Prato
Chief Engineer.....F. Dieli
Production Manager.....H. Brave
PRODUCTS: Radio-Phonograph Combina-
tions, Marine Direction Finder.

Atlas Sound Corp.

1443-39th St., Brooklyn, N. Y.
Phone WI 8-5500

Contact.....R. C. Reinhardt
BRANCH OFFICES: 1280 Mission St., San
Francisco, Cal.; 530 Erie Bldg., Cleveland,
O.; 21 E. Van Buren St., Chicago, Ill.; 310
Central Bank Bldg., Tulsa, Okla. PRO-
DUCTS: Microphone Floor and Desk Stands,
"BOOM" Stands and Supports, Cable Con-
nectors (shielded), Monitor Speakers, High
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Projectors, Speaker Enclosures, and P. A.
Accessories.

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500 Fifth Ave., New York, N. Y.
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PRODUCTS: Microdyne Pickups, Cutting
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Research Engineer.....C. J. Lebel
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Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg.,
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Pennsylvania Blvd., Phila. PRODUCTS:
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Phone 22-281

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General Manager.....F. D. Bliley
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Research Engineer.....J. M. Wolfskill
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PRODUCTS: Quartz Piezo-Electric Crystals and Mountings, Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

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2118 E. 55th St., Cleveland, O.
Phone HE 7166

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Vice President.....George Grostick
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Production Manager.....A. M. Crombie
Superintendent.....E. Hoffman
Office Manager.....M. G. Dawson

PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego, Calif.
Phone Talbot 4943

Contact.....William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

Carrier Microphone Co.

439 So. La Brea Ave., Inglewood, Calif.
Contact.....O. B. Carrier
PRODUCTS: Dynamic and Velocity Microphones.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770

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General Manager.....Victor Mucher
Treasurer.....Jacob Mucher
Secretary.....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
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The Clough-Brengle Co.

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Phone Longbeach 5616

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PRODUCTS: Radio Testing Equipment, Service and Laboratory Instruments, Beat Frequency Oscillators, Audio Oscillators, Signal Generators, Graphoscopes (Oscilloscopes), Unimeters, Transmission Measuring Sets, Tube Testers and Capacity-Resistance Bridges.

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So. Plainfield, New Jersey
Phone Plainfield 6-9000

PRODUCTS: Radio Transmitting and Receiving Capacitors.

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Corning, N. Y.
Phone Corning 372

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Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

Contact.....W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires and Cables.

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158 Summit St., Newark, N. J.
Phone Market 2-3459

President.....Lewis Newman
Vice President.....George H. Newman
PRODUCTS: Attenuators, Attenuation Boxes and Networks, Apparatus for Radio Labs. and Apparatus for Testing Sound, Measuring Sound, Measuring Impedances; Balanced "H" Pads, Broadcasting Equipment, Controls, Compensators, Control Apparatus and Panels, Decade Resistances, Boxes and Voltage Dividers, Dual Potentiometers, Dual Volume Controls, Davohms (wire wound resistors), Equipment for Labs., Faders, Filament Rheostats, Fixed Attenuators, Gain Sets, Impedance Measuring Boxes, Logarithmic Resistors, Line Equalizers, Laboratory Equipment, Ladder Network Attenuators, Multipliers, Meter-Checking Devices, Shunts and Adjustment Rheostats, Measuring Instruments, Meters (output power), Mixer Panels, Panels, Potentiometers, Power Supply, Resistances, Rheostats, Resistors; Rotary and Radio Switches; R F Switches, Sound Controls, Sound Equipment, Switches (contact type), Speech Input Equipment, Single Potentiometers, Special Built-Apparatus,

Switches; Test Equipment, Television Switches, Controls; "Tee" Attenuators, Volume Controls, Indicators; Variable and Fixed Attenuators.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

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BRANCH OFFICES: 515 Madison Ave., New York City. PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

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Electro-Voice Mfg. Co., Inc.

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PRODUCTS: Velocity, Dynamic and Carbon Microphones.

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Phone: CH 2-4408

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PRODUCTS: Amplifiers, P. A. Systems, Electronic Musical Stringed Instruments.

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88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
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Engineer.....Gordon Macke

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Phone PA 2-3440

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30 State St., Cambridge, Mass.
Phone TRObridge 4400

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Phone Allentown 9549

President.....Thomas E. Spicknall
PRODUCTS: Towers, Radials, Studios and Transmitter Buildings.

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Phone Market 2-8200

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Treasurer.....J. A. Greene
Chief Engineer.....D. F. Hastings
PRODUCTS: Fixed and Adjustable Resistors. Rheostats, Fixed & Tapped Vitreous Enamel Resistors, Non-inductive Resistors, Power Rheostats, Laboratory Rheostats, Load Boxes, Special Resistance Devices.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae

Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Hollister Crystal Co.

Wichita, Kansas
Phone Wichita 4-2387

Contact.....Herb Hollister
PRODUCTS: "A" Cut Quartz Crystals.

Insuline Corp. of America

30-30 Northern Blvd., L. I. City, New York
Phone St. 4-6890

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice President.....A. G. Heller
Production Manager.....I. W. Romm
PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

International-Stacey Corp.

875 Michigan Ave., Columbus, O.
Phone University 2123

Contact.....O. M. Havekotte
BRANCH OFFICES: 21 West St., N. Y. C.; P. O. Box 3350, Beaumont, Texas. PRODUCTS: Antenna, Airway Beacon, Radio Directional Beacon Towers; Patented Ground Screen; Transmission and Radio Towers.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316

Vice President & General Manager,
K. D. Hamilton
SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9274. Contact, E. A. Domber. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

Johns-Manville Corp.

22 East 40th St., New York, N. Y.
Phone LEXington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

E. F. Johnson Co.

Waseca, Minn.
Phone 432

General Manager.....E. F. Johnson
Controller.....F. C. Mann
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson
BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kenyon Transformer Co., Inc.

840 Barry St., New York, N. Y.

Phone DAYton 9-0100

President.....Franklin P. Kenyon
Chief Engineer.....F. Ralph Kenyon
Sales Manager.....Gene Turney
BRANCH OFFICES: 21 E. Van Buren St.,
Chicago, Ill.; 2412 West 7th St., Los Angeles,
Calif.; 262 Grayson Pl., Teaneck, N. J.
PRODUCTS: Transformers, Reactors, Fil-
ters.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.

Phone CI 6-0488

Contact....."Wes" Cowen
BRANCH OFFICE: 5423 Crenshaw Blvd.,
Los Angeles, Calif. PRODUCTS: Music-
Manuscript Paper, Score Paper, Ink, Fountain
Pens, Carrying Cases and Covers, Batons,
Duplicating Papers, Music Tapes.

Lapp Insulator Co., Inc.

Le Roy, N. Y.

Phone Le Roy 385

PRODUCTS: Tower Footing and Guy
Insulators, Stand-Off, Entrance and Antenna
Insulators, Porcelain Water Coils, Radio
Frequency High Voltage Condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.

Phone WHITEhall 4-1424

Contact.....J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna
Towers and Masts.

The Lifetime Corp.

1101 Adams St., Toledo, O.

Phone Main 5643

Contact.....Wm. H. Manoff
PRODUCTS: Microphones: Carbon, Dy-
namic, Velocity; Trumpets, Reflex Trumpets,
P. M. Trumpet Units, Aluminum Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.

Phone Camden 487

Contact.....J. E. Lingo
PRODUCTS: Vertical Radiators; Guyed
Tubular Steel and Portable Dural; Turn-
stile and UHF Antennae, Tubular Steel
Supporting Poles (for UHF Antennae).

Littelfuse, Inc.

4757 Ravenswood, Chicago, Ill.

Phone Long. 7778

PRODUCTS: Fuses: Radio Transmitter,
Radio and Television, and Aircraft Trans-
mitter; Neon Modulation Indicators.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.

Phone GRamercy 5-9466

Contact.....J. M. Kuhlik
PRODUCTS: Filmgraph—Instantaneous,
Continuous Recording Devices; Permanent
Play-Back.

Mirror Record Corp.

58 W. 25th St., New York, N. Y.

Phone CH 3-2222

Contact.....P. K. Trautwein
PRODUCTS: All Recording Accessories.

Pacent Engineering Corp.

79 Madison Ave., New York, N. Y.

Phone ASHland 4-1586

Contact.....R. L. Lewis
PRODUCTS: Theatre Sound Equipment,
P. A. Apparatus, Intercommunicating Equip-
ment, High Fidelity Radios & Equipment.

Pacific Sound Equipment Co., Inc.

7373 Melrose Ave., Hollywood, Calif.

Phone WY 6937

President & Engineer.....Robert G. Metzner
Secretary-Treasurer & Sales Manager,

William L. Maas

Foreman.....John Plant

BRANCH OFFICES: 121 Vermont Ave.,
N. W., Wash., D. C.; 1100 Pine St., St. Louis,
Mo.; 1900 Euclid Ave., Cleveland, O.; 1930
Mariposa St., Fresno, Calif.; 4762 Woodward
Ave., Detroit, Mich.; 1609—19th St., Bakers-
field, Calif.; 153 Kearney St., San Francisco,
Calif.; 30 Rockefeller Plaza, N. Y. C. PROD-
UCTS: Transcription Playbacks, Recording
Machines and Turntables.

Par-Metal Products Corp.

3262—49th St., Long Island City, N. Y.

Phone ASToria 8-8905

Contact.....A. A. Parmet
PRODUCTS: Racks—relay and cabinet
type—Panels, Metal Equipment.

Poinsettia, Inc.

96 Cedar Ave., Pitman, N. J.

Phone Pitman 511

President.....E. Poinsett
Vice President.....W. Warner
BRANCH OFFICES: 4447 W. Irving Park
Rd., Chicago, Ill.; 705 S. First St., Louis-
ville, Ky. PRODUCTS: Phonograph Rec-
ord Manufacturing Equipment, and Made to
Order Phonograph Records.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.

Phone CI 5-7760

President.....George J. Saliba
Vice President.....Morris M. Gruber
General Sales Manager.....Ralph C. Powell
PRODUCTS: Sound Recording Equipment,
Discs and Needles, Transcription Turntables,
Recording Amplifiers and Accessory Record-
ing Equipment.

B. A. Proctor Co., Inc.

230 Park Ave., New York, N. Y.
Phone MU 6-7542

President & Treasurer....Barton A. Proctor
Vice President & Secretary,

Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

RCA Manufacturing Co., Inc.

Camden, New Jersey
Phone Camden 8000

Chairman, Executive Committee,

G. K. Throckmorton

President.....Robt. Shannon
Commercial V. P.....H. C. Bonfig
Financial V. P. & Secy.....F. H. Corregan
V. P. in charge of Engineering Products, RCA
Photophone & Intl. Div.....F. R. Deakins
V. P. & Adv. Director.....T. F. Joyce
Adv. Mgr.....D. J. Finn
V. P. of Purchasing.....N. A. Mears
V. P. & Genl. Attorney.....L. B. Morris
V. P. in charge of Mfg. & Prod. Engineering.....E. W. Ritter
Asst. V. P.....R. B. Austrian

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—J. W. Cocke, Manager; 589 E. Illinois St., Chicago, Ill.—R. A. Graver, Manager; 616-618 Keith Bldg., Cleveland, O.—H. M. Winters, Manager; 1002 Santa Fe Bldg., Dallas, Tex.—G. Malsed, Manager; 213 West 18th St., Kansas City, Mo.—M. Magg, Manager; 411 Fifth Ave., New York, N. Y.—M. F. Blakeslee, Manager; 170 Ninth St., San Francisco, Cal.—J. K. West, Manager. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone RAvenswood 8-2340

Contact.....Charles M. Srebroff
PRODUCTS: Frequency Modulation — Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Aircraft Transmitters and Receivers; Military and Municipal Transmitters and Receivers.

Ralston Record Co.

96 Cedar Ave., Pitman, N. J.
Phone Pitman 511

Contact.....F. L. Pedrick
PRODUCTS: Phonograph Records.

The Chas. E. Schuler Engineering Co.

109 Cambria St., Newark, O.
Phone Newark 4319

President.....Charles E. Schuler
Chief Engineer.....Charles Schwartz
Secretary-Treasurer.....Corwin D. Harris
Superintendent.....D. E. VanNess
PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service

4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535

Contact.....H. D. Eisenhauer
PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Radio Frequency Monitors.

Scully Machine Co.

62 Walter St., Bridgeport, Conn.
Phone 4-5300

Owner.....L. J. Scully
Manager.....J. J. Scully
PRODUCTS: Precision Disc Recording Machines.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle, Wash.

President & Manager.....R. C. James, Sr.
Assistant Manager.....E. O. Mickelson
PRODUCTS: Radio Parts and Tubes.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager.....S. N. Shure
Sales Manager.....J. A. Berman
Chief Engineer.....B. B. Bauer
BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

Speak-O-Phone Record. & Equip. Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee
PRODUCTS: Recording and reproducing equipment.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

Contact.....Ray H. Manson
BRANCH OFFICES: 564 West Adams St., Chicago, Ill.; 2017 Grand Ave., Kansas City, Mo.; 1355 Market St., San Francisco, Calif.

PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

Taylor Tubes, Inc.

Chicago, Ill.

Phone Armitage 1730

Contact.....Frank Hajek
PRODUCTS: Transmitting Tubes—Triodes and Rectifiers.

The Triplett Electrical Instrument Co.

Bluffton, Ohio

Contact.....R. L. Triplett
BRANCH OFFICES: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Truscon Steel Co.

Youngstown, Ohio

Phone Youngstown 32171

Contact.....George F. Bateson
BRANCH OFFICES: All principal U. S. cities. PRODUCTS: Vertical Radiators, uniform cross section guyed or narrow base self supporting type.

The Turner Co.

909 17th St., N. E., Cedar Rapids, Iowa

Phone Cedar Rapids 32607

President.....David Turner
Secretary-Vice President..John B. Turner II
Treasurer.....Ralph W. Martin
Manager.....H. W. Johnson
PRODUCTS: Microphones and Microphone Accessories, Radio Vibrators.

United Transformer Corp.

150 Varick St., New York, N. Y.

Phone Canal 6-1080

Contact.....I. A. Mitchell
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Universal Battery Co.

3410 S. La Salle St., Chicago, Ill.

Phone Boulevard 7400

President.....A. B. Levitt
Secretary.....A. H. Cohn
Sales Manager.....R. S. Mowry
Superintendent.....Emil Arnst
PRODUCTS: 2 and 6 Volt Batteries, Wet Storage Batteries.

Universal Microphone Co., Ltd.

Inglewood, Calif.

Phones Orchard 74216, Inglewood

Oregon 8-1030, Los Angeles

President.....James R. Fouch
Vice President.....James L. Fouch
Secretary-Treasurer.....I. I. Sevey
BRANCH OFFICE: 540 No. Michigan Ave.,

Chicago, Ill.; 259 W. 14th St., New York City, N. Y.; 2120 16th St., N. W., Washington, D. C. PRODUCTS: Microphones, Stands and Accessories, Recording Machines and Supplies.

Western Electric Co., Inc.

(Specialty Products Division)

300 Central Ave., Kearney, New Jersey

Phone Mitchell 2-7700

Manager.....F. R. Lack
Manager Commercial Sales...H. N. Willets
Publicity.....A. B. Kouwenhoven
Radio and Sound Systems...L. F. Bockoven
Aviation and Marine Radio..F. C. McMullen
Field Representative—San Francisco,

H. L. Hamilton

Field Representative—Kansas City,

G. W. Davis

Field Representative—Atlanta..F. M. Harris
Manager of Government Sales...C. R. Smith

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Equipment; Sound Distribution Systems; Vacuum Tubes; Radio Altimeters; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Elec. & Mfg. Co.

2519 Wilkens Ave., Baltimore, Md.

Phone Gilmor 7320

Manager.....W. C. Evans
Manager Sales.....C. J. Burnside
Asst. Mgr. Sales.....E. T. Morris
Mgr. Engineer.....J. A. Hutcheson

BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, De-ion Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, etc.

Weston Electrical Instrument Corp.

614 Frelinghuysen Ave., Newark, N. J.

Phone Bigelow 3-4700

Contact.....V. E. Jenkins
BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters.

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513

Contact.....R. F. Weing
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, and Dynamotors.



INTERNATIONAL



CUBA



MEXICO



SOUTH AMERICA



***International
Broadcast
Stations
and
F.C.C. Regulations***



Pan-American Networks (see page 858)

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,600 kilocycles, for broadcasting by International Agreement).

Licensee and Location	Call Letters	Frequency (Kc)	Power
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 9570, 11870, 15350, 17760, 21610	100 kw
Columbia Broadcasting System, Inc. Near Wayne, N. J..... C. P. Brentwood, N. Y.....	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570 CP 6060, 21520	10 kw C.P. 50 kw
Columbia Broadcasting System, Inc. Brentwood, N. Y.....	WCRC	6060, 6120, 6170, 11830, 15270, 17830, 21520, 21570, 9650	50 kw
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 9556, 15330, 21500, 21590	50 kw
General Electric Company South Schenectady, N. Y.....	WGEO	6190, 9530, 15330	100 kw
General Electric Company near Belmont, Calif.....	KGEI	6190, 9530, 15330 S.A. 9670	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	6100, 11890, 15150, 21630, 9670, 17780 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
WCAU Broadcasting Company Newtown Square, Pa.....	WCAB	6060, 9650, 11830, 15270, 21520, 25725	10 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 11730, 11790, 15130, 15350, 17750	50 to 100 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw

Special International Broadcast Stations

The Crosley Corp. Cincinnati, Ohio	W8XAL	6080	1 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	W1XWH	9570	700 w

THE LATIN AMERICAN NETWORKS

FROM the international viewpoint, the most significant development of 1941 in the broadcast field was the organization of three commercial long wave networks in Latin America to supplement, and later, possibly, supplant purely short wave airings from the United States to our southern Good Neighbor republics. Actively encouraged by the Government, the development of these new links with Latin America progressed rapidly during 1941 until early this year all three networks were operating commercially.

With encouragement of the exchange of ideals, ideas and goods between the American nations a primary objective of United States policy, in order to develop Hemisphere solidarity in the face of Axis aggression, beginning of operation of these new Latin American long wave links by U. S. broadcasters served to afford means of reaching the largest potential audiences in South America in their own language and via their own stations. Surveys have shown that while there is a considerable short wave listening audience, such International broadcasts do not reach a majority of the population whose listening habits are restricted to the standard band. Short wave broadcasts also are subject to considerable atmospheric interference which can be overcome with properly equipped International links when local hookups are used for rebroadcast purposes.

NBC, CBS, Crosley Networks

Made up of previously established South American stations, hooked together by wire and short wave for the purpose of rebroadcasting U. S. programs, the three networks were organized by NBC, CBS and Crosley Corp. (WLWO), Cincinnati. NBC and CBS, with 124 and 76 S. A. affiliates, respectively, was set up to cover practically the entire southern continent, while WLWO limited operations to the so-called "quarter-sphere," Mexico, Central America, Panama, Venezuela, Colombia and the Caribbean Islands. The WLWO hook-up comprised 15 stations in these areas.

With three commercial networks in

operation, the questions facing these pioneers was whether there was enough advertising money available to support them—or even one, for that matter.

At first glance the answer would appear to be negative. Statistics on U. S. advertising expenditures in Latin America are unofficial and hard to obtain, but most authoritative estimates place the total expenditure by U. S. firms, both parent companies and their Latin American producers and distributors, at only \$20,000,000 per year in all media. Compared with the 1941 U. S. advertising bill, estimated at \$1,700,000,000 — of \$107,000,000 or more than four times the which network radio here accounted for total for all media in Latin America—the magnitude of the problem becomes immediately apparent.

Taking the "Long View"

However, like all new broadcast developments, this venture in inter-American relations is based on long-range planning. With U. S. foreign trade in other than war goods at an absolute minimum, due to the war, American exporters are turning more and more to South America as an outlet for their goods. This factor, plus the Government's favorable trade agreements with Latin America, acts as a strong stimulant in expanding the field and may be expected to result eventually in providing these new South American hookups with the conditions necessary for full scale commercial operation, bringing a substantial return on investments.

Meanwhile, until conditions are ripe, these pioneers in hemisphere broadcasting find themselves in a position similar to those other two new broadcast developments, television and frequency modulation. All must struggle along as best they can on slim budgets until the day when their foresight, ingenuity and patience will be rewarded in a material way. In the interim, however, the Latin American broadcasters have the satisfaction of knowing they are rendering important service to their country in paving the way for better understanding between the free peoples of North and South America.

(For Pan-American Networks See Page 858)

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

FCC REGULATIONS REGARDING INTERNATIONAL BROADCAST STATIONS

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned (between 6000 and 26600 kilocycles) for broadcasting by international agreement.)

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That there is a need for the international broadcast service proposed to be rendered.

(b) That the necessary program sources are available to the applicant to render an effective international service.

(c) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.

(d) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

(e) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

(f) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

(g) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(The Commission on July 14, 1939, suspended the operation of this rule until further order of the Commission.)

Commercial Service

Such international broadcast service may include commercial or sponsored programs: Provided, that—

(1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

(2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (c) of this section.

(3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph (c) of this section.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (c) of this section and is consistent with the purpose and intent of this section.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system: Provided, The conditions in the commercial provision of these rules in regard to any commercial continuities are observed and when station identifications are made, only the call letter designa-

tion of the international station is given on its assigned frequency: And provided further, That in the case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Program Logs

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

Frequency Assignment

The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A	15330
6040 kc.	15350
6060	Group E
6080	17750 kc.
6100	17760
6120 ¹	17780
6140	17800
6170	17830
6190	Group F
Group B	21460 kc.
9530 kc.	21500 ²
9550 ²	21520
9570	21540
9590	21570
9650	21590
9670	21610
Group C	21630
11710	21650
11730 ²	Group G
11790	25600 kc.
11820	25625
11830	25650
11870	25675
11890	25700

Group D	25725
15130 ¹	25750
15150	25775
15210	25800
15230	25825
15270	25850

Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

An international broadcast station will not be authorized to use more than one frequency listed in any group listed in the rule on available frequencies without a showing of technical necessity.

Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.

¹ Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

² Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

STATIONS OF CUBA

PROVINCE OF HABANA

Call Letters	Owner	Frequency Kilocycles	Power Watts
CMW	A. Gil & M. Troncoso	550	2500
CMCY	Radio Habana Cuba, Cadena Azul, S. A.	590	15000
CMZ	Ministerio de Educacion	630	5000
CMCD	(Suspended)	630	15000
CMQ	Cambo & Gabriel, S. A.	690	25000 d.; 15000 n.
CMK	Fauto Montiel	740	250
CMBC	Domingo Fernandez Cruz	790	5000 d.; 1000 n.
CMBL	Radio Cadena Suaritos, S. A.	860	5000
CMCF	Oscar Gutierrez	910	5000
CMBZ	Manuel & Guillermo Salas	950	250
CMCK	Luis Casas Romero	980	5000
CMX	Francisco Lavin Gomez	1010	10000 (C.P. 25000)
CMCM	Compania Transradio Columbia, S. A.	1060	250
CMBY	Pages & Compania	1110	250
CMBQ	Amletto Battisti	1150	5000 d.; 1000 n.
CMCU	Jorge Garcia Serra	1190	250 (C.P. 5000)
CMCO	Enrique Lasanta	1230	250
CMCW	Jose Villarino	1230	250
CMBF	Compania Cubana de Radio & Television, S. A.	1260	5000
CMCH	Radio Popular, S. A.	1290	250
CMCX	Radio Popular, S. A.	1290	250
CMBG	John L. Stowers	1330	1000
CMBS	Enrique Artalejo	1330	250
CMOA	Juan Fernandez Duran	1360	250
CMC	Radiotelefonica Commercial de la Habana, S. A.	1360	250
CMBX	Vicente Espinosa	1390	250
CMCB	Metropolitan Radio de Cuba, S. A.	1390	250
CMBD	Luis Perez Garcia	1420	250 (C.P. 5000)
CMCQ	Andres Martinez	1420	250 (C.P. 5000)
CMCG	La Onda, S. A.	1460	250
CMCA	Agusto Testar & Jose Manuel Gonzalez	1490	250
CMOX	Perez & Chisholm	1490	250
CMBH	Alberto Alvarez Ferrera	1540	5000
CMCJ	Rafael Rodriguez	1580	250
CMCR	Aurelio Hernandez	1580	250

PROVINCE OF PINAR DEL RIO

CMAK	Juan de Dios Carreno	Artemisa	830	250
CMAN	Radio Habana Cuba, Cadena Azul, S. A.	Pinar del Rio	1300	1000
CMAC	Israel Porras Fajardo	Guanajay	1320	100
CMAB	Francisco Martinez	Pinar del Rio	1450	250

• • • **CUBA STATIONS** • • •

PROVINCE OF MATANZAS

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMGF	Bernabe R. de la Torre	Matanzas	1240	250
CMGN	Radio Habana Cuba, Cadena Azul, S. A.	Jovellanos	1310	1000
CMGH	Manuel Garcia Alvarez	Matanzas	1440	500
CMGE	Genaro Sabater	Cardenas	1470	250

PROVINCE OF LAS VILLAS

CMHI	Radio Habana Cuba, Cadena Azul, S. A.	Santa Clara	570	1000
CMHQ	Cambo & Gabriel, S. A.	Santa Clara	810	5000
CMHW	R. H. C., Cadena Azul, S. A.	Santa Clara	960	1000
CMHT	Fernando N. Soto del Valle	Trinidad	990	250
CMHO	Enrique Lasante	Santa Clara	1250	250
CMHA	Abelardo Menocal	Sagua la Grande	1280	250
CMHP	Candidis de los Guevara	Placetras	1320	250
CMHJ	Romualdo Ugalde	Cienfuegos	1350	250
CMHK	Virgilio Villanueva	Cruces	1380	250
CMHB	Vicente E. Weis	Sancti Spiritus	1410	250
CMHM	Jose R. Fomenias	Cienfuegos	1450	250
CMHX	Francisco Chevarry	Santa Clara	1480	250
CMHD		Caibarien	1560	250

PROVINCE OF CAMAGUEY

CMJK	Jones Castrillon & Cia.	Camaguey	620	250
CMJN	Radio Habana Cuba, Cadena Azul, S. A.	Camaguey	740	1000
CMJA	Rafael Valdes Jimenez	Camaguey	1060	250
CMJL	(In construction)	Camaguey	920	5000
CMJE	Primo A. Cesares	Camaguey	1230	250
CMJM	Radio Habana Cuba, Cadena Azul, S. A.	Ciego de Avila	1270	1000
CMJF	Gertrudis de la Cruz Perez	Camaguey	1300	250
CMJC	Fernando Terron Bolanos	Camaguey	1340	250
CMJH	Luis Marauri	Ciego de Avila	1370	250
CMJW	Andres Moran Cisneros	Camaguey	1400	250
CMJI	Gilberto Gessa	Ciego de Avila	1440	250
CMJO	Bonifacio Idefonso	Ciego de Avila	1470	250
CMJQ	Gaspar Estevez	Nuevitas	1580	250

PROVINCE OF ORIENTE

CMKM	Raimundo Comas Soler	Manzanillo	560	250
CMKV	Radio Habana Cuba, Cadena Azul, S. A.	Holguin	600	1000
CMKS	Candido Savon Suarez	Guantanamo	900	250
CMKJ	(In construction)	Holguin	800	1000
CMKN	Radio Habana Cuba, Cadena Azul, S. A.	Santiago de Cuba	930	1000
CMKU	Cambo & Gabriel, S. A.	Santiago de Cuba	970	5000
CMKW	Ricardo Miranda & Raul Souлары	Santiago de Cuba	1000	1000
CMKG	Emilio Grau Medina	Victoria de las Tunas	1050	250
CMKX	Oscar Vidal Benitez	Bayamo	1090	250
CMKH	Virgilio Arciero	Guantanamo	1130	250
CMKO	Manuel Angulo Farran	Holguin	1220	250
CMKC	Robert Miguel Gonzalez	Santiago de Cuba	1250	250
CMKD	Otto J. Vinas Gimeno	Santiago de Cuba	1290	1000
CMKE	Radio Manzanillo, S. A.	Manzanilla	1320	250
CMKY	Pedro Zacca Cheda	Puerto Padre	1350	100
CMKR	Jaime Nadal	Santiago de Cuba	1390	250

CUBA STATIONS

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMKZ.....	Joaquin Venero Obregon	Palma Soriano	1430	250
CMKQ.....	Angela Vicedo Quintero	San Luis	1460	500
CMKF.....	Manuel J. de Gongora.....	Holguin	1490	250

SHORT WAVE STATIONS IN HAVANA

COCO*	Luis Casas Romero		6010	5000
COCH.....	General Broadcasting Co.		9437	5000
COCQ†.....	Cambo & Gabriel, S. A.....		9670	5000
COCM.....	Cia. Transradio Columbia, S. A.....		9833	1000
COCX‡.....	Francisco A. Lavin		11650	1000

* Using 8700 kilocycles provisionally.

† Using 8845 kilocycles provisionally.

‡ Using 9200 kilocycles provisionally.

SHORT WAVE STATIONS IN THE INTERIOR

Province of Matanzas

COGF.....	Bernabe R. de la Torre.....	Matanzas	11800	1000
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Province of Las Villas

COHI§.....	Radio Habana Cuba	Santa Clara	11765	5000
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Province of Camaguey

COJK.....	Jones, Castrillon & Cia.....	Camaguey	8663	1000
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Province of Oriente

COKG.....	Emilio Grau Medina	Santiago de Cuba... ..	8942	1200
	§ Using 6450 kilocycles provisionally.			

**SHORT WAVE STATIONS OPERATED BY
OFFICIAL ORGANIZATIONS**

COX-4.....	Ejercito Constitucional	Habana	6390	5000
COX-7.....	Ejercito Constitucional	Habana	4290	5000
COL-2.....	Division Cetral de la Policia.....	Habana	1750	500
CLA-5.....	Direccion de Radio	Habana	5600, 11200, 200	
			7350, 11250	
CLX.....	Observatorio Nacional	Habana	3497.5,	250
			6995, 8415,	
			8500, 13990	
CO20N.....	Observatorio Nacional	Habana	Amateur Band	250

**SHORT WAVE STATIONS PRIVATELY OPERATED
FOR SPECIAL SERVICES**

CMA-5.....	Cuba Transatlantic Corp.	Habana	5780, 6790, 1000	
			8630, 11560,,	
			15505 and 17260	
CML-5.....	Cuba Transatlantic Corp.	Santiago de Cuba. Same as above		150
CMY.....	Observatorio del Colegio de Montserrat.	Cienfuegos	8415, 13990	200
COLB.....	Observatorio del Colegio de Belen.....	Habana	3847.5, 7695	200

STATIONS OF MEXICO

<i>Call Letters</i>	<i>Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts Actual</i>
XEMU.....	Cia. Radiodifusora de P. Negras...	Piedras Negras, Coah.....	580	250
XEZ.....	Jorge L. Palomeque.....	Merida, Yuc.	600	2000
XEBX.....	Miguel B. Rodriguez.....	Sabinas, Coah.	610	250 (Auth.: 500)
XERJ.....	Oscar Perez E.....	Mazatlan, Sin.	610	500
XEFB.....	Jesus Quintanilla	Monterrey, N. L.	630	500
XEBZ.....	Refugio Esparza Vda. de Valezzi...	Mexico, D. F.....	660	100 (Auth.: 500)
XED.....	Cia. Radiofonografica, S. A.....	Guadalajara, Jal.	680	1000
XEN.....	Guillermina P. de del Conde.....	Mexico, D. F.....	690	1000 (Auth.: 5000)
XEAC.....	Jorge I. Rivera.....	Tijuana, B. C.	690	5000
XEQ.....	Radio Panamericana, S. A.	Mexico, D. F.....	730	50000
XERC.....	Radio Popular de Mexico, S. A.....	Mexico, D. F.....	790	500 (Auth.: 1000)
XEFW.....	Flores y Martinez.....	Tampico, Tam.	810	300 (Auth.: 5000)
XELA.....	Radio Metropolitana, S. A.....	Mexico, D. F.....	830	1000
XEMO.....	Fernando Federico Ferreira.....	Tijuana, B. C.	860	5000
XEUN.....	Universidad Nacional de Mexico*	Mexico, D. F.....	860	1000 (Auth.: 5000)
XEW.....	Cadena Radiodifusora Mexicana...	Mexico, D. F.....	900	100000
XEAO.....	Chavez y Castro, Sucesores.....	Mexicali, B. C.	910	250
XEBH.....	Carlos Balderrama.....	Hermosillo, Son.	920	1000
XEMJ.....	Jesus F. Elizondo.....	Piedras Negras, Coah.....	920	200
XEDP.....	Radio Gobernacion*	Mexico, D. F.....	940	500 (Auth.: 150000)
XEGM.....	Rita Mayans y Gustavo Faist F.....	Tijuana, B. C.....	950	2500
XEFE.....	Rafael T. Carranza.....	Nuevo Laredo, Tam.	960	250 (Auth.: 1000)
XEU.....	Fernando Pazos y Cia.....	Veracruz, Ver.	960	500
XEHK.....	Carmen Villasenor	Guadalajara, Jal.	960	125 (Auth.: 250)
XEK.....	Arturo Martinez	Mexico, D. F.....	970	200 (Auth.: 500)
XEJ.....	Pedro Meneses, Jr.	Ciudad Juarez, Chih.	970	1000 (Auth.: 5000)
XEFQ.....	Pedro L. Diaz.....	Cananea, Son.	980	500
XEXT.....	Gobierno del Estado de Nayarit* ..	Tepic, Nay.	980	1000
XET.....	El Pregonero del Norte, S. A.....	Monterrey, N. L.....	990	5000
XECL.....	Alfonso A. Lacarra.....	Mexicali, B. C.....	990	1000 (Auth.: 5000)
XEJB.....	Gobierno del Estado de Jalisco.....	Guadalajara, Jal.	1010	5000
XEG.....	Rodolfo Junco de la Vega.....	Monterrey, N. L.	1050	50000 (Auth.: 150000)

MEXICO STATIONS

Call Letters	Owner	Location	Power	
			Frequency Kilocycles	Watts Actual
XERB.....	Radiodifusora Internacional, S. A.	Tijuana, B. C.	1090	50000
XEHR.....	Manuel R. Canale	Puebla, Pue.	1090	250
XEFO.....	Partido Revolucion Mexicana	Mexico, D. F.	1110	5000
			(Auth.: 20000)	
XENT.....	Cia Industrial Universal, S.A.	Nuevo Laredo, Tam.	1140	50000
XEJP.....	Delia Cubillas de Fernandez	Mexico, D. F.	1150	100
			(Auth.: 600)	
XECD.....	Ricardo Vazquez	Puebla, Pue.	1170	350
XELO.....	Cia. Radiodifusora de P. Negras	Tijuana, B. C.	1190	10000
			(Auth.: 50000)	
XEB.....	El Buen Tono, S. A.	Mexico, D. F.	1220	20000
			(Auth.: 100000)	
XERZ.....	Rafael C. Navarro	Leon, Gto.	1240	250
XEAT.....	Amador Ronquillo***	H. del Parral, Chih.	1250	250
			(Auth.: 600)	
XEH.....	Radio Tarnava, S. de R. L.	Monterrey, N. L.	1250	100
			(Auth.: 1000-500)	
XETF.....	Jose Rodriguez Lopez	Veracruz, Ver.	1250	500
XEDK.....	Salvador Vazquez T.	Guadalajara, Jal.	1250	250
			(Auth.: 500)	
XEL.....	Ramon Farreiro R.	Mexico, D. F.	1260	250
			(Auth.: 750)	
XEBL.....	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEBM.....	Benjamin Briones	San Luis Potosi, S. L.	1260	150
XEDW.....	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEBU.....	Feliciano Lopez Islas	Chihuahua, Chih.	1260	100
XEBP.....	Alejandro O. Stevenson, Jr.	Pte. Torreon, Coah.	1260	250
XEDF.....	Ruperto Villarreal	Nuevo Laredo, Tam.	1260	250
XEAX.....	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEFM.....	Sucs. R. Ortiz Gonzalez	Leon, Gto.	1270	20
			(Auth.: 100)	
XEGL.....	Fausto M. Gomez	Navojoa, Son.	1270	500
XEBA.....	Javier Velasco	Ciudad Guzman, Jal.	1270	20
			(Auth.: 250)	
XEFV.....	Dario Cordoba	Ciudad Juarez, Chih.	1270	100
			(Auth.: 250)	
XEME.....	Perfecto Villamil Cisero	Merida, Yuc.	1270	400
			(Auth.: 500)	
XEX.....	El Herald del Comercio, S. A.	Monterrey, N. L.	1280	500
XEE.....	Alejandro O. Stevenson, Jr.	Durango, Dgo.	1280	50
			(Auth.: 100)	
XEOX.....	Felipe G. de Leon	Los Mochis, Sin.	1280	250
XELK.....	Macias y Acevedo	Zacatecas, Zac.	1280	100
XEBW.....	Radio Emisora del Norte	Chihuahua, Chih.	1280	250
			(Auth.: 600)	
XERL.....	J. Roberto Levy	Colima, Col.	1280	250
XEAG.....	Diodoro Zuniga	Cordoba, Ver.	1280	250
XEDA.....	Pedro Riestra Diaz	Mexico, D. F.	1290	200
			(Auth.: 1000)	
XEAP.....	Emilio Manzanilla	Ciudad Obregon, Son.	1290	50
			(Auth.: 100)	
XEP.....	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XES.....	Difusora Portena, S. de R. L.	Tampico, Tam.	1300	100
			(Auth.: 5000)	
XEC.....	Luis E. Enciso	Tijuana, B. C.	1310	100

MEXICO STATIONS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XEAD	Alejandro A. Diaz	Guadalajara, Jal.	1310	150
				(Auth.: 500)
XEAI	Carmen Gutierrez	Mexico, D. F.	1320	500
XEKS	Juan Antonio de la Pena	Saltillo, Coah.	1330	100
XECF	Francisco Perez H.	Los Mochis, Sin.	1330	150
				(Auth.: 1000)
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	600
XELW	Salvador Galindo de la Torre	Guadalajara, Jal.	1340	250
XEDH	Vicente Hernandez	Villa Acuna, Coah.	1340	200
				(Auth.: 250)
XEBK	G. Guajardo y J. M. Cortes	Nuevo Laredo, Tam.	1340	100
XEFZ	Pedro E. Rocher	Coatzacoalcos, Ver.	1340	250
XECA	Nicolas M. Picot	Tampico, Tam.	1340	250
XECW	Juan Sedas M.	Cordoba, Ver.	1340	250
XEFC	Julio Molina Font	Merida, Yuc.	1340	100
				(Auth.: 250)
XEMA	Jose Ma. Acevedo Moya	Fresnillo, Zac.	1340	100
XEAA	Alberto Gonzalez	Mexicali, B. C.	1340	200
				(Auth.: 250)
XEXS	Instituto Cientifico y Literario*	Toluca, Mex.	1340	75
				(Auth.: 100)
XEQK	Angel H. Ferreiro	Mexico, D. F.	1350	400
				(Auth.: 1000)
XETB	Aurelio G. Zaragoza	Pte Torreon, Coah.	1350	500
XEBI	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XESA	Pablos y Elizalde, S. de R. L.	Culiacan, Sin.	1360	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XEHL	Radio Anunciadora Kist, S. de R. L.	Guadalajara, Jal.	1370	500
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEMX	Guillermo Robles	Mexico, D. F.	1380	100
				(Auth.: 500)
XEM	Pedro Meneses, Jr.	Chihuahua, Chih.	1390	500
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEAZ	Carlos V. Rodriguez	Reynosa, Tam.	1390	250
XEAM	Manuel L. Salinas	Matamoros, Tam.	1400	250
XEAJ	Emilio Manzanilla	Navojoa, Son.	1400	100
XETF	Luis E. Enciso	Ensenada, B. C.	1400	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEMH	Alvaro Barquet	Merida, Yuc.	1400	100
XEKJ	Refugio Acosta de Valdivieso	Acapulco, Gro.	1400	250
XEBS	Maria Remedios Delgado	Mexico, D. F.	1410	200
				(Auth.: 750)
XEDS	Alejandro A. Schober	Mazatlan, Sin.	1420	500
XEF	Gilberto Gil	C. Juarez, Chih.	1420	100
XEON	Cia. Radiodifusora Mexicana, S. A.	Tijuana, B. C.	1420	2000
XECZ	Zeferino Z. Jimenez	San Luis Potosi, S. L. P.	1430	100
				(Auth.: 1000)

MEXICO STATIONS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEOK.....	Arturo Pina Perez.....	Progreso, Yuc.....	1430	100
XELZ.....	Maria Cardona de Zetina.....	Mexico, D. F.....	1440	250
(Auth.: 1000)				
XEFI.....	Ramiro G. Uranga.....	Chihuahua, Chih.....	1440	1000
XEY.....	Lucinda Arenas de Meza Millan***	San Luis Rio Col, Son.....	1450	250
XEGC.....	Guillermo Calzada.....	Zamora, Mich.....	1450	100
XEJX.....	Radio Emisora Queretana, S. de R.L.	Queretaro, Qro.....	1450	250
XEBQ.....	Maria Refugio A. de Valdivieso....	Torreon, Coah.....	1450	100
(Auth.: 250)				
XEDJ.....	Enrique Saralegui.....	Magdalena, Son.....	1450	100
XEFK.....	Manuel Zapata Espinosa.....	Merida, Yuc.....	1450	100
XERK.....	Dario Mondragon.....	Tepic, Nay.....	1450	100
XEXE.....	H. Ayuntamiento de Texcoco***	Texcoco, Mex.....	1450	100
XEBJ.....	Fernando Elizalde.....	Ciudad Victoria, Tam.....	1450	100
XEPP.....	Hector Sotomayor.....	Orizaba, Ver.....	1450	100
XEWG.....	Carlos Mendez.....	Ciudad Juarez.....	1460	250
(Auth.: 1000)				
XETU.....	Juan Perez Cardenas.....	Tampico, Tam.....	1460	1000
XEAU.....	Manuel Acuna Varela.....	Tijuana, B. C.....	1470	250
(Auth.: 5000)				
XESM.....	Salvador San Martin.....	Mexico, D. F.....	1470	500
(Auth.: 1000-5000)				
XEJR.....	Anastasio Gomez Gallardo.....	H. del Parral, Chih.....	1490	100
XEDR.....	Modesto Ortega.....	Guaymas, Son.....	1490	100
XECH.....	Rodolfo Llamas***	Toluca, Mex.....	1490	250
XERH.....	Gabriel Hernandez Llergo.....	Mexico, D. F.....	1500	400
(Auth.: 500)				
XEBG.....	Angel B. Fernandez.....	Tijuana, B. C.....	1550	1000
XEAW.....	Cia Internacional Dif. de Reynosa	Reynosa, Tam.....	1570	100000
XEMC.....	Dolores G. Estrada de F.....	Mexico, D. F.....	1590	200
(Auth.: 5000)				

Short Wave Stations

XEJG.....	Gobierno del Estado de Jalisco...	Guadalajara, Jal.....	4820	200
XEBT.....	El Buen Tono, S.A.....	Mexico, D. F.....	6000	10000
XEWI.....	Institucion Mundial de la V. I.**	Mexico, D. F.....	6015	400
XEUW.....	Fernando Pazos Sosa.....	Veracruz, Ver.....	6020	250
XEKW.....	Jose Martinez Ramirez.....	Morelia, Mich.....	6030	500
XETW.....	Flores y Martinez.....	Tampico, Tam.....	6045	100
XEBF.....	Pedro Coronel Aburto.....	Jalapa, Ver.....	6090	250
XEUZ.....	Partido Revolucion Mexicana.....	Mexico, D. F.....	6130	100
XEDQ.....	Cia. Radiofonografica, S. A.....	Guadalajara, Jal.....	6155	100
XEXA.....	Radio Gubernacion*	Mexico, D. F.....	6175	100
XECC.....	Ricardo Vazquez.....	Puebla, Pue.....	6185	50
XECR.....	Secretaria de Relaciones Exteriores*	Mexico, D. F.....	7380	20000
XEWW.....	Cadena Radiodifusora Mexicana, S. A.....	Mexico, D. F.....	9500	10000
XEFT.....	Jose Rodriguez Lopez.....	Veracruz, Ver.....	9545	12
(Auth.: 250)				
XEYU.....	Universidad Nacional de Mexico*	Mexico, D. F.....	9600	250
XEQQ.....	Radio Panamericana, S. A.....	Mexico, D. F.....	9680	1000
XEBR.....	Carlos Balderrama.....	Hermosillo, Son.....	11820	150
XEUZ.....	Partido Revolucion Mexicana.....	Mexico, D. F.....	11880	100
XEWW.....	Cadena Radiodifusora Mexicana, S. A.....	Mexico, D. F.....	15160	10000

* Official station

** Cultural station

*** Suspended temporarily

STATIONS OF _____ _____ SOUTH AMERICA

ARGENTINA

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
LV1	Radio Graffigna	San Juan	560	10000
LV12	Radio Aconquija	Tucuman	580	5000
LS10	Radio Calloa	Florida, Buenos Aires	590	6000
LV3	Radio Cordoba	Cordoba	620	15000
LV6	Radio Mendoza	Mendoza	630	10000
LU4	Radio Comodora Rivadavia	Comodoro Rivadavia, Chubut	640	5000
LS4	Radio Portena	Ciudadela, Buenos Aires	670	12000
LU12	Radio Rio Gallegos	Rio Gallegos, Santa Cruz	680	1000
LV4	Radio San Rafael	San Rafael, Mendoza	690	1000
LS1	Radio Municipal	Monte Grande, Buenos Aires	710	50000
LW7	Radio Catamarca	Catamarca	730	1000
LRA		Buenos Aires	750	10000
LT1	Radio del Rosario	Rosario, Santa Fe	780	10000
LW1	Radio Cultura	Cordoba	790	15000
LV7	Radio Tucuman	Tucuman	820	2500
LR5	Radio Excelsior	Monte Grande, Buenos Aires	830	25000
LT8	Radio Rosario	Rosario, Santa Fe	840	3000
LR6	Radio Mitre	Hurlingham, Buenos Aires	870	25000
LU2	Radio Bahia Blanca	Bahia Blanca	900	5000
LR2	Radio Argentina	Banfield, Buenos Aires	910	6000
LR3	Radio Belgrano	Hurlingham, Buenos Aires	950	90000
LV2	Radio Central	Cordoba	960	5000
LV9	Radio Provincia de Salta	Salta	970	1000
LR4	Radio Splendid	Rivadavia, Buenos Aires	990	50000
LT4	Radio Misiones Posadas	Posadas, Misiones	1010	1000
LS2	Radio Fenix	Florida, Buenos Aires	1030	5000
LR1	Radio El Mundo	San Fernando, Buenos Aires	1070	50000
LT5	Radio Chaco	Resistencia, Chaco	1080	1500
LV5	Radio Los Andes	San Juan	1090	1500
LU5	Radio Neuquen	Neuquen	1130	1000
LU3	Radio del Sud	Bahia Blanca	1150	10000
LT3	Radio Sociedad Rural de Crealistas	Rosario, Santa Fe	1160	5000
LV11	Radio del Norte	Santiago del Estero	1170	2000
LS2	Radio Prieto	Florida, Buenos Aires	1190	15000
LT9	Radio Roca Soler	Santa Fe	1200	1000
LV10	Radio de Cuyo	Heras, Mendoza	1210	2500
LT2	Radio Stentor	Rosario, Santa Fe	1230	15000
LU7	Radio Gral. San Martin	Bahia Blanca	1240	2500
LU8		Santa Rosa, La Pampa	1250	500
LT12		Santa Fe	1260	1000

SOUTH AMERICAN STATIONS

Call Letters	Station Name	Location	Frequency Kilocycles	Power Watts
LV12	Radio La Voz del Aire	Vicente Lopez, Buenos Aires	1270	6000
LU6	Radio Atlantica	Mar del Plata	1300	500
LS11	Radio Provincia de Buenos Aires	Olmos, Buenos Aires	1310	30000
LT10	Radio del Instituto Social de la Universidad Nacional del Litoral.	Santa Fe	1320	500
LV17		Cordoba	1330	1000
LT7	Radio Provincia de Corrientes	Corrientes	1340	1000
LS6	Radio del Pueblo	Ciudadela, Buenos Aires	1350	6000
LV15		Catamarca	1360	500
LV18		Mendoza	1370	500
LR11	Radio de la Universidad Nacional de La Plata	La Plata	1390	500
LV13	Radio Provincia de Jujuy	Jujuy	1430	1000
LU9		Necochea, Buenos Aires	1440	500
LV14	Radio Provincia de La Rioja	La Rioja	1460	500
LT11	Radio Provincia de Entre Rios	Parana, Entre Rios	1470	500
LV16	Radio Universidad de Cuyo	Mendoza	1520	250
LV8	Radio Presidente	Cordoba	1540	250

Short Wave Stations

LRS1	Radio Argentina de Emisoras Splendid	Buenos Aires	6090	25000
LRM	Sociedad Diario	Mendoza	6180	10000
LRA2		Buenos Aires	6180	7000
LRS	Radio Argentina de Emisoras Splendid	Buenos Aires	9590	25000
LRX	Radio El Mundo	San Fernando, Buenos Aires	9660	7000
LRA1		Buenos Aires	9690	7000
LRA3		Buenos Aires	11730	7000
LRY	Radio Belgrano	Hurlingham, Buenos Aires	11840	90000
LRR	Diario La Capital	Rosario, Santa Fe	11880	10000
LRU	Radio El Mundo	San Fernando, Buenos Aires	15290	7000
LRA5		Buenos Aires	17830	7000
LRA6		Buenos Aires	42485	150

BOLIVIA

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP44	Radio Popular	Cochabamba	Victor Veltze	580	50
CP32	Radio Bolivia	La Paz	J. C. Salinas	1150	30
CP24	Radio Sucre	La Paz	Arturo Steele	680	30
CP20	Radio Condor	La Paz	Ramon Pelaez	900	1000
CP19	Radio Cultura	La Paz	Hugo Aspiazu	950	50
CP31	Radio Patria	La Paz	Senor Freire	1000	30
CP4	Radio Illimani	La Paz	Estado	1040	10000
CP10	Radio La Paz	La Paz	Gonzalo Munoz A.	1090	100
CP45	Radio Rural	Cochabamba	Raul Montecinos	1090	50
CP16	Radio Paris	La Paz	Abel Maldonado	1200	100

SOUTH AMERICAN STATIONS

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CP14	Radio La Noche	La Paz	Javier Romero	1250	100
CP13	Radio El Oriente	Santa Cruz	L. Canedo Reyes	1250	50
CP18	Radio Kosmos	La Paz	Luis Cortadellas	1300	50
CP29	Radio Fides	La Paz	C. S. Calixto	1350	250
CP28	Radio Central	Cochabamba	Gottret & Co.	1360	150
CPX	Radio National	La Paz	Costas Bros.	1400	1200
CP27	Radio Pilot	Sucre	Carlos Torres R.	1420	50
CP36	Radio Mercurio	Oruro	Enrique Wanting	1420	50
CP8	Radio America	La Paz	Luis Medina	1450	50
CP17	Radio Libertad	Potosi	Alfredo Ossio L.	800	50
CP41	Radio Chuquisaca	Sucre	Jose Camacho	6020	250
CP11	Radio Oruro	Oruro	Estado	6100	250
CP15	Radio Condor	La Paz	Ramon Pelaez	6120	1000
CP22	Radio International	Potosi	Luis Camacho A.	6130	250
CP30	Radio El Oriente	Santa Cruz	L. Canedo Reyes	6135	250
CP12	Radio Fides	La Paz	C. S. Calixto	6150	250
CP39	Radio Continental	Cochabamba	Remberto Zapata	6160	250
CP37	Radio Pagador	Oruro	Mariaca & Co.	6190	250
CP5	Radio Illimani	La Paz	Estado	6200	1000
CP1	Radio Chuquisaca	Sucre	Jose Camacho B.	9500	1000
CP38	Radio National	La Paz	Costas Bros.	9510	1200
CP40	Radio Central	Cochabamba	Gottret & Co.	9570	250

BRAZIL

<i>Call Letters</i>	<i>Station Name and/or Owner, City</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRJ6	Radiodifusora de Aracajua, Aracajua, Sergipe	630	1000
PRJ8	Cultura de Aracatuba, Aracatuba, Sao Paulo	1460	100
PRJ3	Araguari, Araguari, Minas Geraes	970	250
PRD4	Cultura de Araraquara, Araraquara, Sao Paulo	1370	500
PRA4	Sociedade de Baia S. A., Sao Salvador, Bahia	740	10000
ZYA9	Radiodifusora de Assis, Assis, Sao Paulo	1550	100
PRJ8	Barretos, Barretos, Sao Paulo	1530	100
PRG8	Bauru Radio Club, Bauru, Sao Paulo	1210	500
PRC5	Club do Para, Belem, Para	1450	2000
		4865	2000
PRC7	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes	690	3000
PRH6	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes	1340	3000
PR13	Inconfidencia, Belo Herozinte, Minas Geraes	880	25000
PRC4	Club de Blumenau, Blumenau, Santa Catharina	1330	250
PRF8	Emissora Botucatu, S. A., Botucatu, Sao Paulo	1530	100
ZYA3	Radiodifusora Cambara, S. A., Cambara, Parana	1590	100
PRC9	Sociedade Radio, E. de Campinas, Campinas, Sao Paulo	1170	1000
PR17	Sociedade Campo Grande, Campo Grande, Mato Grosso	1510	100
PRF7	Cultura de Campos, Campos, Rio de Janeiro	1330	500
ZYA2	Radiofusora Matogrossense, Corumba, Mato Grosso	1470	500
PRG6	Sociedade Mantiqueira, Cruzeiro, Sao Paulo	640	500
PRB2	Club Paranaense, Curityba, Parana	1440	5000
ZYB6	Voz de Formiga, Formiga, Minas Geraes	1530	100

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PRE9	Ceara Radio Club, Fortaleza, Ceara	1320	2000
		6105, 15165	2000
PRB5	Club Hertz, Franca, Sao Paulo	1240	250
PRD9	Radiodifusora Itapetininga, Itapetininga, Sao Paulo	970	250
ZYA7	Club de Itarare, S. A., Itarare, Sao Paulo	1550	100
PRG4	Club de Jaboticabal, Jaboticabal, Sao Paulo	1250	250
PRG7	Club de Jauense, Jau, Sao Paulo	1010	250
ZYA5	Radiodifusora de Joinville, Joinville, Santa Catarina	1600	100
PRI4	Tabajara da Paraiba, Joao Pesson, Parahyba	1110	10000
PRB3	Sociedade de Juiz de Fora, Juiz de Fora, Minas Geraes	1010	500
PRJ5	Educadora de Limeira, Limeira, Sao Paulo	1550	100
ZYB3	Lins Radio Club, S. A., Lins, Sao Paulo	1550	100
PRF6	Government, Manaus, Amazonas	4895	100
PRI2	Club de Marilia, Marilia, Sao Paulo	1090	500
ZYB5	Educadora de Natal, S. A., Natal, Rio Grande do Norte	1270	1000
PRD8	Club Fluminense, Nictheroy, Rio de Janeiro	1320	1000
PRE6	Sociedade Fluminense, Nictheroy, Rio de Janeiro	1470	1000
PRJ4	Educadora de Parnaiba, Parnaiba, Piaui	1470	500
ZYB4	Radio Club de Patos, Patos, Minas Geraes	1530	100
PRC3	Sociedade Pelotense, Pelotas, Rio Grande do Sul	580	250
PRH4	Radio Culture, Pelotas, Rio Grande do Sul	1320	500
PRD3	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro	1480	1000
PRD6	Club de Piracicaba, Piracicaba, Sao Paulo	820	250
PRH5	Club Pocos de Caldas, Pocos de Caldas, Minas Geraes	1160	250
PRJ2	Club Pontagrossense, Ponta Grosso, Parana	1240	500
PRC2	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul	680	5000
PRF9	Radiodifusora Porto Alegrense, Porto Alegre, Rio Grande do Sul	640	5000
PRH2	Sociedade Farroupilha, Porto Alegre, Rio Grande do Sul	600	25000
PRJ7	Club de Pousa Alegre, S. A., Pousa Alegre, Minas Geraes	1530	100
PRI5	A Voz do Sertao, Presidente Prudente, Sao Paulo	970	250
PRA8	Club de Pernambuco, Recife, Pernambuco	720	25000
PRA7	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo	730	500
PRH7	Louzada, Bueno & Cia., Riberirao Preto, Sao Paulo	1170	...
PRF2	Club de Rio Clara, Rio Clara, Sao Paulo	1460	250
PRA2	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District	800	25000
PRA3	Club do Brasil, Rio de Janeiro, Federal District	860	10000
PRA9	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	1220	25000
PRB7	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	900	5000
		6200, 9610, 15370	25000
PRC8	Sociedade Guanabara, Rio de Janeiro, Federal District	1360	5000
PRD2	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District	1060	10000
PRD5	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	1000
PRE2	Sociedade Vera Cruz, Rio de Janeiro, Federal District	1430	20000
PRE3	Transmissora Brasileira, Rio de Janeiro, Federal District	1180	10000
PRE8	Sociedade Radio Nacional, Rio de Janeiro, Federal District	980	25000
PRF4	Jornal do Brasil S. A., Rio de Janeiro, Federal District	940	10000
PRG3	Tupy do Rio de Janeiro, Federal District	1280	10000
PRH8	Ipanema S. A., Rio de Janeiro, Federal District	1120	5000
PRB8	Rio Preto S. A., Rio Preto, Sao Paulo	640	250

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PRB4	Club de Santos, Santos, Sao Paulo	1450	1000
PRG5	Sociedade Radio Atlantica, Santos, Sao Paulo	580	750
ZYA6	Sao Carlos, S. A., Sao Carlos, Sao Paulo	1590	100
PRJ9	Radiodifusora do Estado, Sao Luis, Maranhao	1490	5000
PR16	Club Sao Manoel, Sao Paulo	1510	100
ZYA4	Radiodifusora Paraisense, S. A., Sao Sebastiao do Paraiso	1510	100
PRD7	Club de Sorocaba, Sorocaba, Sao Paulo	1080	500
ZYA8	Club Sorocaba, Sorocaba, Sao Paulo	1590	100
PRA5	Sao Paulo, Sao Paulo, Sao Paulo	1260	5000
PRA6	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo	890	10000
PRB6	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo	1200	10000
PRB9	Sociedade Record, Sao Paulo, Sao Paulo	1000	25000
PRE4	Sociedade Cultura "Voz de Espaco," Sao Paulo, Sao Paulo	1300	5000
PRE7	Sociedade Radio Comos, Sao Paulo, Sao Paulo	1410	5000
PRF3	Difusora Sao Paulo, Sao Paulo	960	5000
PRG2	Tupy de Sao Paulo, Sao Paulo, Sao Paulo	1040	25000
PRG9	Excelsior, Sao Paulo, Sao Paulo	1100	25000
PRH3	Piratinga, Sao Paulo, Sao Paulo	620	5000
PRH9	Sociedade Bandeirante, Sao Paulo, Sao Paulo	840	5000
ZYB7-8-9	Radiodifusora de Sao Paulo, Sao Paulo, Sao Paulo	6095, 11765, 25000	15155
PRE5	Sociedade Triangulo Mineiro Uberaba, Minas Geraes	1390	500
PRC6	Radiodifusora Brasileira, S. A., Uberlandia, Minas Geraes	1510	100
ZYB2	Club de Varginha, Ltd., Varginhas, Minas Geraes	1590	100
PR19	Club do Espirito Santo, Victoria, Espirito Santo	1350	100
PRF5	Comp. Radio Internacional Brasil, Rio de Janeiro, Federal District	6105, 9500, 9600	12000
PRA8	Club de Pernambuco, Recife, Pernambuco	10220, 15190 6012	5000

BRITISH GUIANA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
ZFY	British Guiana United Broadcasting Co., Georgetown	6130	650

CHILE

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CA63	Radio Esmeralda	Iquique	Antonio Cajiao	630	250
CA90	Radio Ynesta	Tocopilla	Hilda Cueller	900	100
CA96	La Voz del Norte	Coquimbo	Cesar Nieme Apey	960	200
CA127	La Voz del Norte	Antofagasta	Raquel Palma de Pedreni	1270	100
CA141	Radio El Loa	Antofagasta	Angel Garcia & Co.	1410	1000
CB57	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agriculture	570	10000
CB62	Radio Chilena	Santiago	International Machinery Co.	620	1500
CB64	La Union de Recreo	Vina Del Mar	Adriano Iz	640	1000
CB68	Radio Metro	Vina Del Mar	Renard & Garcia Tello	680	1000
CB76	Cooperative Vitalicia	Santiago	Soc. Cooperative Vitalicia	760	10000

SOUTH AMERICAN STATIONS

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CB78	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	780	10000
CB84	Radio del Pacifico	Valparaiso	Angel Prieto	840	1000
CB89	Otto Becker	Santiago	Bernardo & Otto Becker	890	1000
CB93	Radio Hucke	Santiago	Orlandini & Raggio, Ltd.	930	1000
CB90	El Mercurio	Valparaiso	Empresa Periodistica El Mercurio	900	1000
CB97	Radio S.I.A.M.	Santiago	Soc. Industrial de Maquinaria	970	1000
CB101	Radio Mayo	Santiago	Felix Bewais & Cia.	1010	1000
CB103	Univ. Tecnica Sta. Maria	Valparaiso	Fundacion Santa Maria	1030	400
CB106	Sud America	Santiago	Manuel Casablanca	1060	1000
CB111	Radio Los Castanos	Vina del Mar	Joaquin Venegas	1110	1000
CB113	Radio de Quillota	Valparaiso	Vargas & Salinas	1130	1000
CB114	Radio del Pacifico	Santiago	Ricardo Vivado	1140	1000
CB116	Radio Valparaiso	Valparaiso	Oscar Cornejo Harker	1160	1000
CB118	Radio Nacional	Santiago	Asmusen, Blanco & Cia.	1180	1000
CB120	Diario La Union	Valparaiso	Jiles & Cia.	1200	1000
CB124	Radio Espana	Valparaiso	Ramon & Fernando Garcia & Co.	1240	250
CB126	Radio Carrera	Santiago	Soc. Chilena Radiodifusora, S. A.	1260	1000
CB130	Radio "La Americana"	Santiago	Lehman & Becker	1300	2000
CB132	Radio "Wallace"	Valparaiso	David Wallace	1320	1000
CB134	Radio Cervantes	Santiago	Amilear Locci J.	1340	1000
CB138	"El Mercurio"	Santiago	Emp. Periodistica "El Mercurio"	1380	15000
CB140	Onda Azul	San Antonio	Soc. Radiodifusora Onda Azul, Ltd.	1400	100
CB144B	Radio O'Higgins	Santiago	Bogolowski & Cia.	1440	2000
CB144C	Radio Moraga & Cia.	Santiago	Miguel Torres de la Fuente	1440	100
CB147	Radio Continental Vitalicia	Valparaiso	Luis Falcone	1470	100
CB150		Santiago		1500	50000
CE960	Radio "La Americana"	Santiago	Lehmann & Becker	9600	100
CE970	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	9700	10000
CE1170	Radio Otto Becker	Santiago	Bernardo & Otto Becker	11700	150
CE1174	Radio Hucke	Santiago	Orlandini & Raggio	11740	1000
CE1180	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agricultura	11800	1000
CC63	Radio Central	Rancagua	Manuel Massoni	630	1000
CC64	Diario El Sur	Concepcion	Mario Saez	640	1000
CC67		Talca	Ramon Abasolo	670	100
CC84	Radio Cultura	Talcahuano	Rancisco Morales	840	100
CC96	Radio Curico	Curico	Alberto Guerra	960	100
CC109	Radio Rancagua	Rancagua	Jorge Romero	1090	1000
CC117	Radio Zenith	Concepcion	Federico Sanchez	1170	1000
CC121		Los Angeles	Frederico Sanchez	1210	1200
CC127	Radio Aliviol	Chillan	Rafael Barrios	1270	100
CC133	Radio La Discusion	Chillan	Miguel Arrau	1330	150
CC141	Radio "Patria"	Concepcion	Pedro Lopez de Heredia	1410	100
CC143	Radio Atlantida	Talca	Enrique Garcia	1430	100
CC145	Radio La Colmena	Rancagua	Ramon Caceres	1450	100
CD69	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	690	1000
CD84	Soc. Agricola & Granadera de Osorno	Osorno	Soc. Agricola & Ganadera de Osorno	840	1500
CD90	La Frontera	Temuca	Daniel de Mayo	900	100
CD101	Radio Llanguihue	Puerto Montt	Soc. Radio-Emisoras "Sur de Chile"	1010	1000

SOUTH AMERICAN STATIONS

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CD103	Radio Magallanes	Magallanes	Ramon Verde Ramos	1030	100
CD111	Radio Austral	Magallanes	Emilio Turina	1110	100
CD113		Punta Arenas	Julio Femenina Loyola	1130	1000
CD125	Radio Temuco	Temuco	Jorge Spano Riffo	1250	100
CD132	Radio Baguedano	Valudivia	Carlos Cockbaine	1320	100
CD136	La Voz del Sur	Punta Arenas	Ines Diez Paz	1360	100
CD147	Radio Aliviol	Puerto Montt	Ernesto Riedel	1470	100
CE1190	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	11900	250

COLOMBIA

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-FX	Manizales	Antonio Pinzon H.	600	1000
HJ-CU	Bogota	Cristobal Paez	720	5000
HJ-CI	Bogota	Manuel J. Gaitan	810	2500
HJ-CC	Bogota	Gustavo Uribe Th.	870	5000
HJ-CS	Bogota	Cia. de Radiodifusion	920	50000
HJ-CM	Bogota	Colombia Broadcasting	970	500
HJ-CZ	Bogota	Cipriano Rios Hoyos	1040	2500
HC-CG	Bogota	Julio Bernal	1060	500
HJ-AH	Barranquilla	Emisora Atlantico	1080	1000
HJ-EE	Cali	Jose T. Calderon	1090	500
HJ-CB	Bogota	Colombia Broadcasting	1105	1000
HJ-GE	Bucaramanga	Gustavo Sorzano	1130	1000
HJ-BJ	Santa Marta	Julio A. Sanchez	1140	500
HJ-DT	Medellin	Alfonso Jaramillo	1150	500
HJ-EB	Cali	Eduardo Cordoba	1150	500
HJ-CO	Bogota	Jesus M. Garcia	1160	1000
HJ-AN	Barranquilla	Paez, Reina & Bernal	1190	1000
HJ-CR	Bogota	Gobierno Nacional (Cultural)	1200	5000
HJ-FM	Armenia	Botero & Compania	1210	500
HJ-CE	Bogota	Gustavo Uribe Th.	1220	1000
HJ-EO	Cartago	Daniel Benitez	1280	500
HJ-AF	Cartagena	I. boratorios Fuentes	1240	500
HJ-DK	Medellin	Cia. Colombia de Radio-difusion	1250	500
HJ-EL	Cali	Hernando Bueno	1260	500
HJ-BC	Cucuta	Pompilio Sanchez	1270	500
HJ-AT	Barranquilla	Delfina V. De Haayen	1275	1000
HJ-GK	Bucaramanga	Francisco A. Bueno	1280	500
HJ-DA	Medellin	Humberto Restrepo A.	1285	500
HJ-CK	Bogota	Arez & Tobon Sierra	1290	500
HJ-EC	Cali	Rafael Angulo	1300	500
HJ-AK	Barranquilla	Vassallo E. Hijos & Mendez	1310	500
HJ-DQ	Medellin	Cia. Ant. de Radiodifusion	1320	750
HJ-AA	Barranquilla	Alfonso Rosales Navarro	1330	500
HJ-CN	Bogota	Roberto Laignelet	1335	500
HJ-EF	Cali	Hernando Bueno	1340	250
HJ-FF	Pereira	Antonio Giraldo	1350	500
HJ-DC	Medellin	Francisco Guartas	1350	500
HJ-HA	Pasto	Sociedad Radio Nariro	1350	500

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-AI	Barranquilla	Julian Melendez	1370	500
HJ-EN	Cali	Alfonso Mesa Vargas	1370	500
HJ-DR	Medellin	Torres Toro	1380	500
HJ-CJ	Bogota	Manuel J. Gaitan	1380	500
HJ-EA	Popayan	Jesus Armando Ormaza	1385	500
HJ-FD	Manizales	Cia. Radio Manizales	1390	750
HJ-AR	Cartagena	Lequerica Hermanos	1400	500
HJ-BA	Pamplona	Gonzalo Vargas	1400	100
HJ-BH	Santa Marta	Manuel C. Conde	1410	500
HJ-EI	Buga	Hernando Bueno	1410	100
HJ-AC	Magangue	Manuel Agustin Varela	1420	100
HJ-EK	Tulua	Eduardo Cardeazabal	1430	100
HJ-FL	Ibague	Luis E. Martinez	1440	100
HJ-AD	Cartagena	Laboratorios Fuentes	1440	250
HJ-EG	Popayan	Mercedes M. De Valencia	1450	500
HJ-EJ	Palmira	Daniel Benitez	1460	500
HJ-CL	Girardot	Carlos J. Sanchez G.	1460	100
HJ-BE	Cienaga	Elvira De Pereira	1460	250
HJ-AL	Monteria	Julio Cesar Patino	1465	500
HJ-FE	Pereira	Cesar & Mario Arango	1470	500
HJ-DL	Medellin	Alberto Estrada	1480	500
HJ-DU	Medellin	Universidad de Antioquia (Cultural)	1490	250
HJ-AS	Barranquilla	Miguel A. Ruiz	1500	250
HJ-FO	Ibague	Vicente Caitan Rondon	1500	100
HJ-FJ	Aguadas C.	Roberto Florez (Cultural)	1500	25
HJ-EM	Cali	Arturo Salazar	1510	500
HJ-DM	Medellin	Cia. Antioquena de Radiodifusion	1520	1000
HJ-BF	Ocana	Luis Linero	1525	100
HJ-CP	Guaduas	Ruperto Aguilera Leon (Cultural)	1530	250
HJ-FI	Armenia	Angel & Jaramillo	1540	500
HJ-EH	Santander	Escuela Rafael Tello (Cultural)	1550	175
HJ-FB	Manizales	Cia. Radio Manizales	4765	750
HJ-GB	Bucaramanga	Francisco A. Bueno	4775	2500
HJ-AB	Barranquilla	Paez, Reina & Bernal	4785	2500
HJ-DX	Medellin	Francisco Cuartas	4795	750
HJ-DG	Quibdo	Intend. Del Choco (Cultural)	4805	500
HJ-BB	Cucuta	Pompilio Sanchez	4815	750
HJ-ED	Cali	Eduardo Cordoba	4825	750
HJ-FH	Armenia	Botero & Compania	4875	500
HJ-DP	Medellin	Cia. Ant. De Radiodifusion	4885	1000
HJ-CH	Bogota	Manuel J. Gaitan	4895	750
HJ-AG	Barranquilla	Emisora Atlantico	4905	750
HJ-AP	Cartagena	Lequerica Hermanos	4925	750
HJ-CW	Bogota	Jesus M. Garcia	4935	750
HJ-CQ	Bogota	Ministerio de Economia Nal. (Cultural)	4955	150
HJ-AE	Cartagena	Laboratorios Fuentes	4965	750
HJ-CX	Bogota	Cipriano Rios Hoyos	6018	750
HJ-FA	Pereira	Cesar & Mariq Arango	6054.3	700
HJ-CF	Bogota	Gustavo Uribe Th.	6073	750
HJ-FK	Pereira	Sociedad La Voz Amiga	6097	2500
HJ-DE	Medellin	Cia. Colombia de Radio- difusion	6145	5000
HJ-CD	Bogota	Colombia Broadcasting	6160	750
HJ-CA	Bogota	Cristobal Paez	9540	5000
HJ-CT	Bogota	Cobierno Nacional	9630	2500

• • • SOUTH AMERICAN STATIONS • • •

ECUADOR

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HC2AJ.....	Odalía Arauz de G.	Radio Guayaquil	Guayaquil900	100
HCJB.....	Alfonso Vilmot	Ondas del Pacífico.....	Guayaquil900	25
HC2CW.....	Clarence W. Jones	La Voz de Quito.....	Quito973	50
HC2OAD...	Cia. Radidifusora del Ecuador	Cia. Radidifusora del Ecuador	Guayaquil	1050	1000
HC2ET.....	Empresa "El Telegrafo"	Diario "El Telegrafo"	Guayaquil1131	100
HC2JSB....	Juan S. Behr	Ecuador Radio	Guayaquil1250	200
HC2RB.....	Erik Williams	La Voz del Litoral.....	Guayaquil1250	200
HC1ETC....	Manuel Mantilla	Radio Teatro Bolívar.....	Quito1304	300
HCQR.....	Carlos Mantilla	Radio Quito	Quito1330	300
HC2AU.....	Augusto Alvarado O.	Radio Atalaya	Guayaquil1350	200

Short Wave Stations

HCJB4.....	Pedro Zambrano Barcia	La Voz de Manabí	Portoviejo	3645	80
HC1GQ.....	Cia. del Ferrocarril del Sur.....	Nariz del Diablo	Quito	3710	80
HC1IM.....	Concejo Municipal	La Voz de Imbabura	Ibarra	4020	300
HCJB.....	Clarence W. Jones	Broadcast Provincial.....	Quito	4107	200
HC1AO.....	Octavio Espinosa, José Heredia Crespo	La Voz de Tomebamba.....	Cuenca	4200	200
HC1VT.....	Concejo Municipal	La Voz del Tungurahua.....	Ambato	4300	250
HC1PM.....	Leonardo Ponde	El Palomar	Quito	5725	150
HC1QRX....	Carlos Mantilla	Radio Quito	Quito	5970	300
HC2JSB....	Juan S. Behr	Ecuador Radio	Guayaquil	7845	300
HC2CW.....	Alfonso Vilmot	Ondas del Pacífico.....	Guayaquil	8400	50
HC1GQ.....	Cia. del Ferrocarril del Sur.....	Nariz del Diablo	Quito	9163	150
HC2ET.....	Empresa "El Telegrafo".....	Diario "El Telegrafo".....	Guayaquil	9200	300
HC1ETC....	Manuel Mantilla	Radio Teatro Bolívar.....	Quito	9350	300
HC2AK.....	Cia. Radio Difusora del Ecuador	Cia. Radiodifusora del Ecuador	Guayaquil	9377	1000
HC2OAD...	Odalía Arauz de G.....	La Voz del Alma	Guayaquil	9400	200
HCJB.....	Clarence W. Jones.....	La Voz de los Andes.....	Quito	12455	10000

PARAGUAY

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
ZP1.....	Radio El País—Atilo C. Bajac, Asuncion.....	970	100
ZP4.....	Radio Continental—Isern & Sacarello, Asuncion	730	100
ZP5.....	Radio Paraguay—Alfonso Sa, Asuncion.....	1360	100
ZP6.....	Radio Livieres—Jordon Livieres, Asuncion.....	1300	100
ZP11.....	Radio Charitas—Juventud Antoniana, Asuncion	1200	100
ZP10.....	Noriega Hnos. & Franco, Asuncion.....	1330	100
ZP17.....	Haneman Hnos., Asuncion	1030	100
ZP7.....	La Voz del Aire—Julio Coriolot, Encarnacion.....	900	

Short Wave Stations

ZPA1.....	Peruvian Government, Asuncion.....	6070	3000
ZPA2.....	Teleco Paraguaya, S. A., Asuncion.....	11721	5000
ZPA6.....	Teleco Paraguaya, S. A., Asuncion.....	7890	5000
ZPA7.....	Teleco Paraguaya, S. A., Asuncion.....	15780	5000
ZPO3.....	Teleco Paraguaya, S. A., Asuncion.....	13333	5000

• • • SOUTH AMERICAN STATIONS • • •

PERU

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
OAX4A	Government	Radio Nacional	Lima	850	10000
OAX4E	Ing. Juan P. Goicochea	Radio Goicochea	Lima	960	250
OAX4F*	Armando Ortiz Lambert	Radio Mundial	Lima	1080	250
OAX4C	Alvarado & Urteaga	Radio Callao	Callao	1160	500
OAX4B	Empres Peruana Parlante	Radio Lima	Lima	1200	250
OAX4L	Radio Miraflores	Radio Miraflores	Miraflores	1250	200
OAX4I	Radio Internacional	Radio Internacional	Lima	1320	250
OAX6C	J. Antonio Umbert F.	Radio Continental	Arequipa	1370	250
OAX5B	Luis de los Heros & Rios	Radio Universal	Ica	1460	200

Short Wave Stations

OAX2A	Rafael Larco Hoyle	Radio La Nacion	Trujillo	6000	250
OAX4P	Alfredo Elejalde Granados	Radio Huancayo	Huancayo	6200	250
OAX6B	Maximo J. Landa	Radio Landa	Arequipa	6035	150
OAX6A	Jorge E. Olazabel	Radio Arequipa	Arequipa	6050	100
OAX6E	J. Antonio Humbert F.	Radio Continental	Arequipa	6055	300
OAX4Z	Government	Radio Nacional	Lima	6082	15000
OAX4H*	Armando Ortiz Lambert	Radio Mundial	Lima	6095	1000
OAX3A	Victor Priano Storace	Radio Huanuco	Huanuco	6115	400
OAX7A	Carlos Lizarraga Fisher	Radio Cuzco	Cuzco	6128	100
OAX1A	Jose Carlos Montjoy D.	Radio Delcar	Chiclayo	6150	200
OAX4G	Empresa Peruana Parlante	Radio Lima	Lima	6190	250
OAX6D	J. Antonio Umbert F.	Radio Continental	Arequipa	9500	250
OAX4J	Radio Internacional	Radio Internacional	Lima	9520	200
OAX4K	Ing. Juan P. Goicochea	Radio Goicochea	Lima	9545	250
OAX4T	Government	Radio Nacional	Lima	9562	10000
OAX5C	Luis de los Heros & Rios	Radio Universal	Ica	9590	200

URUGUAY

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CW1	Radio Popular	Real de San Carlos	Colonias Bernotti y Montellano	550	4500
CW3	Radio Rural del Uruguay	Florida	Rodolfo J. Caissiol	580	300
CX4	Direccion de Agronomia	Montevideo	Direccion de Agronomia	610	5000
CW7	Radio Carmelo	Carmelo-Colonia	Alberto Pablo Brouard	640	250
CX6	Estacion Oficial	Montevideo	S.O.D.R.E.	650	20000
CW27	Radio Tabare	Salto	Luis Batlle Berres	680	250
CX8	Radio Jackson	Montevideo	Ramon Puyal	690	500
CX10	Radio Ariel	Montevideo	Ferrera, Gestoso y Cia.	730	1000
CX12	Radio Oriental	Montevideo	Luis A. Artola	770	5000
CX14	El Espectador	Montevideo	Difusoras El Espectador	810	5000
CW23	Radio Cultural	Salto	Domingo Giordano	820	250
CX16	Radio Carve	Montevideo	S.A.D.R.E.P.	850	10000
CX18	Radio Sport	Montevideo	Difusoras El Espectador	890	5000
CX20	Radio Montecarlo	Montevideo	Carlos L. Romay	930	2000
CX22	Radio Universal	Montevideo	Harispuu Hnos	970	1500
CX24	La Voz del Aire	Montevideo	S.A.D.R.E.P.	1010	2500
CX26	Radio Uruguay	Montevideo	A. Canepa y Cia.	1050	2000
CX28	Radio Imparcial	Montevideo	Walfrido Figueira Moran	1090	3000
CW31	Salto Broadcasting	Salto	Salvador E. Pera	1120	250
CX30	Radio Nacional	Montevideo	Silva y Larrea	1130	1000

• • • **SOUTH AMERICAN STATIONS** • • •

Call Letter	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CX32	Radio Aguila	Montevideo	Compania Uruguaya de Publicidad S. A.	1170	500
CW33	Difusora Florida	Florida	Omar F. Barreiro	1200	75
CX34	Radio Artigas	Montevideo	A. Canepa y Cia.	1210	500
CW35	Paysandu Broadcasting	Paysandu	Buenaventura Malher y Ordoqui	1240	250
CX36	Centenario Brdcstng.	Montevideo	Vaquez y Walder	1250	250
CX38	Estacion Oficial	Montevideo	S.O.D.R.E.	1290	5000
CW39	La Voz de Paysandu	Paysandu	Miguel Penna	1320	100
CX40	Radio Fenix	Montevideo	Julio J. Rabassa	1330	500
CW19	Difusora Rochense	Rocha	Juan J. Harispuru y Abel Machado	1340	50
CW19A	Radio Charrua	Rivera	Jorge Dowton Garcia	1340	60
CW41	Brdcstng. San Jose	San Jose	Juan J. Harispuru y Pedro Bruccoleri	1360	50
CX42	Tribuna Sonora	Montevideo	Hector Verrazza	1370	500
CW45	Difusora Treinta y Tres	Treinta y Tres	Marroche, Lacurcia y Rodriguez	1390	60
CW46A	Difusora Zorrilla de San Martin	Facuarembó	Luis S. Dini	1400	2000
CX44	Radio Montevideo	Montevideo	Julio J. Rabassa	1410	250
CW25	Radio Durazno	Durazno	Artola, Evangelisti y Cia.	1430	500
CX46	Radio America	Montevideo	Guzman Bortacchi	1450	1500
CW46B	Liceo de Dolores	Dolores-Soriano	Roberto Taruselli	1460	50
CW47	Radio Canelones	Canelones	Julio J. Rabassa	1470	300
CW43B	Radio Internacional	Rivera	Walfrido Figueira	1480	300
CW43	Radio Lavalleja	Minas	Volante y Harispuru	1480	100
CX48	Radio Femenina	Montevideo	Vazquez y Cia.	1490	1500
CW47A	Radio Welcome	San Jose	Fasola, Rios y Tiboni	1510	100
CX50	Radio El Mundo	Montevideo	Bernardino Ayala	1530	300
CX52	Radio Litoral Soriano	Mercedes	Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray y Florencio Donato Montero	1570	50

Short Wave Stations

CXA2	Radio Continental	Montevideo	Racine y Schmidt	6000	5000	
CXA30	Radio Nacional	Montevideo	Silva y Larrea	6035	1000	
CXA3	(Proyectada)	Montevideo	Leon y Lanieira	6075	2500	
CXA4	Estacion Oficial	Montevideo	S.O.D.R.E.	6125	5000	
CXA21	Radio Fenix	Montevideo	Julio J. Rabassa	6170	1000	
CXA1	Estacion Oficial	Montevideo	S.O.D.R.E.	6200	50	
CX14	El Espectador	Montevideo	El Espectador	7330	50	
CXA6	Estacion Oficial	Montevideo	S.O.D.R.E.	9620	20000	
CXA8	Radio Real de San Carlos	Real de San Carlos	Colonía	Jaime Yankelevich	9640	5000
CX14	El Espectador	Montevideo	El Espectador	10000	20	
CXA19	El Espectador	Montevideo	El Espectador	11705	1000	
CXA14	Radio Real de San Carlos	Real de San Carlos	Colonía	Jaime Yankelevich	11820	1000
CXA10	Estacion Oficial	Montevideo	S.O.D.R.E.	11895	20000	
CXA18	Estacion Oficial	Montevideo	S.O.D.R.E.	15300	20000	
CXA11	Estacion Oficial	Montevideo	S.O.D.R.E.	27000	2500	
CXA22	Estacion Oficial	Montevideo	S.O.D.R.E.	29500	2500	
CXA23	Estacion Oficial	Montevideo	S.O.D.R.E.	43500	2500	
CXA24	Estacion Oficial	Montevideo	S.O.D.R.E.	58000	2500	

• • • SOUTH AMERICAN STATIONS • • •

VENEZUELA

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV5RI	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	590	1750
YV5RH	La Voz de La Petria	Caracas	Mons. J. M. Pellin Mons. J. M. Pellin	720	1500
YV5RB	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	790	7250
YV5RQ	Radio Libertador	Caracas	Jesusa Gonzales A. Jose Gil Borges	880	1820
YV5RA	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	960	13000
YV2RB	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	980	500
YV5RG	Ondas Populares	Caracas	Gonzalo Veloz M. Gonzalo Veloz M.	1010	1480
YV5RZ	Emisora Vargas	La Guaira	Gonzalo Veloz Mancera Gonzalo Veloz Mancera	1050	770
YV6RE	Ondas del Neveri	Barcelona	L. J. Arreaza Almenar L. J. Arreaza Almenar	1080	300
YV1RF	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	1120	845
YV1RD	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	1150	308
YV5RL	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	1160	1150
YV3RE	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	1240	1175
YV1RK	Radio Popular	Maracaibo	Jose Higuera M. Rafael Rivera P.	1250	675
YV3RA	Radio America	Barquisimeto	Arturo Ramos M. Arturo Ramos M.	1270	264
YV1RA	Ecos del Zulia	Maracaibo	Luis Garcia Nebot Luis Garcia Nebot	1300	150
YV4RA	La Voz de Carabobo	Valencia	G. Degwitz G. Degwitz	1350	1280
YV1RW	Radio Coro	Coro	Roger Leyba Roger Leyba	1370	300
YV4RE	Radio Valencia	Valencia	Miguel Ache Miguel Ache	1400	1750
YV1RC	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	1400	800
YV6RA	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	1400	960
YV4RL	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	1430	300
YV4RR	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura Rafael A. Segura	1470	800

Short Wave Stations

YV1RJ	Radio Falcon	Coro	Compania Anonima Jesus Romero	3300	300
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• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV1RO	...Radio Trujillo	Trujillo	Pedro J. Torres	3310	1040
YV5RS	...Radio Libertador	Caracas	Pedro J. Torres Corp. Rayco	3360	1550
YV1RT	...La Voz de la Fe	Maracaibo	N. Vale Quintero Pedro A. Bermudez V.	3370	700
YV5RY	...Radio Continente	Caracas	Oscar Vicentelli	3380	1590
YV4RK	...Radio Maracay	Maracay	Oscar Vicentelli	3390	465
YV5RW	...Radio Tropical	Caracas	Atilio Ormezzano Ponce & Viggiani	3400	1150
YV3RX	...Radio America	Barquisimeto	Atilio Ormezzano Arturo Ramos Maggi	3410	1040
YV2RC	...La Voz de la Sierra	Merida	Arturo Ramos Maggi Amilcar Segura	3420	495
YV5RX	...La Voz de la Patria	Caracas	Roberto Straus Mons. J. M. Pellin	3430	2700
YV1RU	...Radiodifusora Maracaibo	Maracaibo	Pedro Vargas G. Govea & G. Nouel	3440	1900
YV6RC	...Ondas del Neveri	Barcelona	Guillermo Govea L. J. Arreaza A.	3450	465
YV4RP	...Radio Valencia	Valencia	L. J. Arreaza Miguel Ache	3460	1000
YV4RQ	...Radio Puerto Cabello	Puerto Cabello	Miguel Ache Rafael A. Segura	3480	885
YV3RF	...La Voz del Llano	Acarigua	Rafael A. Segura Pausides Sigala	3490	160
YV5RV	...Emisora Vargas	La Guaira	Luis Barrios Gonzalo Veloz M.	3500	350
YV1RV	...Ecos del Zulia	Maracaibo	Gonzalo Veloz M. L. Garcia Nebot	4750	300
YV4RO	...Radio Carabobo	Valencia	L. Garcia Nebot G. Degwitz	4760	300
YV1RY	...Radio Coro	Coro	G. Degwitz Roger Leyba	4770	312
YV3RN	...Radio Barquisimeto	Barquisimeto	Roger Leyba Amilcar Segura	4780	1250
YV6RU	...Ecos del Orinoco	Ciudad Bolivar	Amilcar Segura E. Torres Valencia	4790	960
YV1RX	...Ondas del Lago	Maracaibo	F. Torres Valencia N. Vale Quintero	4800	3080
YV1RL	...Radio Popular	Maracaibo	N. Vale Quintero J. A. Higuera M.	4810	300
YV2RN	...La Voz del Tachira	San Cristobal	Rafael Rivera Parra Jesus Diaz Gonzalez	4830	2000
YV1RZ	...Radio Valera	Valera	Jesus Diaz Gonzalez Pedro Flores Jelambi	4840	4840
YV5RU	...Ondas Populares	Caracas	Pedro Flores Jelambi Gonzalo Veloz M.	4860	2232
YV5RM	...Radiodifusora Venez.	Caracas	Gonzalo Veloz M. Degwitz & Siblesz	4890	7250
YV5RN	...Radio Caracas	Caracas	H. Degwitz Almacén Americano	4920	7550
			Ricardo Espina		

STATIONS OF _____ _____ CENTRAL AMERICA

BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2 . . .	Government, Belize	10600	200

COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TI5JJM	Emilio E. Martinez, Alajuela	575	1500
TI4NRH	Amando Cespedes M., Heredia	710	750
TIRH	Rafael Hine Ch., San Jose	970	500
TIGPH2	Gonzalo Pinto H., San Jose	800	3000
TIEP	Eduardo Pinto H., San Jose	830	3000
TIFA	Francisco Arie, San Jose	1000	250
TIGPH	Gonzalo Pinto H., San Jose	605	6500
TISMG	Guillermo Zuniga R., San Jose	1045	500
TILJ	Lola Monge Peralta, San Jose	775	450
TILS	Luis Saenz Mata, San Jose	880	5000
TIVP	Narcisco Garcia, San Jose	750	500
TIPG	Claudia Martinez N., San Jose	625	5000
TIRCC	Carlos Borge, San Jose	1200	500
TIRS	Rogelio Sotela B., San Jose	920	400
TIEP	Eudardo Pinto, San Jose	1225	3000
TIGP	Jose Maria Pinaud, San Jose	690	2000
TIHZ	Heli Zuniga, San Jose	1150	1000
TIOS	Guillermo Castro Saenz, San Jose	940	500
TINBC	Oscar Martinez Nussbaumer, San Jose	1070	5000
TIBAS	Gonzalo Pinto H., San Juan de Tibas	650	8000
TIMC	Jorge Mario Cardos M., Cartago	735	750

Short Wave Stations

TI14NRH	Amando Cespedes, Heredia	9692	750
TIEP	Eduardo Pinto H., San Jose	6700	1000
TIGPH	Gonzalo Pinto H., San Jose	5875	1000
TIPG	Claudia Martinez, San Jose	9615	2000
TIRCC	Carlos Borge, San Jose	6180	300
TIRH	Rafael Hine Ch., San Jose	6150	250
TILS	Luis Saenz Mata, San Pedro	6165	2000
TIRVM	Ruben Venegas Mora, Las Juntas de Abangarez	6035	500
TIWS	Manuel Campos J., Puntarenas	6065	500

GUATEMALA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGW	Radiodifusora Nacional, Guatemala City	1520	10000
TGI	Government, Guatemala City	1310	300
TGX	El Liberal Progresista (newspaper), Guatemala City	1400	50
TGQ	Government, Quezaltenango	1450	300

• • • **CENTRAL AMERICAN STATIONS** • • •

Short Wave Stations

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGWA	Radiodifusora Nacional, Guatemala City	9685, 11760, 15170, 17800	10000
TGWB	Radiofusora Nacional, Guatemala City	6480	1000
TGWC	Radiodifusora Nacional, Guatemala City	2320, 760	1000
TG2	Government, Guatemala City	6190	300
TGX1	El Liberal Progresista (newspaper), Guatemala City	6100	50
TGQA	Government, Quezaltenango	6400	300

HONDURAS

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HRN	Rafael Ferrary	La Voz de Honduras	Tegucigalpa	1450	500

Short Wave Stations

HRN	Rafael Ferrary	La Voz de Honduras	Tegucigalpa	2437	500
HRD2	Genoveva v. de Castaneda	La Voz de Atlantida	La Ceiba	6235	250
HRP1	Filiberto Diaz Zelaya	Eco de Hondura	San Pedro Sula	6351	100

NICARAGUA

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
YNPH	Rodolfo Sengelmann	Radio Phillip	Managua	660	500

Short Wave Stations

YNJAT	Dr. Augustin Tijerino	La Voz del Aire	Leon	5758	400
YNGU	Ernesto Gutierrez	Voz de Los Lagos	Managua	6340	50
YNOW	Mendoza & Bros.	Voz de La America Central	Managua	6850	800
YNFT	Jose F. Tercero Z.	La Voz de La Sultana	Granada	7500	100
YNLT	Leonidas A. Tenoria	La Voz del Mombacho	Granada	7625	100
YNDG	Dionisio E. Gallo	Gilfilian	Leon	7660	200
YNRS	Rudolfo Sengelmann	Radio Nicaraguense	Managua	8590	500

PANAMA

Call Letters	Owner (and Station Name)	Location	Frequency Kilocycles	Power Watts
HOK	Jose Jaen & Jaen, La Voz de la Victor	Colon	640	250
HP5C	Radio Miramar	Panama City	730	100
HOQ	Agustin de Mena & Jose M. Herrera, Jr., Radio Nacional	Panama City	1250	250
HP6J	La Voz de Panama	Panama City	1358	250
HOC	Jose Jaen & Jaen	Panama City	1440	250

Short Wave Stations

HOA	Ron Dalley	Panama City	2310	500
HP5K	La Voz de La Victor	Colon	6005	1000
HP5B	Radio Miramar	Panama City	6030	100
HP5F	La Voz de Colon	Colon	6050	500
HP5H	La Voz del Pueblo	Panama City	6122	400
HP5J	La Voz de Panama	Panama City	9607	250
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000
HP5G	Ron Dalley	Panama City	11780	800

• • • STATIONS IN THE WEST INDIES • • •

BAHAMAS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
ZNS	Bahamas Government	Nassau	790 C.P.640	1000 5000

Short Wave Stations

ZNS	Bahamas Government	Nassau	6090	600
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CURACAO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
PJCI	Government of Curacao	Willemstad	9106 5929	150 (C.P. 1000)

DOMINICAN REPUBLIC

Call Letters	Operator	Location	Frequency Kilocycles	Power Watts
HIN	J. M. Bonetti B.	Ciudad Trujillo	1090	150
HIX	Government	Ciudad Trujillo	950	800
HIZ	Frank Hatton	Ciudad Trujillo	1350	200
HI8Q	Julio Garcia A.	Ciudad Trujillo	1475	25

Short Wave Stations

HI1G	A. C. Puello	Ciudad Trujillo	6280	100
HI2G	A. C. Puello	Ciudad Trujillo	9290	100
HIL	F. C. Teixido	Ciudad Trujillo	6500	60
HI1N	J. M. Bonetti B.	Ciudad Trujillo	6243	700
HIT	F. A. Sanabia	Ciudad Trujillo	6630	100
HI1Z	Frank Hatton	Ciudad Trujillo	6316	100
HI1X	Government	Ciudad Trujillo	6206	300
HI6H	Emilio Garden, Jr.	Ciudad Trujillo	6115	100
HI8T	Raul Henriquez S.	Ciudad Trujillo	6122	30
HI3C	And. Herrero H.	La Romana	6105	30
HIH	D. Dominguez	San Pedro de Macoris	6780	250
HI1J	F. M. Donastorg	San Pedro de Macoris	6025	40
HI1A	Rafael Western	Santiago	6182	75
HI1L	Maria J. Tavares	Santiago	6480	100
HI1S	Generoso Sarnelli	Santiago	6420	200
HI3U	Fernando Bertran	Santiago	6015	100
HI9B	J. L. Sanchez	Santiago	6383	200
HI9T	Luis A. Pelegrin	Puerto Plata	6170	100

PAN-AMERICAN NETWORK DATA

CBS PAN-AMERICAN NETWORK—see page 858

**CADENA RADIO INTER-AMERICANA (CRIA)-CROSLY CORP.—
see page 860**

NBC PAN-AMERICAN SERVICE—see page 861

NO DELAYS

**NEW "AUTOMATIC" *
POSTAL WIRES
GET THERE FASTER**



CALL

Postal Telegraph

For your convenience, charges
for telegrams telephoned-in
appear on your telephone bill.

**For descriptive folder — address Postal
Telegraph, 157 Chambers St., New York
or ask local branch manager.*

MARYLAND

Reported to: December 31, 1941

BALTIMORE city population now over 1,000,000. 1940 census: 859,100. June 1941 est

Practically all defense plants in this area, including the great shipbuilding plant, are open seven days a week.

The thousands of automobiles carrying defense workers have made a major factor in traffic congestion that the city has recently adopted drastic traffic regulations which have been prohibited everywhere in the business districts from 7:30 A.M. to 6:30 P.M.

The big industrial and shipbuilding plants have staggered the time of their opening. To relieve some of the congestion that has developed on routes leading to the plants, several entirely new thoroughfares have been built or are now under construction. The city is also looking toward the Martin plant.

Some months ago the head of the collection department of the city was asked about collections. At that time he said they were few and far between. The same question was asked just before this was written. "They are much better," was his reply. He said that conditions are improving and money and were spending it.

A report just released to Ross Federal Service in cooperation with the United States Bureau of Economic Warfare shows that payrolls in the area last month were much higher than in November 1941. The level of employment in selected manufacturing plants in 1941 rose 30.8% above that of November 1940. Payrolls have for a long period shown a steady increase.

Federal Housing officials call the current major housing developments are the construction of five additional developments. Three have already been opened to date. There are 250 trailers and 6 dormitory units.

B & O Railroad reports a 10% increase of 8537 employees in 1941 are reported.

BALTIMORE
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THINGS ARE HAPPENING to the Radio Audience

For instance . . . in January 1942 there were 49% more people—a vastly increased radio audience—in Charleston, S. C., than the 1940 census showed. In San Diego, California, the rise is 47.7% in the same period.

And so it goes . . . in many of the country's key markets . . . as the quickening tempo of military and industrial activity shifts population and buying power in America's most dramatic market upheaval.

Late in 1940, Ross Federal saw the need for a continuing report service which would supply—quickly, concisely and accurately—the salient facts on America's changing markets. ROSS FEDERAL MARKET REPORTING SERVICE has for more than a year supplied clients in many fields with facts gathered "on the spot" by a nationwide field force.

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CONFIDENTIAL SHOPPING STUDIES

DEALER INTERVIEWS

Inventory and point of sale display checking

READERSHIP STUDIES

OUTDOOR ADVERTISING CHECKING

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*For a detailed presentation of Ross Federal's many research services write for a copy of *SOUNDINGS*.

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